

The Changing Focus of Green Marketing: From Ecological to Sustainable Marketing (I)

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Introduction

Motivation. Mankind is committed to permanently innovate and improve as a result of its aspiration to a better life. This never-ending struggle had, has and will have amazing favorable effects. At the same time, human achievements show their harmful impact mainly due to their tremendous potential for the environment and health deterioration and resource depletion. Humans impact on environment, health and resources in several ways. Common effects include *decreased quality of air, water and soil, contribution to global climate change, human health worsening, and depletion of natural resources.*

Air, water and soil quality. Air pollution is growing especially in regions such as Latin America and Caribbean as a result of urbanization, economic growth energy consumption land use changes and other factors. Water quality is affected around the world and even the causes are diverse. In Asia and the Pacific region the deterioration of water quality is the result of increasing unsustainable consumption and waste while West Asia has water quality problems due to an in-balanced ratio between the demand that is increasing and the water quality deterioration. Thus, only four out of 12 countries of West Asia are above the scarcity limit of 1000 cube meters per person per year. Land degradation, air pollution and the provision of sanitation and safe drinking water are among the main problems of the continent. North America has the best air quality but the public health benefits of region's improvement and air quality are not evenly distributed. Drinking water quality is generally extremely good in North America, but there are negative trends as a result of degraded infrastructures. New chemical contaminants and new sources of traditional pollutants are emerging as air and water quality sources of deterioration, problems that are of concerns to public health and the environment. The environmental and health impact of waste is the result of methods used for producing, burying and incinerating it. Buried waste has huge environmental impact as it generate smells and methane gas that contribute to greenhouse effects. As waste

decomposes it may cause pollution. Incinerating waste also causes problems because plastics tend to produce toxic substances such as dioxin when they are burnt.

Climate change is the effect of releasing millions tones of gases every year into atmosphere. Motor vehicles, industrial and utilities that use high temperature fuel combustion produce acid rain, destroy stratospheric ozone, produce photochemical smog and have human health impact. Carbon emissions have serious consequences on human and environment. Climate change will cause the demand of water to increase while the supply of water shrinks. Global warming and changing weather affect the agriculture, human food supply at the same time with more wildfires, droughts, floods and tropical storms. Climate change is damaging the environment, human health and well-being and, in some cases, human security. Drought and devastating floods in some states are exacerbated by global warming. Environment deterioration and air and water pollution, climate change, exposure to hazardous chemical and wastes, emergencies and exposure to radiation are top environmental factors for human health. More and more conscious of these negative effects, countries and international community are trying to face the danger and the results of their efforts are watched by many different national and international entities.

Yale University releases The Environmental Performance Index (EPI) that ranks countries' performance on high-priority environmental issues in two areas: protection of human health and protection of ecosystems. The first ten and the last ten countries are those in Table 1 according to 2016 EPI Rankings. The 2016 EPI identifies key trends that are the following (Hsu et al, 2016, p.12):

- ✓ Half of the world's population lives in nations with unsafe air quality. As countries develop increased industrial production, urbanization and motorized transport expose human population to dangerous air compounds. More deathsglobally occur due to poor air quality than water.
- ✓ More than 80 percent of the world's discharged waste-water is untreated when it's released into environment. Only 20 percent of countries are meeting targets for nitrogen use efficiency. Nitrogen pollution has negative impacts on air and water quality, leads to ozone layer depletion, and exacerbates climate change.

Table 1 2016 EPI Rankings

First 10 countries		Last 10 countries	
Country	Score	Country	Score
1.Finland	90.68	171. Dem. Rep. Congo	42.05
2.Iceland	90.51	172. Mozambique	41.82
3.Sweden	90.43	173. Bangladesh	41.77
4.Denmark	89.21	174. Mali	41.48
5.Slovenia	88.98	175. Chad	37.83
6.Spain	88.91	176. Afganistan	37.50
7.Portugal	88.63	177. Niger	37.48
8.Estonia	88.59	178. Madagascar	37.10
9.Malta	88.48	179. Eritrea	36.73
10.France	88.20	180. Somalia	27.66

Source: Hsu A. et al (2016), *2016 Environmental Performance Index*, New Haven, CT : Yale University, pp. 18-19. Available: www.epi.yale.edu

- ✓ Over 34 percent of global fish stocks are overexploited or collapsed.
- ✓ Around one third of countries scored on climate change and energy are reducing the carbon intensity.

This picture of environment confirms the progress made by the world addressing some environmental issues while others have considerably worsened. This situation points out the necessity to maintain and to intensify world's efforts for diminishing the negative impacts of humans on environment, health and resources. Green marketing is a tool that can have a particular contribution to stop environment degradation, health alteration and resource depletion. Green marketing enforces these efforts in technological, social and economic fields. Green marketing can maximize its contribution only if it keeps pace with the dynamic of strategies aiming at preserving the environment, health and resources. This work relies on the truth that the evolution of green marketing and the dynamic and scope of the efforts for the environment preservation, enhancing the life quality and saving the resources condition each other.

Solution. The goal of this work is to find appropriate answers for those who are interested in the issues of ecological, environmental and sustainable marketing in a new key of green. In order to maximize the utility of results of our research, a multi-dimensional methodology was used. The information used originates in numerous and various sources and is used in a scientific logical, systematic and analytical manner. The analysis and the argumentation are conducted for showing not only green marketing focus changing, but also its implications. This approach gives the reader a mechanism that allows him to understand not only the dynamics and the

intensity of pressures from environment, society and economy on companies involved in business, but also the appropriate solutions for giving the best response and have initiatives. Once informed on the benefits of green marketing, the reader better understands why green marketing is necessary and useful in business theory and practice.

Chapter 1

Evolution of Green Marketing Paradigm and Analysis of Determinants of Its Focus Changing

1.1. Green Marketing: A multi-sided Paradigm

1.1.1. Ecological Marketing

The process of change that has two way impact of mankind on the environment pushes for its protection. Human being is the source of environment deterioration but also the victim of its degradation. The business must support a significant part of responsibility for environment degradation, but consumers are those who create environmental issues, too. Therefore, not only businesses but consumers too have to work for putting an end to the phenomenon of environment deterioration. Businesses should find solutions for using the limited resources in a way that preserve them and the ambient. At the same time, increased ecological consciousness and consumption of customers stimulate the ecological marketing.

American Marketing Association has the oldest definition that says ecological marketing is “study of positive and negative aspects of marketing activity on pollution, energetic and non-energetic resources exhaustion” (Polonsky, 1994, p.2). This early definition views the ecological marketing as a subset of general marketing activities, rethinks positive and negative activities and investigate a small number of ecological issues (Danciu, 2006, p.16). Polonsky (1994, p.2) has a more wide definition that suggests “ecological marketing includes all activities that are designed to facilitate the transactions in order to meet the human wants and needs in a way with the least adverse effects on living environment”. This definition ensures that business’ and consumers’ interests are protected as the exchange will take place only if the buyer and the seller get advantages and benefits. It comprises also the environment protection by trying to minimize the negative impact of product exchange on environment.

Ecological marketing has two ruling principles. First, the ecological system is viewed through pollution effects and energetic resources diminishing and non-energetic

resources such as leather, iron and nickel exhaustion. The second element takes into consideration marketing policies which cause problems to environment or help avoid these problems (Miled&Farhani, 2012, p.6). This approach considers to little environment issues. Therefore, the ecological marketing concept as a holistic marketing process focuses on tight relationships between ecological marketing and society and stresses the objectives the ecological marketing proposes itself in order to succeed in assuring the well-being of whole society.

1.1.2. Environmental Marketing

The increased pressures by society for business to meet its comprehensive ethical and moral responsibilities worked for a new orientation towards working out environmental issues, and the response is the environmental marketing better known as green marketing. The American Marketing Association defines environmental marketing as “the marketing of products which are presumable safe for environment, generate minimal harmful effects to the environment, and efforts made by organizations to create products which are beneficial for the environment” (Musa, 2015, p. 15). Peatty (1995) brings a new vision which sees the environmental marketing as a “holistic” management process responsible for identifying, anticipating and satisfying the requirements of customers and society, in a profitable and sustainable way. This definition changes the position and the importance of environmental marketing in the business since it has a holistic approach and its goal which became “to create products which are beneficial for the environment”. Some authors like Khan and Rafat (2015, p.98), Karna (2003, p.11), Aresculatne and Yazdanifard (2014, p.131) use the term “holistic” while others such as Heck and Yidan (2013, p.14) and Emery (2012, p.24) transfer it to the definition of sustainable marketing which has a characteristic, no doubt. Other recent definitions of environmental marketing try to reveal its characteristics but don’t succeed to present anything new than those already expressed. A. Sarkar (2012, p.123) writes “green marketing consists in all activities designed to generate and facilitate any exchange intended to satisfy human needs or wants such that the satisfaction of these needs and wants occurs with minimal detrimental impact on the natural environment”. A new element is brought by Suraya and Vijaya Banu (2014, p.1) who think “the green marketing refers to the process of selling products and/or services based on their environmental benefits. According to this approach the obvious assumption of environmental marketing is that potential consumers will view the “greenness” of a product or service as a benefit and base of their purchase decision accordingly. Musa (2015, p.13) stresses another characteristic of environmental marketing when states that environmental marketing “is a business’ response to society and governmental environmental awareness”. Meler and Magas (2014, p.238) define green marketing as “a study of all efforts to consume, produce, distribute, promote, package and

reclaim products in a manner that is sensitive or responsive to ecological concerns”. Green marketing is not limited to distribution, governmental or non-governmental organizations nor is solely an activity undertaken by consumers. Manufacturers, wholesalers, retailers and service companies have all an opportunity to contribute to environmental marketing. Miled and Ferhani (2012, pp.1-3) have a similar approach which says environmental marketing is “all communication operations aiming at promoting a product with environmental and social qualities”. That means selling products based on an ethic speech. In a broad sense, environmental marketing may comprise all development and marketing operations which are upstream to promotion and justify it. It has in view not only consumer goods but also services and industrial production.

The various approaches of environmental marketing concept makes easier to find its main *characteristics*:

- ~means balanced approaches of technological, economic and environmental elements of business and society which allow companies to develop;
- ~stresses on sustainable, long-term qualitative development;
- ~integrates green values into the business culture;
- ~is a holistic approach which has as main goal to re-head the reductionist and fragmented approach of previous business theory;
- ~stresses on real, true needs of consumers not on shallow wants;
- ~recognizes that consumers and society have multiple and sometimes conflicting wants and expectations;
- ~businesses and all their activities are components of consumed “product”;
- ~embrace the environmental performance concept that includes non-product outputs, product performance during its use period and after use and the environmental impact of businesses on each link of the value chain;
- ~searches added socio-environmental effects and added technical economic value.

1.1.3. Sustainable Marketing

The marketing has a responsibility in sustainable development, but not any marketing meets the case. Ecological and environmental marketing are reflections of the improvement of relationships between marketing and natural environment. Sustainability marketing more explicitly relates to the sustainable development agenda. Understanding the importance of sustainable development and the difficulty of the integration of three dimensions of sustainability - social dimension (people), environmental dimension (planet), economic dimension (profit) – has

taken the form of sustainable marketing (Saxena and Khandelwal, 2010, p.65; Belz and Karsten, 2010, p.4). At business level, sustainability development refers to the model of development which focuses on making profit while taking into account the social and environmental aspects. Sustainable marketing can contribute to all three dimensions of sustainable development not only through everyday's practice of minimizing the environment impact, but also by implementing new policies and strategies to bolster a wider concept of sustainable growth as a fundamental process of economic entities (Musa, 2015, p.15).

Sustainable marketing can be deemed as a higher development phase of green marketing as Meler and Magas (2014, p.239) and Reutlinger (2012, p.19) emphasize. Praude and Bormane (2014, p. 16) find that sustainable marketing can by no means be equal to environmental/green marketing. A green marketing, a corporate socially responsible marketing is merely a tool to implement sustainable marketing. The sustainable marketing is the process of creation, communication and delivery of consumption values to consumer with a view to meet their needs and observe the requirements of environmental preservation without jeopardizing the possibilities of meeting the needs of future generations. Thus, it represents a new trend in satisfying the needs of consumers and other stakeholders in a sustainable manner. Hence, as Reutlinger (2012, p.19) and Emery (2012, p.24) state, sustainable marketing can be defined as "a holistic approach whose aim is to ensure that marketing strategies are specifically designed to satisfy the wants and needs of customers while equally securing a socially equitable, environmentally friendly and economically fair and viable business for the benefit of current and future generations of customers, employees and society as a whole".

The task of sustainable marketing refers to long-term satisfaction of the needs of customers, organizations and society, in general. It entails that products and services on the market shall comply with those requirements and cater for public social welfare, which discloses the impact of sustainable marketing. The ability of business to successfully use sustainable marketing as support of their strategy for gaining sustainability depends on their social and environmental sensitivity. This sensitivity helps to build and improve lasting relationships of business with customers, the social and natural environment on a long-term thinking. This kind of lasting relationships needs a transformation of the conception about the external forces. The business has to adapt towards considering external forces a constraint to overcome instead of uncontrollable elements. Sustainability is achieved only if governments, non-governmental organizations and companies assume the change of external frameworks in favor of sustainable development and make efforts at local, national and international levels to do it.

Sustainable marketing is focused on environment, society and profit in a balanced manner. Therefore, it is able to meet the following *characteristics* (Behrens, 2005, p.46; Reutlinger, 2012, p.19):

- ~ Sustainable marketing is a holistic approach. That means the whole business has to support sustainable marketing solutions which require the collaboration between all departments of the business. Moreover, customers increasingly expect the whole supply chain to be sustainable.
- ~ The aim of sustainable marketing is still to add value to consumer and satisfy the consumer's needs and wants but in a sustainable way.
- ~ Sustainable marketing understands and integrates not only product selling. It must be an integrant part of the business management concept.
- ~ Sustainable marketing has a broader vision which is the administration of market activity and of activity from market to business. That means sustainable marketing is having in view not only customer needs but society requirement too.
- ~ Sustainable marketing includes business interests which have to be met by taking into account the sustainability requirements. Business must integrate the sustainability of all value chain for evaluating its economic outcomes for identifying the points where environmental, social and business benefits are produced. By acting this way, the business will succeed to identify and separate the sources and place itself where it will obtain results for all three sustainability dimensions.

1.1.4. Relationships and Differences between Conventional and Green Marketing

A comparative analysis of conventional and green marketing *points out the significant relationships and differences between the two categories* (Khan and Rafat, 2015, p.97):

- ~ Conventional marketing focuses on economic desires of the business whereas green marketing carefully integrates social, environmental and sustainability requirements with economic desires.
- ~ Green marketing is a holistic approach which involves identification, anticipation of customers' needs in an ecologically, environmentally, socially and sustainable manner. The conventional marketing involves identification and satisfaction of needs and wants in a most profitable manner.
- ~ Conventional marketing deals with the direct benefits of the products while green marketing deals with providing long- term environmental, social and sustainable benefits without neglecting economic benefits.

- ~Conventional marketing does not take into consideration the impact of goods and services on natural environment, society and sustainability whereas green marketing encourages the production and promotion of green-labeled products and services only.
- ~Businesses which give preference to green marketing practices over conventional marketing practices prove to be more credible to their targeted customers.
- ~Green marketing ensures optimum utilization of natural resources in most effective manner which will be beneficial for customers as well for business.

1.2. Analysis of the Determinants of Focus Changing of Green Marketing.

Businesses are primarily oriented towards financial outcomes and this can be seen in their marketing objectives. As environmental, social and sustainability issues are putting more pressures on business marketing they have to find innovative ways to be profitable in the long run. The most promising way businesses can follow for obtaining and maintaining organizational success is adopting and making to work the concept of triple bottom line (TBL). That means expanding the previous economic marketing approaches to take in consideration social (People) and environmental (Planet) performance in addition to financial performance (Profit) as Freitag (2011, pp. 5-6) emphasizes. In order to reach this status that allows achievement of the triple bottom objectives, business has to find appropriate marketing ways as response to determinants that press for focus changing of green marketing. The literature on green marketing includes various points of view on this subject and numerous authors such as Polonsky (1994, p.3), Miled and Farhani (2012, pp.11-13), Sarkar (2012, pp.129-131), Brahimi (2014, p.187), Suraya and Vijaya Banu (2014, pp.4-5) and Suresh (2015, pp.336-337) have discussed how many variables or determinants work for green marketing to change focus.

Taking into consideration the large amount of variables that could contribute to green marketing step by step focus change from eco marketing to environmental marketing and from there to sustainable marketing we propose the following list of determinants: *need of re-arrangement of relationships between people, planet and business; changing consumer behavior; government pressure; increased pressures of social groups; competitive pressures; cost reduction and profit issues; social responsibility.*

~*Need of re-arrangement of relationships between people, planet and business.* As profit oriented economic activities alter the state of environment and society a more appropriate balance between environmental, social, sustainability and economic forces is needed. Businesses that are constantly looking for profit become harmful for environment and people are affected. Businesses that are involved in intense resource use, produce waste and contribute to climate change are more likely to be

involved in environmental and social controversies. They need a focus change if they want to solve the controversies and get more converging and harmonized relationships between their economic interests (Profit), environment and society. Green companies that reduce resource use and eliminate waste are contributing to the health of employees, consumers-People as a whole- and getting economic benefits (Profit) by reducing costs, increasing resilience, and promoting their brand. This re-arrangement of relationships between People-Planet-Business (Profit) also requires changes in green marketing focus.

~*Change of consumer behavior.* The consumers are more and more conscious of environment degradation and resource waste. They became more manifest and firm about their needs for goods and services which are complying with environment, resources and sustainable development. Consumer's purchase and consumption behavior can decide the faith of a business. Therefore, green marketing gives a proactive strategy for complying with new market requirements and exigencies by offering green goods and services able to reduce or minimize any detrimental impact on environment, resources and development. Whoever resorts to green marketing must integrate eco, environmental, sustainable elements with all components of own business activity from strategy defining, to planning, production process re-engineering and to relationships with consumers (Miled and Farhani, 2012, p.8).

~*Government pressure.* Governments want to "protect" consumer and society. This protection has significant green marketing implications. Governments' regulations relating to green marketing are designed to protect the environment, consumers, society and to save resources. Reducing production of harmful goods or by-products, saving non-renewable resources, ensuring that all types of consumers have the ability to evaluate the environmental composition of goods are some ways in which regulations are aiming to protect consumers and environment and to stimulate economic and society sustainability. Governments also help companies meeting the green regulations by supporting their efforts to meet green regulations exigencies. An example is the information about the proposals for supporting eco-innovation and encouraging resource efficiency of the UK Conservative and Liberal Democrat government environmental policy for period 2010 to 2015 included in Box 1.1.

Box 1.1. UK Government Policy: Business and Environment-Selections*1. Supporting innovation that make products and services more environmentally friendly*

Eco-innovations are new or improved technologies, products or services that reduce impact on the environment and the use of natural resources. United Kingdom government policy helps making economy and businesses greener, more sustainable so they can grow the economy and also reduce the environmental impact.

*UK government pilots the Environmental Technology Verification program. This scheme aims to increase investors' confidence in new innovative technologies through third party verification of performance. The pilot covers energy, water and waste technologies. The UK's first verification bodies are the National Physical Laboratory and Water Research Centre.

*UK government helps organizations apply for EU funding to develop green products and services through the National Contact Point for eco-innovation and industrial biotechnology.

*UK government supports business to innovate to reduce environmental impacts of products and supply chains, providing a number of competitions such as Supply chain innovation for a circular economy.

2. Encouraging resource efficiency and environmental management

UK government help businesses use resources more efficiently and manage their environmental impact by:

*Funding the Waste and Resources Action Program, which gives advice and support to help businesses use raw materials, water and energy more efficiently

*Working with industry and others to implement the Resource security action plan.

*Using the purchasing power of government and the wider public sector to support businesses to produce more sustainable products and services.

*Providing tools to help businesses reduce the environmental impacts of their operations and supply chains, including environmental management systems and tools to report greenhouse gas emissions.

*Funding the Royal Society for the encouragement of Arts, Manufactures and Commerce Environmental Awards Forum, which accredits other organizations' environmental award schemes to make sure these high standards.

Source: 2010 to 2015 government policy: business and the environment. Policy paper, <https://www.gov.uk/government/publications/2010-to-2015-government-policy-business-and-the-environment>. Updated 8 May 2015

Green marketing should observe these rules and find solutions that comply with them.

~Increased pressures of social groups. Ecologists, NGOs, consumer groups are urging the companies to find more explicit, comprehensive and efficient green marketing

solutions. Their pressures matter since these groups supervise the green operations and behavior of the businesses.

~*Competitive pressures.* Many businesses embrace green marketing to maintain their competitive advantage and gain new ones. A competitive position is difficult to defend in the green market in question. Customers' requirements for high quality products which do not harm the environment and resources and involve high costs call for premium prices. The number and the ability of competitors are powerful. Therefore, this kind of pressures is leading the business to observe the competitors promoting their environmental, sustainable behavior and attempt to emulate this behavior. That may cause the modification of an entire industry and thus the reduction of its detrimental environmental and sustainability behavior. Businesses which gain a sustainable competitive advantage must be able to maintain it in the long run. In order to do that, a business has to use sustainable innovation and competitive eco-efficiency as strategies. The sustainable innovation means innovating not only in technical areas but also in environmental, social and organizational fields. According to these requirements, the business needs to work out sustainable environmental innovation and sustainable organizational innovation. The eco-efficiency is defined by the World Business Council on Sustainability Development as "being achieved by the delivery of competitively produced goods and services that satisfy human needs and bring quality of life while progressively reducing the ecological impact and resource intensity throughout the life cycle, to a level at least in line with the Earth's estimated carrying capacity". Each company which tries to gain sustainable competitive advantage should design and use sustainable business practices on a new way of thinking about meeting the customer needs.

~*Corporate Social Responsibility.* As time passes, many businesses find out that prospects for success or survival depend on their behavior in an environmentally, responsible, sustainable manner. Thus, the environmental and social issues need to be integrated into business' corporate culture. Such businesses believe both in achieving environmental and resource saving objectives as well as profit related objectives. They voluntarily integrate a set of social, ethical and environmental concerns into their business operations or model of the company and its interactions with its stakeholders, in other words they have Corporate Social Responsibility (CSR). This is a constant effort of the business for aligning social, environmental sustainability and ethical objectives to the economic objectives on the one hand and all those to employees, environment and society interests on the other side. By aligning the social responsibility with the traditional profit maximization, the business can actually make more money and do more good. Green marketing has what is needed for achieving these objectives and is viewed as

a support for economically, legally, ethically, socio-humanitarian and sustainability responsible businesses.

1.3. Green Marketing Focus Changing: the Journey from Conventional Marketing to Sustainable Marketing

1.3.1. Evolution of Green Marketing

Green marketing is the subject of a permanent evolution process that allows it to change accordingly. The scope and the focus are two variables for detecting the phases green marketing is passing through. Conventional marketing has a narrow scope being focused on market and commercial transactions while relationship marketing maintains a narrow scope but is focusing on relationships. The scope of ecological and environmental marketing becomes broader, since they include planet (environment) and society (people) as their objectives together with market, but continue to be focused on commercial transactions.

Sustainable marketing goes beyond these approaches and has a broad scope and the focus on relationships between the business and all components of internal and external forces which are economic (Profit), environmental (Planet) and social (People). The characteristics and content are judged as being progressive while the number of stages is quasi-generally viewed as being three. Reutlinger (2012, pp.15-17), Brahimi (2014, p.185), and Delafrooz et al (2014, p.30) are among those who agree that green marketing has passed three stages during the course of its development and these are ecological marketing, environmental marketing and sustainable marketing.

Katrandjiev (2016, pp.72-80) states that the evolution of green marketing has gone through four stages: *embryo stage (pre 1974); ecological marketing (1975-1989); environmental/green marketing (1990-2000) and sustainable marketing (post 2000)*.

**Embryonic stage of ecological marketing* development is characterized by becoming aware of interaction between the marketing system, society and environment. That has allowed the attempt of defining the concept of marketing, in terms of impact of marketing activities on the environment. By the mid-70, the ecological orientation becomes a significant paradigm in marketing.

**Ecological marketing* was the phase during which all marketing activities were concerned to help environmental problems and provide remedies for environmental problems. In this way, the term “ecological marketing” became widely accepted approximately by mid 1980s (Katrandjiev, 2016, p.75). One characteristic of the ecological marketing paradigm of those times was a relatively narrow focus on environmental issues of industries where energy and resource intensive consumption and high pollution such as oil spills and air pollution

damaged the ecosystem through the use of pesticides and herbicides. Another characteristic of this period is a tendency of identifying certain products and companies that either cause ecological problems or can help solve them. At this stage, the ecological conception in marketing is shared by a very narrow cycle of businesses and consumers. The consequences of the emergence of ecological orientation for marketing at that time can be sought primarily in changes to the legal regulations.

**Environmental marketing*, known also as green marketing, developed in the late 1980s (Suraya and Vijaya Banu, 2014, p.2; Reutlinger, 2012, p.16; Katrandjiev, 2016, p.76) as the vulnerability of both environment and mankind is brought to the attention of the world. This change of shift was brought about after a series of ecological disasters such as Bophal (1984), emergence of the ozone layer (1985), Chernobyl Disaster (1986) and Exxon Valdez oil spill (1989). A green/environmental consumers' wave emerges with demands for ecologically clean products, pollution-free production technologies, preferences for green political parties. Businesses focused on the target group of the so-called green consumers. They began to search clean technology that involved designing of innovative new products which take care of pollution and waste issues.

**Sustainable marketing* came into prominence in late 1990 and early 2000 as a new level tool for using all new concepts in the direction that make easier to achieve sustainable development. As businesses became to claim to be green or non-polluting without expert proof, important concepts about the link between economic activity, environment and resources are formed (Katrandjiev, 2016, pp.76-78). The first concept is sustainable development which appeared in 1987 in the Report of World Commission of Environment and Development. This report defines the term "sustainable development" as "that development where the needs of the present generation are satisfied, but not at the expense of satisfying the needs of future generations". The concept includes the idea of a careful and well thought out use of renewable natural resources where the rate of their consumption coincides with the rate of their recovery. The rate of non-renewable natural resources consumption has to coincide with humanity's ability to restore them. The great significance of the concept of sustainable development originates in its systematic approach with regard to environmental, societal and economic problems.

At business level, the most broadly accepted criterion for corporate sustainability is an *efficient use of natural capital (eco-efficiency)*. This eco-efficiency is usually calculated as the economic value-added by a company in relation to its aggregated ecological impact. It is achieved by the delivery of competitively-priced goods and services that satisfy human needs and bring quality of life, while progressively reducing ecological impact and resource intensity throughout the life-cycle to a level at least

in line with the Earth's carrying capacity (Saxena and Khandelwal, 2010, p.61). The second criterion for corporate sustainability is *social efficiency* which describes the relation between a business value and its social impact. This impact can be either positive such as corporate giving, job creation or negative like work accidents, human rights abuses. Socio-efficiency tries to minimize negative social impacts or maximize social positive impacts. Both eco-efficiency and social-efficiency are concerned primarily with increasing economic sustainability. Third, the concept of *free-waste technologies* should be mentioned. This is a transition from partial measures to the incorporation of new production systems and innovative products. Fourth, *a new type of consumers with a different behavior emerges*. These green consumers avoid purchasing products that endanger the environment, pose a potential health hazard, consume a large portion of natural resources, lead to big waste accumulation, require raw materials and materials from endangered species. Fifth, one should mention the emergence of *the concept of eco-performance* according to which the competing products and companies are differentiated on the basis of the ecological dimension. This means that the competing products and businesses have different levels of eco-performance. This concept brings in the forefront the total impact that the entire company, not only its products, has on society and environment. Sixth, *the concept of ecological quality* has to be mentioned. The growing pressures for environmental preservation force more and more businesses to start analyzing the interrelations between the business, the environment and the society. As a result, they search ways to combine existing quality management systems with ecological imperatives at the time.

1.3.2. Focus Changing of Green Marketing Thinking

The evolution of marketing thinking has as common characteristic the growing concern for better relationships between the business and the environment. We find that each stage has the green constitutive part that allows new levels that move marketing even stronger in the good direction. Therefore, the green marketing concept changes the focus from a stage to another becoming green ecological marketing, green environmental marketing and green sustainable marketing.

Green ecological marketing concentrates on external problems of the environment, namely on the branches that directly influence the ecological status of the environment such as petroleum industry, coal mining, chemical industry or automotive industry. Green environmental marketing expands the perimeter of branches and fields in which the decisions regarding the environment becomes important. Moreover, new technologies and competitive advantages are other shifts. These new technologies focus on designing and producing environmentally friendly new products at premium prices at the same time. These technologies and other services and manufacturing methods such as tourism aim at emphasizing the efforts

for environment protection. Unfortunately, environmental marketing is short-term oriented, little customer focused and uses green-washing. Green sustainable marketing assumes the principles of sustainable development and contributes to sustainable development having great impact on economy, society and environment. Sustainable marketing widens the range of environmental discussion and bring in forefront the issue of the use of resources. The green sustainable wave in marketing thinking widens its range in relation to all household products such as cleaning sullies, white technology and so on, as well as financial services and tourism. During this stage, the scientific development moves in the direction of a more serious acceptance of the systematic approach in marketing. The business is viewed as a system which is linked with other systems such as the nature and the society. This is one of the most significant differences between eco, environmental and sustainable marketing. The business is no longer viewed as “a chain of delivery” but as a system that also generates additional outflows of pollution and waste, resource waste included.

The dream of green marketing - eco, environmental, sustainable - creating new types of products that are environmentally friendly, with a level of quality that is not lower than the existing non-green analogues and also saving the Planet’s resources is a difficult task to achieve for at least the following reasons : the difficulty of saving non-renewable resources and rationalizing renewable ones’, the difficulty of proving the eco-performance of a product and corporate barriers to green sustainable actions (Katrandjiev, 2016, p.79).

1.4. Conditions for the Success of Green Marketing

Being successful in green marketing is not easy. Businesses need to identify the issues they may face and overcome them if they want to become successful. A list of most usual problems and risks the businesses come upon in green marketing practices has the following content (Danciu, 2006, pp. 29-32; Khan and Rafat, 2015, pp. 101-102; Suresh, 2015, pp. 336-337).

~Green marketing actions do not mislead customers and do not violate any regulations. Businesses have not only green speaking they have to be green that means behaving green. Businesses which really want to use green marketing must begin to change from inside, if they want deeply understand green consumers. After that, hey are able to turn into account the opportunities and to minimize the risks associated with green solutions. The change must begin with the top management as green orientation must go inside the business. That means the green implications have to integrate all business functions and hierarchy. From the point of view of green marketing, the top management can facilitate a personal and emotional bond between stakeholders and the compliance with green business.

~Green marketing should be viewed as a long-term strategic tool. Green marketing strategy is the core of green marketing. This strategy allows green strategic decisions making on products and customers and green strengths using as competitive advantages. The environmental sustainability of green products is viewed as a particular product that makes easier transforming a product in a special or adapted one and this is found in product's price.

~Green marketing helps to identify and meet the needs of green consumers therefore, the business should focus on such segments. The green compatibility viewed as a competitive advantage depends on the natural situations but it also needs the business effort to develop and use green marketing.

~Green businesses should have distinctive values and these have to be visible. Companies motivated by their social, environmental and sustainable value system are willing to engage in green initiatives and actions. Green marketing may help these businesses to emphasize their green particular values. Green marketing practices should move towards green processes and products. That means the business clearly states environmental and sustainable benefits but many businesses face problems in conclusively proving such benefits of their green products. Businesses should create a green culture that gives them the ability to encourage the design of strategies that prepare them to meet the challenges of green consumers and to capitalize the green opportunities. Businesses should become green following a ceaseless process. This is a lengthy and complicated process which involves marketing objectives, strategies and mixes that are dealing with green issues.

~Green businesses should be proactive. Only by having a proactive attitude and an offensive commitment a business is able to find the best green marketing solutions that stop environment degradation, help society and sustainability and gain competitive advantages. Proactive businesses set their own standards for green strategies and products. Thus they overcome green regulations, gain image and prestige thanks to their green innovation and commitment.

~Green businesses face risks of adverse future effects of their current green actions. Many customers lack confidence in green products and services, as they hesitate in using something new. Production and promotion of eco-labeled goods and services involve higher costs. Green products are not within the accessibility of general public as they are very expensive. If the green products are priced very high they will lose their market acceptability.

~Green marketing success also depends of employees' responsibility. Their responsibility increases if they receive competencies and incentives. The employees become more motivated in finding better green marketing solutions if they are conscious on green issues and have the needed authority.

~In order to become successful, *green marketing needs high-tech tools and techniques of production and distribution and requires huge capital investment*. The investors and the business view environment, society and sustainability as a long-term investment opportunity and the marketers must look at long-term benefits.

1.5. Benefits of Green Marketing

The differences between conventional marketing and green marketing but also among objectives, focus, content and specific mechanisms of green marketing emphasize *the benefits of using green marketing* (Heck and Yiden, 2013, pp. 14-15; Khan and Rafat, 2015, p. 101).

First, green marketing helps in the optimum utilization of the scarce resources- non-renewable resources versus renewable resources.

Second, green marketing insures maximum satisfaction of human needs and wants in the most environmentally, socially and sustainable manner.

Third, green marketing encourages the production and distribution of recyclable, non-toxic and environmentally friendly goods and services.

Fourth, it focuses on sustainable development and growth and helps in reducing depletion and exploitation of natural resources.

Fifth, green marketing educates consumers and provide them with opportunity to participate in environmentally friendly, social and sustainable activities. It also appeals to growing consumer demand for product traceability, supply chain standards, product authenticity and quality.

Sixth, green marketing promotes saving value-addition resources, better performance, health and safety, social status and convenience.

Seventh, green marketing creates the potential for win-win situations in which businesses can pursue strategies that benefits the environment, society and business.

Eighth, green marketing is likely to engender goodwill for public and media relations.

Ninth, green marketing is profitable, especially from the business perspective along with brand corporate image enhance.

Tenth, green marketing is performed with integrity and is likely to engender goodwill for the preservation of planet for the next generations.

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Chapter 2

Green Consumer Behavior

2.1. Who is the Green Consumer?

Green consumption is a problematic concept. Green issues impose the conservation of resources and environment protection while the consumption generally involves their distribution.

The growing number of individuals and initiatives which aim at social, environmental, sustainability goals point out the change of values that are determinant for consumer behavior and call for new marketing solutions. At the same time, they head to a balance between economic growth, resource saving and environment protection. The new consumption paradigm will play its part, depending on the changes for environment, society and sustainability benefits. The consumption quality as source of quality of life is the fundamental ethical value of green consumers. It may be described as essence, simplicity and quality in the context of moderation, rigor and social responsibility pattern. The new ethic of green consumer indicates social, environmental and economic consciousness that is an expression of green consumers' preoccupations to accept all individuals' access to resources, future generations included. The re-thinking of purchasing rhythm is another change of consumption. This change and growing concerns on possible effects of the products after consumption play their part in modeling the green consumption which is fully aware of consequences of the links between the damages on environment and other long-term impact on health, quality of life and society.

The aim of green marketing is to satisfy the needs and wants of environmentally friendly, sustainability conscious consumer. Therefore, the business must know who these consumers are above all. The green consumers are the driving forces behind the green marketing process. They are driving the green demand thus it is important for marketers to identify the profile of green consumers. The green consumer is the individual who embraces environmentally, sustainable friendly practices or/and who is willing to buy for green items over standards options (Diglel and Yazdanifard, 2014, p.14). Sarkar (2012, p.124) portrays the green consumer as inconsistent, confused, generally a woman, adult who is lately to be more concerned about environment and sophisticated in wants and needs. This portrait of the green consumer fits rather to early period of green consumerism since some characteristics such as being inconsistent and confused have already changed. Today, consumers are mindful of environmental, sustainability impacts when making purchasing decisions for green goods and services according to Sehgal and

Singh (2010). The green consumer describes an environmentally concerned consumer who takes into account the public consequences of his or her private consumer behavior (Pleming, 2016, p.9). Green consumers are usually opinion leaders who play an important part in the environmental orientation of their community. These portraits indicate the green consumer as being mindful, concerned, resolute, responsible and conscious of his or her actions. A research performed by Rosamartina and Russo Angelantonio (2015) used cost, perception and brand as segmentation criteria or signals green as the authors called them. These signals green help segment the detergent market in accordance with consumers' purchasing behavior as in table 2.1. The main characteristics of each segment derive from the explanation of information about action or influences of every signal green.

~*Light green consumers* are aware of their role but remain skeptical and clearly not ready to change their habits. There is hence the necessity for companies to intervene and invest on consumers' cognitive dissonance.

Table 2.1. Segments of Green Consumers

Signal green	Light green	Medium green	Dark green
Cost	Cognitive dissonance Educational programs	Cognitive dissonance Educational programs Environmental quality	Environmental quality Educational programs
Perception	Socialization Recycle	Socialization, safety, satisfaction, recycle Social justice	Socialization, safety, sustainability, Reduce, reuse, recycle Social justice Bequeath
Brand	Offering guarantees	Offering guarantees Waste	Offering guarantees Waste Green brand

Source: Rosamartina and Russo Angelantonio, 2015, p.51

~*Medium and dark green consumers* are aware about the role played through the purchase of socially and environmentally friendly products. Nevertheless, they need still incentives to purchase them. They are proactive, have a dynamic attitude and these are signs of willingness to change. Millennials are the group of green

consumers which can't be ignored by those who want to find the right answers to green market segmentations as information from Box 2.1 reveals.

Box 2.1. Millennials as Green Consumers

The Millennial generation, born roughly between the 1980s and the turn of the century are widely recognized as a target group for green marketing schemes because the unique conditions of the period they grew up in. The Millennials were socialized during a period of rapid technological development represent a highly educated generation that is acutely aware of social and environmental issues affecting them and the world they live in. As a result, environmental consciousness has become a prominent social norm among Millennials.

The green consumer has several characteristics that coincide with Millennial beliefs and values. Green consumers are generally younger, better educated, and have higher earning potential than consumers unconcerned with the environment. These attributes describe the Millennial generation that has some characteristics too. Millennials are genuinely interesting in supporting environmental causes however they do not consider themselves responsible for changing their lifestyle habits to practices that positively impact the environment and are less inclined to choose environmental benefit over personal comfort or convenience. A survey conducted by the authors of below cited paper revealed the following characteristics of Millennials (Dolan et al, 2015, .pp.20-27):

- ~ Millennials have strong environmental values.
- ~ Millennials put little consumer pressure on companies to go green.
- ~ Millennials pay attention to green brand image and reputation.
- ~ Millennials struggle to identify and interpret environmental labels.
- ~ Green labels do not influence Millennials to prefer eco-friendly products.

These findings evince a large gap between how Millennials self-identify their level of environmental commitment and their actual purchasing behavior. This gap shows that external factors such as brand loyalty and price have a greater effect on consumer behavior within this generation. Millennials prioritize comfort, convenience, and quality even they consider environmental consciousness as being socially desirable.

Source: Dolan, Elizabeth; McKeon, Natalie; Mellon, Sarah (2015), Easy Being Green? The Effects of Environmental Marketing on Millennials Consumer Behavior, Skidmore College Environmental Studies Department, USA

Researches performed by specialized organizations as Nielsen found out that characteristics of the green consumer around the world corroborate the theoretical model. The 2015 Nielsen Report (Suarez-Gapp, 2016, p.24) found the motives of consumers in buying green goods and services that are presented in Table 2.2. As a general finding, the preoccupation for the impact of products on society is a more important motive for buying products as their impact on environment with Latin

America having the lead. The attributes of green products and motives for purchasing feed the growing percentage of those who are willing to pay more for brands committed to social and environmental impact.

Table 2.2. Motives of Green Consumers

Motives	Europe C.E.	Europe C.S.	Asia P C.E.	Asia P C.S.	Latin A C.E.	Latin A C.S.	North A C.E.	North A C.S.
Reason for buying product (%)	7	22	11	27	15	41	6	16
Wish there were more products (%)	4	12	8	16	9	22	5	12

Source: Claudia Suarez-Gapp, 2016, p.24

Legend: C.E. = Care for Environment. C.S. = Care for Society.

Nielsen Report 2015 (p. 8) shows an increase in percentage of consumers who say they are willing to pay more for sustainable products from 55% in 2014 to 66% in 2015 at a global level. The growing situation at continental level is included in table 2.3.

Table 2.3. Percentage Growth of Consumers willing to pay more for Green Products

Rank	Continent	Percentage 2015	Growth 2015/2014 (%)
1	Asia-Pacific	76	12
2	Latin America	71	8
3	Middle East/Africa	70	7
4	Europe	51	11
5	North America	44	2

Source: Claudia Suarez-Gapp, 2016, p. 7

As data show, Asia-Pacific has the most numerous consumers (76%) willing to pay more for green products in 2015, while Europe scores 11% as yearly growth.

2.2. Analysis of Determinants of Green Purchasing Behavior

Green pro-environmental and sustainable behavior is the result of green consciousness which make green consumers purchase green goods and services. The green purchasing and consumption behavior is usually affected by a great number of variables/determinants. The list of these determinants is various in the literature depending particularly on their nature and number. OECD (2008, pp.46-48) proposes a list that includes awareness, rationality, income level, status, age, gender and price as variables influencing green sustainable purchase. Memar and Ahmed (2012, pp.5-13) include subjective norms, demographics, income and environmental laws and regulations as determinants of green consumers' purchasing intention. The demographic variables or mediating variables and external variables are the groups of factors identified by Kaufman et al (2012, pp.50-68) while Sieloff (2015, pp.34-39) suggests the groups of psychological, sociological, demographic and institutional determinants of green purchase and consumption. Other authors like Polo (2015), Brahimi et al (2015, pp.316-320) identify various factors which motivate the green purchase decision and behavior such as: beliefs, personal values, ethics, environmental knowledge, self-identity and self image, reference groups, social status, legal rules and marketing mixes. The factors affecting green purchase behavior are included in two categories by Joshi and Rahman (2015) namely individual factors and situational factors while Sehgal and Singh (2010) are dividing the determinants of green behavior in external environmental and individual groups.

The above diverse approaches mentioned in the literature emphasize the great number of similar determinants influencing the green purchase and consumption. These similarities allow us to suggest two main groups of determinants which are ***internal variables and external variables*** playing their role in green consumer behavior.

The internal variables are related to an individual decision maker and are generally the result of individual experience, so they are personal in their nature.

~*Environmental knowledge*. Knowledge of the environment is the level of public understanding of the potential consumers of green products on the important issues of health and welfare in the long-term (Haryanto and Budiman, 2014, p.207). What people know about key relationships leading to environmental aspects or impacts such as negative effects of the use of substances harmful chemicals, pollutants, greenhouse effect, the issue of recycling of packaging product and waste of non-renewable resources is expected to have an impact on their attitudes toward green products. People who are more knowledgeable about environmental issues have more intentions and are more likely to act in favor of the environment when making their purchasing decisions. Knowledge of the environment will act as a moderating

variable of consumer behavior toward green products. In addition, environmental knowledge is also conceived to moderate the influence of functional and emotional benefits of a positive attitude towards green products.

~*Personal beliefs* may be behavior and product specific; that means about the purchase of a specific product or green action. Environmental concerns and attitude, risk aversions, perceived behavioral control and belief about product safety for use, perceived consumer effectiveness are most significant. For example, some green consumers may have biases against items manufactured from recycled materials because of concerns about reliability and performance. The word “waste” has a negative connotation and may lead consumers to associate terms such as waste paper or waste oils risky or inferior products. The perceived consumer effectiveness significantly affects consumer attitudes subjective norms and perceived behavioral control which further determine the consumer purchase intention. Perceived behavioral control is the perceived control one has over one’s actions. It refers to the capacity of an individual to perform a given behavior. Generally, it is accepted that perceived behavioral control positively influences green purchase behavior (Yoshi and Rahman, 2015).

~Green consumption is also a *way of expressing status and identity* (Promoting Sustainable Consumption, 2008, p. 46). These biases may cause consumers to be very conscious of how their purchases look to others. As many consumers are becoming environmentally and socially conscious and even responsible they want to demonstrate this to their peers. Self-image of an environmentally-friendly individual could project positive influence of oneself to others. Therefore, an individual’s good self-image does impact green consumption by projecting a positive green image to others. This positive image can lead to pro-environmental behavior.

~Other personal psychological variables such as *personal values, trust, personality, motivation, involvement, habit, responsibility* play their parts in green consumer behavior, in particular ways. *The personal values* are found in environmental, social and ethical values of the consumer. Altruism, universalism and benevolence are values that positively affect the purchase intention and purchase of green products. Other individual values like health and safety positively influence the purchase behavior of green products. Moral and personal norms can also have a significant influence on the purchase intention and purchase. *The trust* is a belief or expectation about the environmental performance of green products. The lack of consumer trust and confidence in green claims and characteristics of green products is a significant barrier towards purchase of green products. *The personality* is the total sum of every individual characteristic resulting from heredity and personal experience that give a unique profile to each person. Green consumers buy products that match their

personality defined by “personal own self”. Due to their nature, most green consumers publicly involve themselves and it is important to them how the society sees them. Motivation is the total amount of stimulating internal motives which direct an individual to satisfy a need or to achieve his/her objective. In the context of explaining the part various stimuli play in consumer behavior change, Maslow’s hierarchy of needs might have helped (Reutlinger, 2016, p.19). Psychological needs such as food and drinks are the needs of survival. The green consumer recognizes the need for more green alternatives such as organic food. At the same time, more green sustainable solutions for housing have become accepted such as energy-saving home appliances and solar panel roofs as ways of satisfaction of the needs for safety. The needs of belonging and esteem are the ones that hold most people back from consuming green and sustainable. People want to belong and be recognized by others around them. If green, sustainable consumption behavior and green products are not the social norm, people do not consume in this way. People want to be valued and if a green product does not bring them the required status, they do not buy it. Consumers tend to focus on a single green, sustainable issue and buy products which respond to this issue such as fair-trade products or cruelty-free products.

~A group of internal factors which play a significant role in green consumer behavior is that of *personal sociological determinants* such as income level, education level and cultural norms (collectivism). Income and education are among the most important variables influencing green consumption. Green consumers have good and very good incomes and education levels. They are more likely to purchase green products. Consumption behavior is a result of cultural model. Collectivism is a cultural characteristic of green consumers and has an influence on the consumers’ green buying behavior.

~The *personal demographic determinants* such as gender, age, children and household dimensions have particular influences on green consumer behavior. Gender has a huge influence on green, sustainable consumption, partly due to the differing consumption patterns of men and women. Women are more conscious of environmental and sustainability issues. In many countries, women are likely to be green consumers and they tend to buy eco-labeled or organic food, have a higher propensity to recycle and place more value on efficient energy than men. They also pay closer attention to their purchases to ethical issues such as child labor and fair trade (Promoting Sustainable Consumption, OECD, 2008). Age is believed to have a smaller influence but all ages are aware of the importance of environmental, sustainability issues. Young people tend to be more conscious of the need to reduce environmental pollution, improve human health and increase the respect for human rights on a global scale. They believe their generation is consuming too much and

want information on how to reduce the negative ecological and social impacts of their consumption. But elder people are also anxious about environmental and sustainability issues. As a general comment, green, sustainable consumption initiatives can build on the green sensitivities of different age groups and the products they tend to buy. Household dimension and family condition have also influences on environment and sustainability. Families with children are more willing to have a green behavior. Single persons have a smaller consumption of green products.

The external variables are related to macro and micro external environment.

~*Green product availability, attributes, quality and benefits* are decisive determinants of green consumers' behavior in the vision of many authors, among them Joshi and Rahman (2015) and Haryanto and Budiman (2014, pp.205-206). A limited availability and inconvenience in procuring green products are barriers and increase the gap between consumer positive attitude and behavior towards purchasing green products. The product attributes such as functional attributes, taste, quality and healthiness are important for consumers who purchase green products. In their turn, perceived high quality of green products has a positive influence. Therefore, it can be said that functional and green characteristics of products combined with high product positively influence consumers' green purchase behavior. Every green product brings functional and emotional benefits. Functional benefits of a green product are the main reasons for prospective consumers and they are used as a basis for forming their positive attitude towards a product. The consideration of emotional benefits of a green product has the potential to influence purchasing decision. This consideration may occur due to the possibility of a green product perceived as a health product, which has a price that is relatively more expensive than of non-green products. Thus, the prestige value attached to the product or a value that gives an emotional feeling can provide a sense of satisfaction for the consuming public.

~*Price* is the decisive variable of the entire process of green purchasing even the customer uses a mix of factors for the purchase decision. In most cases, the higher price of green product has a negative influence on consumer green purchase. Lack of economic resources of the consumer is to magnify the effects of price and acts as a barrier to purchase green products. But if the price of green product is within the expected norms of the relevant market, then attributes like sustainability, environment protection will become attractive to consumer. For green products such as organic food or Fair-trade coffee, the price differential has to be within norms. Performance and quality are equally important.

~*Brand image and positioning, eco-labels and certification and environmental advertising* can aid the consumers in making personal messages about the environmental benefits and sustainability of their purchases. The image of a green product is a whole range of impressions, conceptions and apprehensions towards a brand in the customers' memory which is correlated to the environmental benefits sustainability and eco-friendly concerns. Leading a consumer to make a change towards a green brand isn't easy since each consumer generally has personal favorite brands. At the same time, consumers' trust in a green brand is an important purchase criterion which positively influences their purchase of green products. The trust depends on how a green product promises are fulfilled. These promises have to be found in a core benefit of the green product that is perceived as a healthy product and also the product has additional attributes such as packaging and wrapping which are positioned as environmentally friendly attributes. In the process of behavior, green brand positioning is conceptualized as an effective stimulus for markets to influence positive attitudes and the positive toward the product which establish a positive relationship (Haryanto and Budiman, 2014, p.205). Eco-labeling and certification might have an impact on consumer purchase behavior. But since many consumers remain skeptical towards manufacturing, labeling and certification procedures of various products the most viable labels are those where environmental or social claims are verified by a third party. These labels are most useful when they communicate complex green information in a simple way and provide transparency. In recent years, labeling instruments have spread to earmark social and ethical goods and services, reflecting a shift in public opinion from pure environmental concerns to a more holistic approach of sustainability (Promoting Sustainable Consumption, 2008, p. 30).

2.3. Green Consumer Behavior

2.3.1. The Concept of Green Consumer Behavior

The American Marketing Association defines consumer behavior as "the dynamic interaction of cognition, behavior and environmental events by which human beings conduct the exchange aspects of their lives" (Sehgal and Sing, 2010). As for green purchasing behavior Sarumathy (2014, p.779) thinks it is the act of consuming products that are conservable, beneficial for the environment and responding to environmental concern. Pleming (2016, p.10) has a different approach stating that green marketing purchasing behavior is defined by consumer interest as demonstrated by (1) an increasing involvement in environmental-caring activities such as recycling, energy and resources saving; (2) reliance of purchasing decisions on environmental and social-related issues such as biodegradable and organically grown products and better health; (3) willingness to pay higher prices for acquiring environmentally friendly, sustainable products; (4) tending to travel to non-

traditional distribution outlets such as organic food sellers to purchase green products. Joshi and Rahman's (2015) definition says the green purchase behavior represents a complex form of ethical decision-making behavior and is considered a type of socially responsible behavior. A socially responsible consumer, the green consumer, takes into account the public consequences of his or her private consumption and attempts to use his or her purchasing power to bring about social change. Each definition has at least a characteristic that emphasizes an aspect of the concept of green consumer behavior.

Consumers are those who purchase green goods and services, thus, at the same time green consumer behavior:

~is an effect of a gradual increase of consumer interest for green solutions in which he/she is involved: involvement for working out green issues, willing to pay more for green products, using non-traditional distribution outlets and socially responsible;

~is an act, more precisely a sequence of decisions: the green consumer buys the product and consumes it but is also involving in initiatives and activities that help environment preservation, society and sustainability;

~entails a dynamic interaction between green consumers and between these consumers and environment, society and company throughout the marketing mix;

~is a process which includes all the above content and characteristics; during this process the green consumers change their increasing green interest in green acts; it is made by acts during interactions between the participant actors, before, during and post each act of buying and consuming green products;

~takes the form of ethical decision-making behavior by incorporating the social responsibility alongside with environmental and economic responsibility while all these have brought changes as a goal.

2.3.2. The Process of Green Consumer Behavior

The green consumer behavior is above all a particular process which is influenced by numerous and various determinants. These determinants act first to build up an attitude than to show an intention which if positive starts the purchase behavior process.

Green attitude. The American Marketing Association defines the attitude as "a cognitive process involving positive or negative values, feelings or emotions" (Morel and Kwakye, 2012, p.15). The attitude is an individual's subjective evaluation of a brand or product. In the context of green product, attitude is defined as "a form of likes and dislikes, comfort and discomfort and pleasure or displeasure as a

form of positive or negative evaluations of the individual product-oriented environmental friendliness' (Haryanto and Budiman, 2014, p.204). In order to explain and make easier to understand green consumers' attitudes, some theories have been developed.

A. Theory of attitude functions. As Morel and Kwakye (2012, pp.15-17) reveal four functions of attitudes can be identified and these are utilitarian, value-expression, ego-defensive and knowledge functions.

~*The utilitarian function* is related to the basic principles of reward and punishment. People's positive or negative attitudes towards green products or services are when they bring them satisfaction or pain.

~*The value-expression function* is the opposite of the utilitarian one. This function is related to what the product or service that consumers use "say about them". The function is linked to the self-concept of consumer and implies that consumers do not use products for their own benefits but for environmental and societal values and they give expression to a green lifestyle.

~*The ego-defensive function* includes attitudes that consumers develop in order to serve to their own protection. For example, green consumers are holding to attitudes that protect their self- image as activists of environment preservation. Green consumers have an attitude towards eco-friendly products against global warming and in order to be healthy.

~*The knowledge function* includes attitudes that serve their need of a world which is ruled by order and stability. This allows the individual to have a sense of control and helps to organize and structure one's experience.

An attitude can serve more than one function but in many cases a particular one will be dominant. The motives for using the eco-friendly products can be the health which is the utilitarian function of attitude and also concern of the preservation of environment which is linked to the value-expression.

B. ABC Model of attitudes. This model stresses the interrelationships between knowing, feeling and doing. An attitude has three components namely Affect, Behavior and Cognition (Morel and Kwakye, 2012, p.16). The affect category explains the emotions and feelings of people towards an object, for instance a green product. The behavior relates the actions and intentions of attitude towards a product which can be favorable or unfavorable. The cognition can be explained as the beliefs a consumer has for the attitude object which can be negative or positive.

The green consumers' attitudes affect their thoughts and feelings and these influence behavior such as purchasing behaviors. The conscious green consumers

are likely to pick and purchase products they knew being produced by trusted companies whose goods and production methods were more “environmentally friendly” or “sustainable”. The Nielsen Report 2015 points out the drivers of interest in sustainable products at global level which are included in table 2.4.

Table 2.4. Drivers of Interest in Sustainable Products (percents)

Global drivers	Overall	Generation Z	Millenials
Product made by a company I know	62	63	65
Product known for its health and wellness benefits	59	58	64
Product made from fresh natural and /or organic ingredients	57	56	61
Product made by a company known for being eco-friendly	45	46	51
Product made by a company known for its commitment to social value	43	46	50

Source: Suarez-Gappa C., 2016, p.4

Explanations: *Millenials = Individuals born between 1980 and 1995. Generation Z = Post Millenials, individuals born after 1996; the youngest generation.*

Consumers can have ambivalent attitudes towards eco-friendly and sustainable products because they make positive and negative evaluations of products, green markets included. Consumers like buying green products because they preserve their environment and have health and wellness benefits. The key sustainable purchasing drivers for European consumers are fresh, natural, organic ingredients for 52% of the respondents accordingly to Nielsen Report 2015.

Green purchase intention is “what consumers think they will buy” (Morel and Kwakye, 2012, p. 17). The consumer intention permits companies to evaluate how many products could be produced according to the demand. Purchase intention is a significant predictor on individual actual behavior in the future. The purchase intention of green consumers positively affects the probability of a consumer’s actual purchase decision on green products. In other words, it is assumed that the willingness of the consumer to purchase a particular green product is higher when the purchase intention is high. But as measuring what people intend to do may sometimes be less predictive regarding their future behavior than measuring what they expect to do. Therefore, the companies can use “behavioral expectations” which represent “the likelihood of performing a behavior and this more accurate in short time” (Morel and Kwakye, 2012, p.18).

Green consumer's buying process. The green consumer goes through certain stages until he decides to purchase and to use a green product or service. The stages of green consumer purchase are need recognition, search for information, green product evaluation, green product choice and purchase decision, post purchase use and evaluation and disposal of green product.

**Need recognition.* The green consumer has apparently the same needs as the common consumer. In spite of all these, green consumers' needs are different in some points. Green consumers are aware they should make choices that are not detrimental to environment and life quality and do not harm the resources. Thus, they feel that have a responsibility in correcting the mistakes of those who are detrimental to environment, society and resources. Therefore, green consumers think they need products and services that are produced with no chemicals, are biodegradable, recyclable and reusable, that don't use much non-renewable raw materials, have reusable and recyclable packages and so on. At the same time, green consumers need quality first, a green quality that brings green benefits due to the minimum negative impact of the product on environment, society and resources.

**Search of information.* In order to find products and services that best satisfy their needs, green consumers try to gather as valid and true information as they can on existing green products and services. They must have a proactive behavior if they want to have enough information for making an informed decision. Green consumers can do that if they use the best sources of information from various possibilities:

~open sources of information such as green producers, publicity, green organizations, social media and green regulations;

~commercial sources of information like commercial advertising, green packages, eco-labels, sites on green purchase, and magazines dedicated to green consumers;

~own sources of information such as family members, friends, green activists, in-store information.

**Green product evaluation.* As a result of solid information, the green consumers make a rational and careful analysis of green products on the market. The evaluation of each product uses particular criteria that reflect the customer's green values. Evaluative particular criteria of green products could be quality, benefits, price, brand image, trust, and availability. These green criteria are supplemented with classic criteria such as taste, look, and package attractiveness of food, or design, dimensions, reliability, safety or performances of other products.

**Green product choice and purchase decision.* Using various criteria the green consumer succeeds to form a hierarchy of products. Then he/she can decide to buy the product or service that best meet their needs.

**Post-purchase use and evaluation.* Green consumer behavior in this stage is the result of satisfaction or non-satisfaction given by the use or consumption of the green product. Green consumer satisfaction depends on the extent the green product's attributes, ratio quality/price, green benefits and so on meet one's expectations. When the green product does not meet consumer's expectations post-purchase dissonance may appear. The bigger the post-purchase dissonance the more disappointed will become the purchaser. This is known as buyer's remorse and it may push the customer to return the item, never purchase from the seller or to tell everyone how bad the product was. Companies that fail to keep their promises assume great risks since the green as purchasers are more decided to reject than the common customers.

**Disposal of green product.* Green consumers don't want to harm the environment, society or resources if they don't have to and companies are aware of the fact. Therefore, producers and marketers but also governments have to find methods to facilitate consumers the disposal of used products and waste and to return the packages.

2.4. The Gap between Attitude and Green Behavior

The environmentally friendly and pro-sustainability attitudes do not necessarily translate into environmentally friendly and pro-sustainability behavior. This behavioral inconsistency can be observed always and anywhere and it appears as a difference between the consumers which indicate their intention to buy green products and which actually buy and which number is less.

This inconsistency is called a value-action gap, an attitude-behavior gap or an intention-behavior gap (Terlau and Hirsch, 2015, p.2; REBEL W4: Implementing the Green Marketing, Chapter 3; van't Erve, 2013, p.8). These gaps are generally formed when a consumer is concerned about green issues and thinks it is important to be socially responsible and produce green product, but do not interpret his positive attitude when making a purchase. Because this gap gives rise to real problems when predicting green purchase behavior some explanations were searched. In order to explain the attitude-behavior link, the theories of reasoned action and spontaneous action seem to be better positioned (Cherian and Jacob, 2012, p.119). The theory of reasoned action asserts that people's attitudes play a significant role when it comes to their forming an intention to act in a certain behavior. Thus, when an individual forms a favorable or unfavorable attitude towards a product than that product will be automatically seen as one that has many

favorable or unfavorable characteristics of environment and sustainability. But these assumptions cannot every time be confirmed. Therefore, in order to predict behaviors, the attitudes researchers have to be directed at a specific environmental or sustainability issue. The theory of spontaneous action states that attitudes guide behavior through an automatic and spontaneous process that is induced by the mere presence of the product. No matter the theory explaining the process by which attitudes may influence behavior, this process is influenced by individual and situational factors.

The nature and number of variable that originally affect the attitude-behavior gap are various but values and attitudes themselves may satisfactorily explain this gap.

~*Values* act primarily as stimuli of green behavior, but they can be also barriers. There are three categories of values i.e. individual, altruistic and conservative values (REBEL W4: Implementing the Green Marketing, Chapter 3). Individual values emphasize individual pleasure and achievements as motivators for one's behavior. Depending on what kind of values dominates one's values system respect for environmentally or sustainability issues play only a minor role. For these people's life style matters and purchasing decisions are usually based on responsibility issues. Altruistic values based on empathy and welfare of others plays a role too as motivators and drivers in one's decisions when it comes to environmentally friendly behavior. The environmental benefits of one single benefit are often seen unimportant when it comes to environmentally friendly behavior. Conservative values aim at stability and avoidance of changes and do not, therefore, support changes in purchasing. One's person value system is a combination of several values from each value category and those values can even be in contradiction. The purchasing behavior is seen to be based on the strongest values in one's value system or hierarchy.

~*Attitudes* are influencing also the purchasing decision of an individual. As green consumption is an ethical one, the consumer must first be aware of the influences of his or her purchasing decisions about environmentally friendly goods and services. In order to be motivated to make an ethical purchase, the consumer must have a positive cognitive attitude towards environmentally friendly products. Purchasing decisions are not, however, based only on cognitive reasoning but also on emotional attitudes. They determine the intensity of the attitude in question. A positive purchase attitude has certain willingness and ability to act in an intended way. In practice, this means that a positive purchase intention can arise only if the product is not in contradiction with consumer's values, the consumer has positive cognitive and emotional attitude about the green product and is able and willing to make the purchase.

A positive purchase intention does not, however, necessarily lead to a purchase decision. Therefore, in order to identify the link between green consumer attitude and behavior, one should clarify the following aspects (Cherian and Jacob, 2012, pp.120-121):

- *consumers' attitude towards environment and sustainability;
- *perceived seriousness of environmental and sustainability problems;
- *perceived environmental and sustainability responsibility;
- *consumers' behavior regarding the green marketing mix.

2.5. Purchasing Strategies of Green Consumers

Green consumers who identify their needs develop and use purchasing strategies aiming at best satisfying all their demands.

^ **Control strategy** focuses on consumer strategic part in green acquisitions in all links of the value chain.

~A first control strategy consists in *investigating green products during every step of their value chain and life-cycle*, from raw materials procurement, processing and production to their repair, recycle and reuse. Green purchase decision making is strongly based on product characteristics the consumer can see and feel. Green consumer wants to know how and from where raw materials were acquired, how food ingredients have grown and what impact their waste may have on environment.

~Another control strategy the green consumers use is *the differentiated attitude towards products, producers and marketers* depending on the confidence in their green behavior as core belief. Green consumers are visiting the producers and marketers they trust and boycott the products of those they suspect damaging the environment or individuals' health.

~*The increasing propensity towards simple green solutions* is another control strategy of green consumers. This is a response to a more complicated purchasing process and to the perception that anything new is risky. Many consumers use some strategies such as avoiding purchase which is not needful, purchasing high quality and/or sustainable product and using multi-functional products in order to satisfy their needs for environment preservation, health enhancing, resource saving.

~An important control strategy is *about health preserving and enhancing* that is best materialized in green consumers increasing preferences for "clean" food that has no artificial preservatives, colorants, synthetic pesticides, fungicides, maturation agents, growth hormones or drug residues.

^Differentiation strategy. Green consumers want to feel different. They hold themselves more active and more efficient than the companies when work out environment issues and are very confident in their intentions. Therefore, they become more aware of their ability to make something different. But there is a gap sometimes between what green consumer intends to do and what actually do and this makes them feeling guilty and sometimes become defensive. Purchasing green products and having green initiatives help them harmonize their beliefs with their green activities.

^Information strategy. Green consumers must know how to differentiate green products from those conventional ones. In order to succeed, they must have all information about the characteristics of green products and where they may be found. When green consumers are not properly informed they can't not properly behave. Therefore, green consumers have to be educated about what green products and services are and why they are good for environment, health and sustainability.

^Life style maintaining strategy is due to weaken propensity of many consumers to change their habits and life styles. Many consumers are not prepared yet to give up non-green products. Green products should better meet green consumers' expectations and exigencies like competitive prices or more benefits, in order to attract more customers. Even wallets are widely opening for purchasing green products, there are still many consumers who don't want to pay more money particularly for green products which are not promising long-term advantages. As more green products better mix green performances with environmental quality, health and sustainability contribution, green consumer perception is increasingly in their favor. At the same time, historical reserves for premium paying are softening as consumer link environmental protection responsibility to health and other direct benefits.

2.6. Benefits and Barriers of Green Consumer Behavior

2.6.1. Benefits of Green Consumer Behavior

People who understand green consumer behavior can enjoy some benefits as a result of this behavior. Sehgal and Sing (2010) specify the following benefits for those to understand it:

- +The green consumer behavior helps the business to take vital decisions with respect to designing future green marketing strategies.
- +The green consumer behavior helps the business to reinstate the green corporate policies or take action to reframe the corporate mission statement.

+The green consumer behavior has effects on the entire social network which again helps an organization to target a specific audience or set of customers.

+The green consumer behavior gives the nation a different face.

+The green consumer behavior helps in scheduling of events, for example, any green product launch or any advertising campaign.

2.6.2. Barriers of Purchasing Green Products

Purchasing and consuming green products brings not only benefits. There are some motives that become barriers in purchasing green products. Terlau and Hirsch (2015, pp.6-7) highlight five most significant barriers that render difficult the purchase of green products.

**Higher prices, relatively high price premium* become the most important barrier as many customers are reluctant to pay more. The price gap between green and conventional products is very different depending on the product category and type and is often questionable because the additional benefits such as of organic food are not obvious to the buyers who are cost sensitive.

**The taste and sensory criteria* may play an important role in green customer purchasing decision. The taste may not be so stimulating for non-buyers. Therefore, it becomes the most important obstacle for buying, beside the higher prices. Some vegetables and fruits look less attractive and are consequently perceived as less fresh.

**The lack of availability of green products.* Organic food is not available everywhere or clearly visible on the shelves. Consumers often have to make an “extra” effort to buy in different shops-while convenience- and oriented buyers usually avoid this attitudinal effort.

**The lack of information, transparency and associated lack of trust.* Responsible green consumers feel sometimes insufficiently informed about the environmental and social performance of the green product. Therefore, they have a high degree of “mental assonance” that leads to mental stress when consumers have to choose between the equally attractive offers. At the same time, the consumers feel overwhelmed by the amount of information. Furthermore, there is a lack of transparency and trust in labels and certification due to asymmetrically distributed information between producers, traders and consumers.

**The well-established consumption routine and low-involvement feature of green products purchase* such as food are also motives for slow purchase of green products. Low-involvement products are low-priced frequently purchased products and where the purchase decision is usually based on habits and prior experience

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