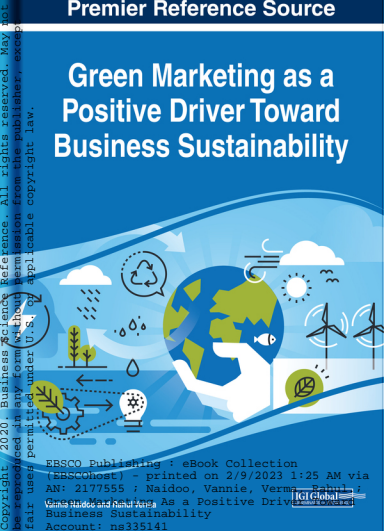


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Green Marketing as a Positive Driver Toward Business Sustainability

Vannie Naidoo

University of KwaZulu–Natal, South Africa

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Chapter 1

Antecedents of Green Consumerism 1

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While green consumerism is considered as a solution to ecological problems, it is also seen as a good source of income and competitive advantage for commercial enterprises. It is extremely difficult for producers and marketers to design and position their green marketing efforts. Because green consumerism is not only a tendency towards products, but also a multi-faceted approach that varies from political struggle to ethical orientation. Therefore, green consumerism as a form of consumption is influenced by severe factors. Each green consumer exhibits different motivational drivers regarding to the attributes of a green product, service, or act. Therefore, it is vital to understand different preferences and different motivations among green customers. This chapter reviews the antecedents that affect the green purchasing behaviors of consumers. Factors affecting green consumerism are examined under three main headings: endogenous antecedents such as emotion, exogenous antecedents such as social norms, and structural antecedents such as price of the product.

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Vannie Naidoo, University of KwaZulu-Natal, South Africa

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Customers today have become more sophisticated and wiser in their purchase options and a segment of customers buying behavior is ruled by making “green purchases.” This chapter will focus on the green customers segment that is relatively new in

marketing. The green customer is a new breed of customer that wants to be involved in sustainable living. The objective of this chapter is to shed more light on important themes emanating from green consumerism and green marketing that addresses the needs of the green consumer. Advice on possible solutions on encouraging green consumer behavior in today's world will also be put forward and discussed.

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Consumers have gradually started to show more and more interest in green products and switched their purchasing behavior to buy green products. Changes in consumers' demands have created a growing market for green products, as customers become more concerned on the environment, health, and wealth in order to protect the earth's resources and the environment. On the other hand, manufacturers have become more active and sensitive about the issue of contributing their brand image to satisfy the demand and be compatible with compelling legal regulations. Green products refer to the products that have less or no impact on the environment, help to preserve the natural environment, and can be recycled or conserved. In this chapter, the authors aim to draw a framework for green product evaluation programs and explain how they could be used in terms of marketing.

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Catarina Peneda de Oliveira, University of Minho, Portugal

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The current pollution and possible depletion of earth's natural resources combined with the growing concern in choosing healthier and environmentally friendly foods and gives origin to a new way of consumption: green consumption. Therefore, organizations have identified this business opportunity leading to the emergence of several brands related to the commerce of these kinds of products. Through a qualitative methodology of five semi-structured interviews, an attempt was made to understand how the strategy of product, price, communication, and distribution of these brands seek to influence consumer behavior and educate consumers to act in a sustainable way. The results show that clients are largely young-adult, female, with small children and above-average education and income. In terms of strategy, the brands currently bet on the sale in bulk as a way to avoid waste of product and

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Anand Nayyar, Duy Tan University, Vietnam

Client unwavering empowers organizations to outflank contenders and better fulfill clients' needs and wants. Individuals today are progressively inspired by purchasing green or economical items, seeking after dependable utilization, getting engaged with natural insurance exercises, and safeguarding assets. In view of this commence, this chapter researches conduct forerunners adding to the improvement of green unwaveringness in the Indian retail showcase, through a similar investigation of these measurements in four retail designs: nourishment, do-it-yourself without anyone's help (DIY), electronic and family unit apparatuses, and form and footwear. The outcomes demonstrate that in this developing business sector social precursors contrast over the examined retail arranges in building green faithfulness, which speaks to a test for retailers in their endeavor to draw, fulfill, and tie shoppers to their retail configurations and stores.

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*Jovanna Nathalie Cervantes Guzmán, University of Guadalajara,
Mexico*

Guillermo Vázquez-Ávila, University of Guadalajara, Mexico

The objective of this chapter is to develop a model of the behavior of the ecological consumer in order to know the motivations that influence the decision to purchase organic products in citizens from 25 to 45 years of Mexico. The methodology used in the research is qualitative. It was carried out through the non-experimental design, and with respect to the data collection tool, in-depth interviews were carried out. The results obtained with respect to the factors that influence the purchase decision of the products are accepted the general hypothesis. One of the limitations that the study faced was a limited literature regarding studies related to it in the case of Mexico.

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Role of Internal and External Values on Green Purchase 158

Sushant Kumar, Indian Institute of Management Shillong, India

Naman Sreen, Indian Institute of Management Shillong, India

In recent years, consumers' interest has grown for environmental issues and responsible consumption. With the widespread familiarity with sustainable development goals, consumers are making environmentally friendly decisions in their daily consumption practices. The study focuses on the role of internal and external values in building favorable attitude towards green purchase. Two separate studies were conducted on Indian population. The first study examines the impact of internal values on green purchase intention whereas the second study examines the impact of external values on green purchase intention. Study 1 investigates the role of culture on forming attitude that leads towards green purchase intention with mediating variables: attitude, subjective norms, and perceived behavioral control. Study 2 investigates the impact of formal norms on green purchase intention through internal cognition variables which are knowledge, perceived expected outcomes, self-efficacy, and attitude. Findings indicate that internal and external values impact the green behavior.

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Analyzing the Impact of Green Marketing Strategies on the Financial and Non-Financial Performance of Organizations: The Intellectual Capital Factor 186

Cristina Raluca G. Popescu, University of Craiova, Romania &

University of Bucharest, Romania & The Bucharest University of

Economic Studies, Romania & National Institute of Research and

Development for Environmental Protection – Bucharest, Romania

Green marketing strategies have the immense power of motivating both consumers and producers to get involved in saving the planet and, at the same time, to benefit from the potential of eco-friendly products while satisfying their needs. On one hand, this chapter reviews the theory on green marketing strategies, and on the other hand, it focuses on the manner in which organizations can obtain financial and non-financial performance with the aid of green marketing strategies mix. This study reports that intellectual capital factor plays a key role in discovering the optimum green marketing strategies mix, also placing natural capital among the notable capital factors that empower organizations' activities and strengthen their visibility on the marketplace. The quantitative and qualitative indicators that have been analyzed highlight the main economic, social, and environmental effects of business practices in Romania. The findings provide some interesting clues regarding the impact of intellectual capital and green marketing strategies on organizational performance.

Chapter 9

Greenwashing as Influencing Factor to Brand Switching Behavior Among Generation Y in the Social Media Age219

Enitan Olumide Olutade, North-West University, South Africa

Joshua Ebere Chukwuere, North-West University, South Africa

Nowadays, social media (SM) platforms provide easy and affordable tools to market products' brands and services to a wider audience. It is rampant that many fast-moving consumable goods (FMCG) companies are using deceit-marketing tactics perceived as more environmentally friendly sensitive to their environment through the application of social media platforms. This deceptive approach is often used to enhance their market share base, profitability, brand equity, increase brand loyalty, increase their sales volume, and expand brand equity at the expense of Generation Y ignorance. This incessant practice of deceit tactic is called "greenwashing." Greenwashing has become prevalent and increasing in geometrical progression in the FMCG industry targeting Generation Y using the power of social media platforms. The high rate of this concern has become increasingly popular and interesting due to large benefits associated with green marketing initiatives and the role SM is playing towards it.

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Anitha Acharya, IBS Hyderabad, India

Eco-label products are very appealing. To increase sales most of the companies adopt eco-label strategy. On the other hand, the eco-labels often assure more than the products can in reality deliver. In particular, eco-labels may lead consumers to mechanically infer that the products are friendly to the environmentally friendly. The rising significance of corporate social responsibility provides strong motivation for companies to market unsustainable conventional products as environmentally friendly. Eco-labels are designed to inform consumers that the labeled product is more environmentally friendly than the competitors. Eco-labels are increasingly facilitating manufacturers, wholesalers, retailers, and consumers in their purchasing decisions. The chapter explains in detail the objectives of eco-labels, benefits of eco-labels, consequences of eco-labels, and different types of eco-labels. It also mentions the adoption process of eco-labels by the consumers. The chapter ends with examples of best practices.

Chapter 11

Sustainable Value Chains: A Critical Analysis of Sustainable Supply Chain Failures in Developing and Developed Economies275

Idahosa Igbinkhase, University of KwaZulu-Natal, South Africa

Vannie Naidoo, University of KwaZulu-Natal, South Africa

This chapter explores sustainable value chains with a focus on sustainable supply chain failures in developed and developing economies. Sustainable supply chains are effective environmentally friendly systems that contribute to the delivery of products and services from suppliers to customers/clients, and there are several challenges that contribute to sustainable supply chain failures such as complexity of supply chains, unfair trade practices, lack of transparency, unfair labor practices, product sustainability, and dependence on multiple suppliers. Supply chain failures have adverse effects such as to wastage of resources. Firms must adopt more sustainable approaches to the design and implementation of their supply chains in order to reduce cases of future supply chain failures.

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Foreword

In the era of globalization and rapid technological advancements, green marketing and sustainability continue to grip the consciousness of people and businesses worldwide. The present desire is that this field will bring changes and innovation pivotal to fundamental areas in business, education, government, and society. Global sustainability is a crucial mechanism that can champion the needs of society in ways that can achieve growth and future survival of our planet. Sustainability however, can be displaced, as we can sometimes either buy as customers or sell as green entrepreneurs. From this point of view, sustainability can be perceived as a unique opportunity for green development within the economy. Sustainable business initiatives, if practiced appropriately, can reach the limits of what it can fulfill in its present frame. In the case of appropriate business - driven green computing applications, this requires a mindfulness of the finest practices of the green agenda. It could be a catalyst for wealth creation, new market opportunity, and innovation. It seems that it is now definitely the time to move from green awareness to green action. Successful implementation of green practices therefore requires careful management of the risks and positive opportunities within the business environment.

This book provides valuable insights and contributions on the debates surrounding green marketing and covers the necessary components from green consumer behavior to green washing. It is important to note that from a business perspective, the challenges in initiating green business initiatives alongside sustainability is often challenging. People within different industries are working tirelessly on them with enthusiasm, tenacity, and dedication to develop new methods of greening and provide new solutions to keep up with the ever-changing environment. In this new age of global interconnectivity and interdependence, it is necessary to provide practitioners, both professionals and students, with state - of-the art knowledge on the frontiers in green marketing. This book serves as a knowledgeable guide to assist marketers, academics, business professionals and scholars to unpack the fundamental concept of green marketing in this day and age. A critical reflection is how green marketing can affect consumers' attitudes and their consumption of products.

Maria Fregidou-Malama is an assistant professor of organization and marketing at the Faculty of Education and Business Studies, Department of Business and Economics Studies, University of Gavle, Sweden. She is responsible for international teacher and student exchange programs at the department and she has served as guest professor in universities in Europe, Africa and Asia. She has been a board member of Research Committee on Participation, Organizational Democracy and Self-Management RC10 and is a member of Research Committee on Sociotechnics-Sociological Practice RC26, of the International Sociological Association (ISA). She is currently engaged in research in the field of internationalization of health services, emerging markets, leadership and gender, cooperative and social enterprises, sharing economy, corporate social responsibility, and impact of cultural differences on foreign establishments.

Maria Fregidou-Malama
University of Gavle, Sweden

Preface

The term Green Marketing came into conspicuousness within the late 1980s and early 1990s. In spite of an early development, it was only in the late 1980's that the idea of Green Marketing actually made an emergence because of the customers budding interest in green products or services. The green marketing has actually evolved itself over a long period of time. In 1987 a report prepared by the World Commission on Environment and Development characterized sustainable development as meeting "the needs of the present without compromising the ability of future generations to meet their own need", and was another step towards far reach thinking on green development in regular movement. From an organizational angle, environmental contemplations ought to be coordinated into all aspects of marketing: new item development and communications and all points in between. If green marketing isn't built into your entire organization, you're lost i.e. the marketing department is destroying your organization. The holistic nature of green moreover recommends that other than retailers and suppliers, new stakeholders be enrolled, including educators, individuals of the community, controllers, and NGOs. The task of the social work profession is deep - rooted in an array of core values. Apart from waste and air pollution, progress has been made in other areas of green work. Every community has deficits and needs that ought to be attended to. Community perception is crucial, because seeing something as green can make it possible to use it as one. Natural issues ought to be adjusted with essential customer needs. That's a good idea, and a natural part of the process.

Green marketing or natural marketing or ecological marketing products / services are those items that are assumed to be ecologically secure. Thus, green marketing refers to the process of selling products and / or services based on their environmental benefits. It incorporates a wide range of activities, including product / service modification, sustainable packaging, changes to the production process, as well as modifying advertising. Such a product or service may be environmentally friendly in it or produced in an environmentally friendly way, such as: Being manufactured

in a sustainable fashion. This will in a way define the size of the sustainable product and service market and its growth potential. However characterizing green marketing isn't a straight forward task where quite a lot of implications contradict and intersect each other; an illustration of this will be the presence of varying retail, environmental and social definitions attached to this term.

The lack of consistency is a large part of the problem, for how can issues be evaluated. As there are many new challenges green marketing is facing today, therefore it's an opportunity for green marketer to enhance products. This book is about the multi facets of green marketing and the opportunities and challenges it presents to the marketer and the society at large. The benefits of this book are that, as corporations are increasingly recognizing the benefits of green marketing, it will catalyze projects with important local environmental, economic, and quality - of - life benefits. It's a guide to the benefits of making our business environmentally sustainable as our business can help the environment in many ways. The book also presents that the environmental considerations should be integrated into all aspects of marketing and be balanced with primary customer needs as all organizations are in the business of attracting customers. People are getting more conscious of the scarcity of the Earth and the ways that our actions impact it. This theme will impact our field of research and bring in lot more amount of new analysis and results such as Green Washing and Sustainable Tourism. Sustainable tourism is the idea of going somewhere as a visitor and attempting to make an optimistic impact on the economy, society, and environment.

In modern society, it has become increasingly important to consumers that their products be environmentally safe as the environment is expected to remain a major issue in consumers. Customers are more mindful presently than ever of the environmental and ethical impact. Thus, the modern world has led consumers to become increasingly preferring to buy so-called 'environmentally friendly products'. The exertion to "go green" has been felt over industries. This makes it a lot easier to obtain green products and resources today and improving the quality of life for future generations. Green marketing is the foremost efficient way for organizations to communicate that their product / service is environmentally ethical, which in turn increments profit. But many companies have to rethink in order to concentrate more on sustainability in order to sustain the environment and to gain profits. Marketing campaigns touting the environmental ethics of companies can access new markets, enhance their market shares, and increase profits. The corporations frame their environmental products in a way that appeals to consumers as environmentally minded businesses attach an aesthetic quality to environmental goods. This debate leaves green marketers in a unique ethical position.

Preface

In the business realm, incorporating practices that serve the overall community and ecological wellbeing can also allow businesses to flourish economically and socially. In this new world, both business and the environment can win but environmental costs are skyrocketing at most companies. The issues of sustainability have become vital discussions in many industries within the public and private sectors. In that regard, the role of industry and business was important.

This book is a vital reference source for the latest research findings on the challenges and benefits of business sustainability into the core functions of contemporary enterprises, focusing on how green marketing improve operations. It is a comprehensive resource for the latest material on the methods and techniques that contemporary industries are employing to raise awareness on sustainable or green products and provides an emerging research on maintaining an eco - friendly environment.

Highlighting a range of topics such as business sustainability, green enterprises, green consumption, organic food products, and ecological marketing, this book is a vital resource for academics, researchers, students, professionals, and managers interested in novel trends in green marketing and business sustainability.

ORGANIZATION OF THE BOOK

The book is organized into 11 chapters. A brief description of each of the chapters follows:

“Antecedents of Green Consumerism” establishes the need to understand different preferences and different motivations among green customers. This chapter reviews the antecedents that affect the green purchasing behaviors of consumers. The author has classified the factors affecting green consumerism into three categories: Endogenous antecedents such as emotion, Exogenous antecedents such as social norms, and Structural antecedents such as price of the product.

“The Green Consumer Behavior” focuses on the green customers segment that is relatively new in marketing. The overall aim of the chapter is to shed more light on important themes emanating from green consumerism and green marketing that addresses the needs of the green consumer. The authors have put forward and discussed the possible solutions on encouraging green consumer behavior in today’s world.

“Green but How Green” aims to draw a framework for green product evaluation programs. In particular the chapter identifies that the consumers have gradually started to show more and more interest in Green Products, and switched their purchasing behavior to buy green products. The authors further explain how green product evaluation programs could be used in terms of marketing.

“Green Consumer Behavior and Its Implications on Brand Marketing Strategy” attempts to understand how the strategy of product, price, communication, and distribution of brands seek to influence consumer behavior and educate consumers to act in a sustainable way via a qualitative methodology of five semi - structured interviews. The results show that clients are largely young - adult, female, with small children and above - average education, and income.

“Effect of Consumer Green Behavior Perspective on Green Unwavering Across Various Retail Configurations” researches conduct forerunners adding to the improvement of green unwaveringness in the Indian retail showcase, through a similar investigation of these measurements in four retail designs: nourishment, do - it - without anyone’s help (DIY), electronic and family unit apparatuses, and form and footwear. The authors demonstrate that in this developing business sector social precursors contrast over the examined retail arranges in building green faithfulness, which speaks to a test for retailers in their endeavor to draw, fulfill, and tie shoppers to their retail configurations and stores.

“Consumer Behavior: Motivational Factors for the Decision to Purchase Organic Products in Mexico” develops a model of the behavior of the ecological consumer in order to know the motivations that influence the decision to purchase organic products in citizens from 25 to 45 years of Mexico. The results obtained with respect to the factors that influence the purchase decision of the products are accepted the general hypothesis.

“Role of Internal and External Values on Green Purchase” focuses on the role of internal and external values in building favorable attitude towards green purchase. The authors conducted two separate studies on Indian population to examine the impact of internal and external values on green purchase intention. The findings indicate that internal and external values impact the green behavior.

“Analyzing the Impact of Green Marketing Strategies on the Financial and Non-Financial Performance of Organizations” analyzes that intellectual capital factor plays a key role in discovering the optimum green marketing strategies mix, also placing natural capital among the notable capital factors that empower organizations’ activities and strengthen their visibility on the marketplace. The authors provide some interesting clues regarding the impact of intellectual capital and green marketing strategies on organizational performance.

“Green-Washing as Influencing Factor to Brand Switching Behavior Among Generation Y in the Social Media Age” presents the notion of ‘Green-Washing’, which is an incessant practice of deceit-marketing tactics. The authors of this chapter contend that green-washing has become prevalent and increasing in geometrical progression in the FMCG industry targeting Generation Y using the power of social media platforms.

Preface

Chapter “Eco-Labels” presents the idea of ‘Eco - Labels’, which are designed to inform consumers that the labeled product is more environmentally friendly than the competitors. The author explains in details the objectives of eco - labels, benefits of eco - labels, consequences of eco - labels, and different types of eco - labels. A systematic position for future research and practice is then established.

Chapter “Sustainable Value Chains” examines sustainable value chains with a focus on sustainable supply chain failures in developed and developing economies. In particular the authors identify that the Supply chain failures have adverse effects such as to wastage of resources. They further suggest that the firms must adopt more sustainable approaches to the design and implementation of their supply chains in order to reduce cases of future supply chain failures.

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Chapter 1

Antecedents of Green Consumerism

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ABSTRACT

While green consumerism is considered as a solution to ecological problems, it is also seen as a good source of income and competitive advantage for commercial enterprises. It is extremely difficult for producers and marketers to design and position their green marketing efforts. Because green consumerism is not only a tendency towards products, but also a multi-faceted approach that varies from political struggle to ethical orientation. Therefore, green consumerism as a form of consumption is influenced by severe factors. Each green consumer exhibits different motivational drivers regarding to the attributes of a green product, service, or act. Therefore, it is vital to understand different preferences and different motivations among green customers. This chapter reviews the antecedents that affect the green purchasing behaviors of consumers. Factors affecting green consumerism are examined under three main headings: endogenous antecedents such as emotion, exogenous antecedents such as social norms, and structural antecedents such as price of the product.

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INTRODUCTION

The concept of 'green' can be seen in all echelons of a supply chain such as manufacturing, procurement, distribution, packaging, and warehousing. Green marketing acts as a facilitator which informs consumers, the last node of supply chains, about green products (Peattie & Charter, 2003). Green consumerism has evolved herein, where the downstream flow of information through the marketing channels happens (Srivastava, 2007).

Green consumerism is generally associated with consuming green products that have a positive or less negative influence on the environment, avoiding excessive consumption, preferring recyclable and energy efficient products, and reducing consumption of natural resources. Green consumption, rather than production is now an important concern for societal change and sustainability. Because sustainability is coming to the fore as a source of added value and competitive advantage for marketers and companies and a critical concern for policy makers it is vital for them to have a coherent understanding of precursors of green consumerism for promoting it.

The basis of the existence of businesses is based on meeting the needs and demands of consumers. The most important reason why firms differ from their competitors is that they can meet their customers' needs better than their competitors. Businesses will be able to develop products and services in accordance with the wishes of their customers as they can understand the needs of consumers. Green marketing elicited enormous favorable opportunities for differentiation, cost reduction, segmentation, and product and market development. However as Peattie & Charter (2003) indicated, because each green consumer exhibit different motivational drivers regarding to the attributes of a green product, it is extremely hard for producers and marketers to design and position their green product. Therefore, it is vital to understand different preferences and different motivations among green customers.

This chapter's main aim is to focus on the key antecedents of green consumerism. These are vital and needed to be better understood in order to encourage green consumerism. This study summarizes each antecedent by supporting them with real cases and empirical studies.

BACKGROUND

By the effect of globalization and radical variations in the markets, consumption patterns of individuals have changed in time and accordingly new consuming behaviors have emerged since the rise of environmentalism (Cohen, 2001). The global temperatures rise and scarcity in natural resources increases. In the light of mentioned these changes, consumption patterns of individuals have shifted from

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mass to green in recent years. Green consumerism has an extremely important role in promoting environmental awareness. As being a comparatively new consuming behavior; green consumption has become one of the most remarkable trend that spreading very fast, links the eco - friendly consumption and more environmental preferences with the issue of responsibility (Connolly & Prothero, 2008).

Green consumerism can be defined as the practice of avoiding products that are deemed harmful to the environment or society, and buying products and services that effectively seek to minimize social and / or environmental damage. Green consumerism includes some standard behaviors that aim protecting the environment and decreasing the negative environmental effects (Sachdeva et al., 2015). For example purchasing environmental friendly products (i.e. energy saving light bulbs) and acting in an environment protection manner (i.e. turning off electrical appliances when not in use). Besides the environmental protection aim, in green consumerism, consumers also can have some other considerations such as health, taste, quality, and concern for the welfare of the fieldworkers.

Increasing the tendency of green consumerism depends on to ensure sustainable consumption. However, only 10% of consumers consume in a sustainable way even they indicate that they prefer to consume more environmental friendly products and services (United Nations Environmental Programme, 2005). Most recent study (Visser et al., 2015) also indicates that 6% of consumers base their purchases in a sustainable way. Therefore green marketing here has a trigger role to attract large segments of customers to consume in a greener way.

Sustainable consumption and green consumerism has become a topical subject in the literature and in the marketing industry. Green consumerism has risen with the concept of sustainable consumption. Consumer buying and consumption behavior is affected by several factors. These factors include a range of individual, social and institutional factors (Power & Mont, 2010). According to Frederiks et al. (2015), consumers generally tend to stick to: (1) perception of green products and services are less valuable or significant; (2) risk averse; (3) loss averse; (4) default choice or status quo; (5)satisfaction instead of best solution; (6) recovery of sunk cost; (7) act according to the social norms. Therefore they avoid preferring the greener ones instead of existing ones. Lorek & Spangenberg (2014) indicated that companies and governments must cooperate to overcome all of these biases.

Green consumerism, which reflects awareness of environmental issues, sees consumers' buying behavior as the cause of ecological problems, and accepts the solution from this point. In the green consumption approach, it is seen that a special place is given to the consumer and individuals are framed as consumers (Akenji, 2014). It is so comprehensive and difficult to define and classify consumer behavior. Especially green consumerism is not only a tendency towards products, but also a multi - faceted approach that varies from political struggle to ethical orientation.

Therefore, the studies conducted in the area of understanding green consumer behavior haven't met in a common point. Most of the studies in the literature regarding green consumer behavior handled the constructs of theory of planned behavior; attitude, subjective norm, and perceived behavioral control as predictors of green purchasing intention and / or green purchasing (e.g. Yadav & Pathak, 2017).

MAIN FOCUS OF THE CHAPTER

Green consumerism has emerged as an important movement and perspective in recent years for the solution of ecological problems. The desire to buy green products has caused businesses to make changes in their production and marketing activities. In this context, it is important to examine the green buying behavior of consumers, especially in terms of determining marketing activities of enterprises. This chapter's aim is to review the antecedents of green consumerism. Here the main goal is to understand the hidden factors that affect the green purchasing and green acting behaviors of individuals.

The antecedents are handled under three main groups. The first one is endogenous antecedents which include the psychological factors that affect the green consumerism such as attitude, emotion, and habit. The second one is exogenous antecedents in which the external social factors are examined such as culture, demographics, and social norms. The last one, structural antecedents include external motivational factors that may promote green consumerism apart from him / her or the society he / she lives in. These factors include marketing, product, price, transportation, logistics, government, and enterprises.

Endogenous Antecedents

Environmental Attitude: Attitude is used to understand how customers feel, think, and act about particular thing or event. It is a keystone in studying consumer behavior. Shortly, attitude is about individual's favorable or unfavorable assessment of his / her specific behavior (Ajzen, 1991). Because attitude has been seen as one of the main drivers of behavioral intention, it is vital to handle environmental attitude as one of the determinant of green consumerism. Environmental attitude is defined as "cognitive and affective evaluation of the object of environmental protection" (Bamberg, 2003). This indicator includes environmental judgments made by consumers and evaluated through their perception. In this antecedent, the main idea is that; the higher the degree of an attitude regarding to a specific behavior, larger is the possibility of performing that behavior (Verma & Chandra, 2018). Therefore it is believed and argued that consumers are more likely to buy green products

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and / or services if they think this kind of action has positive consequences for themselves. Individuals who hold positive environmental attitude are more likely to engage in eco - friendly behavior such as green purchase intention (Rahbar & Abdul - Wahid, 2011). Several studies have asserted that environmental attitude is one of the influencer of green purchase intention (e.g. Verma & Chandra, 2018; Taufique & Vaithianathan, 2018). People with higher level of environmental attitude tendency exhibit greener consumption (Lin & Huang, 2012).

Individuals who score high in environmental attitude consider the potential environmental impact of their actions, concern about wasting the resources of the planet and describe themselves as environmentally responsible. Doing an environmental friendly thing is good, desirable, pleasant, and ethical for them (Teng et al., 2015). Eco - literacy and self - efficacy is the determinants of attitude towards green products (Al - Mamun et al., 2018). Eco - literacy represents the environmental knowledge of individual which is affecting all the phases of decision making. Therefore eco - literacy can impact a particular behavior positively or negatively. For example, eco - literacy of Indians has a significant and positive impact on their green attitude (Paul et al., 2016). Self - efficacy determines the behavioral intention significantly (Giles et al., 2004) particularly the environmental behavior (Taberno & Hernandez, 2011). Marketers, environmentalists, and policy makers should develop suitable communication plans to enable right and favorable attitudinal changes toward the environment.

Perceived Behavioral Control: Perceived behavioral control is defined as ‘‘the perceived ease or difficulty of performing the behavior’’ (Ajzen, 1991). It is about the perception of a person that how good he / she is able to control factors that may allow or prevent the actions for a specific situation (Verma & Chandra, 2018). From the sustainability viewpoint, perceived behavioral control includes personal controlling efforts that can make a difference in protecting the environment (Cleveland et al., 2012). People with behavioral control think that the green behavior is completely up to them. They are very confident that if they want, they can be a green consumer. They generally have time, money, and opportunity to be a green consumer. Perceived behavior control also impact the behavioral intention by interacted with attitude and subjective norm which further leads to actual behavior.

Moral Reflectiveness: Because morality triggers the personal concern and commitment to the environmental problems, moral reflectiveness is handled as one of the important antecedents of green consumerism (Feinberg & Willer, 2013). Contributing to the environment and society in a sustainable manner, engaging in an eco - friendly behavior fulfills the individuals’ moral motives. Heightened moral reflectiveness trigger the tendency of green consuming. Morally judgment yourself is the most convincing factor for a moral behavior. The strong relationship between moral reflectiveness and moral behavior has been validated by empirical studies

(e.g. Reynolds, 2008). Empirical studies have also established strong relationship between moral reflectiveness and green hotel visit (Han, 2015), energy conversation (Schultz et al., 2007), recycling (Poskus, 2016), travel mode choice (Doran & Larsen, 2016). To summarize, moral reflectiveness leads individuals to behave in an environmental friendly manner because it gives the chance to fulfill their moral motives for contributing to a sustainable planet (Verma & Chandra, 2018). Green consumers with high morality regularly think about their ethical implications of their decisions, ponder about ethical issues, reflect on the moral aspects of their decisions, and like to think about ethics (Reynolds, 2008).

Conscientiousness: Conscientiousness is a personality trait and reflects the self - disciplined, responsible, organized, dependable, punctual, cautious, achievement oriented, and systematic individuals (McCrae & Costa, 2003). People who score highly on conscientiousness tend to concern more for future, think before acting and make plans in advance (McCrae & Costa, 2003), and they are more anxious about the results of their acts (Milfont & Sibley, 2012). Additionally, conscientiousness refers to the desire of better informed (Mondak, 2010). Doing the right thing motto, perfectionism, and self - discipline of conscious people can be seen also in their eco - friendly behavior (Hirsh, 2010; Milfont & Sibley, 2012). Eco - friendly behavior is related with long - term planning and responsibility (Milfont et al., 2012). Conscientiousness is related with future concern. This situation explains also the relationship between green consumerism and conscientiousness. In empirical studies, it has been found a positive relationship between conscientiousness and green buying behavior.

Emotions: Emotions are non - cognitive determinants of behavior. They are the reactions to an object or an incident and provide an impetus for action (Lazarus, 1991). Emotions are investigated also as an important antecedent for green decision making and green behavior (Graham - Rowe et al., 2014). Negative and / or positive emotions have different impacts on behaving environment friendly. For example, positive relationship between energy saving behavior and positive emotions has been found (Webb et al., 2013). Some limited number of studies validated the role of emotions in public transport usage of people. One of the earliest studies has shown that emotions have an impact on conservation decision (Vining, 1987). Additionally, other oldest studies (e.g. Grob, 1995) show that there is a link between negative emotions and pro - environmental behavior. Bamberg et al., 2007 also found that feeling guilty is an important driver of undertaking public transport behavior. Guilty is also found to be linked with food and waste (e.g. Watson & Meah, 2012).

Habits: Like emotions, habits are also non - cognitive determinants of behavior. As defined by Verplanken & Holland (2002), habits are “relatively stable behavioral patterns, which have been reinforced in the past... [and] are executed without deliberate consideration, and result from automatic processes, as opposed to controlled processes like consciously made decisions.” Habits, or past behaviors, are vital in explaining

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current or future behavior (Triandis, 1977). Actions that are performed regularly constitute habitual patterns which in turn become automatic responses (Ouellette & Wood, 1998). In the environmental context, food waste topic is investigated with habit factor. It is argued that food waste behavior, or conservation, is a habitual action.

Exogenous Antecedents

Subjective Norm: ‘Subjective norm’ refers to the individual’s assessment of reference groups’ (i.e. family and relatives, friends, colleagues) preferences and support for a behavior (Werner, 2004). The decision - making process is influenced highly by reference groups. According to Biswas & Roy (2015b), sometimes people engage in environment protection attitude because of the social pressure and / or prestige gain. People who are highly impacted by subjective norms consider to gain social approval, make a positive impression on peer groups, improve the way they are perceived and help themselves to feel socially acceptable (Chen, 2014; Wang et al., 2014). With the aim of shaping the behavior of individuals with regard to the acceptable and / or desirable behavior of the majority, marketers love to use this social norm in their campaigns (Perkins, 2003). Although some studies emphasized the smaller portion of impact of subjective norm beside the attitude (Biswas & Roy, 2015a), still green consumerism is also affected by the social norm as indicated by several studies (e.g. Biswas & Roy, 2015a; Yadav & Pathak, 2017). Social groups and social recognition have found to be a vital influencer on people who exhibit green attitude (Biswas & Roy, 2015a). Specifically in tourism sector, several empirical studies found that, subjective norm has a significant and positive impact on green hotel visit intention (Han & Kim, 2010; Teng et al., 2015; Verma & Chandra, 2018). Again, it was empirically proved that, appeals the hotels use to induce guests to reuse their towels should include social norm messages (e.g. ‘Join your fellow citizens in helping to save the environment’) instead of using direct appeals (e.g. ‘Help the hotel to save the environment.’) or appeals with cooperation messages (e.g. ‘Partner with us to help save the environment.’) (Goldstain et al., 2008). Appeals that invoked social norms were found more persuasive and influential regarding to persuade customers reusing their towels.

The relationship between subjective norm and consumer behavior is highly affected by different cultures. For example in collectivist societies (e.g. Indonesia, South Korea), individuals are more tend to be influenced by others. Because in these societies, being a group member of having wide network between groups has a significant impact on individual’s identity (Markus & Kitayama, 1991).

Descriptive and injunctive normative beliefs are vital for impacting subjective norms (Ajzen, 2015). The actions and / or reactions from reference groups impact the individual's own decision. This is a descriptive normative belief (Davies, 2002). Sometimes, the advice, approval or suggestions of reference groups may change the person's behavior. This is known as injunctive normative beliefs (Arvola et al., 2008).

Demographics: Information regarding to the demographics of human populations leads to better understand the consumer behavior, attitudes, characteristics, consumption tendencies, and lifestyle activities. Marketers and researchers are easily matching the consumer needs and wants with product and service they will offer. Additionally, demographic analysis can be used in trend analysis, developing descriptors for segments, and policy making regarding to the macro marketing (Blackwell et al., 2006). Because conducting demographic analysis such as gender, age, education, social class, ethnicity, and income leads easily understanding of consumer behavior and purchasing patterns which differ from each other. Analyzing demographics also helps to identify new market segments such as consumers who protect the environment. Intention for green consumption is affected both positively and negatively by demographic characteristics (Chekima et al., 2016).

Several studies helps to further clarify the understanding of the relationship between demographics and green consumer behavior. For example, an earlier study conducted by Roper organization (1992) found relationship between education, high income, and female gender with environmental concern. Balderjahn (1988) claimed that individuals belong to the upper social classes are more inclined to protect the environment. In the research of Roberts (1996), older and female consumers performed more environmentally conscious behavior. However in the research of Straughan & Roberts (1999) younger people are found more sensitive to environmental issues. Higher income and its positive relation with environmental behavior have been validated in the study of Newell & Green (1997). Greener and cleaner low fossil electric vehicles are mostly preferred by college - educated individuals in California in the study of Brownstone et al. (2000). Additionally in Canada, Daziano & Bolduc (2013) found that women are more willing to pay more for green vehicles than men. In Germany, Achtnicht (2012) found that younger consumers are more willing to have low emission vehicles than elders. Sang & Bekhet (2015) investigated the impacts of demographics on usage of electric vehicles acceptance in Malaysia. Demographics which included gender, age, academic qualification, marital status, income, and address, were found significantly related with electric vehicles usage intention.

In socio - demographics profiling study it has been indicated that females are more concerned about the environment but males know more about environmental issues. Also social class and higher education were found significantly related with environmental knowledge (Diamantopoulos et al., 2003).

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D'Souza et al. (2007) investigated the relationship between demographics and consumer understanding of green labels. Results show that older individuals are more concerned with the environmental issues; therefore generally they are not satisfied with the content of green labels. Also, Zhao et al. (2014) found the strong relationship between older ages and using and recycling behaviors in China.

Cultures: Consumer culture is not a relatively new issue, it has broadly discussed by many scholars (Featherson, 1987; Featherson, 1990; Lurry, 2011; Slater, 1997; Sassatelli, 2007) and practitioners in a variety of disciplines with the increasing attention. Featherson (1987) claimed that examination of the consumer culture can be used as a vital tool to understand the consuming dynamics of any society. In this direction, the concept of consumer culture can be regarded as; any culture, that arisen from the consumption activity of individuals which enable them to identify themselves, socialize and communicate with others through the consuming similar things within the social environment (Mansvelt, 2011). In other words, consumer culture as being a form of material culture (Miles, 2015) and social arrangement establishes the special bridge between consumers and the things what they consume. More precisely; individuals' life style, values, beliefs and their social status act as a major role on the main definition of consumer culture and reveal the answers these essential questions like; "who you are", "what you do", "what you prefer", "what you believe" and "what you value".

As it is commonly known that; the term of consumer behavior is exceedingly crucial issue especially in the study field of marketing. Undoubtedly, culture is one of the complex determinants that can easily affect the consumer behaviors in many ways within the society. Marketers have to tailor their product and service designs and marketing programs according to the cultural differences. A failure to adjust the efforts in line with the cultures may result in unsuccessful and ineffective marketing.

Every family, every group, and every society have a culture. Basically, the cultures differ from each other from country to country. Therefore, consumer buying behavior is generally examined in a country context. For example a marketing communication strategy of a product and / or service may contain practicality, freedom, and success, individualism, and youthfulness messages to be relevant for the young prospects in United States of America. This is because a child born in United States of America learns or is exposed to those cultural values (Kotler & Armstrong, 2011).

A society or a group may expose also a cultural shift. Marketers should also track and trace these shifts to catch up immediately the raising trends. For example a cultural shift toward better fitness and health has created an enormous sector for organic foods and beverages, diets, fitness services, and exercising industry (equipment, clothes, and materials). By the effect of globalization and radical variations in the markets, consumption patterns of individuals have changed in time and accordingly new consuming behaviors have emerged since the rise of environmentalism (Cohen, 2001).

In the light of mentioned these changes, consumption patterns of individuals have shifted from mass to green in recent years. As being a comparatively new consuming behavior; green consumption has become one of the most remarkable trend that spreading very fast, links the eco - friendly consumption and more environmental preferences with the issue of responsibility (Connolly & Prothero, 2008).

Several cultural characteristics strengthen or restrain the consumers' green purchasing behavior. For example people embraced with Chinese culture are more inclined to consume green products and to act in greener manner because they always want to improve their Mianzi (Wang et al., 2017). Getting approval from society, gaining trust, respect, and admiration are all about Mianzi. Accordingly, purchasing green products is a way of improving Mianzi for them. Contrary, polluting the environment is a way of losing Mianzi which makes them angry, sad, and anxious. In addition, a study conducted by Sarigöllü (2009) in two different countries, Turkey and Canada, found that green behaviors of consumers differ significantly across cultures. The results of the study indicate differences between collectivist versus individualistic, externally versus internally controlled, materialist versus post materialist, past - oriented versus future - oriented cultures. Culture also has a moderating and / or mediating role between subjective norm and green consumer behavior. For example in collectivist societies (e.g. Indonesia, South Korea), individuals are more tend to be influenced by others. Because in these societies, being a group member of having wide network between groups has a significant impact on individual's identity (Markus & Kitayama, 1991).

Structural Antecedents

Green consumption and green consumer related studies mostly focus on the nature and behaviors of the consumer as individuals (Peattie, 2010). But also there exist some external motivations for consumers which affect the green behaviors of consumers. In this part with several sub headings the structural antecedents of green consumerism will be discussed.

Green Marketing: From a marketing point of view, suitable and specific communication strategies play an important role in convincing customers who display a low interest in green consumerism dimensions. In fact, marketing's main purpose is to increase the consumption. Contrary, environmental approach targets low consumption. The survival of marketing depends on fulfilling the consumer demands while generating profits for the companies. In contrast, green marketing offers to think about the next generations which means to renounce today the profits and temporary pleasures. Therefore, because of these contradict characteristics it is

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really hard to use the two words side by side as “green marketing”. However new formulas has been designed and now, by green marketing, companies add more profits on their revenues. Because being environmental responsible adds some value to the companies on the eyes of customers.

The American Marketing Association defines green marketing as “ (1) [t]he marketing of products that are presumed to be environmentally safe . . . ; (2) products designed to minimize negative effects on the physical environment or to improve its quality; [or] (3) efforts by organizations to produce, promote, package, and reclaim products in a manner that is sensitive or responsive to ecological concerns. ”

One of the tools of green marketing, advertisement has three roles to promote green products or services: (1) Increase awareness, (2) induce customers to buy, (3) reminding. Green advertising is more challenging than normal advertising. Because they have to convince customers to prefer green products by addressing environmental issues while satisfying customer needs. They have to persuade customers that the green product/service has not lower performance than the regular products. The features of the product/service should be given clearly without confusing. Advertisement’s main aim is to get the actual customer demand and address that demand through the short and direct shot messages. This conventional tactic can also work for the green advertisement. For example, for energy saving light bulbs, the campaigns deliver the money value of the product instead of environmental benefits. This is because customers’ actual concern is to save money by reducing energy expenses and using the same bulb longer. Therefore it is vital for marketers to understand what value the customers assign for the green product and service.

Green advertisements generally comprise educational messages. These messages are about protection of the planet and prevention of wasteful use of natural resources.

The number of products that are labeled as green, ecologic, eco and bio are increasing day by day. Therefore consumers have started to feel and show caution about the content of the product and also the advertisement. Viral marketing and word of mouth come into dominance in this aspect. Consumers care the thoughts of their friends and families. Online web also helps consumer to dig, ask, and debate the qualities of product regarding its greenness.

Green Labels (Eco - Label): Green label’s main task is to inform customers about the environmental impact of the product. It acts as a guide for green consumers and green prospects. Green labels or eco - labels show the benefits and certifications of the green product on the package or in an enclosed brochure, or a sheet (European Commission, 2007). It is vital for a green product to have clear guidelines and usable information about their contribution to the environment. This is because it would be very hard for consumers to differentiate the green from non - green products (Maniatis, 2016). Without green labels consumers need to do some researches and studies to know the green features of the product. If consumers can easily understand

the environmentally and economically benefits of the product and can easily evaluate the tangible benefits so they will be ready to pay the highest amount for the green products. And this can be achieved through green labels (Xu et al., 2012). Green labels also impact the consciousness of the consumers regarding green products (Maniatis, 2016).

There are three types of green labels (Mansvelt, 2011). Type 1 green labels are developed by third parties and they are known as multi - feature labels. The label is developed according to the International Standards Organization guidelines. Type 2 green labels are developed by a manufacturer. This label involves the logo of manufacturer indicates the environmental attribute such as re - usable. A third party does not inspect this type of label. Type 3 labels are inspected by third parties and they represent the life cycle evaluation of the product.

Earlier study of Xu et al. (2012) showed that green labels have significant and positive relation on intention of consumer to pay more for green products. Consumers' green product buying process involves 3 stages. The first stage only includes the informing task which consists of the green labeling (Maniatis, 2016). In US and Europe, green product sales has increased incredibly with the green labeling, therefore marketers handle green label as a major differentiator in attracting consumers (Ferrell & Hartline, 2011). Even though the consumers get the necessary information from green labels, it is still not clear how they make the product choices by evaluating the green labels.

Characteristics of Green Products: Deeply understanding of green consumer behavior definitely requires taking into account the product segments also the product characteristics. Because even in some product segments the green consumerism percentage is rather high, in other categories the percentage is really low. For example, consumers do not prefer to buy sustainable household appliances even though their contribution to the household energy consumption is high (Odyssee - Mure, 2017). As an illustrate, although the vacuum cleaners have equal specifications consumers do not prefer the greener option because firstly they focus on utilitarian benefits such as its suction power, weight, and price (Visser et al., 2015). If customers have an option to select between product characteristics / attributes and greenness of the product, they mostly choose the product characteristics (Yadav & Pathak, 2017).

Green product characteristics are listed as follow (Moisander, 2007):

- It is not dangerous for human or animal health.
- It does not use energy and other resources disproportionately in its production, use or sale process.
- It does not cause environmental damage during the production, use or sale process.

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- Green products and services do not involve unnecessary use or cruelty to animals.
- It does not cause unnecessary waste because of excessive packaging or a short life time.
- It does not harm the threatened species or their environment.

Price of Green Products: High prices of green products are considered as one of the main barriers of green consumerism (Gleim et al., 2013). In consumer decision process price is considered as a vital element by the marketers. Pricing for green products / services may be set at a higher rate even though products are in large part made from recycled materials. For example, green energy from wind produces electricity that does not require the burning of fossil or nuclear fuels. However there are available other costs such as land acquisition and use, wind - generating machines, labor, operating costs, and power lines for power transmission. Moreover, the company expects to earn profit in addition to the investor returns. Therefore generally the cost of green energy is higher than the cost for traditional fuels.

Green products and services are currently popular; however, studies have shown that many retail merchants as well as other businesses have engaged in making false or dubious claims about how green their products are. Prices are sometimes set higher for green products because the public expects to pay a premium for them. Organic foods often are priced higher to cover the cost of losses to farmers resulting from disease, weed competition, or insects. The consuming public is often unaware of the real price for such produce and believes that the higher prices reflect the higher quality of the product that is labeled as organic. However, a study (Ling, 2013) found a negative correlation between the consumers' willingness to pay more and the intention to buy green personal care products. Similarly, in lodging industry, although consumers want to prefer hotels with green practices, they don't want to pay extra money (Manaktola & Jauhari, 2007). Additionally, in the research of Yadav & Pathak (2017) there was found insignificant relationship between green purchase behavior and high prices in India. A positive relationship between environmental conservation and willingness to pay more was declared in few studies such as green hotels (Kang et al., 2012), eco - labeled appliances and furniture (Shen, 2012), and environmentally friendly food products (Moon & Balasubramanian, 2001).

Promotions of Government and Enterprises: Green consumerism may increase and the existing ones can be developed through the promotions of government and enterprises for a sustainable lifestyle (Kollmuss & Agyeman, 2002). For example, the legal framework, incentives, and administrative processes of the government highly impact the behavior of consumer toward greenness. And also high availability of green products may increase the green consumer behavior (Bonini & Oppenheim, 2008).

Recycling promotions of government and enterprises is a good example for understanding the enhanced green consuming behavior of individuals. For example in China, a research conducted by Zhao et al. (2014) found that Chinese people mostly exhibit recycling behavior instead of reusing and green purchasing. This is because recycling yields both environmental and economic benefits for them.

As proved by several studies, more educated people are more inclined to behave environmental friendly. That means that they can understand complex environmental issues and become more eager to behave in a greener manner (Zhao et al. 2014). Therefore, governments can increase the awareness and real green consumer behavior through promoting public environmental knowledge. In addition, enterprises should extent their communication strategy to cover more information about the environmental issues of the product or service (i.e. pollution, side effects, greenhouse, etc.) besides selling (Zhao et al. 2014).

Green consumerism can increase through the transition to a sustainable society. Governments have a remarkable role to facilitate this transition. According to Akenji (2014), the activities that could be performed by governments include launching awareness raising campaigns, redesigning the school curriculums, organizing public events, and training politicians, community leaders, and judges. Governments bare the promotion role to change the shopping behaviors of consumers, also to create new demands for green products and services. Akenji (2014) also pointed out the right attitude the government should have with regard to promote the green consumerism throughout the society. The attitude should focus on changing the individualistic thoughts of citizens to the form of collectivist thought. Besides, the facilitator role of government is put in action in two ways: (1) providing subsidies to inspire and motivate green behavior, (2) penalizing environmentally harmful acts to prevent unwanted environmental outcomes.

Also enterprises should strike a right attitude to help promoting green consumerism. Investors should be more responsible for society and environment, should avoid exploiting natural resources and polluting the environment. Additionally, all the manufacturing companies should make a life - cycle analysis of their goods. Furthermore, renewable raw materials should be use in their production processes. Shortly, enterprises should mostly prefer creating value over material products (Akenji, 2014).

While discussing the role of enterprises to motivate green consumerism, the role of supermarkets and grocery stores should not be overlooked. Today, many supermarkets and local groceries have developed a new consciousness of what it is to be green and carbon neutral. When sourcing their food products or household

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merchandise - and when operating their businesses - supermarkets play a critical role in providing consumers with green choices (Mansvelt, 2011). In general, the markets for green branding and green products have increased significantly over the past few years, not only in developed but also in developing countries.

Promotional roles of government and enterprises can be handled in three legs:

- **Legal Facilitator:** Legal platform exists to punish specific acts harmful for the planet.
- **Administrative Facilitator:** Administrative offices link the green producers and consumers. For example encourage the use of local products and force the grocery stores sell them.
- **Commercial Facilitator:** In commerce encouraging the greenness. For example H & M offer discounts for their products labeled with consciousness. They promote customers to make sustainable choices in their shopping. Some banks give low - interest rates to the customers who get credit for investments on green products. Also governments provide remarkable funds for the researchers and investors of green initiatives.

Logistics and Public Transport: Supply chains consist of two flows. The first one is called upstream in which the raw materials, materials, semi goods, components, information, and money move in a channel to manufacture goods. The second one is called downstream that involves intermediaries (i.e. agents, wholesalers, retailers) to bring the manufactured goods to the consumers. Intermediaries who are the actors of downstream supply chains, in other words marketing channels, create value for both the consumers and producers. Without a proper logistics system it is not possible to manage the green supply chain so to increase green consumerism.

In terms of promoting green consumerism the benefits of logistics can be handled in four items:

- **Form Utility:** Logistics changes the packaging sizes of bulk products located in a warehouse or a manufacture plant. Therefore, for example, unpacking a pallet of non - toxic cleaners into individual customer size bottles form utility to the product.
- **Time Utility:** Having green products available when they are demanded by customers. Inventory management and transportation activities of a logistics management create time utility by having necessary products available in retail stores at the time promised.
- **Location / Place Utility:** Logistics move goods from manufacturing and surplus points to the demand and shortage points. It extends the physical boundaries of green market.

- **Possession Utility:** Possession is normally created by marketing activities. For example green marketing activities that is for example including promotion and communication efforts, increase the desire and awareness of customers for the green products so the desire of possession. Logistics is a derived demand. Its existence depends on trade which depends on possession utility. Also trade needs logistics too because without time and place utility, place utility doesn't make sense. Shortly, logistics has an order fulfillment role in possession utility.

Public transportation comes into dominance in the concept of environmental sustainability because smog from vehicle emissions is one of the biggest reasons of low air quality. Individual vehicles are often singled out as examples of pollution creation. In reality, emissions from automobiles are relatively minimal when compared with those of industrial polluters. It does remain the case, however, that cars are the largest single polluter because of the mass of vehicles in large metropolitan areas, in which emissions from individual automobiles add up. Pollutants from vehicles include hydrocarbons, nitrogen oxides, carbon monoxide, and carbon dioxide. Therefore it is vital to promote people using public transportation. Among the reasons people using public transportation involve personal convenience, save money on fuel, to be green and / or to decrease the carbon footprint. Instead of using automobiles individually, using public transportation is really valuable for the environment. Because the daily transportation in cities leads the following sustainability problems (UK Roundtable on Sustainable Development, 1996):

- **Economic Impacts:** Congestion and waste of resources.
- **Ecological Impacts:** The use of non - renewable fuels, greenhouse gases, destruction of ecosystem due to the wastes (e.g. tires and oil), and species extinction.
- **Social Impacts:** Traffic accidents, noise, visual intrusion, congestion, loss of Greenfields and open spaces, deterioration of buildings and infrastructure.

All of these problems can be used to promote public transport with several campaigns and educational messages. By the way, without a proper transportation infrastructure it is not possible to expect from public to use public transportation. Governmental authorities are trying to develop more energy efficient, nonpolluting, and attractive public transportation to decrease its negative environmental impacts and increase the public usage. The measures regarding to this effort are:

- Developing efficient, rapid, and light transport systems
- Using trolley buses and / or electrical rail systems

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- Efficient routing planning
- Using hybrid vehicles

Also by the increase of e - commerce, consumers have started to prefer their purchases from online shopping sites, nevertheless mentioned deviation in consumer purchasing behavior leads to smaller shipments to the multiple delivery points. In terms of the greater population, density and urbanization rate, particularly mega cities do not only host a great number of logistics activities but also have the potential to host more in the light of population projection. As a whole freight transportation has the ability to destroy economic, ecological and social sustainability of the city, so it is important to generate effective measures and policies by the administrative affairs.

SOLUTIONS AND RECOMMENDATIONS

Consumers are aware of the negative changes in the natural environment. With the increase in the sense of responsibility, they started to acquire knowledge and act in line with their awareness. This trend constituted the concept of green consumerism. It is very important for the future of the enterprises to follow the changes in consumer demands, to produce the products in this direction, to go to improvement in the production processes or to change the product content. Many factors, from culture to habit, from state to product price, from transport infrastructure to education, affect the consumer's green buying behavior. The factors that lead to customer demands and green buying behavior must be properly understood. Correct identification of all these will help companies to make efficient and effective decision - making in marketing activities. All the biases and motivations regarding to the purchasing behavior of consumers must be taken into consideration while designing the marketing campaigns and also policies.

Companies have an important role in protecting the environment and creating environmentally friendly green products in a rapidly changing world. The company that performs these tasks will be among the companies that can survive in the future. In this context, businesses should implement a number of environmentally friendly strategies to stand out in the context of intense competition.

Governments and non - profit organizations should play a leader role to strengthen the social green consumerism and sustainable production. For example the legislation implemented by European Commission regarding to the limitation of maximum input power of consumer electronics reduce the input power for electronic vacuum cleaners to 1600 W (European Union, 2013).

FUTURE RESEARCH DIRECTIONS

While green consumerism seems to be a very narrow area under the umbrella of consumption, it has many different issues within itself. In the future, all the factors affecting the purchasing behavior examined in this chapter can be considered separately for the sub - branches of green consumerism.

Consumer behavior is an important issue that needs to be examined under green marketing. However, understanding the consumer behavior is not enough alone for successful marketing activities. Therefore, green marketing should also be examined in terms of consumer decision - making mechanisms, pricing, distribution and recycling.

The main purpose of green consumption is to ensure the efficient and sustainable use of resources to prevent environmental disasters and contamination. World population is increasing rapidly. However, the natural resources for the whole world do not increase at the same rate. Sometimes some natural resources are at risk of extinction. Therefore, green consumption is a global issue that concerns all humanity. This issue should be treated not only from the viewpoint of enterprises (marketing) but also from the aspect of countries, governments.

CONCLUSION

Countries are trying to change the general behaviors of individuals towards the environment by going through regulations such as ensuring the recycling of product packages and reducing solid wastes through laws and laws. However, the rules and regulations provided for the natural environment cannot be sufficient for the solution of natural environmental problems. When specific solutions are developed for all stakeholders who share the natural environment, constructive and permanent steps will be taken to protect the environment. Over time, the interaction between producers and consumers has been the main guide in the development of many marketing activities such as the production of new products by the enterprises, the use of different distribution channels, new advertising designs and price policies. In the light of this information, this study examined the consumer foot of the green marketing issue and examined the factors that affect the green consumerism.

By investigating the potential antecedents of green consumerism, this study offers some implications for advertisers and promoters of green products and services. With the information of this chapter the marketers can be better informed and can easily detect the consumers who have a strong eagerness to contribute to the sustainability of the environment. In addition, it is also important to handle the antecedents of green consumer behavior because of the market diffusion of new

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green product and services. Public acceptance is important in that stage so it is vital to understand consumers. In addition, understanding consumer motivations allows marketers and public policy actors to tailor persuasive communications aimed at changing attitudes and behaviors. The content may act as a beneficial guideline in designing green marketing strategies for both practitioners and academics.

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KEY TERMS AND DEFINITIONS

Eco-Friendly Behavior: Having a useful life style for the environment.

Green Consumerism: Pro-environmental and sustainable behavior of consumers.

Greenhouse: A natural process in the world atmosphere, which prevents the sun rays coming out of the atmosphere and causing global warming.

Hybrid Vehicles: It is designed to reduce the consumption of gasoline. In order to achieve this, it uses electric motor instead of gasoline engine in cases such as congested traffic, low speed and thus provides 0 (zero) emission release.

Life Cycle Analysis: An evaluation method that provides information, including the calculation of the environmental impact of a product, service, or process starting from the acquisition of raw materials, through processing, production, use, end - of - life and disposal throughout the whole life cycle, where it can be measured, reported, resource efficiency and amount of waste generation.

Mianzi: It increases according to the admiration collected within the community. It decreases when the person is ashamed/embarrassed.

Morality: Congenital or subsequent human behaviors and attitudes.

Reuse: Using a product in its original form more than once.

Self-Efficacy: Belief of a person in his/her capacity to regulate the resources and bring them to life for the future.

Utilitarian Benefit: Meeting consumers' concrete needs.

Waste: Unwanted materials left over from a manufacturing process or consumption process.

Chapter 2

The Green Consumer Behavior

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ABSTRACT

Customers today have become more sophisticated and wiser in their purchase options and a segment of customers buying behavior is ruled by making “green purchases.” This chapter will focus on the green customers segment that is relatively new in marketing. The green customer is a new breed of customer that wants to be involved in sustainable living. The objective of this chapter is to shed more light on important themes emanating from green consumerism and green marketing that addresses the needs of the green consumer. Advice on possible solutions on encouraging green consumer behavior in today’s world will also be put forward and discussed.

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INTRODUCTION

Consumers in the world today have been introduced and some even guided by green philosophy and green culture in making their purchasing decisions to buy green products. The contemporary marketer needs to tap into this segment to take your business to the next level. Marketers need to understand what guides purchasing and consumer buying behaviour behind green products. The green consumers have needs and wants and this is important to understand in order to gain a clearer picture about their consumer behaviour. If the marketer can explore the buying behaviour of the green consumer then valuable insights can come to light and assist marketers worldwide in designing the necessary marketing strategies to capture the green market segment. More green customers for a company can mean more sales, more revenues and possible competitive advantage in the market place if they are their target. This chapter will explore and highlight the following key themes:

- Conceptualise what is green marketing
- Indicate the birth and evolution of sustainable marketing and its relevance in today's world
- Identify and discuss the green customer, the green market segment and their consumer behaviour
- The Legislation and its implication on Green marketing and Green consumerism
- Developing strategies to increase Green consumer behaviour

The discussion will begin by conceptualising Green marketing.

BACKGROUND

Conceptualising Green Marketing

In exploring “What Is Green Marketing” various theorists have put forward different views on the subject of environmental buyer behaviour and its validity. This is the reason there is such confusion in understanding green marketing because theorists have different opinions on how they perceive and interpret the concept of green marketing.

According to Shabani et al. (2013) the first definition of green marketing was presented in 1979 by Henion, who assumed that green marketing involved marketing programs and activities that focused on the environment - friendly sectors or the same green market approach. In an extension to Hanion, Fuller (2003) has characterized

green marketing, with regard to the criteria of process compatibility with the environment, paying attention to organizational goals and meeting consumer need, as a process to plan, to implement, to monitor, to promote and to distribute products.

Coddington & Walter (1990) argue that green marketing are marketing actions that identify environmental stewardship as a business growth opportunity and business development responsibility. Mintu & Lozada (1993) have characterized green marketing as the application of marketing tools to aid exchanges that satisfy individual and organizational goals in such a way that the conservation, protection, and preservation of the physical environment are upheld. Environmental or Green Marketing comprises of all activities planned to produce and encourage any trades intended to fulfil human wants or needs, such that the fulfilment of these wants and needs happens, with negligible damaging impact on the natural environment (Polonsky, 1994).

Chan (2004) in his definition argues that Green marketing is the marketing of products that are presumed to be environmentally safe. Green Marketing alludes to holistic marketing concept in which the manufacture, promotion, usage and dumping of products and services happen in a way that's less damaging to the environment with rising awareness about the implications of global warming, non - biodegradable solid waste and detrimental impact. Green marketing integrates a wide range of activities, together with new product development, product adaptation, changes to the production process, packaging changes, and adapted advertising. Green marketing is additionally alluded to as ecological marketing or environmental marketing (Kotler, 2010).

American Marketing Association (AMA) characterizes green marketing as promoting of products that are assumed to be environment - friendly, which organizes into different activities such as product adaptation, modification of production processes, packaging, labelling, advertising procedures as well as increases awareness on compliance marketing among industries (Yazdanifard & Mercy, 2011). The environment preservation for the current and the future era is what the resultant product of green marketing is (Vandhana et al., 2013).

By exploring different definitions on "What Is Green Marketing" we have discovered underlining theme in green marketing that make the concept different and uniquely sets it apart from the broad marketing concept. The core principle or theme that makes green marketing stand apart and unique from the broad concept of marketing is that "Green Marketing" enshrines preservation, protection and sustaining of the physical environment. Since sustainability is a core principle of green marketing, in the discussion that follows the birth and evolution of sustainable marketing in today's world will be discussed in great detail.

The Birth and Evolution of Sustainable Marketing in Today's World

Human activists have actively participated in raising awareness of the damage done by the corporations on our planet. Activists have chained themselves to trees in the rainforests, rioted at many large United Nation gatherings and actively voiced their opinions online to name and shame those who are engaging in activities that can destroy our natural resources. If they continued unabated, these can cause destruction and depletion of our planet and put the survival of all of humanity in jeopardy. Elemeen (2015) argued that the first wave of modern environmentalism in the United States was urged by environmental groups and concerned consumers in the 1960s and 1970s. They were concerned with the damage of the ecosystem caused by strip - mining, forest depletion, acid rain and loss of recreational areas that resulted in health problems caused by chemically treated food, polluted water and bad air.

Most marketers have to respond to the demands made by customers who were no longer engaging in consumer behaviour to satisfy just a want. It went beyond that, in a customer segment now making decisions that involved sustainable marketing concerns with wanting to buy green products or environmentally friendly products that were less destructive to the ozone layer and the eco system at large. Since a segment of consumers were becoming socially responsible, the marketer had to invent new ways in satisfying this market segment. Lamb et al. (2015) added that sustainable marketing comprised several dimensions that were controllable to a lesser or greater extent by the individual firm. The marketer's understanding of sustainable marketing has evolved in recent times to its current conceptualisation as the embracing of the philosophy and practice by the individual firm of green marketing and encouraging socially responsible consumption practices by its customers.

Developing new ways to attract and retain the environmentally conscious consumer meant that sustainable marketing had to address these consumers' key concerns. After conducting research, Baines & Fill (2014) commented that sustainable marketing was governed by the three Es of sustainability namely:

- Ecological - Marketing ought to not adversely impact upon the environment,
- Equitable - Marketing ought to not promote or allow inequitable social practices, and
- Economic - Marketing ought to energize long - term economic development as opposed to short - term economic development.

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The key issues raised in order to successfully engage in sustainable marketing were outlined by Charter et al. (2002). They were as follows:

- Product and consumption
- Globalization
- Global warming and climate change
- Ozone depletion
- Acid rain
- Genetic engineering
- Loss of habitats and species diversity
- Changing values and attitudes
- Pressure group activity
- Media interest
- Political and legal interest

If firms want to engage in sustainable marketing they need to respond to globalization and this could be easily referred to as sustainable globalization. They also need to actively produce products that are ozone friendly since the values of customers are changing to purchase environmentally friendly products. Media interest on such companies who are actively engaged in sustainable marketing makes for free publicity of the product in the media via social media marketing. People want to embrace life and sustain the environment. If pressure groups see companies as destroying the environment in their quest for higher market shares and profit margins then these companies will always be under attack by environmental activists. Kotler & Armstrong (2008) adds that more and more companies are adopting policies of environmental sustainability.

The discussion that follows will focus on the Green customer, green market segment and their consumer behaviour.

MAIN FOCUS OF THE CHAPTER

The Green Customer, Green Market Segment and Their Consumer Behaviour

The Green Customer is a new breed of customer that wants to be involved in sustainable living. They want to use products that are not harmful to the environment that promotes a sustainable lifestyle.

The green customer has challenged corporations and rejected using products that can harm the environment. The green customer is conscious of the environment and about the planet's sustainability. Customers who engage in purchasing environmentally friendly or "Green Products" are engaging in socially responsible behaviour. Some examples of green products used widely in the world today are organic fruit and vegetables, energy saving light bulbs, solo panel water heaters; clothing made from recycled material or recycled toilet paper. The discussion that follows will focus on the green customer who is concerned about the environment and the well being of all God's creatures.

A green customer is somebody who is concerned about the welfare of the environment and, hence, shows environmentally - friendly behaviour, as well as grasps and buys eco - friendly products (Boztepe, 2012).

The green consumer makes socially conscious decisions about what to purchase. This is also purchasing behaviour motivated by ethical behaviour. Dagher & Itani (2014) adds that consumers are conscious of the fact that their individual consumption behaviour impacts on the environment. Thus, consumers are increasingly engaging in environmentally - friendly behaviour and are supporting businesses that implement green strategies. The green consumer is a breed of consumers engaging in green consumer behaviour because they are concerned about their bodies and what goes into it. They also are concerned about the quality of air and the environment.

Moreover, Ansar (2013) demonstrates that the positive attitude of customers towards the environment is obvious in their shopping propensities, such as their concern with respect to product - recycling and Chloro - Fluoro - Carbon (CFC) - free items. According to Sharma (2015), socio - demographic features such as education level and age play a vital part in impacting the customer's intention to go green. Wang (2014) cites previous research studies that have identified women, young adults and individuals with relatively high education and income levels as the most likely to engage in green consumption behaviour.

After a brief introduction into understanding the green consumer the next step in the analysis is to describe and discuss the green market segment.

The green consumer segment is a growing segment that marketers all over the world have to tap into. Green consumers set themselves apart from other traditional customers in that they want to use products that are less harmful to the planet than traditional products.

Since customers have their own unique perceptions that shape their buying behaviour. They can be categorised into various market segments. The green customer can belong to any of the following segments, namely; the True Blue Greens, the Greenback Greens, the Sprouts, the Grouzers or the Basic Browns. Ginsberg & Bloom (2004) will further dissect and explain the green market segments are as follows:

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- **True Blue Greens:** This segment has strong environmental values and takes it upon them to try to effect positive change. This segment is four times more likely to boycott products that are made by firms that are not environmentally conscious.
- **Greenback Greens:** This segment differs from True Blues in that they do not take the time to be politically active. They on the other hand are more excited than the average customer to procure environmentally friendly products.
- **Sprouts:** This segment believes in environmental causes in theory but not in practice. This group of customers rarely buy a green product if they have to pay more for it.
- **Grouzers:** This segment of the green market tends to be uneducated about environmental issues and is cynics. They believe that green products are too expensive.
- **Basic Browns:** This segment is caught up with day - to - day concerns and worries and do not have time to care about environmental and social issues.

Depending on how strongly a green segment feels about a product / service will impact on how they make their purchasing decisions. After highlighting the green market segments the discussion will now look at the green customer's consumer behaviour. The green consumer will buy green products / services depending on their values, belief system, the knowledge they have about a product, their attitudes, their motivation and their reasoning to fulfil their needs. The discussion that follows will explore these variables that drive green consumers choices.

Bui (2005) identifies variables that drive a green consumer's choices:

- **Values:** Consumers buying environmentally friendly products to protect environment so buying green products could have important impact on the welfare of the environment (Laroche et al., 2001).
- **Beliefs / Knowledge:** Most of the consumers think that; green products have low quality; useless and green products not consider or help to environment (Rao, 1974).
- **Needs and Motives:** According to behaviour surveys, consumers are willing to pay premium on environmental or social issues whether quality and price are equally same (Mainieri et al., 1997).
- **Attitudes:** In general, studies have found positive relationships between environmental friendly behaviour and environmental concern i.e. attitude (Van - Liere & Dunlap 1981; Roberts & Bacon 1997). Simmons & Widmar (1990) found a significant relationship between ecologically responsible

behaviour and environmental concern in the case of recycling. Berger & Corbin (1992) confirmed that green buyer's behaviour may be affected by their buyer perceived effectiveness (i.e., attitude) to the conservation of the environment.

- **Demographics:** On the basis of past demographic profiling, green buyers by and large fall in the following category: educated, pre - middle aged females earning mid to high - incomes.
- **Education:** Most demographic profile ponders done on the relationship between the behaviours of green consumers and education has been positively correlated (Arbuthnot, 1977; Schwartz & Miller, 1991; Newell & Green, 1997).
- **Age:** Commonly, the demographic profile of socially responsible consumer is young and / or pre - middle age (Anderson & Cunningham, 1972; Roberts & Bacon, 1997; Weigel, 1977). Roberts (1996) found the relationship to be significant and positively correlated.
- **Gender:** In common, researchers contend that females are more likely than males to be environmentally cognizant (Banerjee & McKeage, 1994). In regards to the relationship between environmental concern and gender, MacDonald & Hara (1994) found the relationship to be significant. In addition, results from Laroche et al. (2001) studies showed that gender influences consumer's willingness to pay more for green products in a statistically significant way.
- **Income:** Zimmer (1994) found significant relationships between income and environmental attitudes and behaviour.

In order to understand the needs, wants, perceptions and attitudes that drive the green consumer, surveys must be conducted in this area so that information on green customers and why they purchase products is known and understood. In today's world with customers being so environmentally friendly, many manufacturers and producers of goods have produced green products that suit the green customer's preferences. Some examples of how companies have responded in designing products that are green will be highlighted below:

- Toyota has manufactured the Prius which is a hybrid car.
- Vodafone unveiled their greenest building at its head office in Midrand, South Africa. This building has been validated as the greenest building in Africa.
- Woolworths has come out with its organic farm fresh range of fruit and vegetables, poultry and meat range.

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- Checkers (South Africa) has also launched its free range chicken and lamb.
- Philips developed eco - friendly light bulbs.
- Solar powered geysers have been manufactured by Suntank, South Africa.
- McDonalds is using new eco - friendly packaging for its food and drink.

In order to meet the needs of the green consumer a green product must have key elements in its marketing mix. According to Shabani et al. (2013), the marketing mix, explores three key elements namely; green product, green price and green place. These important key elements of the green marketing mix will be discussed in detail below:

- **The Green Product:** Generally, environmentally friendly products or green products are goods that don't pollute the environment, don't waste resources or are recyclable. Green products help to improve and maintain the natural environment by saving resources or energy and eliminating or reducing the usage of toxic substances, waste and pollution. Goods with reusable or recyclable packaging, CFLs, cleansers and detergents whose elements are degradable in environment, are examples of green products.
- **The Green Price:** Price is a key factor in the green marketing mix. Most green products are offered at a price higher than similar products. Customers are keen to shell out a higher price for green products simply if they can be aware of its added - value. As per Ginsberg & Bloom (2004), additionally to the environmentally - friendly product, customers select a green product among alternative products when expected product is superior or at least equal to alternative products in terms of functional and subjective characteristics. Most customers simply don't give up their desires and needs for being green and environmental protection.
- **The Green Place:** A green distribution channel ought to have the subsequent characteristics: Packaging the products for transporting to the delivery place should be intended to decrease the waste and the consumption of raw materials. Product's transportation to the distribution place is to be pointed to diminish environmental harm, such as reducing pollution and reducing energy consumption. Product's transportation to the conveyance put ought to be intended to diminish natural harm, such as lessening vitality utilization and lessening contamination. A distribution channel with minimum length (including manufacturer, wholesaler, retailer and consumer) is used to minimize the need for packaging and shipping. Distributors offer sufficient information about green products and their usage to the customers.

The green consumer is willing to make moral, ethical and socially conscious decisions to buy green products. They are even willing to pay more for these green products / services. Research has shown as Phillip Kotler (2002) indicates that; almost 42 percent of U.S. consumers are eager to shell out higher prices for “green” products. This eagerness makes a huge market for pollution control solutions, such as landfill systems, recycling centres, and scrubbers. It leads to a search for elective ways to produce and package merchandise. Smart companies are starting environment friendly moves to show their concern. 3M runs a Pollution Prevention Pays program that has driven to a significant decrease in pollution and costs. Dow built a new ethylene plant in Alberta that utilizes 40 percent less energy and discharges 97 percent less waste water. AT & T uses an exceptional software package to select the least harmful materials, cut hazardous waste, decrease energy utilization, and improve item recycling in its operations. McDonald’s and Burger King dispensed with their polystyrene cartons and presently utilise smaller, recyclable paper napkins and paper wrappings.

In the discussion that follows legislation and its implications on green marketing and green consumerism will be explored.

Legislation and Its Implication on Green Marketing and Green Consumerism

The legal implications of green marketing claims call for caution or overstated claims can lead to regulatory or civil challenges. In developed countries there are proper policies and legislation in place to protect the environment. Since the sustainability of the planet is in jeopardy, activists and lobbyists have mobilised across the globe. It has now become an issue that can no longer be ignored and activists, politicians and governments are calling for legislation on protecting the environment. This has had consequences on many large and small companies worldwide.

Polonsky (1991) indicates that the most prominent social concerns are the determination of the level of a firm’s ecological sensitivity. Ecological issues such as landfill management, resource depletion, toxic waste disposal and global warming are things of open as well as authoritative concern which have incited organizations to interject pro - ecological values into their framework of corporate heuristics. These issues are of increasing importance to the global community, with some of the more advanced nations even incorporating ecological regulations as an integral component of antitrust legislation (Polonsky, 1991).

According to Cherian & Jacob, (2012), the external environment of enterprises has become more conducive to the implementation of green marketing. The United States, Japan and other developed countries basically have formed a relatively complete environmental protection laws and regulations and policy system to

encourage and support enterprises to carry out green marketing, and the illegal enterprises were severely punished. Consumers are rational economic man, whose goal is to minimize their costs and make oneself effective. Simply when the green consumption utility is more than a green consumer expense, consumers will actualize the green consumption behaviour (Zhang, 2012).

Green marketing too ties closely with issues of environmental sustainability and industrial ecology such as eco - efficiency, material usage and resource flows, life - cycle analysis, and extensive producers' liability. In this way, the subject of green marketing is vast, having imperative suggestions for business strategy and public policy (Prakash, 2002).

Sustainable development requires the internalization of essential trade - offs to needs at the same time as shielding the environment and empowering the poor. Realizing that the society is the essential recipient of any endeavours at sustainable development, people will have to realign the satisfaction of needs and readjust their level of consumption with the more naturally friendly choices that businesses would offer. Governments in turn must keep up the pressure to comply with natural benchmarks that society at large can set as suitable for an improved quality of life (Saha & Darnton, 2005).

Countries such as the United States, Japan, Germany, and Denmark have high public expectations and fully developed environmental policies. But major countries such as Russia, Brazil, India, and China are in only the early stages of developing such polices. Additionally, environmental variables that propel customers in one country may have no affect on customers in another. For example, PVC soft drink bottles can't be used in Germany or Switzerland. However they are favoured in France, which has a broad reusing process for them. Hence, international companies have found troublesome to create standard environmental practices that work around the world. Instead, they are creating general polices and then translating these polices into tailored programs that meet local regulation and expectation (Kotler & Armstrong, 2008).

Why is there a need for legislation for Green marketing and Green consumerism? The answer is quite simple; many companies have exploited innocent customers by professing to selling green products when in fact the products are not "green". These companies are very unethical and are involved in "green washing".

Green consumers can fall prey to businesses that can exploit their green lifestyle. One such way is by a company being involved in "green washing". Dahl (2010) identified the "seven sins of green washing". They are as follows:

- **Sin of the Hidden Trade - Off:** It is committed by telling an item is "green" without attention to other important environmental issues, based on an unreasonably narrow set of attributes (e.g., paper produced from an

economically - harvested forest might still abdicate critical pollution and energy costs).

- **Sin of No Proof:** It is committed by an ecological claim that can't be substantiated by a reliable third - party certification or by easily accessible supporting information (e.g., paper products that claim different rates of post buyer reused content without giving any evidence).
- **Sin of Vagueness:** It is committed by each claim that's so wide or ineffectively characterized that its genuine meaning is likely to be misconstrued by the buyer (e.g., "all - natural").
- **Sin of Worshiping False Labels:** It is committed as a claim, communicated through either images or words, give the feeling of a third - party support where no such approval exists (e.g., certification - like pictures with green jargon such as "eco - preferred").
- **Sin of Irrelevance:** It is committed by building an ecological claim that might be true but which is unhelpful or unimportant for buyers looking for ecologically preferable items (e.g., given that Chloro - Fluoro - Carbons (CFCs) are as of now prohibited by law, "CFC - free" is insignificant).
- **Sin of Lesser of Two Evils:** It is committed by claims that might be genuine within the item grouping, but that risk diverting buyers from the larger ecological impact of the group as a whole (e.g., organic cigarettes).
- **Sin of Fibbing:** Committed by making ecological claims that are basically untrue (e.g., products falsely claiming to be Energy Star certified).

If proper legislation is in place, companies will never dare to be involved in "green washing" of their products because severe penalties, fines and possible business closure can result from such unethical business practices.

In the discussion that follows strategies to increase green consumer behaviour will be highlighted.

SOLUTIONS AND RECOMMENDATIONS

A Way Forward: Strategies to Increase Green Consumer Behaviour

The following strategies undertaken by a company would encourage green consumer behaviour:

- Companies must be honest and transparent to their green consumers. If a company wants to commit to green marketing and increase green consumer

behaviour it should be committed and not exploit customers by embarking in “Green washing” of its products. This unethical business practice can damage the company’s reputation in the market place and many customers can be lost as customers perceive the company as not being able to provide the green product that was initially promised to them.

- The company should invest in new technological innovations that are “green”. If customers see that the company is taking the initiative to go green then they would want to support such a company that produces green products
- Staff should be trained in applying the new technology to produce and develop green products / services for the green segment.
- “Planet” and green philosophy should be at the heart of the company’s promotional mix.
- The green products should not be too expensive. Maybe leaner supply chains can make more money available so that that the cost of green products can be lowered.
- The company should abide by its policy on sustainability and good corporate governance.
- The company must abide by the laws that protect the environment.
- The green product must use material that can be recycled where possible.
- The green product must have a strong brand that can attract and retain its customers in the marketplace.
- Practice greener distribution. For example, the company can have its’ warehouses closer to the harbour so that goods do not have to travel along distance to reach the warehouse. This means lesser fuel emissions.
- Promote Green credentials efficiently by cutting back on paper statements, use electronic statements; limit unnecessary packaging and use SKYPE to connect with other managers from different regional branches for meetings so as to limit travel.
- Educate customers on what the company is doing to save the planet. This can be cost efficiently achieved by using social media and blogging.
- When developing new products, the company needs to focus on sustainability.
- The company’s advertising should be tasteful and promote the green lifestyle that green consumers are attracted to when making their green purchases.

FUTURE RESEARCH DIRECTIONS

Green marketing initiatives that increase the buying behaviour for green products in developing countries should be the focus of future research. Since there is a gap

in how developing countries are involved in green marketing and in promoting the purchases of green products this can be a very lucrative future research area to explore.

Another area for future research is to compare legislation on environmental sustainability and see what different countries in the world are doing to actively protect the planet.

Lastly, education on Green philosophy and Green culture should be identified in consumerism research and what is being done by marketers to promote green philosophy and Green culture in different parts of the world need to be explored.

CONCLUSION

The world as we know it has been damaged and savaged by corporate greed, industrialization and over consumption. The good news is that all is not lost as citizens of the world we still can actively campaign to save our planet. Marketers have a crucial role to play to educate and promote a new green lifestyle, green culture and green consumerism to customers worldwide. This is the only way to sustain the world we live in and retain its natural resources, eco - systems, animal and plant life for generations to come. Green marketing inspired by green culture is a direct descendant of sustainable marketing that calls for marketers to use their magic and promote and sell the green philosophy to the world at large. There is growing consensus amongst customers throughout the world to conserve the environment and protect the planet. They are even willing to pay a higher premium price to ensure this. The challenge is for the contemporary marketers to take their rightful place in the market and guide consumers to buy the green products.

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KEY TERMS AND DEFINITIONS

Green Consumerism: It refers to recycle, purchase, and use of eco-friendly products that diminish harm to the environment or planet.

Green Culture: Promoting environmental sustainability all the way through art and culture.

Green Customer: The green customer is environmentally conscious and uses products that do not harm the environment or planet.

Green Market Segment: Market segmentation of green customers.

Green Marketing: It refers to marketing activity that is eco-friendly and does not harm the environment or planet.

Green Products: Products that don't harm the environment whether in their disposal, use, or production.

Green Purchases: The green purchase behavior is correlated to the environmentally friendly behavior.

Green Washing: It is a type of twist in which green PR or green marketing is deceptively used to uphold the view that the business products/services, policies, or aims are ecologically friendly.

Sustainability: Sustainability is about protecting and supporting the natural environment.

Chapter 3

Green but How Green?

Green Product Evaluation Programs in Terms of Marketing

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ABSTRACT

Consumers have gradually started to show more and more interest in green products and switched their purchasing behavior to buy green products. Changes in consumers' demands have created a growing market for green products, as customers become more concerned on the environment, health, and wealth in order to protect the earth's resources and the environment. On the other hand, manufacturers have become more active and sensitive about the issue of contributing their brand image to satisfy the demand and be compatible with compelling legal regulations. Green products refer to the products that have less or no impact on the environment, help to preserve the natural environment, and can be recycled or conserved. In this chapter, the authors aim to draw a framework for green product evaluation programs and explain how they could be used in terms of marketing.

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INTRODUCTION

Environmental pollution has begun to occupy the world agenda more and more every year. Some of the main reasons for this include the increase in human population and change in consumption habits of buyers. Nevertheless, before knowing the causes of environmental pollution, it is necessary to understand what is meant by environmental pollution and its effects on our world. All factors or formations that disrupt the ecosystem, whether caused by human activities or not, can be called environmental pollution. Environmental pollution can affect not only the areas where it occurs, but also life and nature in very distant places. Moreover, environmental pollution negatively affects not only living beings but also non-living things and can spread to every corner of the world or even to space. As a matter of fact, the pollutions that occur in quite distant regions may affect our lives and environment in the future even if they are not today. Considering that even space is polluted as a result of sent satellites and space studies, environmental pollution is a common problem of all humanity.

In particular, migration from rural areas to large cities caused people to live in smaller areas with higher intensity. Unplanned urbanization, industrialization, inadequate infrastructure investments, etc. issues cause people to be exposed to environmental pollution from a younger age in their daily lives. Considering the high costs of the necessary infrastructure investments, this situation is going backwards especially in less developed countries.

According to the reports of the United Nations, thousands of people die each year due to the deterioration of the climate balance, drought and forest fires. It should not be overlooked that diseases which are caused directly or indirectly by these disasters may arise if there are no measures taken. In addition to all of these, population growth, irregular industrialization and urbanization, and the rapid consumption of natural resources are added, and the deterioration of ecosystems is increasing.

In recent years, both the traditional media and social media have more content on environment. Unconscious, wrong and excessive consumption are also important factors especially in the destruction of environment and eco system. Therefore, it is inevitable for consumers, companies and brands to be included in the subject. The fact that consumers, products, brands and firms are important determinants reveals the necessity of addressing the issue in the context of marketing.

BACKGROUND

Evaluation of Marketing

The supply and demand that emerged after the industrial revolution pushed firms from a product and a sales orientation to a market - oriented evaluation. The development of industry and technology as well as marketing have mutually developed and changed. Therefore, in order to better understand the development and emergence of green marketing, changing production and consumption concept and this evaluation should be taken into consideration.

Product - Production Orientation

The period covering the end of the 19th century and the beginning of the 20th century is the period of production - oriented enterprises. In this period, since the supply did not meet the demand, the enterprises did not exhibit sales efforts, promotions, advertisements, etc., because they could sell all of the products they produced. In addition, the customers' requests and needs and the quality of the product have not been taken into consideration.

The marketing approach, valid between the 1st and 2nd World War, focused on the quality and performance of the product produced. In this period, consumers are expected to prefer the products with the highest quality, performance and characteristics offered to them. The enterprises have started their efforts to develop and produce the best product and have acted on the assumption that the best product will be sold.

The difference of this period from the production - oriented period is that the consumer is being conscious and forcing the companies to produce better quality as a result of choosing the right one for the quality among the existing products.

Sales Orientation

It has emerged in the period when sales are becoming an important problem for businesses, not production. The products intended to be dealt with by customers are tried to be revealed. Advertising, sales and distribution channels are at the forefront and the market is evolving. Companies with this structure, while increasing the efficiency in production and producing products with the appropriate properties have faced the problem of over inventory over time. As a solution, they tried to persuade their customers to buy their products.

Between the years 1950 - 1990, businesses that use marketing databases have started to appear and marketing is carried out considering the results of previous marketing activities and the target audience. In this period, businesses began to understand that they had to produce what they wanted, rather than convince people to buy their own products.

Market Orientation

The fact that the customers became more selective, the demand of the products narrowed and not all products and services produced could be sold, led the firms to be market oriented. Market orientation can be called consumer focus. It was understood by the firms that the customers have different needs and are categorized according to the needs of the customers.

In line with this understanding, firms take into consideration consumers in every process from the beginning of production to delivery of the product to the consumer, and also after - sale. Employees at all levels and departments of the companies need to be focused on the consumer and act accordingly.

Societal Marketing

The concept of societal marketing is not only what the companies plan for or what the customers want, but also a concept that takes long - term and social benefits into consideration. When marketing products and services, not only satisfaction and profit factors, but also the concept of ethics is involved. There is a marketing approach in which companies are sensitive to the environment, society and universal values.

In developing their marketing strategies, companies should demonstrate a balance between company profitability, customer needs and social values. Green marketing is also considered under this approach.

Green Marketing

Environmental problems, rapidly depleted resources and increasing sensitivity of people to these issues caused firms to continue their activities in line with legal regulations and consumers' expectations. Companies made these applications in the production and post processes as legal regulations at first. Later on, this was reflected in the marketing activities of the companies. The way of doing business environment has become not only for legal regularity but a prestige for companies. Firms began to announce how respectful they are to the environment and reflect them on their activities. In this respect, they started to organize advertisements, campaigns and organizations (Ottman, 2017).

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But it took time to systematize this issue. Because it was both costly and time consuming to change all production processes of companies at a time and then to reflect this understanding not only in production but also in post - production process. In particular, it took a long time for the environmentalist approach to be transferred to other departments and became a culture. At this point, some companies operating in the market are offering their products and services to the market with this understanding. These companies define all their activities as environmentalist. Some companies produce and market some of their existing products and services as green. Therefore, the process to be followed by the firms in the production and marketing process is different.

On the other hand, some of these regulations emerge as legal obligations, while others are based on the needs coming from customers or by the products that the company believes will be successful in the market. In other words, while some of these activities are legal requirements, some of them are carried out according to voluntary strategies and activities.

But at this point, companies that claim that their products and services are green have started to create question marks about whether they really have these qualities in terms of consumers and regulators over time. Some companies have to prove this by law. Some of them wanted to enter these tests in terms of the prestige they would gain in the market. Passing these tests was also an indicator for consumers. Because the purchase and evaluation behaviors of consumers especially against green products vary according to the regular products (Rahbar & Wahid, 2011). We are confronted with this phenomenon, which is defined as responsible consumption in the literature.

Responsible Consumption

Even simple changes in consumption habits can have important consequences for society. For example, one third of the food produced each year is thrown away. Some of them happen during production, sales and transportation, and companies need to cope with this situation. Contamination of water is also a matter of urgent remedy. We pollute the water faster than the speed at which nature can be removed.

In order to achieve economic growth and sustainable development, we must immediately reduce our ecological footprint by changing the way we produce and consume goods and resources (Gilg et al., 2016; Pagiaslis & Krontalis, 2014). Efficient management of our common natural resources and the way we eliminate toxic waste and pollutants are also important targets. Encouraging industries, businesses and consumers to recycle and reduce waste is just as important as developing countries adopt more sustainable consumption patterns. For this; less waste should be produced and sustainable goods should be purchased to the extent possible.

In the world, with the expansion of industry, production and technology, the consumption of people is increasing with the increase of people's income even though it is slow. This situation is spreading the concept of consumer society. Consumption has not only revealed the compulsory needs but also social, cultural, status and recreational consumption (Diamantopoulos et al., 2003; Hartmann & Apaolaza - Ibáñez, 2012). People spend not only on food, drink or shelter but also on special occasions, collective entertainment, concerts, computer games, extreme sports and new markets. This brings new consumption habits.

Consumption has been seen as the main source of development, prosperity and profit for companies, institutions and states. However, over time, it has been understood that this situation has not only individual and social returns, but also its takeoffs. Even in the short term, the consumption, which is seen as a gain, has been revised due to its long - term costs. The psychological and physiological negative effects of consumption and the direct and indirect costs for governments have been the subject of research. This situation is not only a result of individual consumption, but a final result of the whole production and consumption process.

People buy more than they need, they get new ones before they become completely unavailable, and spending more on their earnings leads to unnecessary consumption. Responsible consumption refers to the behaviors and attitudes of the consumers to consume or less consume products and services that have the potential to directly or indirectly harm to themselves, their families, society, economy, the world and all living and non - living things.

In the marketing literature, the production of products and services that are harmless or less harmful to the environment and bringing them together with the consumers have been the subject of research. At this point, it is not only the consumers who are willing to voluntarily turn to greener products, but also to direct them to responsible consumption. In responsible consumption, consumers may be less or never to buy, or they may turn to less harmful alternatives.

At this point, when consumers turn to a greener product in the minds of them, there are hesitations about whether the product is really a green product or how green it is. In this case, organizations that evaluate products to be used both as a legal requirement and in marketing activities have emerged.

MAIN FOCUS OF THE CHAPTER

(Green) Product Evaluation Organizations

The widening demand, distribution and production opportunities have led to a variety of products and services. In time, in parallel with this diversity, uncertainties in the

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consumer needs that need to be met by the producers also increased and paved the way for unfair competition. Due to many similar factors, the need to evaluate products and services with certain quality criteria has arisen. Nowadays, it is important to certify the products and services that the most important step for the producers to reach wider consumers, to meet customer needs and to gain the trust of consumers more easily.

Product evaluation is to determine the conformity of a product group with one or more samples representing the product to the rules and / or standard demands and to make necessary tests and to document that the product can be produced in a way to meet the conditions. Emerging needs have led national standards institutions and accredited institutions to certification services in many countries. If the conformity of the product with the standards is determined by the certificates of an accredited institution, inspection and test reports, the certificate validity period is as stated in these reports. The same institutions and organizations also provide visa services for the expired products.

Green Product Evaluation Organizations / Programs (GPEP) help purchasers to evaluate, compare and select products based on their environmental and health concerns. These programs are not only used by individual purchasers, but also are used by industrial purchasers, governmental foundations and manufacturers.

Manufacturers add their products to register by declaring that the products meet specific criteria of GPEP. Manufacturers must declare their products' conformance to a comprehensive set of environmental / health criteria in performance categories. In order to maintain the credibility of the system, GPEP may periodically select a batch of products and criteria from the registry and verifies that they meet the criteria as declared. Generally, Green products have to meet following summarized required criteria are in GPEP to provide environmental sufficiency, depending on the classification of the product:

- Reduction / elimination of environmentally / health - related sensitive materials
- Materials / ingredients selection
- Design for end of life
- Product longevity / life cycle extension
- Energy conservation
- End of life management
- Corporate performance
- Packaging

There are different evaluation organizations in the world according to different product groups. Also, there are many organizations around the world evaluating eco - friendly products. Some of these are for legal arrangements, others for certification and labeling. These include non - profit organizations. These organizations are generally differentiated according to sectors and examine products. There are also organizations operating worldwide, as well as countries or regions.

While getting approval from some of these organizations is a legal obligation, some firms apply voluntarily and obtain a certificate that their products are green products. There are hundreds of different organizations serving in different sectors. The most prominent ones are listed under “eco - label index”.

As of 2019, there are 463 eco - label organizations from 199 countries in 25 different sectors registered in this index. These include organizations that examine products and services from different sectors such as agriculture, food, clothing, construction, cosmetics, cleaning products, accommodation, and technology. If we take a closer look at some of these from different sectors (technology, clothing, cosmetic / health, food);

EPEAT Purchasing Program

EPEAT stands for Electronic Product Environmental Assessment Tool. EPEAT is an organization that scales the compatibility of electronic products with the environment. The reason for its emergence is a standard for the purchase of consumer products recognized globally for the determination, adaptation and comparison of products’ environmental compliance. on the other hand, it helps to save energy and minimize environmental damage.

EPEAT is a comprehensive environmental measurement system that determines the compliance of the electronic equipment with specific environmental criteria, together with comprehensive criteria for design, production, energy use and recycling, ensuring that the manufacturer’s claims are independently verified. The EPEAT system is designed to provide customers with an environmental assessment tool based on customer feedback. Those who want to buy IT products from private sector and public institutions from 43 different countries can use this program to evaluate and compare products in terms of environmental characteristics. EPEAT includes computers, laptops, televisions, printers, scanners and imaging devices.

EPEAT rates products as bronze, silver and gold according to the number of environmental criteria they meet. When evaluating this rating, it evaluates the energy consumption, recycling process and how much recyclable materials it uses and the toxic substances it contains.

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Manufacturers participate in this program on a voluntary basis. Production processes follow a transparent and open policy for all stakeholders. In addition, countries can also benefit from this program by participating in this program.

EPEAT is leading global rating program for greener electronics for the IT sector. The EPEAT program offers independent verification of manufacturers' claims and the EPEAT online Registry lists sustainable products from a broader range of manufacturers than any comparable eco - label. All criteria declared by all products on the registry are subject to verification at any time. In order to maintain the credibility of the system EPEAT regularly selects products from the registry and verifies that the declarations are accurate. Criteria are selected for investigation by the Product Verification Committee (PVC) based on random selection, environmental significance, or the expectation that a criterion may be difficult to meet or highly significant in terms of environmental impact. If EPEAT finds that a declaration is not accurate, the manufacturer must correct it, or the product will be removed from the registry

What are the main EPEAT Criteria?

- Product life span
- Toxic reduction
- Recycling content
- Product recycling
- Manageability of the product after life
- Energy consumption efficiency
- Packing contents
- Gas quality in the air
- Corporate Responsibility

With the EPEAT Certificate, the life cycle of the products, toxic chemicals they contain, recycled products, energy saving, long - life use of the products, packaging of the product are also evaluated.

Global Organic Textile Standard

Global Organic Textile Standard (GOTS) is an internationally recognized organic textile standard. Since it was first introduced in 2006, GOTS has demonstrated its usefulness and is supported by the growth in organic fiber consumption and the combined processing criteria of the industry and retail sectors. GOTS can evaluate

the entire process from the harvest of raw material to production and labeling in order to ensure adequate confidence in consumers. In order to guarantee the organic status of textile products, it has been developed by international companies that have the competence to create standards in order to identify world - wide recognizable requirements.

GOTS is the world's most important processing standard for textiles made from organic fibers. Although it determines very high criteria in all stages of organic textile chain, it also demands compliance with social responsibility requirements.

Supervision and certification of production areas, enterprises and trade organizations are provided by independent organizations accredited based on the GOTS monitoring system. This is the guarantee of textile products that have GOTS certification. Upon completion of the GOTS certification process, the certified organization is included in the GOTS program. the company must have a license including the use of the standard and the use of the GOTS logo on the products it produces.

Due to the increase in consumer demand for organic fibers, the standard has gained more importance and GOTS has received universal acceptance. It has enabled the manufacturers to present their textile products to all major markets with an accepted certification. GOTS is one of the world's leading standards for the textile processing conditions for organic fibers, including ecological and social criteria, which certifies the entire textile supply chain with independent certification.

This standard covers the production, processing, packaging, labeling, trade and distribution of all textiles made from organic natural fibers of at least 70%. The final products may include yarn, fabrics, garments, fashion textile accessories, textile toys, home textiles, bedding and bedding products, but also textile - care products, but not limited to fiber products. It does not set criteria for standard leather products.

Some of the Environmental Criteria of GOTS:

- In every step of the process chain, organic fiber products should be separated from the traditional fiber products and clearly defined.
- All chemical inputs (e.g. paints, auxiliaries and process chemicals) should be evaluated and meet the basic requirements for toxicity and biodegradability / elimination.
- Inputs such as toxic heavy metals, formaldehyde, aromatic solvents, functional nano - particles, Genetically Modified Organisms (GMO) and their enzymes are prohibited.
- Use of synthetic sizing agents is restricted.
- Oxygen based bleaches are permitted (Chlorine - based bleaches cannot be used).

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- Restrictions on accessories (e.g. PVC, nickel or chrome not allowed).
- The packaging material should not contain PVC. Paper or cardboard used in packaging material, hanging labels, etc. be recycled or certified according to FSC or PEFC.
- Wastewater from all wet treatment units must be treated in a functional wastewater treatment plant.

Some of the Product Criteria of GOTS:

- Raw materials, intermediates, final textile products and accessories must meet the limits for undesirable residues.
- Technical quality parameters must be met (sweat, light and washing, etc. values)

Some of the Social Criteria of GOTS (The social criteria based on the basic norms of the International Labor Organization (ILO) are expected to be met by all producers):

- Forbidden or compulsory labor is prohibited.
- The right to organize and to bargain collectively cannot be prevented.
- The working conditions must be safe and healthy.
- Child workers cannot be employed.
- Minimum wage should be applied.
- Working hours must comply with specified legal requirements.
- No discrimination can be applied for any reason.
- Employees should be provided with regular employment.
- Harsh or inhuman treatment is prohibited.

International Organic and Natural Cosmetics Corporation BDIH Standard

People have benefited from curative and refreshing cures and blends since very ancient times. In the beginning, after the industrial revolution, such cures, oils and potions were industrialized and mass production started. However, there are many substances that could damage living things.

As such, many question marks appeared in people's minds. As a result, a product taken to flourish in health to create a state of uneasiness. BDIH (International Organic and Natural Cosmetics Corporation) was established in 1996 to eliminate the question marks and concerns of the people. More than 300 cosmetic and natural cosmetics, food additives, dietary foods, and medical products manufacturers came together and

it was established. With the establishment of BDIH, “Certified Natural Cosmetics” rules were set and a standard was introduced for natural cosmetic products. What wanted to do here was to raise awareness of people and make them reach more natural and harmless cosmetic products. A description of natural cosmetic products was made by BDIH. Natural cosmetics aim to care and beauty of the human body by means of products produced with the help of active ingredients in nature. This can only be achieved by skin and environmentally friendly raw materials.

Producers of the products that have been awarded the “Certified Natural Cosmetic” mark issued by BDIH produce their products in accordance with the strictest requirements by fulfilling the highest requirements of natural care. Natural cosmetic products are examined including raw materials used by producers. In addition, unnatural plants cannot be used in natural cosmetic products. In addition, natural cosmetic products, which must be produced in an environmentally compatible manner, must be recyclable up to their biodegradability and packaging.

What are Some Product Criteria of Controlled Natural Cosmetics”?

- Natural cosmetics should be made from “natural and skin - friendly” raw materials.
- Mineral oils and paraffin cannot be used in the production of natural cosmetics.
- Synthetic preservatives such as paraben, isothiazoline, benzoic acid and formaldehyde should not be present in natural cosmetics.
- Natural substances obtained with the help of synthetic solvents should not be used in the production of natural cosmetics.
- Synthetic dyes, perfumes, surfactants (such as sodium laurylsulphate) cannot be combined with the concept of natural cosmetics.
- Cosmetic products such as body lotions and shampoos produced using synthetic emulsifiers and surfactants cannot be offered as “natural cosmetics”.
- The exact contents of natural cosmetics should be placed on the packaging with the names CTFA or INCI.
- Natural cosmetic packaging should be selected from environmentally compatible materials. In this way, the pollution of the environment is prevented both during the production of the harmful substances and the production of the packaging and subsequent disposal.
- In the production of natural cosmetics raw materials from dead animals are not used.
- The concept of natural cosmetics strictly excludes testing on animals.
- Environmental pollution should not be caused during the production of natural cosmetics.

USDA Organic

Organic farming; is part of a comprehensive supply chain that includes food processing, distribution and retail. In order to be suitable for organic markets, the whole organic production chain must be inspected and certified. Once all requirements are fulfilled, the certificate can be issued and the organic logo can be used on certified products.

USDA is an organization of 29 institutions and offices with approximately 100,000 employees in more than 4,500 locations in the US and abroad. The National Organic Program (NOP), organized by the United States Department of Agriculture (USDA), standardizes and controls all products obtained and sold with organic agricultural products. The whole process is under strict control from the agricultural phase until it is in the packaging. Products with “USDA Organic” logo must contain at least 95% organically produced or obtained components. All processes followed must adhere strictly to the standards. If the label indicates that the product is manufactured with the specified organic ingredients, these specified components are certified organic. USDA conducts audits and studies on specific topics:

- Agriculture Production and Conservation
- Food, Nutrition, and Consumer Services
- food safety
- Marketing and Regulatory Programs
- Natural Resources and Environmental Protection
- Agricultural Education and Economics Research
- Rural Development
- Trade and Foreign Agricultural Relations

The aim of ecological agriculture; to protect the environment, plants, animals and human health without polluting the air, soil, and water. The product of a collective philosophy, which aims to protect the environment in a broader sense, returns what it has taken from nature to the nature, aims to ensure the continuity of agriculture and even protects the interests of its employees. The Organic Certificate enables a farm or processing plant to organically sell, label and represent its products. Organic brands offer consumers more options in the market. USDA protects consumer rights by protecting its organic sign. Any organic farmer who violates the USDA organic regulations may face penal sanctions which may include financial penalties or suspension / cancellation of organic certificates.

Organic agriculture is a fast growing sector in the US and world agriculture. It creates new jobs in the countryside and promotes economic growth and opportunities. There are thousands of certified organic farms and businesses in the US. This number continues to increase as consumer demand for organic growth increases. Manufacturers with this certificate can trade organic agriculture with the US.

Like the United States, many countries have their own organic standards and certificate programs. For organic businesses operating in more than one country, this may mean that they must receive different organic certificates in each country in which they operate. Organic equivalence is that the two countries recognize each other's organic program as equivalent. If two countries are equivalent, organic products can be sold in both countries with a single organic certificate.

SOLUTIONS AND RECOMMENDATIONS

Product Evaluation Organizations In Terms Of Marketing

Marketing, in essence, aims to increase consumption and income of companies. The environmentalist approach aims to use as much as possible the products that will cause the least damage to the environment. The reason for marketing is to satisfy consumers and provide profit to investors. Green marketing, however, proposes to act both in terms of today's world and future generations. Therefore, it requires sacrifice for both consumers and producers. This paradox sets out the concept of "green marketing" and develops formulas to achieve this.

In the past, consumers were only interested in purchasing and consumption, both due to the low number of alternative markets and the multitude of needs. Today, there have been conscious green consumers who are aware that scarce resources have been consumed, dealing with the details of the production process and the elimination of waste (Anderson & Cunningham, 2006). As the number of green consumers increases, there is also a large market for businesses. Green consumers show different behaviors than normal consumers (Kim & Choi, 2005; Moisander, 2007). Therefore, it is a difficult target for marketing managers to be persuaded.

Consumers can be more environmentally friendly because of their personal sensitivity. However, consumers who are not yet aware of environmental consumption should be trained in the benefits of green marketing. Otherwise, it will take a lot more time to reach large audiences. Because the issue of environmental consumption is not just the consumption of more green products. Consumers can generally think that green products are more expensive and reachable.

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When we look at the issue from a company perspective, the situation is slightly different. Of course, there is also a green market for companies that are aware of their environmental concerns. However, the issue may be more complex for companies. Just as consumers are worried about monetary issues, they have similar concerns about income and profit. Companies should not expect sudden revenue and profit with green marketing. They should be diligent and patient.

Green Marketing appears to be a global economic development, although it is on the agenda more in developed countries. In green marketing, marketing is not the only product. The production process, the company's environmental and social perspective and the company itself are also included in the marketing issue, a holistic approach is foreseen. Therefore, the green product for green marketing alone does not reflect a holistic approach.

As far as consumers are concerned, it cannot be said that consumers have enough knowledge and awareness about the green product and green production process. On the basis of this, it is understood that the green product label in the products is not sufficiently questioned or that the green marketing scope is not fully known (Boström et al., 2009). Inadequate consciousness regarding the issue in consumers is one side of the issue. On the other hand, it is necessary to evaluate the issue in terms of the success of the companies' green marketing strategies. Therefore, it is obvious that green marketing should be evaluated in terms of marketing mix. At this point, product evaluation organizations fill a big gap in order to eliminate the question marks about consumers and consumers. It has the characteristic of being able to answer questions of consumers in terms of trust, knowledge and evaluation. At the same time, it is important for companies to explain themselves and their products correctly. Product evaluation organizations are helping to remove the question marks for all parties from an objective position. The contributions of these organizations can be examined with a classical marketing mix approach and can be examined from a wider perspective.

Product Strategies

The effects of concerns about the environment on consumer behavior and the consumer's actions in this direction have revealed the concepts of "Green Consumption" and "Green Consumer". Green Consumer or Environmentalist Consumer not only consumes the green product but also the environmental and social responsibility practices during and after the production. Green Consumer is defined as sat those who aim to protect themselves and their environment by using their purchasing power. This provides the opportunity for companies to develop existing products or to offer new products.

Green marketing is not just a periodic or momentary approach. Since green marketing is at the center of sustainability, it covers the whole of long - term applications for companies. Therefore, it is not just about the responsibilities, investments and costs imposed on the companies. In addition to these, they have positive effects in terms of effective use or recovery of resources. Consequently, the fact that companies meet the directives and demands of product evaluation organizations can lead them to savings in terms of production and operating costs and reduce costs. Lower costs will be an advantage in terms of competitiveness of the products in the market.

Green marketing also provides support to companies to comply with the environmental and local policies of the central and local governments and to be guaranteed against the laws. In other words, companies can take advantage of many opportunities and even benefit from state funds or incentives. This allows companies to expand their product range and offer more products to the market (Albino et al., 2009).

On the other hand, these funds and incentives can provide production opportunities within the framework of PEOs. By utilizing these funds, a new company can be established and offered products to the market. It also opens the door to entrepreneurship for those who have no business or want to produce new products. It offers an opportunity to find resources for those who want to be entrepreneurs but who do not have the capital to invest.

PEOs are able to direct the company to product modification and alternative production processes in line with the applications and processes they demand. In this direction, firms can go to product diversification horizontally and vertically. Product diversification and finding new ideas can be challenging for companies in high competition markets (Kam - Sing - Wong, 2012). This will allow consumers to offer new product alternatives that they can demand, except for existing products.

Environmental concerns of consumers are considered and analyzed while producing green products. As a result of this analysis, more green products are introduced. These products offer different alternatives for different preferences of consumers. It also provides competitive advantage over competitors in the market and can put pressure on competitors. As a result of the development of the products in accordance with the guidelines, it makes it difficult for competitors to copy and save time for companies in terms of competition.

Follow - up of PEOs' directives also allows companies to be prepared against future regulations by lawmakers. Governments may prohibit or restrict the production of certain products due to environmental and health - related matters through legal regulations. In such cases, companies that offer environmentally friendly products are prepared for such sudden changes. In addition, they are advantageous when competitors are not ready.

Green but How Green?

To summarize, companies that provide environmentally friendly products and conditions for meeting with consumers in accordance with certain guidelines can have great advantages. They can both reach a more competitive position in the market and increase their revenues. New or modified eco - friendly products can easily reach new consumers by eliminating the question marks in consumers' minds with the help of PEOs. All these factors strengthen the hand of the companies in the intense competition environment. They contribute positively to both legal and market competition. Research shows that consumers tend to buy products that adopt social responsibility and environmentalist understanding. Green certified products can support consumers in purchasing decisions and help companies to become more prominent than their competitors.

Pricing Strategies

Price is one of the most important factors that determine the income of firms, and it is one of the leading factors affecting the purchasing decisions of consumers. When the issue is considered in terms of green products, firms may have to bear the higher production costs - especially to implement PEOs' guidelines. In this case, the increase in the cost of the products may lead to an increase in prices. But this situation is seen as a general preliminary acceptance. When researches and current applications are examined, it is not fully reflecting the fact that companies that produce every green product or adapt their production systems will be exposed to direct cost increases. For example, companies can reduce the costs of an effective waste and energy management and their prices. In some cases, firms do not only reduce the production costs of green products, but even reach costs even under the costs required for conventional products.

On the other hand, companies can keep their prices higher than other products in line with the rising costs and price policies they follow. In this case, at first glance, consumers may think that they will not be intent on buying against these products. But research shows that this is not always the right approach. Consumers can volunteer to pay more prices to green products. There are different reasons for this. Some consumers may pay more for their products, even if the price is higher, because of their environmentalist attitudes. In addition, consumers can accept expensive, risky or emotionally high value products as high value - added products and can afford to pay more. But at this point, the only motivation of consumers is not just the environmentally friendly products (Thøgersen, 2011). Consumers may

also be willing to buy these products when they think that green products will last longer or will be rationally beneficial. Given all these factors, green products can mean higher profit margins for firms than other products. The products produced and priced following the right policies can turn into an opportunity and create a serious competition in the market.

Placing Strategies

Among the measures to be taken regarding the distribution policy for the protection of the environment are; making the necessary improvements to make product distribution less fuel consumed, including placing the points of sale in a way that customers can consume less time and fuel. As environmentally sensitive markets develop, new distribution and recovery channels should be expected to develop rapidly.

Green fairs or events made by organizations can be considered as opportunities to reach more customers for companies. Organizations that evaluate green products or similar roof organizations can offer new publicity and partnership opportunities for companies. As is known, the place of sale; where and when the product is delivered to the consumer is very important. Generally, green product manufacturers market their products in places that are accessible to more consumers. At this point, the sales or promotion place to be determined is also important for the image of the company. Such places allow consumers to evaluate the brand or company more environmentally friendly products. This provides a unique opportunity for positioning of the brand and products.

On the other hand, the distribution policies followed in line with PEOs can contribute not only to marketing but also financially. Cost - cutting strategies such as efficient use of resources and recovery efforts can be followed. In addition, activities such as less distribution costs and the collection of old products can both contribute financially and strengthen the environmentalist image of firms in the eyes of consumers.

At this point, we see the concept of Green Distribution. In the green distribution, products are delivered to the wholesaler, retailer or end users while the most environmentally friendly, saving and safe ways are pursued. While trying to use fuel systems that are less harmful to the environment, they are provided to move with optimum fuel consumption at optimum time with speed management.

Environmental responsibility is a concern not only to the company, but also to all the rings of the value chain, including the producer, supplier, distributor and consumer of raw materials. Another issue is that the channels used to deliver the products to consumers will also contribute to the marketing strategies of the

Green but How Green?

firm. It is important for the success of the environmental marketing strategies that the distribution channels consisting of wholesalers, intermediaries and retailers transfer continuous and healthy information to the business. Retailers are channel members who are the closest to the environmental expectations of consumers and have important information.

Promotion Strategies

Brands that have a certain personality and image in the eyes of society can be the most effective representatives of green marketing. In fact, green marketing can provide this opportunity to the company which does not have this image before. Brands can show impressive market successes when they have the right image, and this image continues to develop in direct influence with marketing strategies. In this respect, new strategy decisions and practices can be implemented more quickly and effectively. Therefore, the commercial impact of a successful green marketing strategy, one of the most visible rings in the chain is the brand. In this way, it is possible to create brands that create prestigious brands while strengthening sales networks.

However, one of the biggest problems for consumers and companies in the market is the existence of companies and brands that are not green but promoting themselves as green. Consumers are quite skeptical about green products. If any product or service offered to the market as green is not actually, or if it is found that the other products or services of the company are in contradiction with it, this may cause great damage to the brand and therefore to the company. Green marketing can of course be a very strong marketing strategy, but can only be successful when used correctly.

One of the first and clearest reasons for this situation is that green marketing has become a pressure factor on almost all brands. In addition to perceiving this as a trend, we can also consider a strong measure against the risk of losing the credibility of non - green brands. As we mentioned before, being a part of green marketing creates a positive point for consumers. This trend is not only among brands; The fact that it is on the rise among consumers, makes green brands one step ahead for consumers and renews its brand image.

At this point, following the instructions of the PEOs at all stages, from the pre - production to the recycling of the products, and being certified by these organizations, contributes to the removal of all these questions. The companies will be able to learn which applications they need to be green at a faster and lower cost. Then, the certification that will be obtained from these organizations will come to the forefront especially with the positive contribution of the company in the promotion works.

Firms will spend less time, effort and cost to explain themselves to consumers. The hesitation in the minds of consumers will be tried to be removed from a more objective source. Consumers will see this more confidently because they will see this as a directing of a more impartial authority rather than an advertisement related to the firm itself.

FUTURE RESEARCH DIRECTIONS

The demand for products is increasing with the rise in the number of green products available on the market. In this context, Green marketing research has also increased in recent years. Because the increasing number of manufacturers and products increases the competition between firms. This also opens up new areas for researchers. In particular, more specific topics can be researched within the framework of existing marketing theories. Previously researched issues for both consumers and manufacturers can be re - tested within the framework of green marketing. According to sectors and products, these researches can be differentiated. It can also be evaluated not only in terms of B2C but also in terms of B2B relations. Thus, guiding studies can be put forward for both scientists and practitioners.

CONCLUSION

In particular, considering the shortened lifespan of some industry products, the importance of product life curves in terms of identifying marketing strategies for enterprises and developing policies related to product mix is increasing. In addition, most of the new products introduced to the market do not see sufficient demand and can be withdrawn from the market in a short time. Therefore, it is inevitable to develop new strategies and produce alternatives for companies. The effectiveness of an organization is possible by predicting the environment, sensing problems and developing plans for solving problems. The structure of today's enterprises and their relations with their environment further emphasizes the importance of planning and forecasting concepts and considers them to be indispensable parts of the business process. Environmentally friendly products increase their popularity and provide opportunities for companies. But this situation brings some difficulties and questions. PEOs provide an important opportunity for companies to achieve a sustainable market success. With the right strategies, the question marks in the minds of consumers can be eliminated and they can be more successful in terms of

preferring green products. It can also strengthen the brand image in the minds of consumers. On the other hand, a competitive advantage can be provided to firms by reducing costs with the right source, recycling and production management. Taking all these into consideration, PEOs should be taken advantage of as an important opportunity for the success of the market as well as for leaving a more livable world for today's and future generations.

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KEY TERMS AND DEFINITIONS

Green Marketing: The whole of the marketing activities of green products, in order to meet the demands and needs of consumers.

Green Product: Environmentally friendly products that are harmless to living and nonliving things.

Green Product Evaluation Organization: The organizations help purchasers to evaluate, compare, and select products based on their environmental and health concerns.

Marketing Mix: Marketing components to be considered when creating marketing activities and strategies.

Product Evaluation: Determining the conformity of a product group with one or more samples representing the product to the regulations and/or standard demands and to make necessary tests and to document that the product can be produced in a way to meet the conditions.

Responsible Consumption: The behaviors and attitudes of the consumers to consume or less consume products and services that have the potential to directly or indirectly harm to society, economy, the world, and all living and non-living things.

Societal Marketing: A marketing concept that takes long-term and social benefits into consideration.

Chapter 4

Green Consumer Behavior and Its Implications on Brand Marketing Strategy

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ABSTRACT

The current pollution and possible depletion of earth's natural resources combined with the growing concern in choosing healthier and environmentally friendly foods and gives origin to a new way of consumption: green consumption. Therefore, organizations have identified this business opportunity leading to the emergence of several brands related to the commerce of these kinds of products. Through a qualitative methodology of five semi-structured interviews, an attempt was made to understand how the strategy of product, price, communication, and distribution of these brands seek to influence consumer behavior and educate consumers to act in a sustainable way. The results show that clients are largely young-adult, female, with small children and above-average education and income. In terms of strategy, the brands currently bet on the sale in bulk as a way to avoid waste of product and packaging. The main concepts addressed in this chapter are consumer behavior, green consumer, and green marketing, and also by marketing compound strategy.

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INTRODUCTION

Environmental concerns and consumer demand for environmentally friendly products have led to the emergence of a new marketing philosophy called green marketing. The great forces behind the green marketing are the demand for green products coupled with concern for the environment. On the other hand, companies seek to balance their sales and profit objectives with social and environmental concerns (McDonagh & Clark, 1995; Paço et al., 2009).

Polonsky (1994) considers green marketing as the activities developed to generate and facilitate any exchanges with the intention of satisfying the desires and needs of consumers. It is crucial that the satisfaction of those happens with the least negative impact on the environment as possible. For Paço et al. (2009), it is a holistic management process that identifies, anticipates and satisfies consumers' needs in a profitable, sustainable and beneficial way. On the other hand, consumer behavior is an area that has been gaining a lot of academic and organizational relevance (Santos, 2010). This is a complex however, essential subject in many areas such as Administration, Psychology, Economics, Anthropology or Sociology (Mowen & Minor, 2003). In order for an organization's product to meet consumer's desires it is essential that Marketing is aware of their behavior (Blackwell et al., 2001; Kotler & Armstrong, 2007). Knowing its consumer, what he looks for and how he makes his decisions is basic information for any organization that seeks success (Newman et al., 2001).

Therefore, green marketing dates back to the early 1970s. Yet, only in the 1990s, many different aspects of green marketing were discussed academically. It was concluded that more research was needed on, for example, promotion and consumer needs (Rex & Baumann, 2007). However, and according to these previous authors, the main focuses back then came almost exclusively to be the size of the green market and the 'profile' of the green consumer. Some scholars even say that the consumer profile was the only area of interest in studying the greening of the consumer. Green marketing is a broader concept that covers much more aspects such as consumer goods, industrial goods and services as well (Polonsky, 1994; Ottman et al., 2006; Chen, 2009). The ultimate goal for green marketing is to create two bottom lines; the first is for profit and the second for social responsibility (Mourad et al., 2012).

Market orientation and market segmentation are two aspects that marketers should pay close attention to. The growing number of organizations that enter the green market leads to a need of adapting these strategies (Paço et al., 2009). For the aforementioned authors, segmentation is the selection of a set of variables or characteristics used to assign homogeneous groups to individuals. These segments

can be defined by reference to descriptive characteristics as easily observable as geographical location or demographic characteristics. The “greener” segments should be studied since they present characteristics very different from other segments. They must study how they will attract and position themselves for these consumers. The main challenges for green marketing are awareness of environmental causes, increased consumer demand and selectivity, and increased competitiveness. Companies that do not respond to the “green challenge” with safer products for the environment are running the risk of losing some credibility in the eyes of consumers most concerned about environmental issues. In addition, companies that use green marketing strategies can take advantage of the many opportunities presented by environmental consumerism (Paço et al., 2009).

Academic investigation of green marketing has a long and rich history. Many hundreds of papers from multiple disciplines have examined various stages in the green purchase decision making process. A green product is one that can satisfy the consumer’s need without causing damage to the environment while contributing to make the planet earth more sustainable (Shamdasami et al., 1993). As a general rule, green products use safer, recyclable raw materials and try to use as little packaging as possible (Chen & Chai, 2010). Joshi & Rahman (2015) suggest examples of green products such as organic products, energy - saving lamps, eco - friendly machines or natural products. In the case of food, the most common products are the organic ones; however, there are complementary products that also fit into the green category. An organic food comes from sustainable agriculture so; it respects all biodiversity, animals and plants (Smith & Paladino, 2010). Although there is no scientific evidence to prove that organic food is more nutritious, consumers of these foods believe they are superior when compared to non - organic food (Stefano et al., 2007). The aforementioned authors argue that organic agriculture contributes to the preservation of the environment and public health while creating new jobs. This food awareness presupposes ethical choices taking into account how, where and how food is produced and subsequently marketed (Krischke & Tomiello, 2009). For the aforementioned authors, green food choices should be governed by five rules: Transparency, Justice, Humanity, Social Responsibility, and Need.

Therefore, in Portugal, there are consumers who are used to buy green products and therefore some demographic and environmental criteria are essential to distinguish the green segment from other segments. However, in general Portuguese green consumers do not take their concern for the environment much further. For example, very few join environmental associations. They only adopt more basic behaviors at home like saving water, gas and avoiding other waste. Unfortunately, it may mean that these attitudes are more for saving money than saving the environment (Paço & Raposo,

2009). However, given the characterization of the Portuguese green consumer in terms of their profile, motivations and buying habits is still lacking some study, the collection and analysis of data of this chapter will also focus there in order to fulfill this information gap. Medved (1981) concludes that the eating habits of individuals are influenced essentially by beliefs and cultural values, religion, climate, regional location, agriculture, technology, economic situation, among other factors. It is therefore inevitable that habits vary from country to country and even within it there may be regional differences. Dietary habits are, in many cases, a reflection of food availability (Bourguers, 1998). In addition, all the environmental phenomena that currently occur are worrying and have already triggered some awareness in consumers which led them to adopt greener habits. This chapter aims to understand green behavior and to understand how the marketing mix of food brands can work to encourage more consumers to buy green and work towards a more sustainable environment.

This chapter intends to understand the motivations of individuals behind the concern about the environment and the purchase of green products; to understand the determinants of purchasing green food; to know the profile of the green consumer; to understand the reality of brands in Portugal in what concerns green marketing. The chapter will be developed using a qualitative methodology, through in - depth interviews (semi - structured) to companies that sell biological and wellness products. This chapter focuses on green marketing and consumer behavior (e.g. a Portuguese context). The authors also consider some implications for management, as well as give suggestions for future lines of research.

BACKGROUND

Consumer Behavior and Green Consumer

According to Peattie & Crane (2005), despite some attention in the 1970s, it was really only in the late 1980s that the idea of green marketing emerged. Early academic treatments of green marketing spoke of the rapid increase in green consumerism at this time as heralding a dramatic and inevitable shift in consumption towards greener products (Prothero, 1990; Vandermerwe & Oliff, 1990). The marketing philosophy and process is built around the customer and the relationship between the company and the customer. If this is characterized by cynicism and distrust, then companies are unlikely to be able to bring customers along with them through the changes needed to move towards sustainability. Green marketing will not work in the face of consumer distrust, but then that distrust may be partly a product of the types of “green marketing” that companies have relied upon so far (Peattie & Crane, 2005).

Blackwell et al. (2001) define the consumer behavior as an activity that enables them to obtain, consume and dispose of products and services. This activity includes the decision - making processes that precede and succeed the purchase. For Richers (1984), consumer behavior is characterized by mental and emotional activities performed in the selection, purchase and use of products and services for the satisfaction of needs and desires. Newman et al. (2001) add that these activities will result in decisions, actions and payments.

In this context, social marketing has experienced substantial growth over the last decades and its utilization has spread into various areas of social and public life (Alves, 2010). Social marketing is the application of the tools and concepts of commercial marketing to social, health and educational problems. While it typically has been used to market public health products such as contraceptives, condoms for sexually transmitted infection control, soap and water purification tablets, it has also been used to address public health behaviors, such as smoking, drug and alcohol use and traffic safety (Kikumbih et al., 2005). Andreasen (2003) suggests that social marketing can be recognized by an emphasis on: understanding consumers and competing behaviors through research, segmentation to inform targeting, employment of the 4Ps of the marketing mix (not just the P for promotion) and recognition of the need for an exchange of benefits.

Green consumers are consumers who prefer products that are not likely to endanger human health or damage the environment (Tekade & Sastikar, 2015; Xie et al., 2015). In this study, green consumerism is conceived as a broader concept than green consumers. Green consumerism includes a broader social awareness of green consumer behaviors, where green consumers are the main drivers of green consumerism (Zhu & Sarkis, 2016).

Almeida et al. (2012) present the consumer behavior as the reaction of people or groups before, during and after, buying products, goods and services. It is a process that occurs for several reasons, of an internal or environmental nature that interfere with the purchase decision. It is part of the human condition because it seeks to satisfy humankind needs, from the most basics to the most superfluous. The study of consumer behavior makes it possible to understand the day - to - day routines of consumers and their daily lives as well as how they relate to products and services.

Paço et al. (2009) suggest that expressions such as the “decade of the environment” or the “decade of planet earth” began to emerge in the 1990s. From this point on, the population gradually began to realize that their day - to - day behavior could influence the environment. Besides that, since then and until now, consumer has also become more concerned about their daily habits and consequences, beginning to have a greater concern when choosing products to buy and consume (Joshi &

Rahman, 2015). This concern with the environment is reflected in the purchasing patterns resulting on an increase in the preference for so - called organic products (Paço & Raposo, 2009). In other words, these products seek to have the least impact on environment without forgetting the satisfaction of consumer needs.

Elkington et al. (1993) define the green consumer as the one who avoids consuming products harmful to health and looking for products that cause less impact on the environment throughout the production process and commercialization. It is also important that they don't consume energy unnecessarily. In addition, this type of consumer rejects materials that are derived from endangered or environmentally destructive species (Chan, 2001; Moisander, 2007). Environmentally responsible purchasing is extremely important because the unplanned purchase of goods can cause severe damage to the environment. The way to reduce these damages is to buy more organic products and consume consciously (Grunert & Juhl, 1995). The environmentally responsible consume is a philosophy of life because with concern with other fields such as education, preservation of nature and quality of life (Sampaio et al., 2013). In a more recent definition, Hawkins et al. (2007) add that the study of consumer behavior goes far beyond the buyer - seller relationship. Consumer behavior also includes the social component of the individual, that is increasingly seeks to adopt behavior that is well - regarded and accepted in society. For Kotler & Armstrong (2007) and Almeida et al. (2012) consumer behavior is highly affected by four main factors: cultural factors, social factors, personal factors and psychological factors.

For Kotler & Armstrong (2007) cultural factors are those that have the greatest impact in the decision of the consumer, since culture never separates from the individual. The culture is what instills values, perceptions, and desires into individuals. However, during the exhaustive literature review, it was concluded that owing to the factors that most influence the choice of green consuming are those from of a social nature; mainly the acceptance in the groups and the well - being of the family. The personals ones also seen to have great affect because there is no doubt that age, occupation and financial conditions determine the type of consumption as

Table 1. Factors influencing consumer behavior

Cultural Factors	Social Factors	Personal Factors	Psychological Factors
Culture SubCulture Social Class	Referencegroups Family Status	Age and stage of the life cycle Occupation Financial situation Lifestyle Personality	Motivation Perception Learning Beliefs

Source: Kotler & Armstrong (2007); Almeida et al. (2012)

Table 2. Segmentation criteria to profile the green consumer

Demographic Criteria	Psychographic Criteria	Behavioral Criteria	Environmental Criteria
Age Gender Household Religion Subculture Education Profession Income Social class Type of housing	Lifestyle Personality Motivation Values	Knowledge Attitude Product use Purchase behavior Brand Loyalty Benefits	Ecological consciousness Activism Information search Willingness to pay Recycling

Source: Paço & Raposo (2009)

well as their needs. Nevertheless, the individual’s learning trough life gives him a more holistic knowledge and determines how he will consume. When studying the environmentally conscious consumer, it is very important to decide which the most relevant targeting criteria to profile him are. Straughan & Roberts (1993) suggest that demographics are the ones who have to be taken into account the most. However, they admit that psychographic factors appear to be more effective in explaining the variation in ecologically conscious consumer behavior. Paço & Raposo (2009) suggest several criteria that must be studied within the demographic, psychographic, behavioral and environmental.

In the context of this study it has become more relevant to explore certain criteria instead of others since the central focus is not the study of consumer behavior, but the marketing mix strategy. That is why more importance was given to demographic criteria such as age, gender, education, income and social class, as well as the household. The literature review results begin to suggest some possible characteristics of the green consumer. Taking the main criteria into account, Straughan & Roberts (1993) design the typical green consumer as a young, urban, middle - income, high - educated woman.

From the perspective of the sample of this study this information it’s not very different. The belief is that the Portuguese green consumer is mostly female, in many cases pregnant or with small children as it she is still a young - adult. This consumer has a qualified job and an income above the national average. The fact that these kinds of stores are located in urban centers with other street commerce and services, but also mainly residential consumers, it is believed that the lifestyle of this consumer is more cosmopolitan. However, it is important to note that this consumer does not necessarily seek to follow current trends; instead, they seek to inform themselves in order to make the best decisions for their health and for the good of the environment.

Green Marketing and Marketing Mix Strategy

Green marketing has been an important academic research topic for at least three decades (Kassarjian, 1971; Kinnear et al., 1974; Coddington, 1993; Hopfenbeck, 1993; Peattie, 1995; Polonsky & Mintu - Wimsatt, 1995; Schlegelmilch et al., 1996; Fuller, 1999; Kalafatis et al., 1999; Calomarde, 2000; Fraj & Martinez, 2002; Hartmann et al., 2005), but few studies have focused specifically on green branding. According to Hartmann et al. (2005), a green brand identity is defined by a specific set of brand attributes and benefits related to the reduced environmental impact of the brand and its perception as being environmentally sound. A well - implemented green brand identity should provide benefits to environmentally conscious consumers.

Charter & Polonsky (2017) state that green marketing is the marketing or promotion of a product based on its environmental performance or an improvement thereof. The decade of the late 1980s marked the first stage of green marketing, when the concept of “green marketing” was newly introduced and discussed in industry (Peattie & Crane, 2005). According to Lee (2008), an anticipated emergence of a green tide galvanized many marketers to engage in different forms of green marketing at the beginning of this first stage (Vandermerwe & Oliff, 1990). Numerous marketers expected to generate positive consumer response which would be translated into an increase in goodwill, market shares or sales from their acts of green marketing (Lee, 2008). Marketing green products and services requires different strategies than marketing non - green products and services. A majority of consumers will prefer an environmentally superior product over an inferior one (Bhattacharya & Sen, 2004); however, findings show that consumers often will not pay more for an environmentally superior product (Groening et al., 2018). In 1975, the American Marketing Association introduced the term green marketing via a workshop on “Ecological Marketing” (Zhu & Sarkis, 2016). Green marketing has also been called environmental marketing, ecological marketing, social marketing, and sustainability marketing. It is a broad concept with three key components: It is a subset of marketing; it evaluates both positive and negative activities; and it examines a range of environmental issues (Polonsky, 1994). This conceptual definition is only one of many for green marketing. Other conceptualizations include: Commitments by organizations focusing on environmentally friendly products and services (Kinoti, 2011). Utilizing the 4P’s (product, price, place, promotion) to not cause any damage to the environment (Dibb et al., 2005).

Our definition of green marketing contains the basic elements of marketing (e.g., price and promotion) combined with the goal of reducing environmental impact (Oyewole, 2001), although not necessarily with the goal of reducing consumption, rather to persuade the consumer to purchase green products and services (Hartmann & Apaolaza - Ibanéz, 2006; Leonidou et al., 2013; Groening et al., 2018). The great

forces behind the emergence of this form of marketing are the demand for green products coupled with concern for the environment. On the other hand, companies seek to balance their sales and profit objectives with social and environmental concerns (McDonagh & Clark, 1995; Paço et al., 2009).

In addition, brand image is a set of perceptions about a brand reflected by brand associations for consumers (Keller, 1993; Cretu & Brodie, 2007). Therefore, Park et al. (1986) argued that brand image covers functional benefits, symbolic benefits, and experiential benefits. Based on the above definition, this study proposed a novel construct, “green brand image” and defined it as “a set of perceptions of a brand in a consumer’s mind that is linked to environmental commitments and environmental concerns” (Chen, 2010). Because brand image is an important determinant of customer satisfaction, previous studies posited that there is a positive relationship between brand image and customer satisfaction (Chang & Tu, 2005; Martenson, 2007; Chen, 2010). The increased attention being focused on green management has stimulated interest in research regarding the relationship between green practices and financial performance (Choi et al., 2009; Ham & Lee, 2011). According to Mourad et al. (2012), many researchers have argued that going green can be a holistic business solution that adds value to the companies and their stakeholders and that it should be a basic part of the system (Polonsky, 1995; Porter & Van - der - Linde, 1995). The business continuity and sustainability depend on tackling the environmental problems (Baker & Sinkula, 2005). For instance, Chen (2009) has developed a theoretical framework which shows that the green brand equity can be enhanced by green brand image, green satisfaction and green trust. He considered the green brand image, green satisfaction and green trust to be the drivers that increase the green brand equity, in an attempt to find a stand point to evaluate the concepts of green marketing under the new environmental trends.

Therefore, pioneering research has started to address this gap and explored the relation between green brand image and green brand equity. The concept of green brand equity has been derived from the broader concept of brand equity (Bekk et al., 2016). The many different definitions of brand equity agree that (customer - based) brand equity is the added value of an economic good (i.e., product or service) due to characteristics of the brand of this good, such as, for example, the brand’s name, the brand’s image or its brand personality (Keller, 1993; Yoo & Donthu, 2001; Pappu et al., 2005). Four models are currently investigating the antecedents of green brand equity intention (i.e., Chen, 2010; Kang & Hur, 2012; Chang & Chen, 2014; Ng et al., 2014). According to Bekk et al. (2016), the green brand image can be altered by brand managers and, thus, allows them to influence the green equity of the brand through its image. However, because three of the four models only use some of

the same constructs and feature distinct antecedents to predict green brand equity, it would be interesting to compare the four models of green brand equity in terms of strength of (indirect) effects and predictive validity in order to examine which variables would be the most appropriate predictors of green brand equity.

Peattie & Crane (2005) have identified five marketing practices which led to the failure of green marketing during this period. They are:

- **Green Spinning:** Taking a reactive approach by using public relations to deny or discredit the public's criticisms against the company's practices;
- **Green Selling:** Taking an opportunistic approach by adding some green claims to existing products with the intention to boost sales;
- **Green Harvesting:** Becoming enthusiastic about the environment only when greening could result in cost savings (e.g., in terms of energy and material input inefficiencies, package reductions, etc.);
- **Entrepreneur Marketing:** Developing innovative green products to market without really understanding what the consumers actually want;
- **Compliance Marketing:** Using simple compliance with implemented or expected environmental legislation as an opportunity to promote the company's green credentials without taking initiatives to go beyond responding to regulations (Lee, 2008).

Polonsky (1994) considers Green Marketing as the set of activities developed to generate and facilitate any exchanges with the intention of satisfying the desires and needs of consumers. It is important that the satisfaction of such desires and needs occurs with the least negative impact on the environment. Finisterra et al. (2009) attempted to set some bases for segmenting the green consumers, the criteria examined were the consumers', psychographics, behavior and demographics. Consumer psychographics mean the activities, interests and opinions of the consumers, while segmentation according to the behavior relies on the knowledge and attitudes of the consumers. Tavares et al. (2014) suggest that green marketing should show the consumer the work developed by the company in this field and encourage some less informed customers that there are numerous advantages in ecologically sustainable products. In a more current concept, Granero & Couto (2014) define it as the study of all efforts that seek to promote satisfactory exchanges with a focus on the entire value chain, from the planning to the implementation of strategies of product, price, distribution and communication. Nonetheless, the authors also mention that the concept of green marketing include the after - sales and the awareness for consumption and environmental preservation. Still in this line of thinking, they suggest that both the objectives and the resources of the organization must be aligned with the green strategy; these resources include monetary, physical, human, and also technological.

The main challenges for green marketing are related to environmental awareness, increased consumer demand and selectivity, and increased competitiveness. Companies that do not respond to the “green challenge” with safer products for the environment are running the risk of losing some credibility in the eyes of consumers who are concerned about environmental issues. In addition, companies that use green marketing strategies can take advantage of the innumerable opportunities presented by environmental consumerism (Paço et al., 2009). Green marketing subsumes greening products as well as greening firms. In addition to manipulating the 4Ps (product, price, place and promotion) of the traditional marketing mix, it requires a careful understanding of public policy processes (Prakash, 2002).

Tavares et al. (2014) have no doubt that green marketing is equally beneficial to the organization and the environment. In relation to the organization, it ends up benefiting from a decrease in costs, a higher brand value and, consequently, a profit; whereas for the environment this ends up not suffering as much from the pollution and other activities of the organization. The authors conclude with the idea that this form of marketing is a strong instrument of competitive advantage.

MAIN FOCUS OF THE CHAPTER

The main objective of this chapter involves understanding a phenomenon, in this case the consumer behavior and the brands’ strategies. This last one might be different in each case. So, the constructivist paradigm, which can be associated a qualitative methodology, is what will allow developing a more accurate investigation because the phenomena that are intended to study are from a social nature. Objectives of the book chapter: Understand the motivations of individuals behind the concern about the environment and the purchase of green products; to understand the determinants of purchasing green food; to know the profile of the green consumer; to understand the reality of brands in Portugal in what concerns green marketing. The chapter will be developed using a qualitative methodology, through in - depth interviews (semi - structured) to companies that sell biological and wellness products. This chapter focuses on green marketing and consumer behavior (e.g. a Portuguese context). The authors also consider some implications for management, as well as give suggestions for future lines of research.

In this chapter, green marketing is the integration of environmental issues into corporate marketing strategy, especially the 4P’s, and green consumerism. Literature reviews of green marketing and green consumerism exist (Peattie & Crane, 2005; Nill & Schibrowsky, 2007; Chamorro et al., 2009; Leonidou et al., 2011; Verain et al., 2012; McDonagh & Prothero, 2014; Zhu & Sarkis, 2016).

As far as research design is concerned, it is no more than a thread explanatory of the methodological procedures of the investigation (Vianna, 2006). Qualitative analysis is advantageous when analyzing a complex and social context since the researcher immerses himself in such a way in the investigation making an essential instrument, inevitably leading to an analysis of the data subjectively and in accordance with their beliefs and values. In semi - structured interviews there is a script previously established, however, there might be some improvisation and spontaneity in the issues. Five interviews were made with representatives of the brands and / or marketing managers. The selection of the brands to be interviewed was made taking into account which would be the most relevant of the universe to study. Being the most diverse possible in terms of location, size and management led to a more realistic analysis. The interviews happened with the following brands: Quinta do Arneiro, in Mafra; A Quintinha, in Gaia; Menina Bio, in Vila do Conde; Maçaroca - Mercearia Viva, in Porto and, finally, Mercado Bio, in Braga.

In the beginning of this research, an exhaustive literature review was made in order to better understand all the concepts associated. Then, research design was drawn as well as the interview script. With all the information collected and analyzed in detail, it is presented next as the main results and conclusions. It is divided in two main topics: Consumer Behavior and Green Consumer Profile; Green Marketing and Marketing Mix Strategy.

SOLUTIONS AND RECOMMENDATIONS

Product Strategy

The marketing process involves a broad set of activities in a firm. Kotler & Armstrong (2007) define the marketing process as ‘‘the process of (1) analyzing marketing opportunities; (2) selecting target markets; (3) developing the marketing mix; and (4) managing the marketing effort’’. The marketing of successfully established green products showcases non - green consumer value, and there are at least five desirable benefits commonly associated with green products: efficiency and cost effectiveness; health and safety; performance; symbolism and status; and convenience.

A green product is one that can satisfy consumer need without causing environmental damage while contributing to make the planet earth more sustainable (Shamdasami et al., 1993). As a general rule, green products use safer, recyclable raw materials and try to use as little packaging as possible (Chen & Chai, 2010). Its design and / or attributes use recycled, renewable or even biodegradable resources that contribute to the reduction of environmental impact to the maximum (Siderer et

al., 2005; Durif et al., 2010; Hughner et al., 2007). Joshi & Rahman (2015) suggest examples of green products such as organic products, energy - saving lamps, eco - friendly machines or natural products. In the case of food, the most common ones are organic products. Organic food is derived from sustainable agriculture, which means that of all biodiversity, animals and plants are respected (Smith & Paladino, 2010). Although there is no scientific evidence to prove that these foods are more nutritious, these consumers believe they are superior when compared to conventional foods (Stefano et al, 2007).

According to the interviewed brands, the main types of product they offer are the organic fruits and vegetables baskets. In some cases, it includes a home delivery service. They also sell groceries in bulk, which is a great way to avoid packaging waste and product. Bulk sale allows consumers to buy just the quantities they need and, consequently, save money and packaging. For the baskets bet on materials such as wood or card, while for sale in bulk use paper bags or reutilized glass jars. In this context, brands recognize that it is still difficult for consumers to assimilate this culture of reuse packaging but they believe that, in the future, this way of saving the environment will be totally adopted. Until then, they are giving the example to consumers and always looking for new ways to do it.

Price Strategy

The price is the amount of money people can charge for a product or service (Kotler & Armstrong, 2007). It is the sum of all the values that the consumer exchanges for the benefits of obtaining or using a product. This is the only element of the marketing compound that represents revenue. All the others are costs. Price is a delicate issue for consumers and, in many cases it even appears as an obstacle to the purchase of products, which is the case of environmentally friendly ones. Companies tend to make these products premium when it is proven that price is a sensitive factor. Consumer's intention to buy environmentally conscious ends up disappearing because it is above what consumer expected to spend (Cranfield et al., 2010; Eze & Ndubisi, 2013; Joshi & Rahman, 2015). However, price decisions can also be difficult for organizations because the strategy to be adopted depends on whether it is to be a low - price leader or to be differentiated in its benefits (Kotler & Armstrong, 2007). Since the price is a factor sensitive to consumers, the brands interviewed bet essentially on a value - based pricing strategy and consumer products that easily understand them. In addition, they believe that these consumers know how to manage the household budget correctly, investing on this they actually need. Brands have been throughout the interviews demonstrating that they intend to decrease prices wherever possible. However, they assume that currently the price is higher than prices in conventional agriculture.

Communication Strategy

One of the main reasons why organizations bet on Green Marketing and other actions for the environment is to improve their image (Eidt et al, 2017). However, for these authors organizations should also encourage environmental education and practices more clearly because environmental initiatives favor positively relationships with consumers and thus create such a competitive advantage and improved image.

A consumer can only value the ecological attributes of a product when he knows them well (Meyer, 2001). For example, Paiva & Proença (2011) see the consumer with some difficulty in the analysis of information, this means that they cannot clearly distinguish whether a product is environmentally friendly or not. This is one of the reasons why communication should be able to inform consumers about the product and its use and confection (Paiva & Proença, 2011). For Eidt et al. (2017) organizations are not only required to improve the efficiency of their environmental measures, but also to improve their communication. The organizations that adopt Green Marketing strategies put in their communication actions sustainability messages, showing the market the value of their brand and its products (Granero & Couto, 2014). The credibility of the message is one of the most important points of communication (Paiva & Proença, 2011).

The food sector, in particular, tends to be highly mobilized by the search for sensory pleasure, such is the quantity of advertisements and messages focused on the appearances, smells, consistencies and sensations that all individuals let themselves be led to (Serralvo & Ignacio, 2004). However, the communication strategy should be more objective and be divided into five main tools: advertising, sales promotion, public relations, personal selling and direct marketing (Kotler & Armstrong, 2007; Mohanasundaram, 2012; Granero & Couto, 2016). The brands present in thy study seem to communicate to the outside a culture of proximity, commitment and confidence towards your customers. They are based on Bellow the Line strategy, by dynamizing workshops, food trying and other events that in addition to attracting potential new customers also demonstrate how they can use the food they sell and, very important, seek to give knowledge and educate the consumer in the decision - making and acting more consciously. In addition to social networks are also a vehicle for the dissemination of information, brands believe that the word - of - mouth is one of the main ways in which the brand grows in new customers.

Distribution strategy

Generating a product and making it available to its consumers requires building relationships not only with the customer, but also with suppliers and resellers in the organization's supply chain (Kotler & Armstrong, 2007). This same chain is made up of partners above and / or below.

Studies on logistics as a form of environmental responsibility portray that reverse logistics or recycling can contribute to brand value, benefiting customers, suppliers, shareholders and raising performance indicators (Eidt et al., 2017). Among other environmental aspects, distribution should be done in a way that reduces greenhouse gas emissions (Mohanasundaram, 2012). This process should avoid harmful emissions and pollution as much as possible but, nevertheless, it must guarantee that the consumer has the product he wants in the right place, in the right quantity and at the right moment (Paiva & Proença, 2011).

Being easily accessible in any supermarket or hypermarket brings a faster shopping experience. That is almost mandatory because that safe time can be spent in another situation (Serralvo & Ignacio, 2004). However, in the opinion of consumers the location of organic food in the retail is not defined in store merchandising. These foods are often mixed with other foods (Sampaio et al., 2013). These same consumers claim that many people and the supermarket staff themselves are unaware of the concept of organic food as well as its characteristics. As would be expected in the case of employees, often are unknown in which part of the store are these products because as mentioned sometimes there is no place defined for them. Moreover, retailers should not only have one or two green products in their sole formality. They should be concerned to ensure that they offer the customer a wide choice and variety. In this way they encourage the whole society to adopt behaviors for the environment (Joshi & Rahman, 2015). Moreover, there are not many consumers willing to change the places where they habitually shop to be able to buy organic products (Afonso, 2010).

Hardly a green purchase will happen if the availability of the products and ease of access to them does not exist (Joshi & Rahman, 2015). It is the responsibility of the brand management to work the distribution in order to make the products more accessible to the segment in question. The aim of brands that seek to market environmentally friendly products should be to reduce their impact on those products, but it is crucial that they be made accessible to all. It is necessary for any individual to be able to buy these products when they have such a need, but it is also essential that the distribution strategy has the least possible impact on the environment, namely pollution, number of packages, among others.

All five brands that participate in this study only work with biologically suppliers and, most of them are national. It is a priority for all brands to work with local suppliers, only afterwards nationals and, as a last resource, foreign ones. The choice of suppliers has a big impact on the environment because each kilometer traveled by the producer to the final customer have an impact on pollution and also do not allow arrive fresh at the customer's house.

CONCLUSION

Brand preference is important for diffusion of innovation in any context as it provides a lot of benefits such as having strong competitive power and unique position in the market (Delgado - Ballester & Munuera - Aleman, 2005). Societies all over the world have noticed recently that environmental issues are increasing steadily due to the huge amounts of environmental pollution that are produced by the industrial manufacturing (Chen, 2009; Mourad et al., 2012). Therefore, green marketing is one of the inevitable trends for companies, and its concept has been widely accepted and applied in recent years. Consequently, green marketing often allows the companies to access to new markets, to increase their profitability, and to enjoy more competitive advantages.

The marketing mix of green products is not being totally well worked. It is important to remember that packaging should be appealing and label easy to read; the price is still higher than what the consumer can afford. In terms of communication it is crucial to pass the message to the consumer and, even more important, to educate consumer's habits. As for the distribution this is not yet uniform, leaving many consumers without access to the products. One of the most important objectives of this study is to understand how brands seek to educate and inform consumers. Was intended to go beyond the understanding of marketing mix strategies, being sought to understand how are these strategies aimed at educating and informing consumers. In first place, it should be mentioned that all brands have shown concern and care in relation to this topic. For example, Quinta do Arneiro states that "for inform the consumer, we publish a newsletter every week and we send". Companies should seek to market green products that are increasingly appealing, innovative and functional. In addition, they should build confidence in their labels and find out how to better communicate their characteristics. From the perspective of retailers, they should ensure that they have green products in their ranges and that they are affordable in terms of quantity and price. In summary, green marketing faces the challenge of creating and marketing innovative green products and services combined with persuading consumers to consider numerous other stakeholders(including non - human others),

and intangible issues (e.g., the future), while paying more for goods and services that may not be efficacious, produced by a firm with possibly untrustworthy motivations. Firms might seek to sell green products to a diverse population for competitive reasons, if not for environmental ones (Groening et al., 2018).

However, the strategy used by brands these days is a niche strategy since only a tiny part of society is able to acquire the products, both at the price level and at the distribution level as it is available in a few places (Joshi & Rahman, 2015). For all kinds of businesses, companies should generally adopt some sort of greener procedure, whether in production, logistics or even in the product itself, and to communicate effectively to consumers so that they recognize the work done and feel some kind of empathy. In the particular case, food companies should also pay more attention to their behaviors and even more to the attributes of their product, packaging and label. However, the strategy used by brands these days is niche as only a tiny part of society can products, both at the level of price and at the level of distribution as it is available in a few places (Joshi & Rahman, 2015). Green branding communication strategies should be aimed at associating the brand with pleasant, emotional imagery of nature, while presenting information on environmentally sound product attributes. Information should be presented succinctly, so as not to interfere with the emotional conditioning effects of the advertisement. Therefore, there is a general agreement that brand communication constitutes only one component of a successful positioning strategy.

FUTURE RESEARCH DIRECTIONS

For future research, the ethnographic experience of the researchers allowed them to understand the phenomena of brand attachment with the green products and the consequent effect on satisfaction and loyalty. These conclusions are based on the researchers' perception derived from the ethnographic research. Future research might also profitably concentrate on the further development of the several constructs, particularly the emotional dimension of green brand associations. The method used could be combined with others, such as semantic differential scaling or biometric measures, which should in turn result in a better assessment of variables. This will in turn result in improved understanding of the relationships between the considered constructs and other variables - particularly involvement, which is considered a fundamental moderator of attitude formation processes in revised models. Involvement with environmental issues constitutes an essential factor in environmental behavior. Future studies should aim to develop standardized instruments for measuring the perceptual and attitudinal effects of alternative green positioning strategies, which finally should lead to the development of more competitive green

branding initiatives (Hartmann et al., 2005). Therefore, future studies can set forth toward the longitudinal study to find out the differences of green brand image, green satisfaction, green trust, and green brand equity in the different stages of the environmental regulations in the world.

With the insights from this study it is expected that future studies can contribute to the development of empirical studies to address the developed propositions. In particular it is expected that future research explores the relationship between brand attachment, satisfaction and loyalty of green products. It is important to reveal the individual attributes that cause satisfaction and / or dissatisfaction, and shed light on the most determinant and critical attributes in explaining the tourist experience, in the specific the case of organic food. Studies could further develop a questionnaire to be applied to participants to capture a cross - sectional view of the relationships among the constructs gauging their impact.

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KEY TERMS AND DEFINITIONS

Brand: It is an overall experience of a customer that distinguishes an organization or product from its rivals in the perspective of the customer.

Green Consumer: It is a form of consumption that is compatible with the safeguard of the environment for the present and for the next generations.

Green Marketing: It is the process of selling products and/or services based on their environmental benefits. Such a product or service may be environmentally friendly in itself or produced in an environmentally.

Marketing Concept: Marketing is accomplishing the objectives of a firm relies upon knowing needs of target markets.

Marketing Tools: It is the techniques and materials used by those who are involved in the promotion of goods and services.

Organic Food: It is the food produced by methods that comply with the standards of organic farming. Standards vary worldwide, but organic farming, in general, features practices that cycle resources, promote ecological balance, and conserve biodiversity.


Social Marketing: It is the application of the tools and concepts of commercial marketing to social, health and educational problems.

Strategy: It describes how the ends (goals) will be achieved by the means (resources).


Chapter 5

Effect of Consumer Green Behavior Perspective on Green Unwavering Across Various Retail Configurations

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ABSTRACT

Client unwavering empowers organizations to outflank contenders and better fulfill clients' needs and wants. Individuals today are progressively inspired by purchasing green or economical items, seeking after dependable utilization, getting engaged with natural insurance exercises, and safeguarding assets. In view of this commence, this chapter researches conduct forerunners adding to the improvement of green unwaveringness in the Indian retail showcase, through a similar investigation of these measurements in four retail designs: nourishment, do-it-yourself without anyone's help (DIY), electronic and family unit apparatuses, and form and footwear. The outcomes demonstrate that in this developing business sector social precursors contrast over the examined retail arranges in building green faithfulness, which speaks to a test for retailers in their endeavor to draw, fulfill, and tie shoppers to their retail configurations and stores.

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INTRODUCTION

The conservation of assets and ecological security are abundantly discussed issues in creating social orders, being reliably received by most associations in such social orders inside their market procedures, yet in nations with rising economies such issues are still in their outset. The vast improvement of correspondence innovations in these developing markets permits purchasers not exclusively, to approach worldwide data, yet in addition to comprehend the conduct of their companions in the developed markets and to create comparative requests and desires. Shoppers in developing markets endeavor to receive reasonable practices as they are progressively worried about ecological insurance issues, the decrease of asset utilization, the creation of merchandise from inexhaustible sources, and so forth (Dabija et al., 2018) and favor an ever - increasing number of items produced using green, natural parts with a low ecological impression and commitment to contamination decrease (Dabija & Bejan, 2017).

The best possible comprehension of utilization inclinations and pertinent conduct measurements to decide client steadfastness is, from one viewpoint, a noteworthy test for retailers working in developing markets - spoke to for the most part by worldwide players and provincial retail chains - and then again, a squeezing need to receive the most fitting business sector methodologies. In view of this commence, this paper researches social precursors adding to the improvement of green dependability in the Indian retail advertise, through a near investigation of these measurements in four retail arranges: nourishment, Do - It - Yourself (DIY), electronic and family unit apparatuses, and mold and footwear. In this manner, this paper tends to the point of utilization designs, shopping propensities and the shopping practices of a given populace and its buyer inclinations. This chapter is organized as pursues. Following a writing examination of the forerunners cultivating green steadfastness in nourishment and non - sustenance retail, in which unique accentuation is put on green conduct and its segments, the proclivity for condition security and on elements deciding mindful utilization, the exploration system and operationalisation of speculations and techniques for information accumulation are introduced, with examination of the results and ends and commitments adjusting the chapter.

BACKGROUND

The quick advancement of the retail part and the ascent in the quantity of contenders make the expansion of client trust and the fascination of clients to the stores progressively troublesome (Fernie & Sparks, 2014). The principle path for retail binds to address rivalry is generally through offer separation, the best possible fulfillment

of customers and the picking up of their devotion. Steadfastness is conduct that can be watched and is reflected in shoppers' mentalities and the manner by which they promote an organization or an item through verbal suggestion (Garcia et al., 2005). People may demonstrate their unwaveringness to an organization by repurchasing one of its items or administrations, by staying unsusceptible to the advertising endeavors of alternate contenders (Sierra et al., 2015), just as by suggesting the organization and expanding the recurrence of visits as well as the obtained amount of merchandise (Swoboda et al., 2014). At present, there is development by retailers and different firms towards getting to be greener, all the more naturally amicable and socially capable. These ideas are frequently obscured as to their importance and whether they all mean a similar thing (Grant et al., 2017b). In this way, we receive the meaning of green retailing set forth by Lai et al. (2010) that originates from the common asset - based perspective of the firm or NRBV (Hart, 1995). NRBV stresses an association with the indigenous habitat and features three vital capacities of the firm: contamination counteractive action, item stewardship and feasible improvement. Green works on, including these key abilities, are important to firms in increasing economical expense and administration points of interest, and in this manner green retailing in this paper considers these practices with regard to the four 'green Ps' (Lai et al., 2010; Epuran et al., 2018). The retailing writing bargains all the more regularly with the job of green conduct at the age of client devotion towards the retail location (Kang & Hur, 2012; Asgarian et al., 2017; Dabija & Bejan, 2017). Hence, unwaveringness speaks to a consequence of the association between green conduct, the proclivity or affinity for natural insurance and mindful utilization.

Green Behavior of Consumer

There is an expanding pattern to show green conduct today. Being green is a procedure requiring real changes with respect to customers, changes which are identified with condition security as well as incorporate the execution of activities with a positive effect on a person's wellbeing (Reshmi & Johnson, 2014). Purchasers appear to be additionally ready to bring green items into their customary utilization, for instance Fair Trade or natural nourishment items and Forest Stewardship Council (FSC) wood items. Reshmi & Johnson (2014) characterize green items as those things with low antagonistic effect on the earth, which don't influence individuals' well being and are regularly made of recyclable, natural and green materials or contain biodegradable segments. This conclusion is likewise shared by authors who trust that green items ought to be delivered through procedures with an exceptionally low ecological

impression (for example Sarkis et al., 2010). Buyers who are progressively worried about ecological insurance will in general be increasingly dependent on buying green items, which adds to the production of green practices (Kirmani & Khan 2016). The surviving exploration writing on this wonder is constrained, especially as for observational investigations.

Besides, numerous creators just consider green buying conduct regarding frames of mind and item qualities and don't think about the fulfillment and steadfastness. For instance, Young et al. (2010) take note of that the key factors that will enable green shoppers to buy an increasingly moral innovation item are: 1. the purchaser's green qualities are solid; 2. the customer has buy understanding; 3. the buyer possesses a lot of energy for research and basic leadership; 4. He / she has great information on the pertinent natural issues; 5. green items are sensibly accessible; and 6. the shopper can bear the cost of and is set up for the money related expenses. Cherian & Jacob (2012) concentrated on green showcasing and the need to move a customer's conduct and frame of mind towards all the more naturally cordial ways of life. Their examination was an assemblage of different variables identified with green showcasing and displayed an applied system. DoPaço et al. (2013) analyzed the view of 1,175 college understudies crosswise over England, Germany, Portugal and Spain to decide if they will consider ecological viewpoints when they purchase something or in their day by day practices.

Their work was exploratory in nature, and they presumed that it isn't yet conceivable to answer this inquiry with a high level of conviction, and along these lines the advancement of green shopper social models is fundamental. From a theoretical point of view, Joshi & Rahman (2015) explored 53 experimental articles on green acquiring conduct from 2000 to 2014: they found that a shopper's ecological concern and the practical traits of an item developed as the two noteworthy determinants of purchaser green buying conduct. They recommended their work would help strategy producers and administrators in figuring and executing systems to energize green buying. Ultimately, Jaiswal & Kant (2018), expanding on Joshi & Rhaman (2015), led an observational investigation to operationalise the connection between subjective factors specifically and by implication impacting green buy goal through the intervening job of mentality towards green items, in an Indian setting.

They contended that their model additionally gives profitable contributions to policymakers and advertisers to configuration green showcasing approaches and systems. The buy of green items relies upon a person's frame of mind to the earth and its assurance. Different examinations have appeared there were a positive and a very solid connection between consumer loyalty and her or his expectation to

buy (Reshmi & Johnson, 2014). At the point when the client is content with the maintainability of an item, she or he will buy that item and the fulfillment got from obtaining and utilizing it will make ready for reliability which, thus, will be shown by repurchasing such green items. The association between green frames of mind and green conduct is dichotomous, which is best communicated in the 'all or then again nothing' approach received by a few buyers (Johnstone & Tan, 2014).

When making buys purchasers either pursue the guideline as indicated by which all things ought to be ecologically well disposed, or don't focus on issues like maintainability or worry for nature. A frame of mind towards and the craving to embrace a green conduct additionally relies upon how it is evaluated and increased in value by the person's companions and the general public in which she or he lives. At the point when green conduct is acclimatized into society as a social standard (for example all around acknowledged as a typical practice), its effect on customers is more noteworthy. Then again, if green conduct isn't seen as a typical practice, purchasers won't make changes to their way of life to embrace this idea (Johnstone & Tan, 2014).

From an advertiser's perspective, a person's expanding worry with the earth has added to the rise of another section to be overhauled - the purported green shoppers. These are shoppers who settle on buying choices dependent on the degree to which the item is made of green parts or add to the assurance of the earth. From a showcasing viewpoint, green conduct speaks to the purposeful and a synergistic association between the four 'green Ps', to be specific: green item / generation, green evaluating, green arrangement and green advancement (Kordshouli et al., 2015). At the point when utilized synergistically, the four green Ps create trust in green items, by and large fulfillment and, at last, green reliability. Green item / creation isn't just about making as well as building up an item from recyclable and naturally agreeable materials, yet in addition about the degree to which the utilization of such an item adds to contamination decrease or has a low dimension of contamination affect. It likewise incorporates sourcing and acquirement of items in a green way, which involves inside drivers, including the longing to diminish costs by a decrease of waste, contamination, mark harm or suit, and outer drivers of social consistence and control. Moreover, marks and confirmations streamline green obtainment as they set guidelines yet present review and checking loads on the purchasing side (Grant et al., 2017a).

The last was affirmed by Chkanikova (2016), who explored Swedish, British and Danish grocery stores figure out what kind of acquiring connections are progressively good to green item supply. She found such connections are subject to attributes of the acquisition setting, for example the nearness of entrenched accreditation plans

and the buyer understands of the power state reliance with providers. Therefore, it is critical that advertisers teach buyers, so they may build up a mindset that enables them to wind up mindful of the advantages of the merchandise going to be acquired - and their provenance.

By furnishing the objective fragment with exact data, their conduct can be molded as individuals have turned out to be progressively watchful about the subtleties that green items have on the bundle as well as in the item portrayal, for example, fixings, segments, producing forms, gauges, affirmation, and so forth (Kordshouli et al., 2015). Green cost is regularly connected with a person's ability to pay a top - notch cost for green or natural items.

As cost assumes a definitive job in a buyer's basic leadership procedures and impacts their fulfillment, clearly the advantages and focal points to be picked up by buyers must outperform the money related sum paid for the item (Herrmann et al., 2007). On the off chance that the upsides of a thing got from its utilization, use or ownership surpass a purchaser's desire, the person will pay an excellent value, repurchase, retry or potentially prescribe the item later on and along these lines show unwaveringness to the green item.

Something else, the odds of creating dedication will decrease extensively as will the likelihood of rehashing future buys (Pop & Dabija, 2013). Green arrangement is vigorously subject to, and applies developing weight on green supply chains.

This is expected essentially in the way that a critical number of ecological difficulties and issues are produced by procedures of coordination directed by associations, for example, fabricating or sourcing (Eltayeb et al., 2011; Grant et al., 2017b). In this way, organizations with a negative open picture or blamed for leading business disregarding ecological directions, will in general be stood up to with a drop in the quantity of clients, which normally unfavorably affects green fulfillment. Green advancement centers on different limited time standards received by organizations and conveyed to the consideration of buyers through bundling, special spots / notices and different activities to accomplish separation from contenders (Kordshouli et al., 2015; Vatamanescu et al., 2017). This gives proof to buyers that organizations care about the earth and in the meantime are attempting to understand the worries of their purchasers.

Proclivity for Ecological Security

The proclivity for natural security is firmly related with a person's conduct aims (Konuk et al., 2015), which rely upon the presence of green buy aims, a craving to pay more for green items (Pop & Dabija, 2013) and a longing to advance or present them in a decent light to other individuals (for example informal) (Zeithaml et al., 1996). At the point when these three conditions are met and set in motion,

for example by enacting a conative conduct segment of frames of mind, shoppers show a positive inclination towards ensuring nature. Buyers' demeanors to natural and maintainability issues depend significantly on their experience and the assets they have, for example their anxiety for such issues depends on the hole between the constrained assets they have and their very own wants (Choshaly, 2017). As they are looking with different life circumstances and settings and the conventional and green item buy and utilization encounter are enhanced, buyers are increasingly more mindful of the need to secure the earth, the ecological issues influencing the products and organizations, and negative effects on nature when there is an inability to embrace naturalistic neighborly procedures and actualize exact quality measures. The worry for condition assurance creates a proactive frame of mind among people communicated in an inexorably visit inclination for ecologically inviting items and the encouraging of future green buying goals (Choshaly, 2017). Regardless of whether natural assurance issues have progressively moved toward becoming a piece of the day by day public activity all in all, and of green oriented buyers, specifically, the putting into a routine with regards to green frames of mind does not generally prompt ecological insurance situated practices. Culiberg & Elgaaied - Gambier (2016) trust that the presence of natural security arranged conduct relies upon situational and social factors: any person's conduct shifts as per her or his accessible assets. An individual once in a while pays more (for example a top - notch cost) for green items on the off chance that she / he wishes to have them or on the off chance that she / he has the money related methods. The reception of such conduct likewise relies upon impacts applied by the individual's reference gathering and on the frames of mind of companions towards ecological assurance.

These activities are additionally imperative at the worldwide dimension. For instance, China is viewed as the nation with the gravest contamination issues on account of high vaporious outflow levels. Experts trust this is the cost paid by the nation with the greatest financial development (Guo et al., 2013). The presence of green items has incredibly profited the Chinese individuals, speaking to an opportunity for enhancing their life. Truth be told, the Chinese view the buy of green items as a method for enhancing the personal satisfaction and of expanding the consideration for nature and the earth by diminishing contamination. This established the framework for further monetary improvement without reducing the odds of future ages approaching comparative assets. Enactment was changed too, with the outcome that the strategies of the Chinese government concentrated on condition administration (Pu & Fu, 2018). The achievement of these Chinese strategies is reflected in the move "from a midway arranged economy to a market - situated economy" (Li et al., 2018). Before, the Chinese economy concentrated on

horticulture and its advantages, however at this point China is generally an urban culture, with its populace amassed in the substantial urban communities (Li et al., 2018). The move from country to urban conditions drove not exclusively, to more prominent contamination yet in addition to an adjustment in utilization practices. As they live in big urban areas, individuals purchase large scale items significantly more as often as possible than when utilization relied upon autarchy. Right around seventy five percent of Indians live in urban regions, with the outcome that extreme contamination once in a while affects the earth. In contrast to China, the India acts significantly more quickly to battle contamination and diminish gas emanations (Meijering et al., 2018). Neighborhood experts are inspired to actualize economic measures, for instance, as, beginning in 2008, the challenge for the “European Green Capital Award” has been sorted out, in which European urban communities are evaluated by how they satisfy and apply ecological principles and other practical measures (Vasiliu et al., 2016; Meijering et al., 2018).

Rationale Utilization

Dependable utilization depends on the commencement that people settle on sane decisions and thoroughly considered choices, for example, they investigate buys to decrease the probability that motivation buys could negatively affect the earth (Schaefer & Crane, 2005). Capable utilization bases on a purchaser’s dread about negative effects on the earth and their very own wellbeing and prosperity, notwithstanding broad societal impacts. Dependable utilization is reflected in the exercises of organizations and individuals alike. Organizations create capable utilization by obeying moral standards and ecological insurance enactment and by starting social duty battles (Giesler & Veresiu, 2014). Such crusades educate shoppers to make them mindful of negative impacts from their choices, just as add to an expansion in faithfulness towards the organization concerned. Dependable utilization is a purposeful exertion made by shoppers dependent on the qualities and convictions procured and clung to after some time (Ertz, 2016). The initial phase in showing mindful utilization is a longing to reuse items - to make a negligible commitment to the safeguarding of assets. Buyers comprehend the outcomes of an item’s subsequent waste after it has satisfied the real reason for which it was made and obtained (A - Jalil et al., 2016). They likewise may esteem it proper to discover utilization for the item or to utilize it to plan another item. Along these lines, mindful utilization might be received decadently however, it might likewise rely upon the convenience of the obtained item. While debauchery may envelop components, for example, fulfillment or the joy created by the demonstration of acquiring itself, the utility parts incorporate the

sanity of the obtaining choice or the usefulness of the item (Adomaviciute, 2013). Usually the case that the last class is the explanation for the sum paid for green items. This impacts the buyer's buying choice, particularly since the cost of green items is higher and the customers' conduct is set apart by the longing to pay more for such items. The two - route approach as indicated by which the welfare of an organization turns on the welfare of shoppers, is one of the hypotheses behind the idea of 'capable utilization' (Romani et al, 2014).

Then again, customers decide on dependable utilization right off the bat in the basic leadership process and dispense with item choices that may negatively affect the earth and their wellbeing. Besides, the propensity to receive such conduct is significantly progressively articulated among people when mindful utilization is an incessant propensity for the individuals from their reference gathering. Similarly, mindful utilization ends up official upon individuals when seen as a social standard, therefore accelerating its acknowledgment by the people.

The activities to advance capable utilization among shoppers are led not just by non - legislative associations, very regarded for their straightforward and target inclusion (Romani et al., 2014), yet additionally by organizations and retailers that receive and advance supportability techniques and those worried about the earth. Capable utilization incorporates two noteworthy segments: moral utilization and natural utilization (Adomaviciute, 2013). Thusly, these segments contain the ramifications of buyers' choices - and those impacts the activities of organizations may create when they neglect to follow authoritative or moral directions. People show a propensity to receive capable utilization when the basic leadership process and the buy itself are seen as a purchasing knowledge (Shobeiri et al., 2013). In the event that the full of feeling part of frames of mind has a noteworthy job in picking items, clients will contemplate the conceivable issues that such merchandise may cause to the earth, just as the effect of their buying choice on the conservation of assets, contamination decrease and the assurance of the earth (Dabija et al., 2017).

Green Loyalty

Green steadfastness (Chen, 2010) measures a shopper's dimension of repurchasing expectations, representing an organization's demeanor to the earth and its responsibility to advance maintainability. Two explicit circumstances may show up, in any case. The principal begins from the introduce that buyers are just faithful to an organization since they have no option (Kordshouli et al., 2015). For this situation, unwaveringness is accomplished under coercive conditions as the retailer isn't the buyer's first decision. The second begins from the possibility that customer

reliability is the aftereffect of seeing the fulfillment (Kordshouli et al., 2015). For this situation, buyers lean toward the results of the organization paying little respect to what number of contenders are in the market. This is a further motivating force for organizations to broaden their scope of items to incorporate green items and to grow new things in consistence with condition insurance standards (Katait, 2014).

MAIN FOCUS OF CHAPTER

The improvement of green practices depends on the consideration paid by organizations to nature and customers. This perspective is regularly considered by the administration of organizations as they know that security of nature is of vital significance to an incredible number of customers. Thusly, the organizations' expanding worry for nature causes them increment their '4Ps' recommendations to address shoppers' issues and accomplish intensity in the present commercial center with a definitive aspiration of accomplishing progressing purchaser faithfulness.

The main objective is to give an insight of following things:

- Green conduct decidedly influences a purchaser's faithfulness towards green - situated retail designs.
- A proclivity for ecological insurance emphatically influences a buyer's devotion towards green - arranged retail organizations.
- Responsible utilization emphatically influences a customer's dedication towards green - arranged retail organizes.

The best possible comprehension of utilization inclinations and applicable social measurements to decide client steadfastness is, from one perspective, a noteworthy test for retailers working in developing markets - spoke to for the most part by worldwide players and provincial retail chains - and then again, a squeezing need to receive the most fitting business sector systems. In view of this commence, this paper researches conduct forerunners adding to the improvement of green unwaveringness in the Indian retail showcase, through a similar investigation of these measurements in four retail designs: nourishment, do - it - without anyone's help (DIY), electronic and family unit apparatuses, and form and footwear. In this manner, this paper tends to the point of utilization designs, shopping propensities and the shopping practices of a given populace and its customer inclinations.

In outline, the improvement of green practices depends on the consideration paid by organizations to the earth and customers (Thapa & Verma, 2014). This perspective is regularly considered by the administration of organizations as they

know that assurance of nature is of vital significance to an incredible number of shoppers. Subsequently, the organizations' expanding worry for nature causes them increment their '4Ps' suggestions to address purchasers' issues and accomplish intensity in the present commercial center with a definitive desire of accomplishing progressing shopper steadfastness. The dialogs in the first areas are the bases for the improvement of the accompanying three speculations:

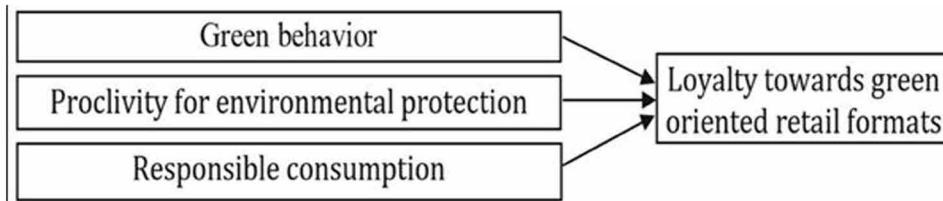
- H1:** Green conduct emphatically influences a customer's devotion towards green - situated retail organizes;
- H2:** A proclivity for natural security decidedly influences a buyer's steadfastness towards green - arranged retail configurations;
- H3:** Responsible utilization emphatically influences a purchaser's dependability towards green - situated retail designs.

ANALYTICAL PHILOSOPHY, STATISTIC DEMOGRAPHIC OUTPUT INFORMATION AND EXPLANATORY TECHNIQUES

Design of Concern

As this theme is moderately under - investigated, we received an 'Objectivist risky' ontological and epistemological approach after Cunliffe (2011). In this methodology, the truth apparently exists freely as an element or marvel. Such marvels or items can be concentrated to fabricate summed up learning about frameworks, components, forms, examples of conduct, and so on. Such learning can subsequently be recreated and connected back to the world to enhance it (for example a solitary hermeneutics). This procedure takes a full - scale point of view of considering shoppers at a vital and societal/ecological dimension and drawing speculations about gathering and individual practices. The strategy utilized was a review based quantitative exploratory examination, utilizing up close and personal survey organization beginning from the goal of the exploration, that is, featuring the degree to which Indian shoppers, paying little respect to their age, create 'green' unwaveringness towards four retail arranges: nourishment (for example staple); electronic household machines / adornments and data innovation (for example PCs and cell phones); Do - It - Yourself (DIY), furniture; and inside structure and attire, footwear what's more, sportswear, and dependent on the cooperative energy of their green practices got from their past encounters with such items, the proclivity for condition assurance and capable utilization of merchandise. The examination depends on the examination of the connections obvious from the three theories introduced above. Around 3,400 surveys were directed in four cosmopolitan cities of India, in this manner guaranteeing

Figure 1. The investigated model



topographical representativeness of the sample is done. The questioners were told ahead of time to approach respondents as indicated by their sexual orientation and age (Churchill, 1991), to guarantee representativeness as per the records. The face to - confront interviews were held in different open spots, in the vicinity to stores, or at respondents' homes. Respondents communicated their dimension of concurrence with the foreordained proclamations on a five - point Likert scale. Among the stores every now and again visited by respondents and from which they make their buys, are those having a place with universal and local sustenance and non - food retail chains. It is fascinating that respondents indicated a few stores conveying generally sustenance items, for example, hypermarkets, as their most loved stores for the buy of shopper hardware and family unit items. This shows these retailers actualize a methodology of collection reorientation and development to draw in however many buyers as could be allowed.

Operationalization of Factors

When building up the survey, the researchers changed the hypothetical dormant develops into show factors or important explanations for each build considered. Green conduct was estimated dependent on four things: the effect of individuals' buys on the earth, the degree to which their choices are controlled via care for the conservation of the earth, the degree to which they see themselves as mindful people, and worry for the misuse of normal assets (Lastovicka et al., 1999). Proclivity for natural insurance was estimated against respondents' anxiety for conforming to ecological security directions, the negative effect of the dissected retail business on the earth, and against respondents' longing to discover more data about the degree to which they bought articles have a decreased ecological impression (Antil & Bennett, 1979; Antil, 1984; Dabija et al., 2016). Capable utilization was estimated dependent on articulations identified with sustenance and non - nourishment item reusing conduct, the rehashed utilization of articles / items, and the need to utilize them in a progressively capable manner (Lastovicka et al., 1999; Haws et al., 2014). Indians' unwaveringness to green retail designs was estimated by respondents' aim

and wants to return to and suggest such stores, the proclivity for the buy of green, natural items acquired from segments that don't hurt the earth, just as the inspiration to try and venture out a more drawn out separation to purchase such items (Nasir & Karakaya, 2014). The model subject to assessment is introduced.

Testing the Information for Exactness, Unwavering Quality and Interior Consistency

The information was efficiently aggregated, factually tried and investigated with econometric programming. Cronbach's α (> 0.7), thing to - add up to connections, KMO basis (> 0.7), Bartlett's trial of sphericity and basic condition displaying (Churchill, 1991), were utilized to check the legitimacy, dependability and interior consistency of information and test the connections in the three speculations. In this manner, the less incentive for Cronbach's α was got on account of dependable utilization (0.789) comprising of three things, while the best esteem was recorded for unwaveringness towards green - arranged retail organizes (0.90) comprising of five things. The other two develops, green conduct, comprising of four things, and proclivity for condition security, produced Cronbach's α - estimations of 0.88 and 0.84, individually. Exploratory factor examination uncovered expanded dependability for every one of the four builds with the KMO foundation fluctuating somewhere in the range of 0.74 and 0.87 and the difference clarified rate going somewhere in the range of 52.0% and 71.3%. We at that point oppressed the things of the three examined builds (dependable utilization, green conduct and proclivity for condition assurance) to a solitary exploratory factor examination (Walsh & Beatty, 2007). In view of the fit files (KMO = 0.92, KMO > 0.7 , $\chi^2 = 19,801.82$; $p < 0.001$; $df = 91$) that surpassed least edge levels, the outcomes affirmed the likelihood to separate absolutely three components got from the things of each investigated build (Churchill, 1991; Forza & Filippini, 1998; Ju et al., 2006).

The main factor with the biggest eigenvalue (5.66) and 40.4% difference clarified is green conduct, which has the best commitment to the change decrease of the explored wonder. It is trailed by a proclivity for natural assurance, having a little commitment to the clarification of the explored marvel (eigenvalue = 1.69; fluctuation clarified 12.0%), and by dependable utilization (eigenvalue = 1.267, difference clarified 9.03%). The subsequent stage was to decide, utilizing the auxiliary condition demonstrating programming from SPSS (AMOS), the connection between is reliant and free factors of the model for the four investigated retail arranges (multi - gathering). The fit lists surpass the base adequate limits specified in the literature (>0.8 ; ≤ 0.08) (Forza & Filippini, 1998; Ju et al., 2006), therefore permitting the approval of the model and the elucidation of results.

Structure Outline of Exploration

The breakdown of respondents by the four retail arranges was generally equitably adjusted (about 23%), with a slight deviation being recorded on account of mold, sportswear and footwear retail (31%). This is likely because of the arbitrary gathering of information, as respondents were approached to name up to four most loved stores where they consistently go out on the town to shop. Every questioner was told to ensure that at each fourth meeting, an answer was accommodated the principal, the second, the third and the fourth store referenced by a respondent. A more noteworthy number of assessments about form retail were acquired from ladies, likely because of their involvement with design retailers and stores. In a comparable report, Brough et al. (2016) affirmed that ladies have an eco - accommodating frame of mind by getting associated with condition assurance activities and picking retailers for making buys as indicated by this demeanor.

It is additionally intriguing that a generally huge number of reactions concerning hardware, family unit, data innovation and adornments, furniture, DIY and inside structure retail things were getting from the ladies. The most recent societal utilization patterns demonstrate that ladies are beginning to express enthusiasm for, and need to know more insights concerning such items, and they are visiting these stores likely as a reaction to retailers' procedures centered around improving decadent shopping introductions among female customers (Otnes & McGrath, 2001; Teo & Sidin, 2014).

Up to this point, men demonstrated a more noteworthy enthusiasm for issues identified with the earth and ecological insurance, however at this point an ever - increasing number of ladies show worry for these issues (Sima, 2014), representing the outcomes acquired in this examination. Most respondents (84.7%) in this overview are urban occupants, and a generally modest number of reactions was got from buyers living in rustic regions (n = 517, 15.3%). Most surveys were approved for the sustenance retail reactions, which agree with the circulation of retail chains in India (found transcendental in urban zones and less in rustic zones). The country regions are solely targeted by nourishment retailers that open little grocery stores or markdown stores in towns with great custom (Dabija & Abrudan, 2015). Very nearly 33% of the respondents live in a three - man families (1,057 people, 31.3%) and incline toward stores having a place with all retail designs. A critical number of reactions were additionally gotten from people living in one - person family units (4.7%), who bought for the most part sustenance and material (garments, footwear) items. Most people who surveyed nourishment retail locations have moved on from secondary school (12.9%), while most respondents who evaluated the other three retail organizes have sought after advanced education: 9.8% respondents for DIY

and furniture retail, 10.9% for electronic and family items retail; and 14.1% for form, sportswear and footwear retail. As the dimension of instruction expands, people gain better preparing, help their incomes and visit and incline toward different stores adjacent to the nourishment stores. Aschemann - Witzel & Zielke (2017) feature the way that socio - statistic attributes of people are increasingly more every now and again the significant component behind customers' frames of mind for the buy of natural sustenance. At the point when gotten some information about their month to month overall gain reserved for shopping, 625 people (18.5% of the example) declined to give any data. Most people in the example, procure a month to month overall gain between the national the lowest pay permitted by law (205 EUR) and the normal wage (460 EUR), determined at the season of the examination. They make buys from sustenance (10.2%), material (12.6%), electronic and family unit apparatuses (10%) and DIY and furniture (9.1%) stores. The people with a pay beneath the national the lowest pay permitted by law (205 EUR) got to especially the nourishment stores (4.6%), while those with a salary over 2× - normal wages got to particularly the form and footwear (1.9%), DIY and furniture (1.4%) and electronic and family apparatuses (1%) stores. Just 21 members in this exploration contemplate expressed that they purchased nourishment just a few times each year (0.6%). Most respondents dissected for this retail organizes (738 people - 21.8% of the example) visit super - and hypermarkets, vicinity and mark down stores in a week after week premise. The other retail arranges are visited a few times each year at the exceptionally most, regardless of whether they are DIY and furniture (307 people), electronic and family apparatuses (403 people), or mold and footwear (481 people) stores. A noteworthy number of respondents expressed they visited material stores each week (217 people), prone to stay up to date with the most recent accumulations and to dependably discover new form articles. This conduct additionally affirms past research (Dabija et al., 2014).

Regardless of the apparently more noteworthy buying recurrence in design stores, the measures of cash spent there are moderate, with 539 respondents spending beneath 20% of their pay in DIY and furniture stores. This is equivalent to the quantity of individuals making buys from electronic and family unit machines stores (512 people) and form stores (568 people). Respondents spend more noteworthy measures of cash on nourishment items. In this way, 271 people expressed that the cash spent in nearness stores, super - and hypermarkets added up to 60% of their whole spending plan. Just 117 respondents spend somewhere in the range of 41% and 60% of their financial plan in form, sportswear and footwear stores. This is sensible on the grounds that nourishment speaks to the essential hotspot for guaranteeing day by day subsistence and, thusly, individuals look for first to guarantee their

fundamental needs and after that purchase other non - sustenance items (Swoboda et al., 2014; Dabija & Abrudan, 2015). In his examination, Sima (2014) shows that 26% of people are happy to pay up to 10% more to get the advantages of green items.

SOLUTIONS AND RECOMMENDATIONS

The fit lists for the three speculations have values higher than the minimum acceptable thresholds (>0.8 ; ≤ 0.08), which takes into consideration the approval of the model and the elucidation of results (Forza & Filippini, 1998; Ju et al., 2006). Respondents' green devotion to the four retail designs broke down is upgraded by the explored conduct measurements. Purchasers' proclivity for ecological insurance has the most grounded critical commitment in making reliability at the dimension of the four retail organizes all in all: 0.71 ($p < 0.001$) in sustenance, 0.60 ($p < 0.001$) in DIY, furniture and inside plan, 0.51 ($p < 0.001$) in form, footwear and sportswear and 0.47 ($p < 0.001$) in electronic and family unit machines, data innovation and frill. This shows customers are progressively mindful of the need to save assets and embrace green conduct. The presence of dependable utilization at the dimension of each of the four retail arranges, that is, the propensity to reuse or protract the utilization of a form article or family unit apparatus or the utilization of nourishment in no time before the expiry date, additionally adds to the making of devotion to these retail locations yet in an unexpected way. The most reduced effect is recorded on account of the form (0.13; $p < 0.01$) and DIY, furniture and inside structure retail (0.14; $p < 0.1$), while the force of the association is more noteworthy on account of nourishment retail (0.19; $p < 0.05$) and significantly more grounded on account of electronic and family machines retail (0.23; $p < 0.001$). This changing effect, presumably relies upon the sort of merchandise broke down as the significance of these products differs starting with one purchaser then onto the next. People's past involvement with, and a good frame of mind towards reasonable and ecologically cordial items, that is, their green conduct, differs enormously over the retail arranges in making green unwaveringness. The most grounded effect is seen on account of mold, footwear and sportswear retail (0.31; $p < 0.001$) and the weakest effect, as opposed to our desires, was recorded on account of sustenance (0.18; $p < 0.01$) and DIY - furniture (0.18; $p < 0.01$) retail. On account of electronic and family unit machines retail, the effect is normal in power yet very huge (0.24; $p < 0.001$). The outcomes appear to demonstrate that earlier green encounters of respondents with mold items could really compare to the involvement with nourishment items in creating steadfastness. A conceivable clarification could be that design things

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Table 1. Green orientation and customer loyalty in food / non - food retail formats

Sector (Sample) / Effects	Correlation	Model Fit	
Food (n = 807)		χ^2	2,295.471
Responsible consumption → Green Loyalty	0.188**	df	629
Green behavior → Green Loyalty	0.179***	χ^2 / df	3.808
Proclivity for environment protection → Green Loyalty	0.707****	GFI	0.926
Fashion (n = 1,068)		AGFI	0.911
Responsible consumption → Green Loyalty	0.134***	NFI	0.925
Green behavior → Green Loyalty	0.314****	CFI	0.944
Proclivity for environment protection → Green Loyalty	0.508***	TLI	0.939
DIY (n = 744)		*p < 0.1	
Responsible consumption → Green Loyalty	0.136*	**p < 0.05	
Green behavior → Green Loyalty	0.176***	***p < 0.01	
Proclivity for environment protection → Green Loyalty	0.595****	****p < 0.001	
Electronics (n = 763)		RMSEA (≤ 0.08)	
Responsible consumption → Green Loyalty	0.234****	0.0290	
Green behavior → Green Loyalty	0.236****	SRMR (≤ 0.08)	
Proclivity for environment protection → Green Loyalty	0.466****	0.0507	

assume a more prominent job in bringing social esteem as people can be seen wearing them, though the utilization of natural nourishment is just a matter of individual intrigue sought after just by the individuals who can bear to pay a top notch cost.

Food Retail Structure and Market

A few retail organizations were chosen for the class of nourishment retail to be evaluated by respondents: hypermarkets (Auchan, Cora, Carrefour, and so on), money and convey stores (Metro and Selgros), one ‘classification executioner’ (Kaufland), grocery stores (Profi, Billa, Carrefour showcase, and so on), nearness

stores (Profi City, ABC stores, and so on). Their categorization was made by rules in the writing (Swoboda et al., 2014; Dabija & Abrudan, 2015). Shoppers' green faithfulness to the nourishment retail designs is fundamentally dictated by their propensity to partake in ecological assurance through the sustenance they buy (0.71; $p < 0.001$). This extraordinary and profoundly huge effect might be because of buyers' expanded affect ability to the sustenance they devour (which must be characterized) and its source. A further contention is that purchasers stress over their wellbeing. They need sustenance that contributes emphatically to their wellbeing and general welfare (Pop & Dabija, 2013) and therefore try to embrace and utilize green items to a more prominent and more prominent degree. Retailers giving society a more beneficial life condition and shoppers with the chance to keep up their wellbeing through the acquired products, will anchor a decent position in the psyche of people and separate themselves appropriately from their rivals (Kordshouli et al., 2015). Sustenance retailers have found that the decisions made by shoppers leaning toward green items can be formed through data gave, as correspondence is a valuable method of influence. Notwithstanding the wellspring of articles, the quality models and affirmations connected onto bundles and names, makers compose increasingly more much of the time about wholesome data intended to energize the decision of healthier food (Morketal, 2017).

The choice of organic foods is exceptionally subject to cost as it can serve either as the principle snag to the reception of supportable conduct and the utilization of organics, or the primary explanation behind picking them given the advantages they have for wellbeing and their commitment to the earth. Conduct focused on the inclination for maintainable (Dabija & Bejan, 2017) and additionally naturally benevolent items can just fill in as an essential for the improvement of reliability to the retailers offering natural items. Past investigations have demonstrated that Indians try endeavors to expand progressively natural nourishment, being increasingly more watchful with what they buy and devour, and communicating expanded trust in the offer of wellbeing sustenance stores conveying natural items or items got from reasonable exchange. Having seen this pattern, numerous retailers have expanded their collection of natural sustenance in the course of the most recent couple of years (Pop & Dabija, 2013). Thinking about one's wellbeing and welfare is viewed as basic in settling on the choice to purchase nourishment, with the goal that numerous customers select green basic needs (Sima, 2014). Given the idea of nourishment and its job in keeping up individuals' well being, it is just regular that the determination of retailers and the reception of steadfast conduct ought to be made by considering capable utilization too (0.19; $p < 0.05$), regardless of whether it is about item reusing, the protracting of item use or making money related investment funds by improving the items held or by putting off the buy or potentially utilization of an item (Dabija & Bejan, 2017). A noteworthy and to some degree concentrated impact on

the making of steadfastness to the retail arranges advertising green items is applied by purchaser green conduct (0.18; $p < 0.01$). A natural, green product - oriented mindset, an abnormal state of training, cultivating an uplifting frame of mind to green items and the acknowledgment of an exceptional cost for natural items, just as a shopper's past encounters with such items, will prompt progressively fast age of devotion among buyers. The ladies appear to buy and expend natural sustenance more than men (Ghosh et al., 2016), likely because of longer shopping periods and their arranging, and to their anxieties for keeping up their wellbeing and that of the whole family.

Apparel Retail Stores

Respondents think that it's vital that form articles be made of earth inviting segments that don't dirty and don't cultivate the misuse of assets. This condition must be met to build up their green devotion (0.51; $p < 0.01$). The second measurement regarding the effect and critics is the presence of green conduct (0.31; $p < 0.001$), that is, people's past encounters and frames of mind to condition insurance and the protection of assets. Purchasers endeavor to add to the decrease of the effect of human action on nature, and consequently ensure it by all that they do (their activities, choices, and so on.). As they show such frames of mind and introduction, it is less demanding to pick up their steadfastness and urge them to return, return to and buy from retailers that figure out how to meet their destinations by the methodologies they embrace. The outcomes likewise uncover that the contact with the most reduced power, however adequately huge can be found on account of mindful utilization of design articles (0.13; $p < 0.01$). As garments upgrade people's societal position and glory, they are less excited about utilizing such articles for a more drawn out period and reusing them. This seems, by all accounts, to be a point of view on mindful utilization that is fairly about acquiring items made of normal strands or natural cowhide than wearing garments for a more extended period.

In spite of the expansion of purchasers' introduction towards green items, it helped this part encounter an incredible blast, Morgan & Birtwistle (2009) trust that this marvel is itself a logical inconsistency. From one viewpoint, design, retail advances the successive utilization and appearance of new models and slants and, then again, the green segment is related with solidness, manageability, reuse or reusing (Dabija et al., 2016). The appropriation of this idea in the form business is generally because of the relational impact (Sadachar et al., 2016), that is, purchasers have a place with various reference gatherings and their qualities and standards are

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subservient to the qualities and standards advanced by alternate individuals from the gathering. Consequently, the collaboration among individuals and gatherings can possibly shape a person's conduct and upgrade her or his craving to comply with the standards of the gathering to which she or he tries to have a place.

Do-It-Yourself and Furniture Retail

The most grounded effect in building buyers' green dedication to DIY, furniture and inside plan retails was observed to be at the level of purchasers' introductions towards ecological assurance, communicated in their worry with the recognition of moral standards in this area, the genuine security of nature and the decrease of the effect of industry and exchange with such items on the earth (0.60; $p < 0.001$). Respondents dependably appear to have a base commitment to the accomplishment of this target. Then again, the presence of conduct requirements, suppositions, information and mentalities about the degree to which the individual may add to ecological insurance likewise adds to the making of dedication to the stores that receive green systems (0.18; $p < 0.01$). The most reduced effect in force and noteworthiness can be seen on account of dependable utilization (0.14; $p < 0.1$), that is, people's readiness to reuse, reuse or expand the lifetime of the obtained merchandise. This might be the aftereffect of the way that individuals once in a while buy such items and, in the meantime, they (the items) are relied upon to display longer strength than nourishment or form items.

Gadget Retail Stores

In the gadget's stores, all the examined measurements were found to have a solid and profound noteworthy job in producing shopper green faithfulness. While capable utilization (0.23; $p < 0.001$) and shoppers' green conduct (0.24; $p < 0.001$) have a moderately comparative, yet solid, affect, respondents' proclivity for condition security is twice as solid (0.47; $p < 0.001$). The electronic gadgets, the family unit machines, PCs and the other IT embellishments represent a generally high potential for contamination whenever disposed of and not reused or legitimately gathered. Almost certainly, the different repurchase programs actualized by the broke down retailers related to manageability and social duty techniques, urge the respondents to trust that the organizations' endeavors to pick up their reliability and have them embrace green conduct and bolster capable utilization are very ordinary. This angle, combined with the way that the reusing and green item utilization arranged attitude

is profoundly implanted in the psyches of respondents, adds to the assurance of the earth, and animates future inclinations and scan for the stores that actualize supportable practices. Actually, numerous stores having a place in this retail organize; gather utilized batteries and items for clean transfer, diminishing the effect of the retailer's items on nature (Dabija & Bejan, 2017).

Verification of Further Assumptions

From the first discourse, these outcomes advise the theories created earlier. The main speculation (H1: Green conduct decidedly influences a customer's dedication towards green - situated retail designs): Green conduct does in reality influence green unwaveringness, paying little respect to the retail arrange, however the impact isn't extremely solid over all the considered retail organizes. Mold and gadget retail designs are influenced more than nourishment and DIY retail in this regard. Speculation 2 (H2: A proclivity for natural security emphatically influences a buyer's faithfulness towards green - situated retail arranges) might be completely bolstered for every one of the four retail organizes, reliably with the most astounding impacts. In nourishment retail this impact is bizarrely high, most likely on the grounds that purchasers are particularly worried about security and the long - haul impacts of foodstuffs on their wellbeing. Speculation 3 (H3: Responsible utilization emphatically influences a buyer's dependability towards green - oriented retail organizes) is additionally mostly upheld, the impact being higher in gadgets retail than in the other three retail arranges.

FUTURE RESEARCH DIRECTIONS

The futuristic research orientations lie in following ways:

- More DIY based study can be done as social media promoted green consumer orientation is slowly gaining momentum.
- Green orientation for Electronic retail purchase can also be an area for more exploration.

CONCLUSION

Fulfilling and particularly having purchasers “stick” to the broke down retail designs is by all accounts a marginally increasingly troublesome assignment on account of nourishment and DIY retail. In these two retail arranges, notwithstanding, shoppers’ proclivity for ecological assurance likewise assumes a basic job in building green faithfulness. This shows Indian purchasers are not inhumane to the items that are earthly amicable - from what they eat and the degree to which such items are ‘normal’, to the merchandise/materials they use to manufacture or improve their homes. It is critical to take note of that, for the four retail organizes dissected here, by and large Indians are progressively mindful of the need to receive supportable, green, nature - accommodating practices which contribute, through the choice of explicit items, to the protection of assets and the earth. As such, as retailers from developing markets have an expanded nearness in India, the green attitude of shoppers in this market has turned out to be more grounded (Pop & Dabija, 2013).

They look for and purchase increasingly more much of the time not just the least expensive sustenance and non - nourishment items yet additionally the green, environmentally friendly items made by models having thought for condition insurance. Subsequently, Indian buyers are beginning to progressively take after their Western European friends, in spite of their still restricted access to the foundation, the scope of merchandise on offer and the chances to make on - line buys (Dabija & Grant, 2016; Grant et al., 2017a). The hypothetical commitment of this examination is in featuring the joined impacts of capability utilization, green conduct and proclivity for ecological insurance on green steadfastness in retail, just as the similar investigation of these elements in four retail designs in a developing business sector.

Past researches have additionally talked about different parts of the improvement of a solid retail location mark (Swoboda et al., 2014) or the exchange of retail organizations in developing markets (Swoboda et al., 2017), however they didn’t contemplate the green perspectives. We have likewise experimentally exhibited that there are some noteworthy contrasts in producing buyers’ green steadfastness for the four retail organizes. Our discoveries may help retailers working in different retail designs in developing markets better comprehend shopper activities, just as the components that may prompt green faithfulness. In view of these discoveries, retailers could grow better market improvement techniques to draw in progressively green - arranged buyers of different ages and instructive dimensions, possibly expanding their prosperity and pieces of the pie. Among research constraints in this task are

the moderately unequal number of respondents from the broke down retail designs, just as the absence of near examinations, for instance, with universal versus local retail chains, or for the retailers executing manageability methodologies versus those that don't. Future research headings may likewise consider the investigation of the example as indicated by its socio - demographic attributes, or the examination of other retail specific components (item combination, mood, faculty, and so on.) in building green unwaveringness.

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KEY TERMS AND DEFINITIONS

Dependable Utilization: This utilization of various items signifies the daily necessities which a consumer uses habitually.

Do-It-Yourself (DIY): This signifies those advertisements or products which promote self-preparation and usage by consumer.

Electronic Apparatus: Gadgets or electronic items in FMCD products.

Family Products: Mainly the FMCG items.

Feasible Items: These items are sustainable and likely to be used for a longer period of time.

Green Practices: Environmentally friendly practices in retail consumer usage and how they are perceived in practical way.

Green Unwavering: Steady resolute usage of items from environment friendly concept in retail marketing.

Chapter 6

Consumer Behavior: Motivational Factors for the Decision to Purchase Organic Products in Mexico

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ABSTRACT

The objective of this chapter is to develop a model of the behavior of the ecological consumer in order to know the motivations that influence the decision to purchase organic products in citizens from 25 to 45 years of Mexico. The methodology used in the research is qualitative. It was carried out through the non-experimental design, and with respect to the data collection tool, in-depth interviews were carried out. The results obtained with respect to the factors that influence the purchase decision of the products are accepted the general hypothesis. One of the limitations that the study faced was a limited literature regarding studies related to it in the case of Mexico.

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INTRODUCTION

The society is currently aware and gives greater importance to the care of the environment; therefore the objective of this study is to develop a model of the behavior of the ecological consumer in order to know the motivations that influence the consumption of organic products.

The first part of this study focuses on the problem statement, the objectives, research questions are presented and hypotheses are proposed to continue with the second part of the study where the concepts related to the subject are concentrated. In this way, the concepts of ecological product will be revised so that the term used throughout the investigation is understood. Another concept that is necessary to explain is an ecological consumer that, like the previous one, is mentioned repeatedly throughout the study.

In the third part of the research, the motivational factors that influence the decision to purchase organic products are presented, which are concern for health and the environment, social influences, marketing mix (4 P's) and consumer knowledge about environmental problems. In the fourth part, the methodology used in the research is presented, followed by the results and analysis of the results obtained from the research. To conclude with the main limitations and guidelines for future research is given.

BACKGROUND

Statement of the Problem

In recent years, environmental problems have intensified, especially those related to non - pollution, climate change and ecological awareness in the consumption of products. Currently, at the national and international level, there are four large environmental groups founded in the 60s and 70s that are the current basis of the militant institutional environmental movement. These are basically Greenpeace, WWF - ADENA, Ecologists in Action, and Seo / Birdlife (Bravo, 2010).

Due to ecological and marketing research that took place at an early stage in the sixties, environmental movements emerged (Hendarwan, 2002). They sought a new lifestyle and global alternatives to the industrial and consumer society, thus seeking to achieve the transformation of ecology. And it is because of this social movement that materializes the new market segment constituted by ecological consumers, individuals more concerned about the environmental consequences of what they consume, and be sensitive to the negative effects that the impact of human activities have on the environment and the health of people (Santesmases, 2004).

Consumer Behavior

According to Fernandez et al. (2013) the main reason for purchasing organic products is that consumers consider them to be healthier because their products are subjected to methods that guarantee the care of environment. On the other hand, Tregear et al. (1994) tells that the environmental factor explains only a small part of organic food purchases, because consumers have a more egocentric behavior, where concern for oneself and, consequently, concern for their health plays a much more important role in the purchase of these products.

Meanwhile the survey conducted by National Geographic - GlobeScan (2012) showed that consumers with “ecological conscience” are a niche that grows fast in Mexico, creating a trend, but what factors motivates them to buy this type of products? It is just a novelty or the consumers really consider that the consumption of ecological products and/or services help with the care of the environment. Green consumption in Mexico has been a subject little investigated academically, since the few jobs that exist are market studies, such as the Green Study of TNS Research International (2010) which mentions that almost 50% of Mexicans prefer consume products that are friendly to the environment

Therefore, it is necessary that more research be done especially in Mexico to decipher the behavior of consumers who prefer organic products. The subject is of interest for various audiences because there is a possible business opportunity for the creation of companies, products and / or services with green features that help differentiate in an increasingly competitive market and of course for associations, movements and people that seek to promote sustainable lifestyles in the population. For these reasons, the object of study is to know the motivations that influence the decision to purchase organic products in citizens from 25 to 45 years of the municipality of Guadalajara.

Justification

To understand the importance of studying the motivational variables of purchase, one must first reflect on the concept, according to Arana et al. (2010). Motivation forms together with the emotion the non - cognitive part (practical, irrational, warm) of the human mind. Etymologically, the word motivation comes from the Latin *moveo*, *moveo*, *movi*, *motum* (what moves or has the virtue to move) and is interested in knowing the reason for the behavior. It is the need or desire that directs and energizes the behavior toward a goal.

When explaining ecological behavior, motivational variables can contribute to the understanding of this behavior and explain why it is often found that individuals do not show high stability in their actions and, therefore, it is difficult to make an exact prediction of behavior (Thogersen, 2004). In this research, a review and interpretation is carried out in relation to the behavior of the ecological consumer

attending to this research object, the motivational variables that predict an ecological behavior in the consumers between the ages of 25 and 45 years of the municipality of Guadalajara, Jalisco are identified. It is being very useful to know the changes that are currently in the buying behavior.

MAIN FOCUS OF THE CHAPTER

Research Objectives

General Objective: Develop a model of the behavior of the ecological consumer in order to know the motivations that influence the decision to purchase organic products in the 25 to 45 - year - old citizens of Guadalajara.

Specific Objectives

- Determine what is the motivation that influences the decision to purchase organic products in citizens from 25 to 45 years of the municipality of Guadalajara.
- Identify the degree of knowledge that citizens of 25 to 45 years of the municipality of Guadalajara have about organic products
- Analyze what actions reflect consumers of organic products from 25 to 45 years of the municipality of Guadalajara in terms of environmental concerns.

Research Questions

General Research Question: Which are the motivations that influence in the decision of purchase of ecological products in the citizens of 25 to 45 years of the municipality of Guadalajara?

Specific Research Questions

- What is the motivation that influences the decision to purchase organic products among citizens between 25 and 45 years of age in the municipality of Guadalajara?
- What is the degree of knowledge that citizens of 25 to 45 years of the municipality of Guadalajara have about organic products?
- What actions do consumers of organic products from 25 to 45 years of age reflect in the municipality of Guadalajara regarding environmental concerns?

HYPOTHESIS

General Hypothesis

H: The environmental motivation is not the predominant at the time of preferring organic products.

Specific Hypotheses

- **H1:** The concern for health and the environment is a motivational factor that influences the decision to purchase organic products.
- **H2:** Social influences are a motivational factor that influences the decision to purchase organic products.
- **H3:** The Marketing mix (4 P's) is a motivational factor that influences the decision to purchase organic products.
- **H4:** The consumer's knowledge about environmental problems is a motivational factor that influences the decision to purchase organic products.

Matrix of Operationalization of Variables

Conceptual Framework

Product: Taking Bonta & Farber (1994) as a reference, they describe the term product as having certain peculiarities to satisfy the needs or desires of the consumer. In the same way, the American Marketing Association (2017) states that the concept of product from a marketing perspective refers to a set of attributes (characteristics, functions, benefits and uses) that give the ability to be exchanged or used. Usually, it is a combination of tangible and intangible aspects. Thus, a product can be an idea, a physical entity (a good), a service or any combination of the three. The product exists for purposes of exchange and for the satisfaction of individual and organizational objectives.

While Kotler & Armstrong (2012) offer another more detailed concept, the product concept holds that consumers will favor products that offer the highest quality, the best performance and the most innovative features. Under this concept, the marketing strategy focuses on making continuous improvements to the product. Quality and product improvement are important parts of most marketing strategies. However, concentrating only on the products of the company can also lead to marketing short - sightedness.

Table 1. Matrix of operationalization of variables

Theme	Consumer behavior: Motivational Factors for the decision to purchase organic products in the municipality of Guadalajara, Jalisco
General Objective	Develop a model of the behavior of the ecological consumer in order to know the motivations that influence the decision to purchase organic products in the citizens of 25 to 45 years of the municipality of Guadalajara.
Specific Objectives	Determine what is the motivation that influences the decision to purchase organic products in citizens from 25 to 45 years of the municipality of Guadalajara. Identify the degree of knowledge that citizens of 25 to 45 years of the municipality of Guadalajara have about organic products. Analyze what actions consumers of organic products from 25 to 45 years of Guadalajara reflect regarding environmental concerns.
General Question	Which are the motivations that influence in the decision of purchase of ecological products in the citizens of 25 to 45 years of the municipality of Guadalajara?
Specific Questions	What is the motivation that influences the decision to purchase organic products for citizens between 25 and 45 years of age in the municipality of Guadalajara? What is the degree of knowledge that citizens of 25 to 45 years of the municipality of Guadalajara have about organic products? What actions do consumers of organic products from 25 to 45 years of Guadalajara reflect regarding environmental concerns?
General Hypothesis	H: The environmental motivation is not the predominant at the time of preferring organic products.
Specific Hypothesis	H1: The concern for health and the environment is a motivational factor that influences the decision to purchase organic products H2: Social influences are a motivational factor that influences the decision to purchase organic products. H3: The Marketing mix (4 P's) is a motivational factor that influences the decision to purchase organic products H4: The consumer's knowledge about environmental problems is a motivational factor influencing the decision to purchase organic products.
Variables	Dependent: Consumer behavior. Independent: Motivational Factors.
Indicators	Ecological consumer behavior. Concern for health and the environment. Social influence. Marketing Mix (4 P's) Consumer knowledge about environmental problems
Methodology	Qualitative

Ecological Products: It is important to mention that for the purposes of this work, that it is understood ecological product. According to Minetti (2002), in different countries they are called by different names. Foods called organic in the United States and other countries are called “organic” (Singer & Mason, 2009). Also are used interchangeably the terms “biological product” or “organic product” as synonyms (López - Eguilaz & Remírez - Esparza, 1998). To define the concept of this type of product, Calomarde (2000) says that it is ecological when the product fulfills the same function as a conventional one and causes a lower environmental impact considering its life cycle.

Consumer Behavior

The International Federation of Organic Agriculture Movements (2009), states that this type of food compared to conventional, show:

- Lower amount of water, storing a higher density of nutrients.
- Greater amount of iron, magnesium, vitamin C and antioxidants.
- Better balance with essential amino acids.

While the animals rose with this system, they present:

- Better health in general.
- Reduced risk of contracting or carrying diseases.
- Less amount of fat.

The Ecological Consumer: Orozco et al. (2003), defines the concept of ecological consumer as one who is willing to change their behavior patterns for others more respectful of the environment. On the other hand, Carrete et al. (2013) establish five groups of consumers according to their degree of ecological activity:

- Eco - Indifferent are those that focus on reduction activities, with little interest in recycling or buying organic products.
- Eco - followers of trends buy organic products
- Eco - savers focus on the reduction and reuse and not so much in the purchase of products.
- Anti - ecological they are not interested in anything related to reuse, reduction, or recycling or purchase of organic products.
- Eco - integral, are the most committed to the ecological, reduction, recycling, purchase of organic products and reused.

Profile of Ecological Consumers: Mostafa (2007) determines gender differences in relation to knowledge, pro - environmental concerns and attitudes about green purchases. Their results suggest that men show greater knowledge in environmental issues. The Revista Vinculado (2005) confirms that in Mexico, as in Latin American and European countries, the people with the greatest willingness to buy are women, who belong to small families, with higher expenses in food and belonging to middle income segments. However, the segment of higher consumption is in the high income and high educational levels as well as coincides with Martinez (2006) which indicates that the usual consumer of organic products has a high level of education and a high purchasing power.

A study carried out by Fraj & Martinez (2002) defines in a general way that the ecological consumer has the following characteristics:

- They are young people with a medium or higher level of education.
- In relation to their values and lifestyle they have a high entrepreneurial capacity, they like to be fashionable, lead a healthy life and collaborate in the improvement of the environment.
- Their attitude can be called ecological because they are very concerned about environmental pollution.
- They show a greater knowledge about environmental issues.

Theoretical Framework

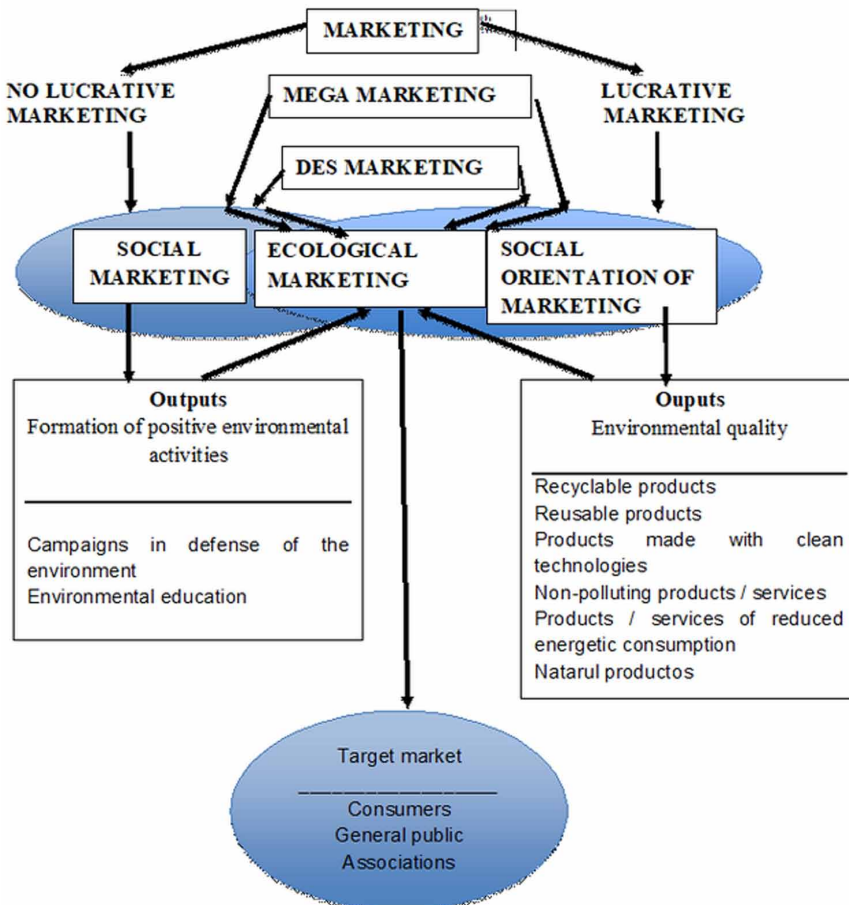
Ecological Marketing: Green marketing consists of all the activities designed to generate and facilitate any exchange the intention of satisfying human needs and desires, in such a way that the satisfaction of these needs and desires occurs, with minimal harmful impact on the natural environment (Rani et al., 2014). From a social point of view, ecological marketing is about educating, informing and changing behaviors that damage the environment (Rivera, 2001).

Eco - marketing has become a means by which environmental issues can be addressed and the company's products can be commercialized (Rani et al., 2014), which is why companies have needed to design and implement environmental programs. Ecological marketing to reach consumer segments sensitive to problems and educate them in their transformation to sustainable consumption patterns (Calomarde, 2000).

The Production and Purchase of Organic Products in Mexico: The Research Institute of Ecological Agriculture (FiBL) and International Federation of Organic Agriculture Movements (IFOAM) show data from the study "The world of ecological agriculture 2016" where 210,000 of organic producers were registered in Mexico, ranking third in the world. The organic products that are most produced in Mexico are coffee, aromatic and medicinal herbs, vegetables, cocoa and wild grapes. As for the sale of organic foods in self - service stores, they have increased 20 percent annually and in specialty stores, the increase was 10 percent (SAGARPA, 2013). In Mexico, they can be found in a matter of fresh foods: fruits, vegetables, milk, milk, cheese, egg, chicken, buffalo and processed: juices, sweets, grains, flours, wines, liqueurs, honeys, syrups (Impulso Orgánico Mexicano A. C., 2014).

Figure 1. Ecological marketing

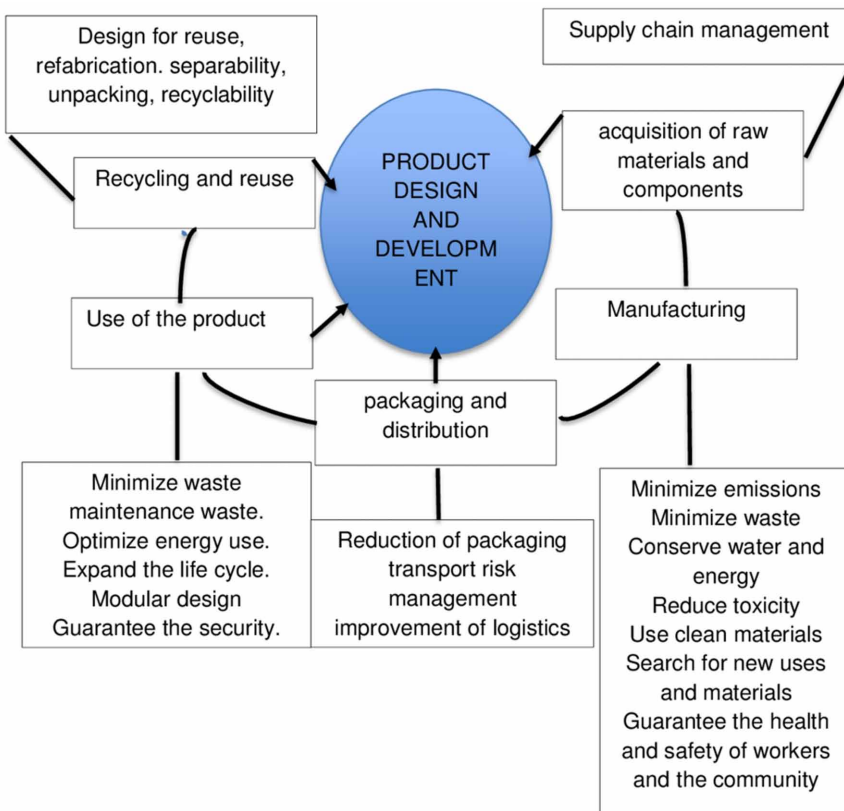
Source: Vicente, 2001



- Life Cycle:** The life cycle is used to assess the environmental burden of a product, process or activity throughout its life cycle (Capuz & Gomez, 2004). The author Calomarde (2000) says that there is no ecological product by itself, but according to its environmental behavior throughout its life cycle, from the analysis of the raw materials that comprise it, its production processes as a whole, its use, the waste generated by its distribution and transport and, finally, its reuse or disposal.

Figure 2. Stages of the product life cycle

Source: Arroyo et al., 1999



Therefore, the production of an ecological product is based on obtaining greater human well-being and at the same time reducing environmental risks (United Nations Industrial Development Organization (UNIDO), 2011). The raw materials and materials used in the production processes constitute a flow of materials that includes raw materials of natural origin (Cervera - Ferri & Ureña, 2017). In the Arroyo et al. (1999) present the stages that a product must go through in its life cycle and this reduces its ecological footprint.

- Characteristics of the Ecological Product:** The ecological products have certain peculiarities in their elaboration which does not harm the environment and the animals besides that the properties of these products are totally natural (Buenstorf & Cordes, 2008). The ecological attributes can be classified into two types:

Consumer Behavior

- **Specific Attributes Of The Product:** Duration, its facility to be recycled / reused, the type, the amount of materials used in the product and its packaging.
- **Specific Attributes Of The Process:** Energy consumption, water or the generation of waste (Hernandez & López, 2012).

The Purchase of Organic Products: The purchase of organic products can be defined as a practice of environmental awareness that reduces sources of waste and promotes recycling and reclamation of purchased materials, without adversely affecting the requirements for the execution of such materials (Min & Galle, 2001). A study conducted by Trujillo & Vera (2011) “Green consumption in Mexico: knowledge, attitude and behavior”, people are willing to make more responsible purchases, but 41% consider that the prices of green products are higher than traditional products.

- **Consumer Behavior:** Consumer behavior reflects the decisions of consumers regarding the acquisition, consumption and disposal of goods, services, activities, experiences (Hoyer et al., 2010). There are several theories that try to explain the behavior of the consumer, for this work only the following are briefly explained.

The psychoanalytic theory of Sigmund Freud cited by Kotler & Armstrong (2012), suggests that purchasing decisions are influenced by subconscious motives that even the consumer does not understand. According to Veblen (1899) in his theory of idle class the main reason that guides the behavior of people in their need for integration in their social group. The theory of classical conditioning, demonstrated by the physiologist Ivan Pavlov where Kotler & Armstrong (2012) explain that advertising has to be based on this theory according to which buyers learn to identify a certain product by a symbol repeatedly linked to it. The learning process is through the stimulus - response model.

- **Ecological Behavior:** The ecological consumer has behaviors with different approaches that can range from the purchase of organic products, recycling, voting, activism or others (Izagirre - Olaizola et al., 2013). The ecological consumer is a conscious and sensitive buyer of the repercussions that his consumption habits impose on the sustainable development of the region where he lives. He values the quality of life in terms of respect for the environment, the responsible use of natural resources, the care of their health and the general welfare of their community. Recognizes that this attitude towards life can have additional economic costs and is willing to face those (Martinez & Martín, 2009).

Consumers have different attitudes that can better explain consumer behavior on organic products (Calomarde, 2000):

- **Ecological Conscience:** It represents the ecological beliefs and knowledge that are part of the consumer. These can be increased thanks to the information you receive and remember about the benefits of a certain type of consumption.
- **Eco Posture:** Affective attitude toward organic products. This position is influenced by the culture, education and information that the consumer receives.
- **Eco Activity:** It is related to personality based on the consumer's tendency to act ecologically.

Purchase Motivation: Motivation forms together with emotion the non - cognitive part of the human mind. Etymologically the word motivation comes from the Latin *moveo, moveré, movi, motum* (what moves or has the virtue to move) and is interested in knowing the reason for the behavior. It is the need or the desire that directs and energizes the behavior toward a goal (Arana et al., 2010).

When a consumer is sufficiently motivated to acquire the product, has the ability and the opportunity to do so, he / she will be sure to expose themselves, perceive and pay attention to the information that they consider relevant for their decision (Hoyer et al., 2010). Another term of motivation suggests that people are driven to act by different types of factors, experiences and highly varied consequences or in other words, people have not only different amounts of motives but also different types of motives (Ryan & Deci, 2000).

The factors that intervene in the ecological behavior are internal and external. The first are those sources of information about an ecological product or service that influence the values, ideas, attitudes, intentions, opinions of each person. Externally, they are advertising, information, social groups, family and friends, among others (Shiffman & Kanuk, 2001; Fraj & Martinez, 2002). In this research, few factors studied by several authors are presented:

- **Concern for Health and the Environment:** The ecological consumer manifests his concern for the environment in his buying behavior (Min & Galle, 2001). Derived from this concern, another concern appears the environmental health that is related to all the physical, chemical and biological external factors of a person. That is, it encompasses environmental factors that could affect health (World Health Organization (WHO), 2018). According to research on the consumer of organic products, in Mexico, Latin America and Europe, the main reason to buy organic products is related to health (Linked Magazine, 2005).

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A study conducted by the Ciudadano Observatory (Jalisco as we go, 2017) in the state of Jalisco a percentage of 34% of the population of the lower social strata reported having had a serious health problem the final semester of 2016.

- **Food:** In the state of Jalisco, people's health is affected by several factors (some are congenital); certain habits such as food can also influence him (Jalisco as we go, 2017). The change in the diet of consumers has changed, mainly for health reasons (Del - Greco, 2010). Islas & Sanchez (2013) states healthy consumption has a direct impact not only on the individual sphere but also on the social sphere and above all on the environment.
- **Social Influences:** To reduce the search and evaluation effort or reduce uncertainty, consumers seek opinions from other people, especially when the perceived risk of the decision increases (Lamb et al., 2011). Through coexistence with other people is that consumers form attitudes that influence their lives (Schiffman et al., 2010). The consumer seeks and issues his opinions based on the information he receives from friends, family, friends, and media that interest him (Rojas, 2012).
- **Family:** For the Mexican it is very important to have family approval and feel accepted. He is very concerned about "what they will say", a situation that is accentuated in more closed societies such as in the province, and manifests itself even more in the lower social classes, since it is not uncommon to find cases in which a family cohabits with its families and close relatives (Galindo, 2010). Lamb et al. (2011) states that the influencers in the family are the members whose opinions are valued but making the decision to buy or not is done by another member. While Galindo (2010) states that in Mexican families, the process, from the decision and until the completion of the purchase is the responsibility of the housewife. Although she is the one who makes the decisions, her tastes and needs are always subordinated, in the first place, to family demands and secondly to spending.
- In Mexico, each generation of families are transmitters of values and cultural norms, so children learn by observing their parents' consumption patterns, so they will tend to buy in a similar pattern (Lamb et al., 2011).
- **Influencer:** The use of celebrities in communication increases the credibility of the messages, increases the recall and recognition of the advertised brands, improves the attitude towards the organization that sells the product, and even increases the likelihood of purchase (Agrawal & Kamakura, 1995). Nine of the ten most important influencers come from the digital environment and influence 60% in the decision of the brands that users buy (Expansion, 2017).

Marketing Mix: Kotler & Armstrong (2012) claim the marketing mix as the set of controllable tactical marketing tools that the company combines to produce a desired response in the target market. The marketing mix includes everything the company can do to influence the demand for your product. The marketing mix consists of four elements (known as the four P's): product, price, place and promotion (Schiffman et al., 2010).

- **Price:** Kotler & Armstrong (2012) point out that the consumer can establish a purchase intention based on issues such as their expectations of disposable income, the price to be paid and the benefits to be obtained. However, unexpected events would change their purchase intention. There is a limitation when buying organic products which Caamal et al. (2007) explain that the high price of organic products it is partly due to production costs, which are higher compared to the costs of conventional foods.

A study conducted in 60 countries showed that 66% of the global respondents, being consumers from all types of regions and income levels, acknowledged their willingness to pay more for sustainable products (Nielsen, 2016).

- **Promotion:** The promotion involves activities that communicate the advantages of the product and persuade the target customers to buy it (Kotler & Armstrong, 2012). Lamb et al. (2011) states that the promotional strategy uses elements or tools which may include advertising, public relations, sales promotion, and personal sales. Advertising affects the daily life of consumers, informs them about products and services and influences their attitudes, beliefs and, finally, their purchases (Lamb et al., 2011).

The attitude towards ecological awareness publicity depends on the involvement of the consumer (Zinkhan & Carlson, 1995). It has been shown in various studies that to be credible this publicity consumer must be highly involved while those who feel little involved do not trust in said announcements (D'Souza & Taghian, 2005). Green advertising is about informing customers about the environmental benefits of the products, and its objective is to influence consumers' buying behavior by encouraging them to buy organic products and direct their attention to the positive consequences for them and the environment (Rahbar & Wahid, 2011).

A study conducted by Nielsen (2016) shows that television ad that highlight a company's commitment to positive social and / or environmental impact influence the purchasing process for 34% of global respondents.

Consumer Awareness of Environmental Problems: The knowledge of the consumer is considered as one of the factors that influence several stages of the decision process (Laroche et al., 2001). Several studies found that individuals with greater knowledge of environmental issues were willing to pay more for products considered ecological (Laroche et al., 2001).

‘Ecological Awareness’ is defined as the knowledge and experiences that people actively use in their relationship with the environment (Alea, 2006). The degree to which people are aware of environmental problems and support put in efforts to resolve them or manifest a willingness to personally contribute to the solution (Romero, n. d.).

Environmental education is a learning process which needs to transform social practices through the habitus which provides human behavior with patterns of perception, thought and action that shape subjectivity (Barbosa, 2008). In Mexico, the Secretary of the Environment and Natural Resources (SEMARNAT) is in charge of raising awareness among the population in general about the importance of the global environment and its problems (Perez, 2016).

Environmental education lies in providing a particular knowledge about the interaction of the human being with its biological and social environment (Barbosa, 2008). It is worth mentioning that in Mexico, environmental education is very poor at all levels (Montaño, 2012).

Proposed Structural Model: Based on the theoretical framework, the study seeks to define the relationships between the motivations that influence the decision to purchase organic products, the model presented below was adapted for citizens from 25 to 45 years of the municipality of Guadalajara from a study called “Important Motivators for Buying Green Products” made in Malaysia and which was prepared by Kianpour et al. (2014).

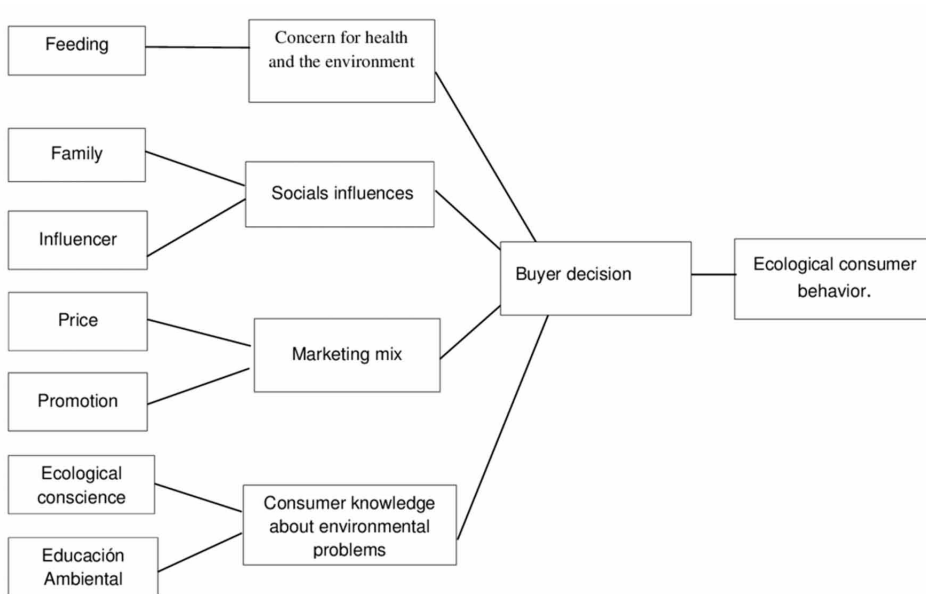
Methodology

In this chapter the methodology used for the development of the study is explained. Based on the needs of the study, qualitative research was used; it was carried out through non - experimental design, with respect to the data collection tool they were carried out through in - depth interviews. The methodology of the work is described in more detail below.

Research Focus: The development of this research is of a qualitative nature. It uses data collection without numerical measurement to discover or refine research questions in the interpretation process (Sampieri et al., 2010). It is based on in - depth interviews with consumers who have already shown preference for organic and / or organic products in the municipality of Guadalajara, Jalisco.

Figure 3. Proposed structural model

Source: Own elaboration



Research Design: This research was carried out through the non - experimental design. According to Sampieri et al., 2010 non - experimental designs are studies that are carried out without the deliberate manipulation of variables and in which only the phenomena are observed in their natural environment and then analyzed. Non - experimental designs can be classified as transactional and longitudinal, for this study we chose the trans - sectional classification that is “collect data in a single moment, in a single time” (Sampieri et al., 2010).

The study being descriptive and exploratory the first one investigates the incidence of the modalities, categories or levels of one or more variables in a population (Sampieri et al., 2010). The exploratory is ideal for the present investigation. According to Sampieri et al. (2010), the exploratory studies serve to familiarize with relatively unknown phenomena, obtain information about the possibility of carrying out a more complete investigation.

- **Sampling Design:** The investigation was carried out by means of a non - probabilistic sampling, so the type of sampling is for convenience which is used simply with available cases to which has access (Sampieri et al., 2010).

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- **Sample Size:** The unit of analysis indicates who will be measured, whether the participants or cases to which in the last instance we will apply the measurement instrument (Sampieri et al., 2010).
 - **Elements:** People from 25 to 45 years old from the municipality of Guadalajara Jalisco, who frequent stores, eco - bazaars and organic markets.
 - **Scope:** Municipality of Guadalajara, Jalisco.
 - **Time:** March 9, 2018 to March 11, 2018.
- **Data Collection:** To carry out the data collection, first a procedure plan was elaborated in which, first, the variables to be measured were established to later build the collection instrument and finally establish the dates to carry it out. The data collection was made on March 9 and 11, 2018, visiting the stores, eco - bazaars and organic markets, to collect the information was done by means of a questionnaire being applied by an interviewer.
- **Data Collection Instrument:** The data collection instrument that was used was through an in - depth interview applied through a questionnaire consisting of questions structured in an open manner. To measure the variables included in the proposed model have been measured individually assigning a series of items for each, obtaining a total of thirteen items.

Analysis of Research Results

An analysis of the qualitative data obtained is carried out. As a first step the data has been organized and classified with the most relevant of the interview. Data were analyzed directly from the collection tool as Sampieri et al. (2010) says in the qualitative research data collection and analysis. They usually occur at the same time. Next, representative maps of the results obtained are presented.

Results of the Factors of Concern for Health and the Environment: Next, shows the categories (patterns or responses) most frequently mentioned, health care being the most repetitive concept when it comes to asking the questions assigned to this item and ensuring that while taking care of their health. At the same time, they take care of the planet, in addition to agreeing that conventional products are harmful. So it is concluded that the H1: The concern for health and the environment is a motivational factor that influences the decision to purchase organic products is accepted.

Results of the Social Influences Factors: With respect to social influences, it was obtained that consumers follow a line of recommendations from friends and health professionals, leaving aside the recommendations and opinions of the family.

Figure 4. Responses more frequently

Source: Own elaboration

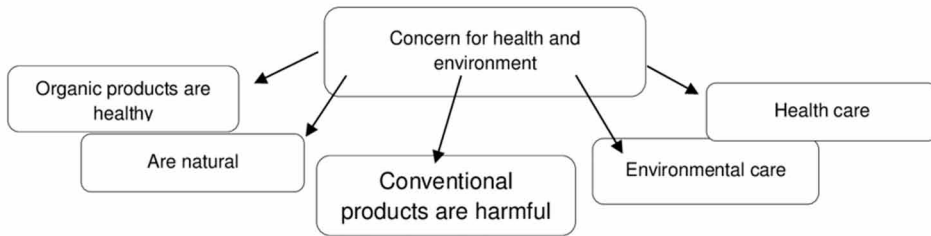
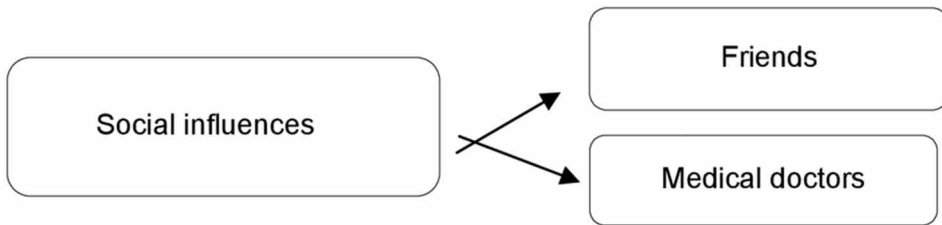


Figure 5. Results of social influence factors

Source: Own elaboration



It shows the categories (patterns or responses) with the highest frequency of mention. The H2: Social influences are a motivational factor that influences the decision to purchase organic products, it is accepted.

Results of Marketing Mixing Factors: The categories (patterns or responses) are shown with the highest frequency of mention. For the interviewees, the perception of the price attribute is valued by consumers as a relevant attribute because they all agreed that they are expensive, so it is considered that it can be a reason to influence when buying the product. On the other hand, they have been exposed to the advertising of these products, they trust in the veracity of the commercial, but most deny having acquired the product only because they have seen the advertising of the product. Based on the results obtained, the H3 is accepted: The Marketing mix (4 P’s) is a motivational factor that influences the decision to purchase organic products.

Results Of The Consumer Knowledge Factors On Environmental Problems: The people interviewed stated that they know the problems that currently exist regarding environmental problems and claim to take action to do something about it and contribute to environmental care, being the recycling and not littering the street the actions most performed by the interviewees.

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Figure 6. Results of the factors of the marketing mix

Source: Own elaboration

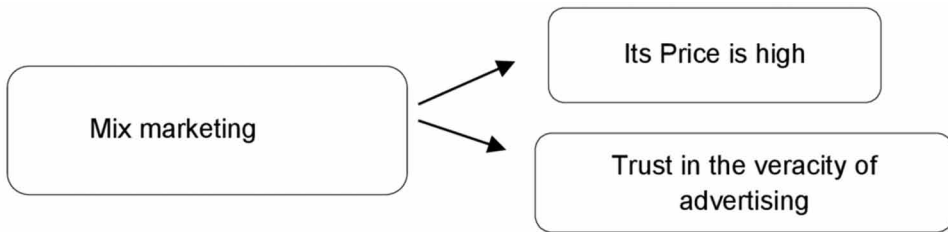
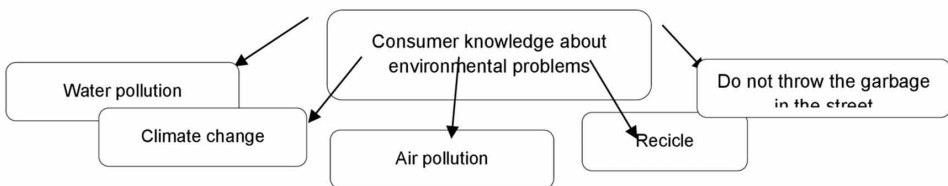


Figure 7. Results of consumer knowledge factors on environmental problems

Source: Own elaboration



So the H4: The consumer's knowledge about environmental problems is a motivational factor that influences the decision to purchase organic products is fully accepted. The categories (patterns or responses) are shown with the highest frequency of mention.

SOLUTIONS AND RECOMMENDATIONS

This analysis on Consumer behavior: Motivational factors for the decision to purchase organic products in the municipality of Guadalajara, Jalisco, have important implications for the formulation and implementation of marketing strategies and practices of companies. Undoubtedly, entrepreneurs have to make greater efforts to position themselves and place themselves in the organic products market in Guadalajara.

The importance of increasing sustainable consumption based on organic products, among other benefits, brings a reduction in environmental impact, generating satisfaction in consumers concerned about their personal health and a greater awareness of environmental and ecological sustainability, in order to preserve natural resources and the environment for future generations. The motivational factors of consumers exert a great influence on the decision - making processes of

buying organic products for sustainable consumption. Sometimes, the behavior of consumers in the decision to buy organic products motivated by the improvement of consumer health, has greater significance than the purchase decision motivated by a greater ecological awareness.

The limited knowledge that consumers and buyers of organic products have is expressed in their few purchasing decisions, so it is recommended to put a special emphasis on the design of pricing strategies but also communication strategies, advertising and promotion. The companies that produce, distribute and sell organic products have to make great efforts to strengthen communication, advertising, promotion and public relations programs to improve the perception and knowledge of the benefits of organic products and their ecological and sustainable orientation.

In order to influence the behavior of the consumer and buyer in their decision - making processes, it is important that this communication process between companies and consumers and buyers is based on the expression of the relationship between the consumption of organic products and the environment. At the same time that it promotes an ecological lifestyle, a corporate image of environmental responsibility and sustainability is presented, in such a way that they convince and influence the acquisition and consumption of organic products.

The development of organic agriculture in Mexico has been driven by foreign agents who, through Mexican producers, produce certain organic products. Mexico responds to the external demand of global markets for organic products with the development of organic production systems, especially in organic tropical and winter products. The development of the national market of organic products is the opportunity for Mexican producers who have advanced with their own resources and with the support of international experience, but with little support and participation from the State.

Organic products are those that do not use synthetic chemical inputs, but use resources of natural origin that are quickly biodegradable, low impact or that can be recycled, including the label, in packaging, packaging and packaging. The consumption of foods based on organic products moves away from trends such as veganism and vegetarianism, food habits that are incongruous, because they are not always made with organic products and are still exposed to altered food. Marketing is aligned in this trend with the concept of “green consumption”, a term that does not have an exact definition but that is used in the purchase process and other actions that it takes to care for the environment.

Organic production is based on specific and precise production standards that aim to achieve a social, ecological and economically sustainable agro ecosystem, through special practices such as the use of compost and green fertilizers, biological control, natural repellents from plants, association and rotation of crops, etc. This form of production considers the ecological aspect and includes in its philosophy

and practice the improvement of the living conditions of its practitioners, in such a way that it aspires to an integral sustainability of the production system, economic, social and ecological. Organic, ecological or biological agriculture that produces organic products is defined as a production system that uses natural inputs and rejects chemical synthesis inputs such as fertilizers, fungicides, pesticides and insecticides, as well as genetically modified organisms.

Sustainable consumption based on organic products is one that mainly considers factors of environmental and health relevance in the decision to purchase. Current forms of production have caused harmful damage to people's health, since the food they eat contains pesticides that contaminate not only the product but also the environment. This is one of the reasons why the consumption of organic products increases for sustainable consumption. Many of the human diseases are the result of the consumption of products with pesticides, herbicides, fungicides and genetically modified organisms.

The environmental destruction has a direct impact on the crisis in the field for the production of organic products. Bad agricultural practices contribute to further degrade the ecosystems and the quality of life of people with altered food that they consume every day.

In this research on consumer behavior and the process of buying organic products, mainly in the metropolitan area of Guadalajara, and more specifically in the municipalities of Guadalajara, Zapopan and Tlaquepaque, the importance of raising awareness in responsible consumption is analyzed and solidarity, and its repercussions to boost the local economy. It is considered that the raw material possessed by this central region in the state of Jalisco has been wasted and opportunities have been granted to foreigners to enter the market with altered food.

Organic foods, in addition to giving confidence because they do not use agrochemicals or pollute, are also related to the care of nature and because everything is done in a sustainable way. The emotional affinity towards nature is a concept that includes several inclinations and values towards nature such as love or desire to conserve it and to consume organic products. The construction of emotional ties to nature can serve as a motivation to protect it through the sustainable consumption of organic products.

The organic consumption of organic products is related to the context centered on ecological lifestyles. The ecological purchase of organic products is related to a context of development of ecological life forms that incorporate other environmental actions into a holistic conceptualization of ecological lifestyles. The ecological conscience is the reflective knowledge of the problems and environmental aspects that can be reflected in a sustainable consumption of organic products. Ecological awareness is strongly associated with psychological variables, as well as attitudes.

In consumer behavior, psychological behavior manifests as a set of independent multiple factors, although there is evidence that they could relate to each other.

With respect to consumer behavior in the purchase of organic products, they are more willing to pay for a higher price, especially those with higher income levels. The environmental concern is related more to the social class indicated with the variables education, income and occupational prestige. In this regard, the associations between income and environmental concern are very ambiguous and do not support the hypothesis of positive association.

Therefore, other variables acquire importance in the decision - making processes, such as the presentation of the product and the previous information about the specifications of the satisfactory. The uncertainty about the quality of organic products increases due to consumer distrust of the complex system of production, distribution and food marketing. The complexity of this food system only allows organic products to be known at the places of purchase by the buyer.

The internal factors of both the behavior of the consumer and the buyer who have to make decisions about the consumption of organic products are the influences that come from the needs and that interpret the external stimuli according to the personal characteristics and the psychological structure. The personal characteristics correspond to the observable socio demographic variables that, although they do not necessarily generate a sustainable consumption based on organic products, but for other conditions that have direct and notorious effects. These conditions only explain a small percentage of the variation in the ecological behavior of people. This limited capacity to explain ecological behavior is mainly due to the fact that the environment is already a socially accepted norm.

The behavior of the consumer and buyer of organic products focuses on decision - making processes based on health factors and demographic aspects. Some of the factors of consumer behavior that can influence the decision - making processes of buying an organic product are the values, beliefs, motivations, attitudes and demographic and educational variables. The marketing factors are the price, product, distribution and communication.

Schooling has a positive and significant effect on sustainable consumption. In the relationship between education and the inclination to carry out environmental actions, those with a higher education level are more willing to act pro environmentally. Age correlates positively with environmental concern. With respect to the gender of the average consumer who participates in some of the ecological activities, women are more consistent and intense in their prevention.

The strategy of information and communication of organic products are identified with the emotional component that involves saving the environment and environment appreciated for their beauty and the pleasure that their enjoyment provides. The

strategy of communication and promotional activities, advertising and public relations of organic products can express the relationship between the characteristics, benefits and benefits of the satisfactory, product or service, and nature and the environment, present a corporate image of ecological and environmental responsibility or can promote an ecological lifestyle. The advertising strategy and the organic promotion of organic products make reference to nature and the environment, to reach the health sector as in the case of organic food and green products that are free of toxics, as well as general well - being as in the cases of botany and homeopathy.

A great opportunity for Mexican producers of organic, biological or ecological agriculture is the development of the national market of organic products. The national production of food and other organic products destined for local consumption must adjust its surcharge to market conditions in such a way that the products are accessible to a greater number of consumers. Organic products reach a premium price of 20 to 40 percent compared to their normal price in the municipalities of Guadalajara, Zapopan and Tlaquepaque.

There is very little specification of organic products in relation to meeting the needs, fulfilling the wishes and avoiding the fears of consumers, as well as barriers to the perception of the scope of the environmental impact of these products.

Human beings have basic individual and collective needs to satisfy from survival to the so - called superfluous. When people manifest their ecological concern in an environment of respect for the environment, they are motivated by the satisfaction of more universal needs. A segment of consumers expresses concerns about the growing degradation of the environment through their behavior in their decisions in the purchasing processes. What these consumers are looking for is to make an ecological purchase that allows them to consume organic products that have a lesser impact on the degradation of the environment.

The concept of sustainable consumer behavior based on organic products refers to the consumption and use of goods and services that satisfy basic needs and also improve the quality of life. The consumption of organic products reduces the environmental impact in the production processes. The critical factor in sustainable consumption based on organic products is the amount of resources and energy used. On the other hand, consumer behavior focused on sustainable consumption tends to reduce the use of natural resources, toxic and polluting materials, waste emissions during the life cycle, in such a way that the needs of the future generations.

In general, there are discrepancies in the decision - making processes in the behavior of the consumer and the buyer both in the ecological concern and in the purchase actions from the demand for organic products. The demand for organic products expands especially in the markets of the most developed countries in tandem with the development of organic agriculture. These discrepancies may be

greater when analyzing marketing strategies for sustainable organic products. It is evident that the producers, distributors and marketers of organic products require a greater effort in the strategies of ecological communication and green marketing to motivate the processes of decision and purchase of the consumers.

The studies relate the advantages of the implementation of public policies and environmental regulations by governments to encourage consumer behavior in making decisions based on sustainable consumption and organic products. As a priority for development, state institutions exercise government functions to formulate and implement policies related to the consumption of organic products, as well as to establish regulatory frameworks that regulate the behavior and decision - making processes in function of the preservation of the environment and the ecology of the systems, the health and feeding of the population, as well as other benefits.

The Mexican State must become more involved with domestic producers of organic products, taking advantage of international experience, in such a way that it formulates and implements a policy that encourages the efforts of producers and motivates consumption.

The regulations on the production, distribution and consumption of organic products have to go beyond economic growth based on consumption, to consider inclusion and social equality and environmental sustainability in order to truly contribute to improving the welfare of consumers. The fact that synthetic inputs are not used in production is not sufficient for the product to be recognized as organic. It has to go through a process of inspection, verification and subsequent certification. For exports, it must be certified by an agency of the importing country. For organic products to be recognized in the market they require the validation of certification bodies: organisms with international recognition, but foreign to both producers and consumers.

FUTURE RESEARCH DIRECTIONS

Further research on the consumer behavior and their relationships with motivational factors for the decision to purchase organic products in the municipality of Guadalajara, Jalisco, is necessary to have a clearer understanding of the phenomenon in contrast with the traditional and modern production. Moreover, the practical implications to production, distribution and marketing should be study.

CONCLUSION

There is a great lack of information in terms related to the behavior of the ecological consumer. However, this study allows knowing more about the motivations that influence the decision of ecological purchase and the situation in which this market is currently in the municipality of Guadalajara, Jalisco.

At the conclusion of the study, the objectives set for the research are achieved. In relation to the first objective, a structural model is proposed, based on the analyzed theory. Regarding the specific objectives, the first one has been able to conclude that the motivation that most influences the decision to purchase organic products among citizens between 25 and 45 years of age in Guadalajara is the concern for health and the environment. In relation to the second specific objective, it is possible to identify that the citizens of the municipality of Guadalajara are aware of the environmental problems that exist today. In relation to the third specific objective, it has been observed that the citizens of Guadalajara have been forced to modify their habits of life and take action measures such as recycling, care of water and responsible use of resources to contribute to environmental care.

Regarding the general hypothesis raised at the beginning of this study which says that the environmental motivation is not the predominant at the time of preferring organic products, so based on the results obtained it is possible to say that the hypothesis is fully accepted. It should be noted that this research study is one of the first to offer information on ecological behavior in the municipality of Guadalajara. So it is suggested to continue researching in this type of topic since the ecological market is growing and it is important to know about it also that it can be applied in the other municipalities of Jalisco.

The main limitation in this study is the time that was established for conducting the study. On the other hand, the selection of the sample is another limitation, since it has not been sufficiently representative of the population because the method of data collection used was the in - depth interview, however, allows to obtain information of great interest to design future studies on the subject. Finally, the study faced a limited literature regarding studies related to it in the case of the city of Guadalajara.

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KEY TERMS AND DEFINITIONS

Buying Behavior: Conduct of the consumers relative to the de facto purchase of a product, as well as to the site and the frequency of such purchases.

Consumer Behavior: Consumer behavior is that part of the behavior of people and the decisions that this implies when they are acquiring goods or using services to meet their needs.

Decision Purchase: Important decision process that lies behind the act of buying a product or service, consisting of different stages through which the buyer passes to decide which product or service is best suited to their needs and provides a greater value. If the purchasing decision is satisfactory and provides value to the consumer and, in addition, relational marketing tools are used for the loyalty of the latter, the reiteration of the purchase to the same supplier is highly probable.

Ecological Purchases: The “ecological purchases” suppose the systematic application of compatible criteria with the environment to all the acquisitions and daily operations. In short, it is about meeting the needs of the company with the most appropriate products and favorable to the environment.

Guadalajara: It is the name of the capital of Jalisco, Mexico. Guadalajara is a city and Mexican municipality, capital and most populated city of the state of Jalisco. It is located in western Mexico, in the center of Jalisco.

Motivation Factors: The set of needs that explain the behavior of people are what we call motivating factors or motives: organic motivators and social motivators.

Psychological Motivators: The motivation is those stimuli that move a person, to perform certain actions, which require an effort to achieve in objective.

Organic Products: It is called organic food, organic food, or biological food to agricultural or agro-industrial product that is produced under a set of procedures called “ecological.” In general, ecological methods avoid the use of synthetic products, such as pesticides, herbicides, and artificial fertilizers.

APPENDIX

Guide to the interview that was applied.

Good day / afternoon. I am a graduate student in Marketing, from the University of Guadalajara. The interview I do is about a survey, to know Motivational Factors that influence the decision to buy organic products. All the data you provide will be treated responsibly for educational purposes.

Name:

Age: _____ Genre: _____

Civil status: _____

Level of studies: _____

Municipality: _____

1. What are organic products for you?
2. What kind of organic products do you buy? (Organic agricultural products, Hygiene products, keeping the home, Biodegradable materials, Sustainable fashion, Products for physical and emotional well - being)
3. Since when do you consume organic products?
4. Why have you decided to buy organic products?

Consumer Knowledge about Environmental Problems

5. Do you know the main environmental problems that affect the planet? Mention 3.
6. What kind of action do you take to care for the environment?

Concern for Health and the Environment

7. What are the benefits of buying organic products?
8. What do you think of the phrase “The purchase of organic products contributes to the improvement of the Environment”?
9. Why consume organic products instead of conventional ones?

Social Influences

10. Has any member of your family, friends or other person influenced your purchase decision to any extent? Specify.

Marketing Mix

Consumer Behavior

11. What is your opinion about the prices of organic products?
12. Do you trust the veracity of the advertising of organic products?
13. Have you bought an organic product because you saw its advertising? In what medium? What a product?

Chapter 7

Role of Internal and External Values on Green Purchase

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ABSTRACT

In recent years, consumers' interest has grown for environmental issues and responsible consumption. With the widespread familiarity with sustainable development goals, consumers are making environmentally friendly decisions in their daily consumption practices. The study focuses on the role of internal and external values in building favorable attitude towards green purchase. Two separate studies were conducted on Indian population. The first study examines the impact of internal values on green purchase intention whereas the second study examines the impact of external values on green purchase intention. Study 1 investigates the role of culture on forming attitude that leads towards green purchase intention with mediating variables: attitude, subjective norms, and perceived behavioral control. Study 2 investigates the impact of formal norms on green purchase intention through internal cognition variables which are knowledge, perceived expected outcomes, self-efficacy, and attitude. Findings indicate that internal and external values impact the green behavior.

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INTRODUCTION

Economic growth is considered a boost for the economy and a boost for per capita income. However, economic growth also leads to resource exploitation in the natural environment. With the increase in population and availability of more disposable income, resources are getting exploited at an ever increasing rate. The severity of damage to the environment caused by economic growth is frequently cited in the news media and is considered responsible for environmental disasters (Kumar et al., 2019). The impact of economic growth on the environment presents a paradox.

On one hand, pollution haven hypothesis entails that economic activities such as trade liberalization, open market, multi - national companies and foreign direct investment are considered advantageous for the economy but damages the environment (Kumar et al., 2019). Multinational companies establish their production units in developing countries where they have easy access to cheap labor, low cost land, with less environmental regulations. In the process of establishing manufacturing units, companies inspire the movement of lower technologies and polluting industries with unsound environmental practices to emerging countries. This initiates a race to the bottom in environmental performance for emerging countries (Xing & Kolstad, 2002). Emerging countries usually have lower per capita income and wants to develop their industries to boost the standard of living. Polluting industries in developed countries, found it costly to comply for environmental regulations that developed countries have. They move their polluting businesses to emerging countries which usually have not so strict requirement of compliance on environmental norms. Developing countries such as India have environmental norms and regulations. But the non - compliance of these rules are frequently highlighted in the media. The evidences of degradation in environmental performance can be seen in the decline in the environmental performance index of India from year 2014 to year 2018. The 2014 environmental performance index released by Yale and Columbia Universities along with the World Economic Forum ranked India at the 155th position out of 178 countries (EPI, 2014). After the year 2014, India became more open and liberalized its economy. The inflow of foreign direct investment was welcomed in all sectors and industries. The growth in foreign direct investment was seen within 3 years when the foreign direct investment jumps from \$36 Billion in year 2014 to \$60 in year 2017 (Financial Express, 2017). The economy is expected to grow at a greater pace than before. However, during this period, India has seen degradation in environmental performance index. The 2018 environmental performance index ranked India at 177th position out of 180 countries (EPI, 2018). Despite government's measure and

regulations, pollution from solid fuels, crop residue burning, and emission from factories and vehicles continues to degrade the environmental standard. Jun et al. (2018) examined the effect of foreign direct investment on pollution in China. They examined the foreign direct investment data from 1982 to 2016 and carbon dioxide emission as pollution variable. They found that foreign direct investment causes the carbon dioxide emission in both short - run and long run.

On the other hand, pollution halo hypothesis entails that the economic activities, trade liberalization, or foreign direct investment actually helps in boosting the environmental performance of a nation (Eskeland & Harrison, 2003). This is possible by the transfer of advance technologies which replaces the existing technologies in developing countries. This also results in reduced waste output that damages the environment. This is also possible by the transfer of sound management practices and capable technologies. Indonesia is a good example of pollution halo hypothesis for two reasons. First, it received significant foreign direct investment in mid 1990s. Second, environmental regulations in Indonesia were weak and ineffective during 1990s (Garcia et al., 2007). Brucal et al. (2017) collected data from manufacturing plants with more than 20 employees from 1983 to 2001 covering approximate 40,000 plants and 300,893 plant - year data points. Out of these plant - year data points, 11,436 observations belong to plant owned by foreign companies. The data point included that information on fuel, electricity and other emissions. The study concludes that there are improvements in the efficiency on using energy input due to FDI - induced innovations and new technologies. The study also observes the reduction in energy and emission intensities suggesting pollution halo hypothesis.

There are several ways to promote pro environmental behavior of which imposing rules and regulations and promotion of green consumerism are most important (Sreen et al., 2018). However, poor implementation of environmental laws has become a global problem (Pandey, 2019). Countries like India and China have pledged to save the environment but that does not reflect in implementation of environmental governance. More than two - thirds of the Indian states have failed to comply with environmental laws and judiciary recommendations which are evident in deterioration in ranking on environmental performance. The Indian judiciary is already struggling to solve the backlog of more than 21,000 environment related cases (Pandey & Sengupta, 2018) with a speed of approximate nine cases per day. In such situation, poor implementation of judiciary's order by states can offer an explanation for the degradation of environment. Poor implementation of environmental laws is not limited to India only. More than 88 countries have exercised the constitutional right to a healthy environment and more than 350 green tribunals and environmental

Role of Internal and External Values on Green Purchase

courts exists around 50 countries (Pandey, 2019). But enforcing environmental laws remains a greatest challenge towards mitigating climate change and habitat loss.

Despite the poor implementation, the role of rules and regulations in sustainability can't be ignored. These environmental norms apply to individuals who can contribute on individual level towards sustainability. The individual can adopt green practices and consume green products to contribute to environmental sustainability. United Nations Development Programme (UNDP) has realized the role of consumption in promoting sustainability that is why 'Responsible Consumption' is included in Sustainable Development Goal (SDG) as 12th goal of SDG (United Nations SDG, 2016). The nature of consumption determines and shapes the quality of life of society members. Responsible consumption aims to decouple economic activities and growth from degradation in environment. This can be possible by improved resource efficiency, reduced wastage, and responsible consumption which improve the well - being of people. This demands a conscious shift towards more sustainable production and consumption. Such shifts demands collaboration from all along with policies to create conducive environments, infrastructural support, market, and transformation in business practices throughout value chains.

Consumers have become aware of the negative environmental effect on their health and lifestyle. Recent survey showed that Indian consumers feel the most guilt for their actions that impact the environment negatively (Greendex, 2012). Following the concern of consumers, marketers have started shifting to green marketing practices. Green marketing includes the promotion, distribution and pricing of green products. Green products are those products that have lesser impact on environment than their conventional counterparts (Tan et al., 2016). For example, a recyclable product or a CFC - free refrigerator will be considered greener than a non - recyclable product or a CFC refrigerator.

Although marketers have started to increase the production of greener alternatives, the market for the green products is still not growing. Green products are considered costly affair for manufacturer as well as for marketers as producing and positioning greener alternative is comparatively expensive. Kumar & Sadarangani (2018) argues that the utilitarian and hedonic motivations play important role in deciding the behavioral intention to purchase. Literature on green products has focused on socio - demographics which rarely show any consistency in the results (Lavelle et al., 2015). If variables fail to show consistency in the results that indicate that these variables may not be the right predictors for examining the behavior. As a result, a shift is noticed in literature towards examining behavior through attitudinal theories.

BACKGROUND

Firms and marketing managers employ several aspects of marketing mix to enhance the sustainability of their market offerings along with the production of green products that help to meet the need of present without hindering the capability of future generations to meet their needs. Marketers have followed a 3P approach for green products. The 3P stands for profit, people, and planet in the given sequence. However, despite the growing concern about consumer harming the environment and positioning green consumerism beyond price is not successful. This indicates that consumers are aware of the environmental concerns as well as the damage done by their consumption behavior but still consumers don't consume responsibly by adopting green practices. For example, Green product penetration in the US is only 5 - 7% and sale of hybrid vehicles in US accounts for only 2% of the US automobile market in 2011 (Tuten, 2013). This is more severe in developing countries such as India, China where people's awareness about green product is still questionable.

One potential reason for lack of penetration is awareness. But environmental concern is widely prevalent, people are aware on the impact that their consumption behavior is leading to environmental damage. However, awareness needs to be improved. Another potential reason for lack of penetration is the price. Consumers have often had to pay more for green products (Peattie, 2001) when compared with conventional products. The absence of economies of scale in green products could be the reason for higher price. A person with strong environmental values may pay a premium to use the product. But people with weaker environmental values may buy non - green product which they are using for decades. Usually, people buy green products after evaluating the products on some criteria. Tuten (2013) argues that product performance i.e. functional values, price, availability, and healthy are some criteria on which people evaluate their purchase decision. When all these criteria are met in green and non - green products, then people would prefer buying green products. However, green products usually don't meet these evaluation criteria and are not considered for purchase (Villano, 2011).

In many cases knowledge plays crucial role in making a decision about green purchase. Knowledge facilitates to overcome the widespread barrier that restricts the adoption of environmentally friendly practices (Pelletier et al., 1999). Chang (2011) argues that consumers are ambivalent towards green practices and adoption of green products. This indicates that they have both positive and negative about the green products. However, Luchs et al., 2010 argues that consumers assign 'sustainability liability' to product categories. In summary green products elicit positive and negative responses from consumers.

Role of Internal and External Values on Green Purchase

In this research, the study uses the Theory of Planned Behavior (TPB) as an attitudinal theory. TPB is an extension of the Theory of Reasoned Action (TRA). TRA consisted of two precedents to green purchase intention that are attitude and subjective norms (Ajzen, 1991). Attitude is defined as the product of perceived expected outcome and evaluation of the outcome (Ajzen, 1991). Outcomes in case of green products can be environmental and societal. Environmental outcomes represent the belief that consumption of green products will not harm the environment. Societal outcomes represent the belief that consuming green products will generate favorable outcome and positively impact the society in present or in future. Subjective Norms is the product of the perception of significant others (family members and friends) and motivation to comply with those perceptions. TPB model includes an additional concept of Perceived Behavioral Control (PBC) to the TRA model. While, attitude and subjective norms both represent the beliefs of an individual, TPB represents the perceived comfort - ability in performing a behavior. There are two parts of PBC which are internal PBC and external PBC. Internal PBC represents as individual's confidence in performing a behavior, whereas external PBC represent the external conditions because of which an individual even with positive attitude and positive subjective norms is not able to perform the behavior. For example, if green products are either not available or expensive, positive beliefs may not lead to behavior. Literature on the green products has seen a sharp rise in studies in developed market. Studies on green product behavior in developing markets, such as India, are still in nascent stage (Gill, 2012; Paul et al., 2016).

Culture of individual shapes the behavior of an individual. Hofstede (2011) defined culture as a mind - set of individuals living in a particular society. Limited studies have examined the relationship between green behavior and culture. The studies which have examined the relationship have considered culture on national level. However, it is prudent to examine the culture on individual level. Each society consists of several values, beliefs, and norms thus, it would be unwise to consider a national culture which is applicable to all its citizens. This calls for a scholarly work to consider culture on individual level for examining behavior.

Kumar et al. (2019) argues that culture plays a crucial role in improving the environmental performance of a nation. Hofstede (2011) cultural model outlines six dimensions of culture which are collectivism, masculinity, uncertainty avoidance, power distance, long term orientation, and indulgence.

Power distance expresses the degree to which the comparatively less powerful members of a society accept and expect that power is distributed unequally. Fundamentally, it suggest that how members of a society handle inequalities.

Societies favoring large power distance accept a hierarchy in which every person has a designated place. Whereas societies with small power distance strive to maintain an equal distribution of power and demand justification for inequalities of power.

Collectivism and Individualism are the two ends of this dimension. Collectivism refers to people's preference for a close - knit society. Members of such societies expect their relatives or other members to after them or their relatives in return for unquestioned loyalty. People of such society usually reflect themselves as 'we'. Individualism, on the other hand, refers to the preference for a loose - knit society. People from such societies are expected to take care of only themselves and their immediate families.

Masculinity and femininity are the two ends of this dimension. Masculinity refers to societies members' of which prefer achievement, assertiveness, heroism, and material reward for success. Such societies are more competitive and tough. Femininity, on the other hand, refers to modesty, cooperation, focus on the quality of life, and care for weaker people. Feminine societies are consensus - oriented and tender.

Uncertainty avoidance refers to the degree to which society members are comfortable in facing uncertain and unambiguous situations. This indicates how a society deals with the uncertain future or unstructured situations. Societies with high uncertainty avoidance follow strict codes and conduct of beliefs and behavior. Such societies are intolerant of behavior which goes beyond prescribed code of conduct. Societies with low uncertainty avoidance maintain a tolerant attitude towards unstructured situations. Such societies believe more on practice than principles.

Long term orientation refers to the societies' orientation towards future. The orientation is driven by the existential goals. Societies with short term orientation adopt a normative view towards societal changes. Such societies prefer to follow a time - honored tradition, and view societal changes with suspicion. Societies with long term orientation adopt a pragmatic view towards societal changes. Such societies promote thrift and education which can bring long term benefits. Such societies are more adapted to newer technologies which promise to bring brighter future.

Indulgence and restraint are two ends of this dimension. Societies with indulgence believe in free and immediate gratification of basic facilities. Such societies allow open gratification of natural drives related to enjoying life. Restraint, on the other hand, refers a society which suppresses gratification. The gratification of basic need is hindered and regulated by regulations and social norms.

Among these six dimensions, two dimensions are considered important for examining pro - environmental behavior (Leonidou et al., 2010). These dimensions are collectivism and long - term orientation.

Role of Internal and External Values on Green Purchase

Individuals with collectivistic values place more importance to society than themselves so that they are able to maintain a jovial cord with the society (Kumar et al., 2019). Collectivistic individuals will forego self-benefits and act in accordance with the societal benefits (Sreen et al., 2018). Most green products are promoted as products that will benefit the society and the environment. Individuals with collectivistic values tend to perform pro-environmental behavior for the benefit of the society. Therefore, individuals with collectivistic values tend to hold positive beliefs regarding green products and are ready to overcome external inconveniences while consuming green products.

An individual with long-term orientation sticks to family values, preserves social traditions, considers dependability, receptiveness, and compassion to be extremely crucial. Individuals in long-term societies put greater importance to future events or actions. They are considerate regarding the future generations. In India, individuals are considered long-term oriented and it is observable from the saving behavior of individuals. Green products are considered beneficial for the future generations as they use fewer resources than their conventional counterpart. Individuals with long-term orientation believe in saving for the future and are ready to forego inconveniences in the present for a better future.

MAIN FOCUS OF THE CHAPTER

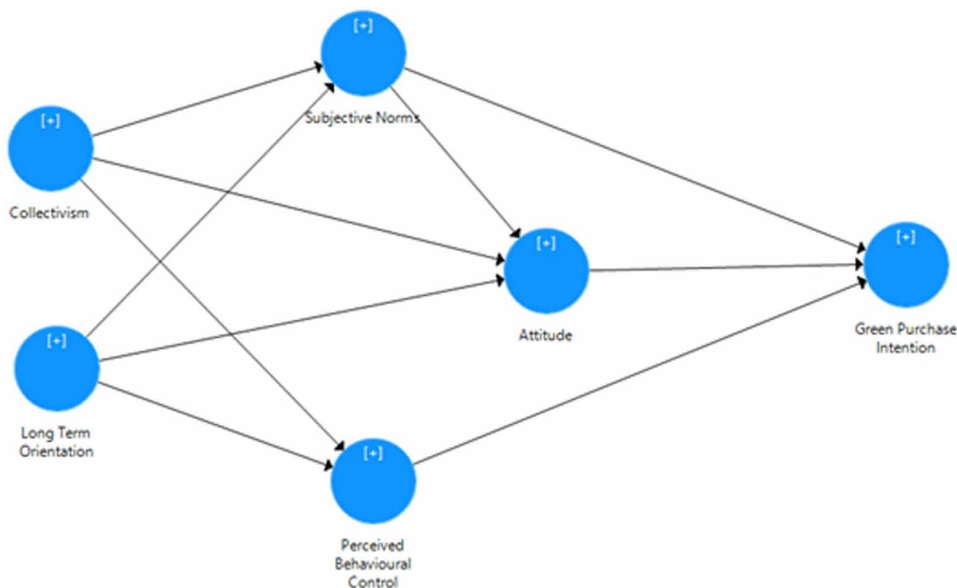
The study draws a path diagram from collectivism and long-term orientation to examine the intention to buy green products through TPB predictors acting as mediators in the path model. This idea is derived from (Sreen et al., 2018) which indicates that values lead to the formation of evaluative beliefs leading to the formation of attitude and behavior. By creating this path, authors are trying to uncover the inner black box of an individual that leads to the formation of beliefs.

Examining the cultural values will also provide valuable insights to marketers for creating the appropriate strategies for greener alternatives. The main purpose of this study is to answer the research question:

RQ1: How cultural values (collectivism and long-term orientation) impact beliefs and green purchase intention in the Indian context?

External environment is also important to examine as to how beliefs are formed (Bandura, 2001). Despite the favorable internal values, an individual may not involve in green behavior because of unfavorable external conditions. For example,

Figure 1. Research framework for study 1

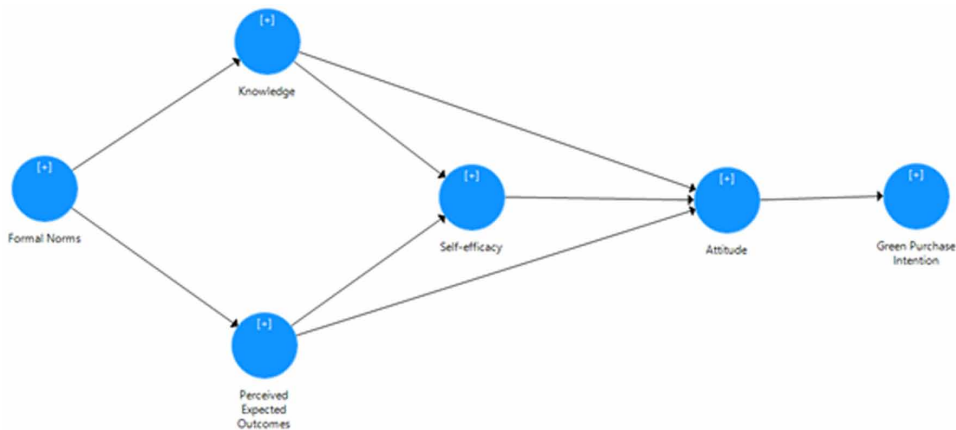


government policies focusing on economic growth but not on creating awareness for green products may not result in favorable sustainable growth. Studies have also indicated a government plays a crucial role in promotion of sustainable behavior (Paul et al., 2016; Sreen et al., 2018). These studies provide theoretical or conceptual justification for converting non - green behavior to green behavior through government policies. However, the relationship between formal policies and beliefs of an individual has not been examined empirically. This gap provides an opportunity to explore these relationships in study 2.

The Indian government is trying to bring in policies that make people aware of pro - environmental behaviors. Schemes, such as Swatch Bharat Abhiyan, and Eco - mark scheme, have helped to create knowledge regarding pro - environmental behaviors and greener alternatives. Knowledge helps to create certain expectancies regarding the product and if these expectancies are positive it will lead to more confidence in one's behavior (Wood & Bandura, 1989). Confidence in one's behavior, knowledge and perceived positive expectancies will make an individual evaluate a product in a positive manner (Levine & Strube, 2012). Therefore, leading to a positive attitude, this will further impact intention to use that product.

Role of Internal and External Values on Green Purchase

Figure 2. Research framework for study 2



Authors attempt to examine the impact of Formal norms (Government rules and regulations) on the creation of positive beliefs regarding green product that will further explain the green purchase intention. The second research question is:

RQ2: How Formal Norms impact beliefs and green purchase intention in the Indian context?

Two studies were conducted to address above mentioned two research questions. Study 1 examines the impact of cultural dimensions on green purchase intention with mediating variables: attitude, subjective norms, and PBC. Study 2 examines the impact of formal norms on green purchase intention through internal cognition variables which are knowledge, perceived expected outcomes, self - efficacy, and attitude. Models to be examined to address RQ1 and RQ2 are shown.

The study follows quantitative research methods to address the research questions. For each study, the structured questionnaire method is used to collect data. The questionnaire for both studies included measures that have been validated in different contexts. Details of measures used in these studies are shown in Appendix. For study 1, a five - point Likert scale is used in which 1 refers to strongly disagree and 5 refers to strongly agree. For study 2, a seven - point Likert scale is used in which 1 refers to entirely disagree and 7 refers to entirely agree.

Questionnaire was distributed through an online survey approach. An online survey is considered an appropriate technique because: Firstly, it is a cost effective technique to get data from different regions in the country. Secondly, recent studies

in India have indicated that Indian consumers who are educated and live in urban areas are more aware about green products (Sreen et al., 2018). Most of individuals with these traits are present online. Lastly, online survey provides an opportunity to respondents to remain anonymous; therefore, using an online survey technique can remove issues such as social desirability biases. Before analysis data was pre-processed to examine missing values (Yadav & Roychoudhury, 2018).

Data analysis in both the studies is performed using Structural Equation Modeling (SEM). SEM is a second generation multivariate technique that helps to analyze the effect size of constructs in the model simultaneously. A model in SEM consists of two parts: a measurement model and a structural model. A measurement model consists of the construct and its measures. A structural model consists of the inner model that constitutes of relationships among the constructs.

There are usually two SEM techniques that are widely adopted: CB - SEM and PLS - SEM. Since, the models are second order models with mediators in the path (Hair et al., 1995), PLS - SEM technique is used to examine the relationships shown.

For the data analysis, various steps are performed. Firstly, a preliminary analysis is conducted by computing the factor loading scores. Secondly, reliability of the model is examined. Lastly, validity of the model is determined.

A preliminary confirmatory factor analysis is performed to examine that the measures of the construct are able to define that construct. A factor loading score of greater than 0.50 indicates that a variance of at least 50% is getting explained, which indicates that the measure taken for the construct is able to define that construct. In case, a factor loading score of less than 0.50 is present, it is advised to remove that measure from the model.

After the preliminary test, validity and reliability tests are performed. Reliability can be measured through Cronbach's alpha or composite reliability scores. Reliability scores of greater than 0.70 indicates that the constructs are reliable.

Validity tests include construct validity, convergent validity, and discriminant validity. Convergent validity examines that the construct is at least able to explain 50% variance in its measures. In simple words, convergent validity helps to determine whether the measures of the construct that are taken for this construct are indeed the correct measures to explain this construct. Average Variance Explained (AVE) is calculated to determine the convergent validity. The AVE score of greater than 0.50 indicates convergent validity (Fornell & Larcker, 1981).

Discriminant validity helps to determine the variance explained by the construct for its measures is greater than the variance explained by the construct for the other construct. In simple words, discriminant validity determines whether the construct that is theoretically different from the other construct is actually different. The most

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common technique to determine discriminant validity is the Fornell Larcker Criterion. In Fornell Larcker Criterion, a square root of AVE of the construct is compared with the correlation coefficients of that construct with the other construct. If the square root of AVE is greater than the correlation with the other construct that indicates discriminant validity is present.

Study 1

Sample Demographics: Details regarding the demographics of respondents in Study 1 are shown in the Table 1. A total of 137 respondents took part in this study. Majority of respondents are male. Family Income is diverse across respondents with majority reporting family income between INR 3 to 6 lakhs per annum. Most individuals belong to the age group between 25 - 40 years of age.

Preliminary Test, Reliability, and Validity: Preliminary analysis indicated non - acceptable Outer loadings for Perceived Behavioral Control 2, Perceived Behavioral Control 3, Collectivism 2, Collectivism 3, Collectivism 6 and Long Term Orientation 5 i.e. outer loading < 0.50. Therefore, these measures were removed from further analysis. After the removal, the model is re - examined and found that outer loadings of measures of each construct are greater than 0.50. Reliability is checked through composite reliability scores. Composite reliability scores of each construct are greater than 0.70 that indicates a good reliability. Convergent validity is examined through AVE. AVE greater than 0.50 confirms convergent validity.

Table 1. Demographic details

Demographic Variables	Frequency
Family income	
Below 3 lakhs per annum	31
Between 3 to 6 lakhs per annum	45
Between 6 to 10 lakhs per annum	29
Above 10 lakhs per annum	32
Gender	
Female	56
Male	81
Age	
Below 25	43
25-40	64
Above 40	30

Table 2. Item loadings

Research Items	Factor Loading
Attitude 1	0.68
Attitude 2	0.796
Attitude 3	0.785
Attitude 4	0.765
Subjective Norms 1	0.857
Subjective Norms 2	0.801
Subjective Norms 3	0.711
Perceived Behavioral Control 1	0.855
Perceived Behavioral Control 2	Removed
Perceived Behavioral Control 3	Removed
Perceived Behavioral Control 4	0.745
Green Purchase Intention 1	0.914
Green Purchase Intention 2	0.864
Green Purchase Intention 3	0.792
Collectivism 1	0.798
Collectivism 2	Removed
Collectivism 3	Removed
Collectivism 4	0.684
Collectivism 5	0.798
Collectivism 6	Removed
Long Term Orientation 1	0.681
Long Term Orientation 2	0.758
Long Term Orientation 3	0.792
Long Term Orientation 4	0.618
Long Term Orientation 5	Removed

Discriminant validity is also established as the diagonal values of Table 4 which represented the square root of AVE of the constructs' measures is greater than the inter - construct correlation coefficients.

Findings and Results: The results indicate that Collectivism has a positive and significant association with subjective norms, attitude, and perceived behavioral control at 95% confidence interval. Long term orientation significantly impacts perceived behavioral control at 95% confidence interval, whereas fail to significantly explain attitude and subjective norms at 95% confidence interval. Attitude and PBC

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Table 3. Construct reliability and validity

	Composite Reliability (CR)	Average Variance Explained (AVE)
Attitude	0.843	0.575
Collectivism	0.805	0.580
Green Purchase Intention	0.893	0.736
Long Term Orientation	0.806	0.512
Perceived Behavioral Control	0.782	0.643
Subjective Norms	0.834	0.627

Table 4. Discriminant validity

	1	2	3	4	5	6
Attitude (1)	0.758					
Collectivism (2)	0.521	0.762				
Green Purchase Intention (3)	0.646	0.489	0.858			
Long Term Orientation (4)	0.428	0.483	0.450	0.715		
Perceived Behavioral Control (5)	0.565	0.434	0.590	0.408	0.802	
Subjective Norms (6)	0.503	0.489	0.488	0.386	0.398	0.792
Diagonal elements represent the square root value of AVE.						

significantly impacts green purchase intention, subjective shows an insignificant relationship with green purchase intention at 95% confidence interval. Further, subjective norms significantly impact attitude at 95% confidence interval. The results are presented.

Study 2

Sample Demographics: Details regarding the demographics of respondents in Study 2 are shown in Table 5. There are a total of 120 respondents. Majority of respondents are male. Family Income is diverse across respondents with majority reporting income between 6 to 10 lakhs per annum. Most individuals belong to the age group between 25 - 40 years of age.

Preliminary Test, Reliability, and Validity: Outer loadings of measures of each construct are greater than 0.50. Therefore, there is no need to remove any measures. Reliability is checked through composite reliability scores. Composite reliability

Figure 3. Results (Note: Value in brackets represents the P - value and value outside brackets represents path coefficients.)

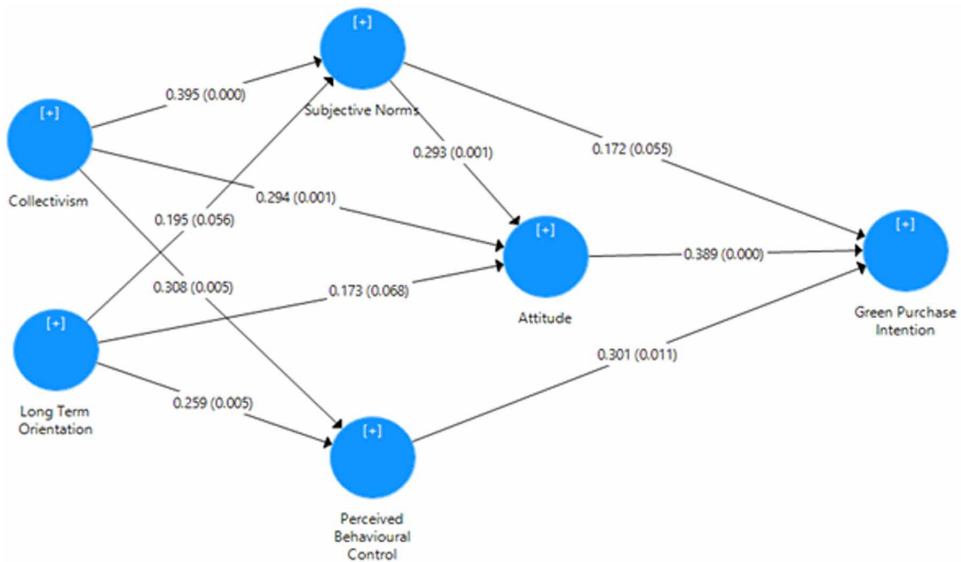


Table 5. Results

Path	Beta Value	P - Value
Collectivism -> Subjective Norms	0.395	0.000
Collectivism -> Attitude	0.294	0.001
Collectivism -> Perceived Behavioral Control	0.308	0.005
Long Term Orientation-> Subjective Norms	0.294	0.001
Long Term Orientation-> Attitude	0.173	0.068
Long Term Orientation-> Perceived Behavioral Control	0.259	0.005
Subjective Norms -> Attitude	0.293	0.001
Subjective Norms -> Green Purchase Intention	0.172	0.055
Attitude-> Green Purchase Intention	0.389	0.000
Perceived Behavioral Control -> Green Purchase Intention	0.301	0.011

scores of each construct are greater than 0.70 that indicates a good reliability. Convergent validity holds with AVE greater than 0.50 and discriminant validity is also present as indicated by the diagonals represented as a square root of AVE of the constructs' measures.

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Table 6. Demographics

Demographic Variables	Frequency
Family income	
Below 3 lakhs per annum	14
Between 3 to 6 lakhs per annum	36
Between 6 to 10 lakhs per annum	44
Above 10 lakhs per annum	26
Gender	
Female	54
Male	66
Age	
Below 25	46
25-40	58
Above 40	16

Findings and Results: Results show that formal norms are able to create knowledge and positive outcome expectancies regarding green products at 95% confidence interval. Knowledge and positive perceived expected outcomes are able to increase confidence in one's ability to perform green behavior at 95% confidence interval. Further, attitude has a significant impact on green purchase intention at 95% confidence interval. The results are presented.

SOLUTIONS AND RECOMMENDATIONS

India is considered a collectivist society according to Hofstede cultural dimensional score (Collectivism - 48). The study indicates that collectivism is positively and significantly related to attitude, subjective norms, and perceived behavioral control. The recent growth in globalization, liberalization, and urban areas has fragmented the collectivist societies in India into nuclear families. However, several families still adhere to the collectivist beliefs. India is also classified as 'high context' nation (Smith et al., 2018). This means the behavior of individual is very much context dependent. While designing integrated marketing communications managers should focus on the societal aspect that offers a sense of belonging to a larger society. In collectivist societies, the opinion leader behavior is followed by the members of the society (Kumar & Purbey, 2018). Managers can utilize this in their advertisement

Table 7. Item loadings

Research Items	Factor Loading
Formal Norms 1	0.779
Formal Norms 2	0.709
Formal Norms 3	0.746
Knowledge 1	0.749
Knowledge 2	0.79
Knowledge 3	0.828
Knowledge 4	0.815
Knowledge 5	0.725
Perceived Expected Outcomes 1	0.816
Perceived Expected Outcomes 2	0.818
Perceived Expected Outcomes 3	0.851
Perceived Expected Outcomes 4	0.73
Self-efficacy 1	0.689
Self-efficacy 2	0.767
Self-efficacy 3	0.856
Self-efficacy 4	0.829
Attitude 1	0.863
Attitude 2	0.853
Attitude 3	0.837
Attitude 4	0.838
Green Purchase Intention 1	0.854
Green Purchase Intention 2	0.902
Green Purchase Intention 3	0.833

Table 8. Construct reliability and validity

	Composite Reliability (CR)	Average Variance Explained (AVE)
Attitude	0.911	0.719
Formal Norms	0.787	0.553
Green Purchase Intention	0.898	0.745
Knowledge	0.887	0.612
Perceived Expected Outcomes	0.880	0.648
Self - efficacy	0.867	0.621

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Table 9. Discriminant validity

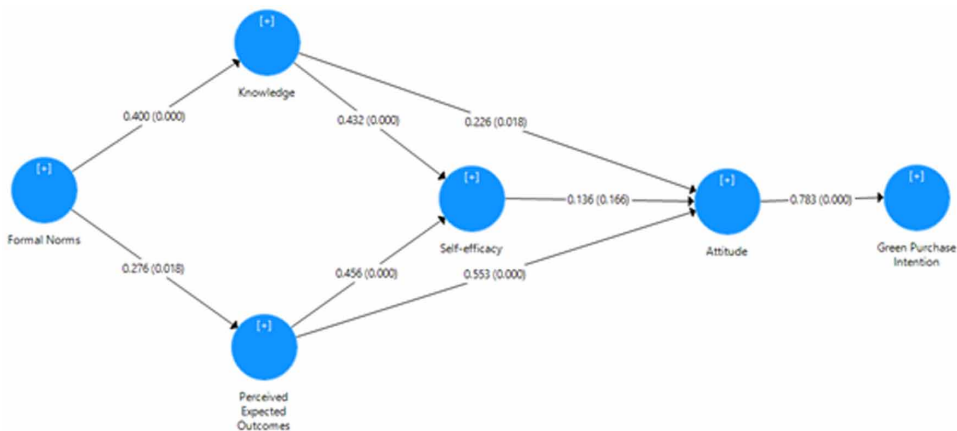
	1	2	3	4	5	6
Attitude (1)	0.848					
Formal Norms (2)	0.318	0.744				
Green Purchase Intention (3)	0.783	0.388	0.863			
Knowledge (4)	0.646	0.400	0.674	0.782		
Perceived Expected Outcomes (5)	0.783	0.276	0.728	0.588	0.805	
Self - efficacy (6)	0.687	0.382	0.717	0.700	0.710	0.788

Diagonal elements represent the square root value of AVE.

Table 10. Results

Path	Beta Value	P - Value
Formal Norms -> Knowledge	0.400	0.000
Formal Norms -> Perceived Expected Outcomes	0.276	0.018
Knowledge -> Self-efficacy	0.432	0.000
Knowledge -> Attitude	0.226	0.018
Perceived Expected Outcomes -> Self-efficacy	0.456	0.000
Perceived Expected Outcomes -> Attitude	0.553	0.000
Self-efficacy -> Attitude	0.136	0.166
Attitude -> Green Purchase Intention	0.783	0.000

Figure 4. Results (Note: Value in brackets represents the P - value and value outside brackets represents path coefficients.)



campaign to create positive evaluation of green products. Once green products are accepted and approved by the opinion leader, they may readily be accepted by other members of society.

Hofstede dimensional model assign 61 to India in Long Term Orientation (Hofstede, 2011). Indians strongly believes in the karma i.e. the action in present would determine the future consequences. The study found that LTO is positively and significantly related to the subjective norms and perceived behavioral control. The philosophical position of LTO dimension is in sync with the philosophical stance of sustainability which emphasizes on the sacrificing in present for future generations. This is evident in the position relationship between LTO and perceived behavioral control. Managers can design their advertising campaigns to exhibit the future benefits that the green products can bring to the future generations. These advertisements may entice LTO values in Individuals which may further strengthen the consumption of green products as a norm in society.

Government and institutions have a greater role in promoting the adoption and consumption of green products. Intuitional theory argues that an individual may not always act in socially desirable way. Therefore, government regulates the undesirable behavior by rules and regulations or formal norms. The study found that formal norms are able to create knowledge and positive perceived outcomes for green products. This indicates that the government has a larger role to create the awareness about green products. In India, people trust government policies. Therefore, policies promoting green products may help in forming more positive beliefs which may lead to consumption of green products. Knowledge created by formal norms enhances the confidence of individuals in their capabilities to perform green behavior. Positive expected outcomes also results in improving the confidence in individuals' capability to use green products. Policy makers may design rules and regulations that promote the use of green products. In India, recently government has come up with several advertising campaigns to promote pro environmental behaviors. The study suggests that policy makers may extend the policies to create favorable atmosphere for manufacturing, distributing, and consuming green products.

FUTURE RESEARCH DIRECTIONS

This study focuses on creating and examining an extensive model that can lead to the adoption of green products by people. Future studies may incorporate several other variables such as willingness to pay, perceived product attribute value to examine the impact of these variables on green purchase intention. Future studies can also be performed in other developing country context. Each country has its own cultural setting in which people behave differently. Future studies may also adopt a

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cross - cultural or cross - country studies and compare the findings of two or more countries. Future study may also combine the study 1 and study 2 and examine the effect of both internal and external values in a single framework. Selecting a different demography may bring some interesting results which can be endeavored in future studies.

CONCLUSION

The focus of the paper is to examine the internal and external values that impact the beliefs related to green consumption. The paper establishes the relationship between internal values and green behavioral intention in study 1. The study 1 examines the impact of cultural values on green purchase intention in which attitude, subjective norms, and perceived behavioral control act as mediators. The relationship between formal norms and green purchase intention is examined in study 2 in which knowledge, self - efficacy, perceived expected outcomes, and attitude act as mediating variables. The found that the awareness as well as the consumption level of green products is in the initial stage in India. Therefore, the study provides valuable insights to the managers and policy makers to promote green products. This study is first of its kind, which comprehensively examines the role of both internal and external values in assessing the green purchase intention among Indians. The study recommends to governments and intuitions to strengthen the rules and policies for promoting pro environmental behavior for companies as well as for individuals.

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KEY TERMS AND DEFINITIONS

Attitude: Attitude refers to the product of perceived expected outcome and evaluation of the outcome. In simple terms, attitude refers to the dispositions that one learns to respond to any event, stimuli or object in a persistent fashion may be favorably or unfavorably.

Collectivism: Collectivism refers to the orientation of society towards a collaborative stance in which the priorities of society is kept higher than the priorities of an individual. Individualism is opposite end of the collectivism. Individualism emphasizes on self-reliance and being dependent.

Formal Norms: Formal norms refers to the rules and regulations that social institutions or governments put in place for people to adhere. These regulations are applicable to all citizens of that nation and citizens must follow these regulations.

Green Purchase Intention: Green purchase intention refers to the behavioral intention or willingness of a person to purchase green marketing offerings. Green purchase intention does not guarantee a purchase, but it signifies the favorable or unfavorable evaluation one has about a specific product.

Long-Term Orientation: Long-term orientation refers to the belief in society members that the future is more prosperous than present. To the future more prosperous, members are ready to take corrective and preventive action in the present even if it may lead to parsimonies in consumption in present.

Perceived Behavioral Control: Perceived behavioral control refers to the comfort level of an individual to perform any particular behavior. The comfort level is determined from the one's confidence in his or her abilities to perform certain task at hand.

Subjective Norm: Subjective norms refer the rules and regulation designed by society on which one should function. For any specific behavior, society has set or designed norms on how to perform that behavior. Subjective norms refer to that kind of norms which an individual follows due to social pressure.

APPENDIX: RESEARCH ITEMS

Formal Norms (Delmas & Toffel, 2004)

There are heavy penalties for violations of environmental laws.

The Government has put up strong laws, policies, and regulations for environmental protection.

Descriptive Norms (Sreen et al., 2018)

Most of my family members buy green products.

Most of my friends buy green products.

Most of the people I know buy green products.

Knowledge (Mostafa, 2007)

I am familiar with the environmental phrases and symbols related to green products.

I am very knowledgeable about environmental issues.

I know which products are environmentally friendly products.

I know how to select products and packages that reduce waste in landfills.

I understand the phrases wet waste and dry waste and can sort it proper.

Perceived Expected Outcomes (Mostafa, 2007; Leonidou et al., 2010)

I feel a sense of satisfaction with the purchase of green products.

It would mean a lot to me if I am able to contribute towards society and environment.

I feel a sense of achievement with the purchase of green products.

I perceive that buying green products is a sense of justice to everyone.

Self - Efficacy (Tarkiainen et al., 2005)

I am capable of paying a higher price for green products.

I think of myself as an environmentally conscious consumer.

I chose products carefully to ensure no damage to the environment.

I support environmental programs and campaigns.

Green Purchase Intention (Armitage & Conner 1999)

I anticipate a green purchase in future.

I plan a green purchase in the near future.

I plan to buy green products for my next purchase.

Attitude (McCarty & Shrum, 1994)

Environmental protection is important to me when making product purchases.

I believe that green products help to reduce pollution (water, air, etc.).

I believe that green products help to save nature and its resources.

Given a choice, I will prefer a green product over a conventional product.

Subjective Norms (Armitage & Conner 1999)

People who are important to me think that I should buy green products.

My interaction with people influences me to buy green products.

My acquaintances would approve of my decision to buy green products.

Perceived Behavioral Control (Armitage & Conner 1999)

It is entirely my decision to buy green products.

I cannot pay more to buy green products.

I require a lot of time to search for green products.

I am confident about credibility of green product labels (ex: energy efficient rating such as 5 - star energy efficient).

Collectivism (Sharma, 2010)

The well - being of my group members is important for me.

Individuals should only pursue their goals after considering the welfare of the group.

I work hard for the goals of a group, even if it does not result in personal recognition.

Family members should stick together, even if they do not agree.

I enjoy sharing items and spending time with my group members.

People who are important to me want me to buy green products.

Long Term Orientation (Yoo et. al, 2011)

I tend to use my money carefully in present so that I can save it for future.

Failure does not stop me from trying again and again.

I work hard for success in future.

I would like to be secure in the future and hence I prefer long term planning.

I don't mind giving up today's fun for success in the future.

Chapter 8

Analyzing the Impact of Green Marketing Strategies on the Financial and Non-Financial Performance of Organizations: The Intellectual Capital Factor

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ABSTRACT

Green marketing strategies have the immense power of motivating both consumers and producers to get involved in saving the planet and, at the same time, to benefit from the potential of eco-friendly products while satisfying their needs. On one hand, this chapter reviews the theory on green marketing strategies, and on the other hand, it focuses on the manner in which organizations can obtain financial and non-financial performance with the aid of green marketing strategies mix. This study reports that intellectual capital factor plays a key role in discovering the optimum green marketing strategies mix, also placing natural capital among the notable capital factors that empower organizations' activities and strengthen their visibility on the marketplace. The quantitative and qualitative indicators that have been analyzed highlight the main economic, social, and environmental effects of business practices in Romania. The findings provide some interesting clues regarding the impact of intellectual capital and green marketing strategies on organizational performance.

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INTRODUCTION

Nowadays, people seem to become more and more concerned to improve their quality of life without compromising that of future generations and that is the reason why sustainable development within all nations' system represents a leading global concern. In addition, sustainability includes the idea of global society - based on respect for nature, standing for universal human rights, having in mind economic justice and striving for culture of peace, which means universally re - examining the countries policies on environmental protection, social responsibility and economic practice.

Green marketing - possibly the newest and most challenging form of marketing, is one of the most discussed and analyzed forms of marketing these days. Organizations, customers, governmental and state leaders are globally concerned about green marketing importance and potential, being extremely keen on discovering all the solutions and alternatives that green marketing might offer in terms of producing, promoting and recycling products that respect and preserve the environment.

However, as any other new discovery that comes to light at one moment or another, green marketing meets a few problems, such as: lack of confidence from organizations which are worried that their capacity of gaining profit and reaching the performance targets might be affected; lack of trust from consumers which are seeing some of the alternatives offered by green marketing as manipulative and, in some cases, even potentially harmful for their health; too much effort to replace conventional technologies and products with new ones.

This paper focuses mainly on the authors' perspective concerning the impact of green marketing strategies on both the financial and non - financial performance of organizations, with a particular emphasis on the place of intellectual capital factor among the key solutions for organizations worldwide. The authors show a great interest in their study in the "green movement" and "green practices" alongside other emerging forms of development such as Global Green Economy Index, green human resources and environmental management, green workforce, green intellectual capital, green initiatives, green marketing strategies, green performance indicators, green economy and business sustainability, green communities and smart cities, green banking, finance and accounting, having in mind at all times the imperative necessity to enhance peoples' awareness towards environmental protection, pro - environmental activities and green consciousness (The Global Green Economy Index™ (GGEI), 2018). In the same time, this scientific work addresses Romania's situation concerning business, environmental and human resources sustainability, making however valuable comparisons with the present international trends and evolutions in terms of environmental, political and social responsibility.

First of all, it should be stressed that this paper is structured as follows: the background section presents the role, importance and impact of organic marketing strategies on the financial and non - financial performance of organizations, with a particular interest in the implications of the intellectual capital factor, as well as revision studies of the main literature that are related to the interests of the authors; In addition, the present research contains methods for assessing and measuring the economic, environmental and social performance of intellectual capital in the context of sustainable development, which in turn highlights issues such as the importance of harmonious economic, environmental, and social development - a desideratum of today's sustainable business practices, the need to present and focus on sustainable development indicators for Romania, impacting on organizations' financial and non - financial performance, and the need to identify and consolidate all relevant indicators for measuring the social, economic and environmental impacts on financial and non - financial performance of organizations; moreover, the paper is keen to analyze and discover the aspects of the Romanian business sector with present and perspectives, given the Romanian organizations - opportunities and threats in troubled times; in addition, the study aims at reflecting the indicators that reflect the economic, social and environmental impact of the management of ecological human resources in Romania, with direct reference both to the indicators reflecting the ecological impact of ecological activities in Romania and to the synergy impact on the economy, the environment of attraction and use of "green methods" and "green practices"; at the end of this paper, the authors present several important and relevant research directions in the future as well as many important conclusions that enhance the importance of this subject as well as the economic, environmental and social aspects of environmental activity and activity, as well as green consumption opportunities and benefits.

Second of all, it should be noted that this paper has general objectives that come to emphasize the importance of analyzing the impact of green marketing strategies on the financial and non - financial performance of organizations and also to support the key part played by the intellectual capital factor in "going green" equation. In this context, the first general objective is, on the one hand, to highlight the implications of sustainability in enhancing the quality of life for families and communities, and, on the other hand, to distinguish the role of sustainable development in our society by focusing on the vital need to create and use environmental - friendly technologies and other related developments. In addition, the second general objective is to distinguish the impact of green marketing strategies on all parts of the society - individuals, business, communities, countries, governments and so on. Moreover, the third objective is to show that green marketing strategies represents an important

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trigger for organizational profitability and performance when associated with green human resources and intellectual capital, being capable to deliver environmental responsible products, efficient and environmental - friendly solution for improving people's lives, and also to promote a healthy place to live and work.

Third of all, it should be acknowledged that this research has specific objectives that come to strengthen the need to conduct an analysis of the impact of green marketing strategies on the financial and non - financial performance of organizations, putting human resources and intellectual capital on top positions when addressing green options and clean solutions for achieving social corporate responsibility, sustainable development, environment and energy, as well as poverty and waste reduction. Under these circumstances, the first specific objective makes reference to organizational performance and the way in which the basics of organizational performance should be seen while tackling today's' sensible issues, such as environmental quality, sustainable development and lifestyle, and durable environmental policies and initiatives. In addition, the second specific objective conveys the crucial connections that exist between green marketing strategies and the financial and non - financial performance of organizations and indicates the necessity of reanalyzing the nations' growth model centered exclusively on profit so that it includes as well the following main elements: increase concern for natural resources, human health and security; growing awareness for the effects of changes in the global environment; promoting efforts to eliminate, reduce or avoid pollution at the source; emphasizing the need of organizations to dedicate themselves to reaching excellence in their business, in order to be capable to ensure public safety and health, as well as harmonious co - existence with nature. Moreover, the third specific objective addresses the substantial role played by intellectual capital when exploring the impact of green marketing strategies on the financial and non - financial performance of organizations. Furthermore, the fourth specific objective refers, on the one hand, to presenting the way in which Romania's leaders, government, businesses and public respond to environmental problems, and, on the other hand, to analyzing the manner in which both economic and environmental concerns will reach a reconciliation.

In this complex and new context, the study considers several questions as being extremely relevant for the authors' research process, such as:

- When was the concept of "sustainability" first mentioned and in what way the idea of "going green" made itself remarked at an international level?
- How important is in reality business sustainability and which are its benefits, challenges and constraints?
- Where does green marketing start and is it solely focused on the promotion or advertising of products with environmental characteristics?

- Do businesses find themselves in need for green marketing strategies in order to become sustainable and what should the green marketing mix based strategies include?
- Is the social, economic and environmental impact of the sustainable businesses activities as well as the green product consumption notable and relevant for the human life and for the environment, and are the researchers able to measure with the aid of specific indicators both the impact and the consumption?
- Can sustainable activities be regarded, on the long term, as a profitable line of work and does sustainable growth and care for the planet's future generations pay off?
- Will the younger generations find themselves capable to see new perspectives and seek new development opportunities in the extraordinary potential of green human resources, green human resources management and green intellectual capital - as intangible assets for organizations?

More generally, in the long - run, the authors reckon that the cost to countries' economic growth of taking now immediate steps and measures to ensure a sustainable environment with the efficient use of natural assets is likely to be smaller than the cost of not acting.

BACKGROUND

Over the past decades, environmental, business and human resources sustainability has occupied the top positions of the international political agenda and has been regarded as a key driver for cleaner production through the development of green products, green labor through jobs focused on reducing carbon emissions, sustainable consumption through the successful green marketing strategies, sustainable innovation through (green) intellectual capital, and effective and powerful digital and communicational technologies through "smart cities" (National Science and Technology Council (NSTC), 2017).

In the same time, environmental, business and human resources sustainability was strongly associated with financial and marketplace success and has been seen as a major steer for corporate - social environmental performance through the development of a powerful sustainable companies culture, (green) human resource development through reliable principals of both sustainable human resources people and human resources decisions, and sustainable businesses competitiveness and long - term concern for their reputation through the organizations' abilities to attract and retain strong talent (United Nations Security Council, 2018).

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Consequently, political leaders, governmental bodies, business managers and renowned scientists all over the globe are expressing, on a constant basis, their great worries and concerns towards the Planet's future and the next generations' evolution, especially due to the threats brought by global warming and the effects of climate change on our lives, such as: the deterioration of the oxygen level in our atmosphere; the increasing level of pollution due to the greenhouse gases (such as carbon dioxide by burning fossil fuels for energy); the rising level of seas and the oceans' waters temperature increase; the alarming droughts, the inexplicable wildfires, the more frequent storms, the severe flooding and the more intense heat waves which threaten people's way of life and communities, their crops, the water supplies, as well as the wildlife (Popescu, 2011a; Popescu, 2011b). So, climate change and climate crisis introduce new challenges regarding both humans and wild animals' survival which need to be addressed adequately and most urgently, which, in turn, lead to the following extremely pressing questions: "Is climate change an event in the future or humanity is dealing with it right now?", "What role will play innovative thinking in the climate change equation and will it be capable to lead to climate resilience, climate mitigation projects and "green profits"?", and the list might as well continue.

Mindful of their social, economic and environmental impact, organizations worldwide soon realized that sustainability and growing sustainable will not just represent other two components in the political discourses, new trends or well-disguised marketing strategies; becoming sustainable will be in fact a whole journey, with its ups and downs, which will push them to reorganize and reanalyze their business strategies and operations, will force them to seek input and advice from a diverse range of stakeholders, will pressure them to use the green human resources skills into the organizational business process management, and will determine them to change their management system by using a new body of knowledge (Popescu, C.R. Gh.; Banța, V.C., 2019).

Under the complex circumstances presented above and also under the constant pressure in which countries find themselves while thriving to provide a more sustainable, responsible and more balanced future, the authors have to ask themselves a fundamental question:

- Where do the world's largest economies stand when it comes to providing sustainable solutions and services for people, communities, environment, organizations, and companies all across the globe?

Green Marketing Strategies: What Does It Take to Drive Change, Improve Practice, and Create Efficient and Effective Solutions for Climate Management and Resilient Cities?

The history of the “green movement” is far from being “brief” and for sure it is not recent: thus, the green movement has been going on for centuries and has evolved considerably since its early days. Even though, according to specialists, the conservation movement has European origins, the world’s leader in environmentalism is the United States of America - probably, on one hand, due the immigrants who came to the North American continent in the colonial era and, on the other hand, due to the natural habitat and the special ecosystem the immigrants encountered when they crossed the Atlantic. In the same time, firstly, it should be mentioned that the basic principles of sustainable forestry management exist since the medieval age and were known through Europe (more commonly in England, France and Germany), and, secondly, it should be acknowledged that in Asia biodynamic agricultural methods were currently used in raising crops and running farms (the spiritual worldview called “anthroposophy”) the very moment the farming communities were created (Clement, 2013; Steiner, 1995).

The green movement today is far more related to science and research rather than spiritualism as it was known in its early years (the “transcendentalist” movement avidly supported by Thomas Malthus, Ralph Waldo Emerson, Henry David Thoreau), as well as during the Industrial Revolution, the Conservation Movement (advocated and strongly promoted by John Muir, Theodore Roosevelt, Gifford Pinchot), or the Modern Green Movement (that started in the 20th century).

The green movement represents both a popular change in the plan or position for individuals or businesses, and a series of social, economic, political or ecological actions and events taking place over a given period of time that focus mainly on the following elements:

- Green agriculture, sustainable agriculture or organic farming that promotes environmental stewardship, consumption of product belonging to farm families and to small communities, innovative marketing and green practices (Popescu et al., 2017a; Popescu et al., 2017b);
- Green architecture and design, also known as “organic” architecture - a concept invented by Frank Lloyd Wright, that emphasizes the harmonization between human dwellings and natural world, focuses, on one hand, on buildings created with materials that did not needed considerable amounts of energy in order to be produced, and, on the other hand, on constructions that

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are matching perfectly the design of the environment where they are placed, reflecting culture continuity, concern for being ecological, as well as creative and idealistic (Frank Lloyd Wright Foundation, 2018);

- Green collar economy that considers that clean energy, on the one hand, and green economy, on the other hand, are the two major solutions to fiercely fight the devastating effects of both global warming (the greenhouse gas problems) and recession, offering individuals and communities viable alternatives, such as: creation of new “green” jobs, organic agriculture, hybrid cars, hybrid engines, solar panels, trees and urban gardens (Jons, 2008);
- Green consumer goods that were produced in a special way to protect the environment;
- Green consumers or green purchasers that are individuals concerned with being part of a greener lifestyle, committed to green environmental practices and to green businesses;
- Green economics - based on six main sectors, respectively renewable energy, green buildings, sustainable transport, water management, waste management and land management, that aims to reduce environmental, social and economic risks, scarcities, inequalities and disparities, promote sustainable development and green economic growth without affecting and degrading the environment, tackle the importance of direct valuation of intellectual and natural capital (Burkart, 2009);
- Green labor or green jobs that are keen on preserving and restoring the environment, which can be in traditional sectors, such as manufacturing or construction, or in new and emerging sectors such as energy efficiency or renewable energy, and that strive to improve both energy and raw materials efficiency, limit greenhouse emissions, minimize waste and pollution, protect and restore ecosystems, and also support adaptation to the effects of climate change (International Labour Organization, 2018);
- Green marketing focuses on promoting goods and services that are eco - friendly, sustainable, and with the lowest environmental impact, offering numerous advantages to business, such as, for example, access to new markets and competitive advantage;
- Green production that is environmentally harmless (Holban et al., 2017);
- Green technologies that are environment friendly, using energy and fuels in an efficient and renewable manner (Tociu et al., 2017).

It is our strong believe that probably one of the most recent and most challenging concepts brought to light from the list of terms stated above is green marketing. In the same manner, it should be stated that green marketing raises numerous doubts,

Table 1. “Going Green” Movement: Key concepts and main characteristics

Key Concepts	Main Characteristics
Green agriculture, sustainable agriculture or organic farming	Promotes environmental stewardship, consumption of product belonging to farm families and to small communities, innovative marketing and green practices (Popescu et al., 2017b).
Green architecture and design or “organic” architecture	Stresses harmonization between human dwellings and natural world, focuses, both on buildings designed with materials selected specially to protect the environment and on constructions that are matching perfectly the design of the environment (Frank Lloyd Wright Foundation, 2018).
Green collar economy	Emphasis that clean energy and green economy are solutions to devastating effects of both global warming and recession (Jons, 2008).
Green consumer goods	Produced in a special way to protect the environment.
Green consumers or green purchasers	Individuals focusing on greener lifestyle, committed to green environmental practices and to green businesses.
Green economics	Is based on six main sectors, respectively renewable energy, green buildings, sustainable transport, water management, waste management and land management (Burkart, 2009).
Green labor or green jobs	Are keen on preserving and restoring the environment (International Labour Organization, 2018).
Green marketing	Focuses on promoting goods and services that are eco - friendly, sustainable, and with the lowest environmental impact
Green production	Is environmentally harmless (Holban et al., 2017)?
Green technologies	Are environment friendly (Tociu et al., 2017).

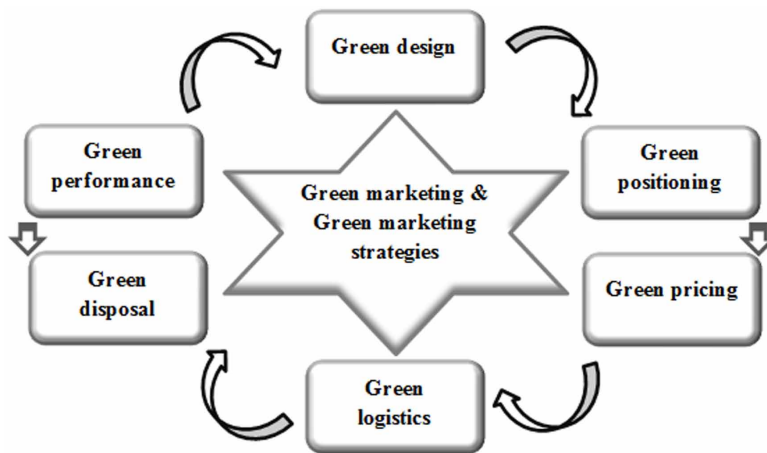
challenges and debates. In this turbulent context, specialists all over the world cannot help wondering whether green marketing will turn out to be in the end a winning strategy or a losing formula.

Green Marketing and Green Marketing Strategies: Human Synergistic and State of Diversity in Environmental Organizations

Green marketing, also known as environmental marketing or ecological marketing - an eco - friendly approach to doing business, takes into consideration every aspect of an industry process, starting from creating the products, moving on to

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Figure 1. Green marketing strategies - understanding the marketplace and underlying values and beliefs



packaging and ending with the public relations. In addition, it should be mentioned that green marketing takes into account the business process that is responsible for identification, anticipation and meeting the requirements of consumers and society, in a profitable and sustainable manner, being directly linked with social marketing and eco - businesses, and also that green marketing is a marketing technique that highlights a product due to ecological arguments.

Green marketing strategies are the ones helping the organizations to develop legitimate and effective green products and ways to promoting and selling these green products on the marketplace, but the key is for the companies to really be committed to sustainability in order to earn customers respect and loyalty over time. Among the most common forms of green marketing strategies the following ones are the most encountered ones are the ones presented below, namely: green design, green positioning, green pricing, green logistics, and green disposal. In should be further on mentioned that, in order to create the right green marketing strategies mix, the authors strongly believe that a new form of green marketing should be added, respectively: green performance.

- Green Design, which implicates developing waste - free products (for example, Fuji Xerox's Green Wrap, from Germany) (European Commission, 2018);
- Green Positioning, which means being against animal testing, supporting community fair trade, activate self - esteem, defend human rights, and protect

the planet Earth (for example, The Body Shop from the United Kingdom) (The Body Shop, 2018);

- Green Pricing, which refers to companies able to show their consumers in which manner they are able to save key resources while using their products (for example, Tide Coldwater Clean - an effective stain remover detergent from Tide company which advertises that by using this product consumers will save up to 50% on energy bills by using cold water in the washing process and not hot water, or Mitsubishi i - MiEV - the car positioned at the very top of “green” vehicles due to its energy impact score) (Procter & Gamble, 2018; Mitsubishi Motors, 2018);
- Green Logistics, which stresses the fact that the product’s packaging needs also to be green, not just the product or service itself (for example, Amazon’s Frustration - Free Packaging Initiative which lead to Amazon’s Frustration - Free Packaging Certification, due to the fact that not only the packaging is waste - free, but also for opening the waste - free packaging the consumers do not need knives or cutters);
- Green Disposal, which means that the organizations need to take into consideration the whole products’ life cycle, including the disposal step (for example, the food recycling machines installed in January 2016 in Ang Mo Kio Blk 628 Market and TiongBahru Market - two cooked food centers launched by Singapore’s National Environmental Agency in order to decrease Singapore’s carbon emissions - the Pollutant Standards Index showing the worse figures ever and reaching a hazardous level between September and November 2015 for Singapore) (TodayOnline, 2017);
- Green Performance, which reflects the financial benefits obtained by organizations when creating a balance between customers and environmental needs, such as quality, convenience, affordability, transparency, sustainability, communication and promotion efforts, and communities future (for example, Starbucks was declared in 2018, for the 12th time in a row, one of the World’s Most Ethical Company by Ethisphere Institute, for being able to embody all the characteristics of green marketing strategy, for conducting its business in an ethical manner and for striving to be transparent, accountable, responsible, and performance driven but without making any compromises) (Starbucks, 2018).

Impact of Green Marketing Strategies on the Financial and Non-Financial Performance of Organizations: Are Individuals and Organizations Getting Any Recognition for Growing Green?

Green marketing strategies are known to contribute to economic financial and non - financial performance, productivity growth, economic prosperity and environmental performance. Thus, green marketing strategies provide tremendous opportunities for business worldwide, such as improving the efficiency and efficacy with which they use raw materials, energy and water as well as showing a new path towards the benefits and advantages promised by new environmental technologies. However, green marketing strategies are facing a number of consistent challenges, such as the need to adapt the marketing mix to the new governmental long - term policies, or the necessity to make investments in low carbon and resource efficient technologies, in order to strengthen businesses resilience and constantly adapt to climate changes. So, under these circumstances, the specialist immediate attention shifts to two key questions:

- How do green marketing strategies influence the financial and non - financial performance of organizations?
- Are individuals and organizations getting any recognition for growing green? And can this recognition be transformed into a monetary equivalent?

Although the continued value growth of the Gross Domestic Product (GDP) and its association with population's wellbeing, prosperity, wealth, economic and social freedom, environmental protection, and healthy economic and social policies raised numerous controversies, specialists still believe that GDP represents one of the most appropriate economic indicators capable to reflect people's education, health, quality of life, the proper implementation of economic, social and environmental governmental policies, the scale and composition of a country's economy, the changes in technology that mostly affect the environment, decisions taken in terms of production and consumption.

Green Marketing Strategies: Impact, Strengths, Potential and Benefits for the Financial and Non-Financial Performance of Organizations

Green marketing strategies are the ones offering countries the most needed business potential and benefits to facilitate the shift to a low carbon business process and production, as well as to a resource efficient growth trend, focusing on generating

the necessary level of public or private investment, the right mix technology and infrastructure, and the combination of different types of capital to produce goods and services. Green marketing strategies mix have the potential to generate a considerable impact on today's society, environment and economy, focusing on the business strengths, potential and benefits, being able, in the same time, to ensure the financial and non - financial performance of organizations. Moreover, the analysis of the green marketing strategies mix should start from the five types of capital needed to ensure sustainable development and sustainable socioeconomic system, namely: human capital, social capital, natural capital, produced capital, and financial capital.

Type One: The human capital - already deeply implemented in the economics field and highly debated there; however a relatively new concept for the financial and accounting field mainly refers to the employees' knowledge, experience and skills, acknowledging the fact that labor capital is not homogenous (Popescu, 2017). The economists Gary Becker and Theodore Shultz emphasized, in the 1960s, the fact that both training and education were two forms of investment that could add a significant input to businesses' productivity, justifying their statement by stressing the fact that once the physical capital became more and more important for individuals, the opportunity cost of learning and improving their skills declined (Popescu & Popescu, 2018a; Popescu & Popescu, 2018b). Moreover, the concept of human capital was introduced in the financial and accounting field (for example, in corporate finance) where it is part of the intellectual capital.

Type Two: The social capital is a complex concept that was first defined as tangible assets that are encountered on a daily basis in individuals' lives, namely "goodwill", friendship, "sympathy", the social unity that exists between people and their families (Hanifan, 1916). The Organization for Economic Co - operation and Development (OECD) defines social capital as the network system of individuals' norms, values, understandings and beliefs that are capable to unite them and, in the same time, help them communicate (Organization for Economic Co - operation and Development (OECD), 2001). However, generally speaking, social capital might be regarded as shared values, beliefs and understandings between individuals that are part of a community (family, friends) or a working team (colleagues).

Type Three: The natural capital is mainly represented by elements vital to life, such as healthy soil, an abundance of raw materials, fresh water and fresh air. Green marketing strategies - developed to conserve this capital and ensure that it remains viable for future generations, takes into account the legislation that covers areas such as combating climate change, chemicals, industrial emissions and waste in order to help preserve and protect the natural capital,

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and have as a starting point the European Commission's framework directive on drinking water, on marine, air quality, inhabitants and birds directives, which specifically protecting the wildlife and the space it needs to survive (European Commission, 2015). In addition, green marketing strategies focus on biodiversity and the eliminating the threats facing the seas, soils and forests.

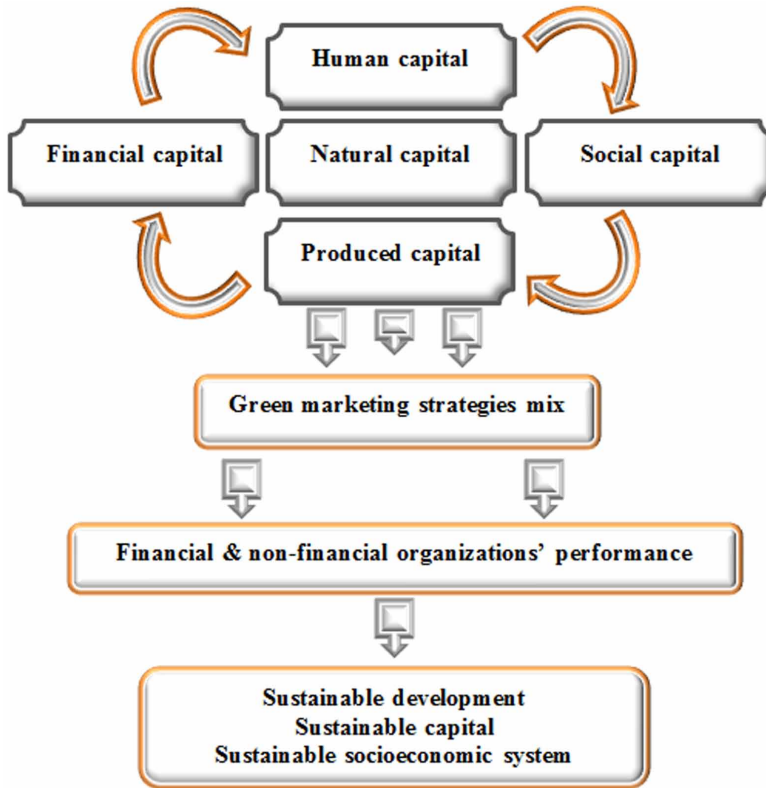
Type Four: The physical, produced or manufactured capital - also known as "man made capital", comprises tools, technology, machines, buildings, infrastructure, and refers to the human - created and production - oriented equipment, tools and machineries. In terms of green marketing strategies, the produced capital is important for ensuring the businesses' sustainable development in several manners, such as: the efficient and effective use of manufactured capital enables the organization to be more flexible and more innovative when it comes to producing goods and services on the marketplace; the sustainable use of manufactured capital helps the organization to be more environmentally orientated while using resources, offering the employees the chance to be more creative and more centered on the benefits brought by intellectual resources (Science for Environment Policy, 2017).

Type Five: The financial capital - symbolized by shares, bonds and banknotes, has no real value considered by itself (unlike the other forms of capital discussed in the lines above), however it empowers the other forms of capital (human capital, social capital, natural capital, and produced capital) to be owned, bought, sold, and traded on the marketplace (Science for Environment Policy, 2017).

The organizations must use the green marketing strategies in a responsible manner, so that all the capital assets are managed sustainably by creating a balance between the economy, the environment and the social factors. Moreover, the use of green marketing strategies helps entities to obtain numerous benefits represented by financial and non - financial performance of organizations:

- The first category of benefits is directly linked with human capital, namely:
 - In order to preserve the human capital and to ensure its best use by green marketing strategies, the most important aspect refers to guarantee the highest health standards, which refers to:
 - Creating goods and services that satisfy the health requirements.
 - Promoting goods and services that satisfy the health requirements.
 - In order to preserve the human capital and to ensure its best use by green marketing strategies, individuals should be encouraged act creatively and be innovative.

Figure 2. The five types of capital needed to ensure sustainable development and sustainable socioeconomic system



- The second category of benefits is directly linked with social capital, namely:
 - In order to preserve the social capital and to ensure an adequate law framework, which refers to:
 - Creating a trusted, accessible and strong system of governance and justice, that is able to promoted corporate social responsibility and good governance.
 - Promoting a trusted, accessible and strong system of governance and justice, that is able to promoted corporate social responsibility and good governance.
 - Preserving the social capital can only be successfully managed only by promoting individuals' development, natural resources' protection, and safe working environments.
 - The third category of benefits is directly linked with natural capital, namely:

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- In order to preserve the natural capital the elements below need to be distinguished:
 - In the extraction and use process of raw materials, minerals, oil (and other natural resources) the quantity involved should be chosen in accordance to the environment's capacity to recycle the potential effects on the planet.
 - In the extraction and use process of raw materials, minerals, oil (and other natural resources) the quantity involved should be optimally chosen in order to maintain a balance between the ecological - biological systems and productivity.
- Preserving the natural capital can only be successfully managed only by promoting safe environments, safe and resilient communities.
- The fourth category of benefits is directly linked with physical, produced or manufactured capital, case in which this particular form of capital can be sustainable with a minimum use of natural resources and a maximum use of infrastructure, technologies, businesses processes, human innovation, abilities, skills, potential and intellectual capital.
- The fifth category of benefits is directly linked with financial capital which focuses on providing a numeric value to all the other forms of capital, namely human capital, social capital, natural capital, and produced capital, which implicates creating the right combination of green marketing strategies. In the same context, it should be mentioned that according to the Social Capital Index (Organization for Economic Co - operation and Development (OECD), 2018), Produced Capital Index (The International Institute for Sustainable Development (ISD), 2016), as well as Natural Capital Index (National Institute for Public Health and the Environment (NIPHE), 2002) all these specific types of capital have a strong influence on the financial and non - financial performance of organizations.

Intellectual Capital and Natural Capital: Will “Unleashing” and “Combining” These Two Major Forces Lead to Performance, Excellence and an Adequate Social-Ecological-Environmental Interface and Model?

Nowadays, acknowledging and understanding the role and importance of knowledge assets in business performance processes proves to be crucial. In the same time, accounting, managerial and economics professionals are presenting new ways of exploring, evaluating, measuring and reporting the value of intellectual capital. Moreover, Human Resource Development (HRD) practitioners are establishing new methods of assessing the value of knowledge assets in order to show knowledge

asset's contribution at the organizations level. The purpose of this section is to stress the importance of evaluating knowledge assets, and, in particular, the role played by intellectual capital and natural capital and their impact on business performance. However, this section emphasizes the fact that some of the methods used in measuring the value of intellectual capital and natural capital may be also seen as subjective, and additional rationale and further methods should be used in order to double check the findings and consider them as being relevant for the organization's performance as well as its future development and evolution. That is the reason why the elements presented reflect also emerging ideas about the manner in which organizations may measure the value of individual's education, training and personal development, but will add the limitations that might occur in this process.

Methods of Evaluation and Measurement of the Economic, Environmental and Social Performances of Green Marketing Strategies in the Context of Sustainable Development

Both intellectual capital and natural capital are two defining factors for green marketing strategies, positioning themselves at the very basis of the green marketing strategies mix. Moreover, intellectual capital and natural capital combined are helping organizations to obtain a competitive advantage due to the fact that knowledge is a unique, irreproducible and limited in time intangible asset and a resource that enables prosperity for the organizations, while the environment sustains the organizations' performance, increases the organizations' efficiency and effectiveness when used properly, and ensures the businesses continuity in time.

In order to support the statements presented above, the following aspects need to be considered:

Step 1: When addressing the defining characteristics of green marketing strategies mix, both intellectual capital and natural capital should be regarded as an integrated whole, not as standalone issues, because only in this manner the ambitious economic, financial, environmental and social organizational goals can be reached.

Step 2: When creating and analyzing the organizations' green marketing strategies mix, both intellectual capital and natural capital should be seen through multiple perspectives, such as: first of all, intellectual capital may be defined as having four components, which are human capital - which is mostly based on employees' knowledge, experience, talents, skills and working attributes, structural capital - which is based on the knowledge used by employees daily, customer capital - which refers to the relationships that are formed between the organization and the clients, and competitor capital - which embodies the organizations' strengths and advantages

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Table 2. *Intellectual capital and natural capital: two major forces leading to performance, excellence and a social - ecological - environmental model*

Intellectual Capital	Natural Capital
<ul style="list-style-type: none"> Exists, relates and depends on people on - going existence (Sveiby, 1997). 	<ul style="list-style-type: none"> Is represented by air, water, soil, ecosystems that support all forms of life and is considered the very essence of life, the essential basis of economic growth and the defining point for generating long - term productivity (United Nations Conference on Environment and Development (UNCED), 1992).
<ul style="list-style-type: none"> Includes trade secrets, trademarks, business practices, business processes developed within the organizations, employees' knowledge and creativity, individuals' abilities to work in an effective manner, employees' relationships with the company's suppliers and clients (Stewart, 1997). 	<ul style="list-style-type: none"> Defines Earth's natural assets, focusing on strong ecosystem attributes and characteristics that enable human life and activity (UNEP Finance Initiative, 2012).
<ul style="list-style-type: none"> Shows the value of human knowledge as a financial asset (Lev, 2001). 	<ul style="list-style-type: none"> Can be supported and promoted through sustainable assets' management (Bailey, 2013).
<ul style="list-style-type: none"> Creates a strong bond with organizational performance and makes the difference between accounting - based and market - based performance, being an important efficiency, efficacy and performance trigger for both of them (Serenko & Bontis, 2013). 	<ul style="list-style-type: none"> Can be defined as the "world's stocks of natural assets which include geology, soil, air and living things". Moreover, from natural capital humans create a wide range of services called "ecosystem services" which make human life possible (World Forum of Natural Capital, 2013).
<ul style="list-style-type: none"> It is a key driver for competitive advantages in organizations (Popescu, 2018). 	<ul style="list-style-type: none"> Represents a "global asset", having an enormous value for both present and future generations (Masera & Faaij, 2014).
<ul style="list-style-type: none"> Has an important value in the business process, helping the resources estimations and allocations in organizations (Organization for Economic Co - operation and Development (OECD), 2018). 	<ul style="list-style-type: none"> Refers to the Earth's biological resources which are vital for human's activities, economic development, and social accomplishments and well - being (Convention on Biological Diversity, 2018).

by comparison with other companies (Bhatti et al., 2011; Bhatti & Zaheer, 2014); second of all, intellectual capital may be described as having three dimensions, which are human capital - based on human resources, structural capital - based on organizations, and relational capital - based on organizations' relationships with the natural capital (the environment) (Jardon & Dasilva, 2017); third of all, intellectual capital is the organization's set of knowledge assets that significantly contribute to the organizations' competitive position by providing added value to stakeholders (Marr & Schiuma, 2001); fourth of all, natural capital - represented by minerals, biodiversity, clean air, land, water and ecosystem services, has two major components, namely the abiotic natural capital referring to subsoil assets and biotic natural capital addressing the ecosystem services (United Nations Conference on Environment and Development (UNCED), 1992).

Table 3. Intellectual capital and natural capital: ways of measuring organizations' performance

Measuring Organizations' Performance	Influences On Green Marketing Strategies Mix
Consumers' purchase intentions:	Green and ecological purchasing consumer interest are based on the influences of four key trigger factors: environmental knowledge, environmental concern, attitudes, and social influences; however collectivism and individualism individual patterns make a significant difference when it comes to consumers' purchase intentions(Chen, 2013).
	Consumer characteristics and purchasing habits are analyzed in the same time with social influences, on the basis of ecological consumer interests and buying decisions (Wang, 2014).
	Impact of brand image and service quality on consumer purchase intention, with normative and informative susceptibility having indirect effect on consumer purchase intention, and a study of retail store in Pakistan (Arslan & Zaman, 2014).
The five - levels plan of evaluating the impact of green marketing strategies mix:	Integrating "social and environmental goals into marketing programs" and generating a five - levels plan - opposition, preservation, socialization, collaboration, and integration (Louppe, 2006).
	Level no. 1: Opposition: governmental leaders and managers do not feel that there are any concerns regarding the environment.
	Level no. 2: Preservation: organizations focus on environmental protection and feel responsible for the nature and the assurance of sustainable development.
	Level no. 3: Socialization: organizations become involved in environmental, cultural and humanitarian activities, acting as volunteers in social and environmental projects.
	Level no. 4: Collaboration: organizations are responsible socially and environmentally (corporate social responsibility).
	Level no. 5: Integration: organizations are striving to gain customers interested in eco - friendly products and services, and make the creation, design and selling process of eco - friendly products and services a goal for being more competitive in the future.

Step 3: When measuring the organizations' performance generated by the green marketing strategies mix, both intellectual capital and natural capital should be seen through multiple perspectives on the one hand, a possible manner to evaluate the impact of green marketing strategies mix focuses on consumers'

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purchase intentions (Chen, 2013; Wang, 2014; Arslan & Zaman, 2014), and, on the other hand, another possible way to evaluate the impact of green marketing strategies mix is by integrating “social and environmental goals into marketing programs” and generating a five - levels plan - opposition, preservation, socialization, collaboration, and integration (Louppe, 2006).

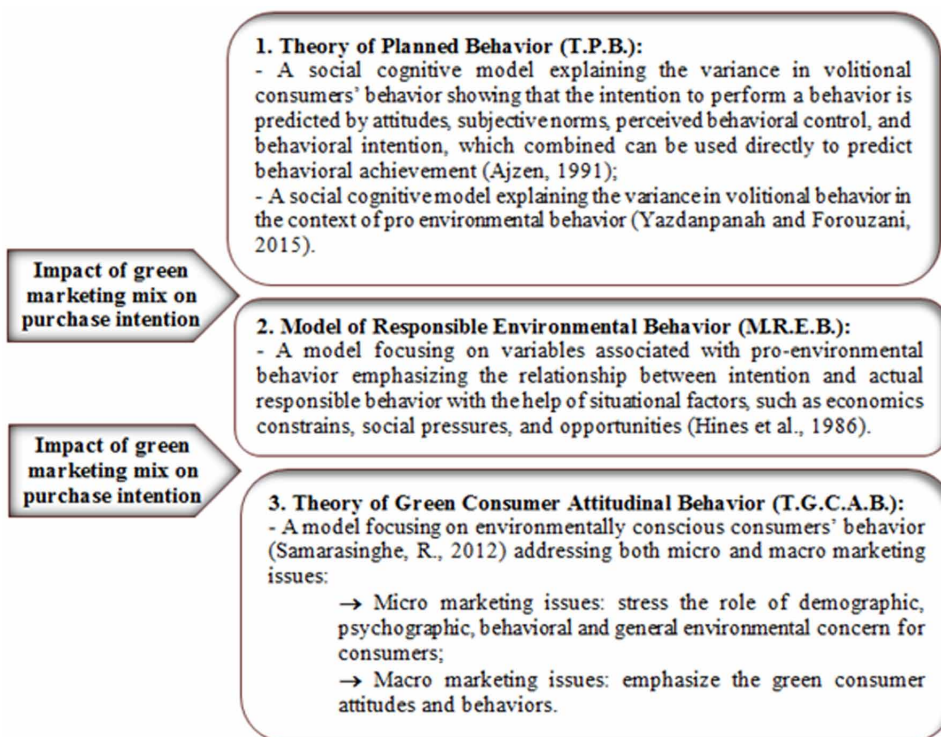
Green consumer attitudinal behavior is extremely difficult to be assessed especially when analyzing the impact of green marketing mix on purchase intentions. At an international level, there are numerous models and frameworks as well as theories attempting to describe and to measure the impact of green marketing mix on green consumers’ purchase intentions. Among these theories and models could be mentioned the following ones: the Theory of Reasoned Action (TRA) (Ajzen & Fishbein, 1980), the Theory of Planned Behavior (TPB) (Ajzen, 1991), and the Model of Responsible Behavior (Hines et al., 1986).

CASE STUDY

Romania: One of the Oldest Sustainable Rural Civilizations in Europe; Present and Perspectives for a Country With a Long Tradition as a Sustainable and Resilient Society

After closely and extensively examining some previous works on challenging subjects such as green marketing and green marketing strategies mix, financial and non - financial performance, as well as the impact of several forms of capital (with a particular interest in natural and intellectual capital) on the economic, social and environmental fields, the authors’ objective is to bring a new contribution to the literature by presenting the case of Romania - one of the oldest sustainable rural civilizations in Europe and a country with a long tradition as a sustainable and resilient society. As far as the authors know, no previous research has investigated and analyzed the impact of green marketing strategies on the financial and non - financial performance of Romanian organizations, with a keen focus on the intellectual and natural capital factors. Moreover, according to the authors’ knowledge, there is no previous research using the same approach, even though there has been previous evidence of the impact of green marketing strategies on the financial and non - financial performance of organizations, as well as the influences of several forms of capitals on organizational performances. Furthermore, it should be noted that by

Figure 3. Theories and models of green consumers' behavior and the impact of green marketing mix on purchase intentions



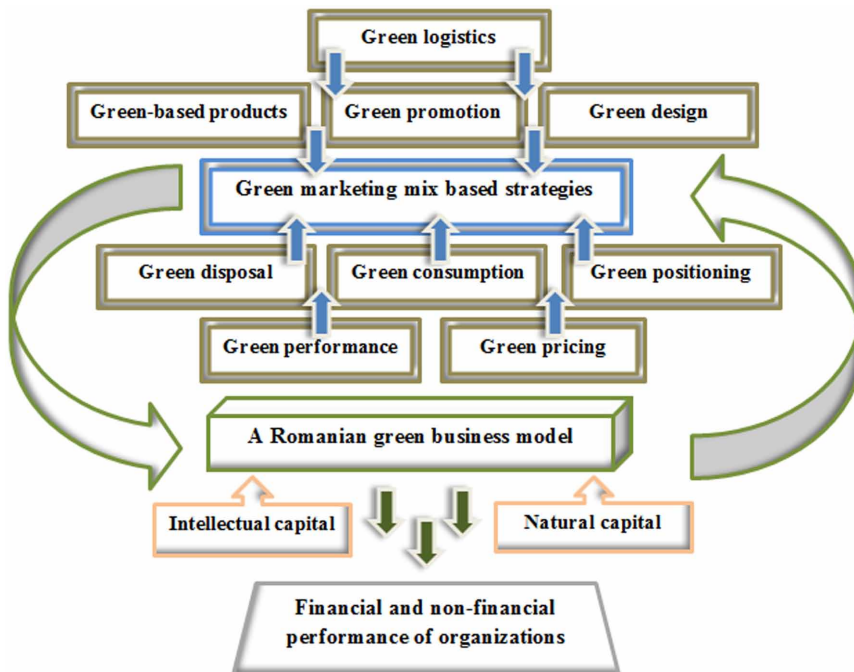
addressing green marketing strategies, green profits and green performance and by focusing on the benefits brought by combining the capital factors into this mix (and especially the intellectual and the natural capital), Romania will be able to position among the leading European countries concern with sustainable development problems (Georgescu - Roegen, 1971).

An Inclusive Model for Romania: Showing the Impact of Green Marketing Strategies on the Financial and Non-Financial Performance of Organizations, Centered on Intellectual Capital and Natural Capital

The solution proposed here addresses an inclusive model for Romania showing the impact of green marketing strategies on the financial and non - financial performance of organizations, centered on intellectual capital and natural capital.

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Figure 4. An inclusive model for Romania showing the impact of green marketing strategies on the financial and non-financial performance of organizations, centered on intellectual capital and natural capital



This model is a good solution for this current analysis, due to the fact that is as close to the real system as possible, the description is realistic enough and can be easily used since organizations' today are keen on intellectual capital benefits. In the same time, this model enables organizations and society to understand how the attributes of green marketing strategies may boost job enrichment and could contribute to financial and non - financial performance when combined with intellectual and natural capital.

SOLUTIONS AND RECOMMENDATIONS

Green marketing strategies play a significant role on financial and non - financial performance of organizations, especially when combined with the capital factors' potential and particularly when valuing the immense benefits brought by intellectual and natural capital factors. In the same time, green marketing strategies have a central role in improving the quality of life in society, both at community and individual

level, by creating vital products, places of work and prosperity. Moreover, green marketing strategies may also be considered a source of innovation and growth, and a booster factor for the organizations' credibility. However, unfair competition, economic growth based on seizing resources by any means, lack of confidence of staff in organizations, lack of consideration for security conditions, workplace safety and the rights of employees, are all elements directly harming the economic - social - environmental balance of a country or region. Among the possible solutions and recommendations, the following ones should be taken into consideration:

- Measures that need to be taken into consideration by the business environment: The adaptation of international standards of compliance and their accessibility at all levels for decision makers, not only for top management, but also for responsible structures company compliance, in order to implement green marketing strategies; the development of the activities within the limits of the provisions of a functional and personal system ethics and compliance management; the implementation of private and public - interest warning lines at the level of all organizations in order to report the situations in which green marketing strategies are not respected; the increase in the transparency of annual reporting on business activity and the stages of implementation and functionality of green marketing strategies.
- Measures that need to be taken into consideration by public authorities: Implementing an effective punishment system for the organizations that do not respect the economic - social - environmental practices and balance; unifying and streamlining the legislation and obligations applicable to the businesses environmental tasks; ensuring the stability of the legal climate applicable to the business environment; making exchanges of best practices at an international level; the organization of regular public consultations between representatives of the public sector and the environmental sector with the businesses' representatives on the impacting of economic activities on the society and the environment; creating public databases of in which the economic, social and environmental issues to be addressed.
- Measures that need to be taken into consideration by citizens and society: Monitoring how the implementation of management systems takes place in terms of green marketing strategies, ethics and compliance; monitoring the way in which organizations conduct their business and alert the public authorities about the uncertified practices; making and publishing company rankings in terms of business ethics and green marketing strategies implementation stages; trying to buy products and services from companies with a reputation to be integral, to act ethically and responsibly towards the environment and the society.

FUTURE RESEARCH DIRECTIONS

The future analysis of the impact of green marketing strategies should not only focus on the financial and non - financial performance of organizations or the forms of capital with a great potential to enhance the results generated by the green marketing strategies mix, it should take into consideration sensible aspects such as: the potential costs of fully implementing the green marketing strategies in organization; the national and international legislation of fully implementing the green marketing strategies in organization; the connections with agrarian economy and rural development and especially the sustainable development of rural areas; social factors in the local economy; green energy as sustainability factor and knowledge based management strategies for establishing and capitalizing the competitive advantages of companies; innovation and competitiveness through international know - how transfer, as well as effective living systems and approaches.

CONCLUSION

To sum up, our work is centered on reviewing, exploring and examining the impact of green marketing strategies on financial and non - financial performance of organizations, with accent on the distinctive role played by the intellectual capital factor, but with a strong emphasis on the essential part played by the natural capital factor.

Firstly, this thesis documents several key contributions made to the economic, social and environmental fields, by reputed researchers and well - known specialists, who stressed the fact that the era previously started by the new economy or knowledge based economy was naturally followed by the “green movement” stage, which managed to change at some extent the already existing values of human kind and recreated the link with nature, natural preservation, ecological awareness and concern for the future generations and Earth’s life.

Secondly, this thesis has made a number of significant contributions to the economic field. The work presents the immense potential of green marketing strategies and green marketing strategies mix for economic, social and environmental purposes, however underlining the fact that by properly combining the five types of capital (human capital, social capital, natural capital, produced capital, and financial capital) green marketing strategies mix may only become stronger and offer far more financial and non - financial benefits to organizations world - wide. Moreover, this study outlines the fact that among the most common forms of green marketing strategies

green design, green positioning, green pricing, green logistics, and green disposal are the most encountered ones. However, the authors emphasize the belief according to which in order to create the right green marketing strategies mix a new form of green marketing should be added, namely green performance. Under these given circumstances, the study offered significant arguments to strengthen the fact that the elements distinguishing the “green movement” will not be complete without key components such as “green money”, “green profit”, “green accounting”, and “green performance”. Furthermore, the authors explain that in order to develop adaptive strategies to global warming, and to be able assist humans, animal and plant species, endangered ecosystems, regions, nations in order to adjust to the effects of global warming, using the optimum green marketing strategies mix is a must, which will in turn require all the positive implications brought by introducing the benefits brought by the five types of capital (human capital, social capital, natural capital, produced capital, and financial capital).

Thirdly, according to the authors of this scientific paper, intellectual and natural capitals give a significant advantage to any organization and in particular to the one that is already tackling the green marketing strategies mix. In this respect, it should be stated that a significantly profound challenge is to identify the natural environmental dynamics in contrast to environmental changes when businesses are becoming more and more aware of their influences on the economy, society and environment.

Fourthly, the article offers an example of good practice by choosing to present the advantages and practicability of combining intellectual and natural capitals with organizations green marketing strategies in the case of Romania - a country which currently strives to become a circular economy, on one hand, in order to respect the EU rules and regulations, and on the other hand, due to the fact that it already imposed to itself to center on people’s benefits and natural systems’ survival. Considerable progress has been made in the case of Romania, however financial and non - financial performance and excellence for its organizations will still occupy a sensible position on the leaders and managers agenda. Our investigations into this area are still ongoing, however it is our strong belief that the elimination of pollution and toxicants in the air, water, soil, and buildings, as well as preservation of biodiversity and protection of endangered species, combined with conservation and sustainable use of resources (such as, water, energy, raw materials, land, natural resources, and air), targeting sustainable and less polluting waste management and waste reduction, will only prove to be beneficial to organizations’ performance as a whole and to organizations’ future goals and perspectives.

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KEY TERMS AND DEFINITIONS

Corporate Social Responsibility: It is also known also as corporate citizenship, is a concept that attracted by far a lot of attention in the last years due to its appealing nature as well as its intriguing implications, and represents a self-regulating business model that enables companies to be socially accountable to their customers, public, communities, stakeholders, governments, and state by showing that they are conscious at all times about the manner in which their activities affect the economy, the society, and the environment.

Green (National) Accounting: It is a concept that raises far too much confusion, unreasonably far too many disagreements and way too many controversies, emphasizing a new system of sustainable accounting that enables the calculation of income for a country by taking into consideration the economic damage in the natural resource base of an economy, serving numerous purposes, such as the welfare equivalent income, sustainable income, net social profit and being linked to Green Net National Product (“Green NNP”) as well as to “greener” national accounting aggregates - namely, “genuine savings” and “Eco-Domestic Product.”

Global Green Economy Index: It was launched in 2010 and was then the first green economy index, measuring by both qualitative and quantitative methods the green economy performance of a significant number of countries and the way in which specialists assess performance (for example, in 2018 it focused on 130 countries all around the globe), targeting the following four dimensions: leadership and climate change, efficiency sectors, markets and investment, and the environment.

Green Human Resources Management: It is, in essence, one of the healthiest—if not the healthiest—organizational strategy for the future, which refers to the organizations’ sustainable use of human resources management values, philosophies, policies and practices aimed to promote and ensure that all the existing business resources are eco-friendly; there are two main directions, on the one hand, a direction targeting environmentally friendly human resources practices, and, on the other hand, a direction centered on the preservation of knowledge capital.

Green Marketing: It is presumably one of the newest, most challenging and highly spoken off forms of marketing these days, which mainly refers to the activity in which the production, promotion, advertisement and recycle of environmentally - friendly products takes place, having however a much larger acceptance among specialists according to the American Marketing Association due to three possible ways to be defined, respectively: in terms of sales, social marketing implications and the environment.

Green Marketing Strategy: It is an essential requirement when activating in an environmentally friendly organization and takes into consideration two major perspectives: the first one aims to determine the importance of the green consumer

segment for the organization, and the second one endeavors to achieve weather the organization will acquire a different position on the marketplace once associated with sustainable environment and lifestyle, green products, energy efficient, renewable, and sustainable resources.

Green Performance Management: It links the environmental concerns of the organizations (the issues related to the “green wave”, the integrated management performance) to the general organizational process by which employees are enhancing their professional skills aiming to achieve the organizational values, goals and objectives in an optimum manner.

Intellectual Capital: It is one of the most delicate, engaging, cunning and volatile concept available in today’s modern society, referring in the same time or separately (depending on the circumstances) to the influence of non-material factors on the economy or to the intangible assets and factors of the organizational work, addressing a new vision for competing with the future for the organizations – far from the traditional one, stressing the importance of individuals, enterprises, institutions, communities, countries hidden potential and values on the society, the economy and the environment capable to cultivate creativity and wellbeing.


Sustainable Development Progress Goals and Model: It addresses a new set of challenges and targets for countries worldwide that turns out to be focused on more inclusive concerns and visions, such as end poverty in all its forms everywhere in the world; end hunger with the aid of improved nutrition, sustainable agriculture, and food security; promote wellbeing and ensure a sane life for all individuals; ensure availability and sustainable management of water and sanitation for all individuals; ensure access to affordable and sustainable forms of energy for all; promote sustainable economic growth and sustainable industrialization by fostering innovation; and make communities inclusive, safe, and sustainable.

Sustainable Organizational Performance: It represents a more integrated way into the consciousness of corporate organizational responsibility, learning and development of making profit and being efficient on the marketplace, which is designed to support long-term sustainable organizational goals and outcomes by balancing people, the state of wellbeing, prosperity, and the planet.

Chapter 9

Greenwashing as Influencing Factor to Brand Switching Behavior Among Generation Y in the Social Media Age

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ABSTRACT

Nowadays, social media (SM) platforms provide easy and affordable tools to market products' brands and services to a wider audience. It is rampant that many fast-moving consumable goods (FMCG) companies are using deceit-marketing tactics perceived as more environmentally friendly sensitive to their environment through the application of social media platforms. This deceptive approach is often used to enhance their market share base, profitability, brand equity, increase brand loyalty, increase their sales volume, and expand brand equity at the expense of Generation Y ignorance. This incessant practice of deceit tactic is called "greenwashing." Greenwashing has become prevalent and increasing in geometrical progression in the FMCG industry targeting Generation Y using the power of social media platforms. The high rate of this concern has become increasingly popular and interesting due to large benefits associated with green marketing initiatives and the role SM is playing towards it.

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INTRODUCTION

Green washing is a deceitful practice adopted by organizations to lure consumers to believe in the green compliance of their product or service (Dahl, 2018). Green marketing has become a part of marketing strategies to entice the attention of consumers who are environmental conscious (Grant, 2015). According to Grant (2015) and Polonsky et al. (2010), green marketing is a multifaceted set of actions that aid the attainment of fulfillment of human wants and preferences, with little or no harm, and adding positive impacts to the environment. Green marketing is a model and approach adopted by an organization in which green attitudes are adopted to be more preference or environmentally friendly. In contrast, green washing is a deceptive behavior in which green marketing is dishonestly modeled and used as a deceptive tool to lure the target market, to stimulate their consciousness that a firm's offerings are ecologically compliant (Chen et al., 2015; Parguel et al., 2011).

Both Generation Y and FMCG companies are conscious of eco - friendly products, which are generally labeled 'green products', however, these young cohorts specifically are more mindful of eco - friendly products and their environment. Studies in marketing have revealed that "more and more consumers would rather buy goods and services from companies that are concerned for the environment, which is why company managers and owners have to add the ecological vector to the administration" (Kotler, 2011; Kotler et al., 2009). This emergent concern prompts FMCG brands to opt for environmentally friendly marketing practices in their production processes, as well as in the final production of their offerings to the target market (Daels, 2017). Globally, evidence has indicated that young consumers and society in general are craving green products, and this has influenced buying behavior processes (Barua & Islam, 2011; Peattie, 1995). Barua & Islam (2011) asserted that the recent rise in eco - friendly FMCG is not constant due to transformation and information from country to country, region to region, ethical beliefs, culture to culture, young to old, male to female. However, most influential is the active engagement of Generation Y on social media platforms on environmental issues.

Horiuchi et al. (2009) argued that firms' resources are limited while consumers' wants and preferences are ever changing. On this note, it is vital for advertisers to maximize the available resources professionally and judiciously to achieve organizational goals and objectives as well as satisfying consumers' wants and preferences. Therefore, 'green marketing' is inevitable. In fact, "the end product of green marketing is this environmental protection (eco - friendly) for the present and the future generations" (Choudhary & Gokarn, 2013). According to Grant (2015), green marketing is a multidimensional set of measures that strive to satisfy target

consumers' wants and preferences without adverse and detrimental impact on the environment. In a nutshell, green marketing entails the satisfaction of the target market through company products and service as well as adding great value to the environment. This chapter will look into the role of SM in the effort to curb the relentless practices of green washing, factors promoting incessant practices of green washing and the negative impact of green washing on Generation Y.

BACKGROUND

Communication Channels Susceptible to Green Wash: Generation Y

Generation Y are young people born between 1977 and 1995 (Hwang et al., 2015), contrary to the study by Gueny et al. (2014) that posits that Generation Y are a demographic set of people born between the years of 1979 and 1994. Scholars have not finally settled on concrete dates, there rather exist a consensus that the Generation Y encompasses young people born during the year 1980s and early 2000s (Helderwerdt, 2017). These young cohorts are often referred to as Millennials, Echo, digital natives and Generation Y (Helderwerdt, 2017). Helderwerdt (2017) and Gueny et al. (2014) assert that Generation Y represent 60 million people, as the highest cohort on the earth, and are characterized by diverse preferences and characteristics, and they are technologically savvy. This Generation Y has a special regard for environmental concerns (Hwang et al., 2015). McKayn (2010) mentions that Generation Y is viewed as people on 3R: Reduce, Reuse and Recycle. The researcher also, revealed that 69% of Generation Y prefers to recycle their household waste, namely paper, plastic and glass. They are known of their sensitivity towards environmental issues and willingness to be responsible (Helderwerdt, 2017).

For the purpose of this chapter, the term Generation Y will be used to describe young consumers aged between 18 and 35 years as supported by (African Union Commission, 2006). Therefore, most users of social networking services refer to Generation Y as young consumers. The target population for the chapter was specified as young and vibrant males and females, aged between 18 and 35 years, registered with active social networking sites. This statistic reports that most of Generation Y belongs to one or two social media platforms or instant message platforms. For instance, the Facebook is Generation Y leading social networking site with over a billion registered active accounts and currently managing over 2.2 billion monthly active users (Statista, 2018). Facebook is among the social networking sites that

are significant to FMCG firms. It is a reliable and cost - effective media that can be used to halt or curb incessant activities of green washing, as a tool to exploit the innocent Generation Y on social media. Based on the nature of this book chapter, the measures are suggested to curb geometric the progression of green washing on social media platforms among Generation Y as young consumers.

MAIN FOCUS OF THE CHAPTER

Problem Statement

Owing to the rising attention of global warming in the world, Generation Y consumers are more disturbed about environmental issues (Chen et al., 2015). These cohorts are more willing to pay the price for products “HASHTAG GREEN”, an indication of an environmentally friendly conscious initiative. Therefore, FMCG firms are busy taking advantage of this large market segment and showcasing inappropriate, overstated or mendacious and misrepresentative information and ‘make believe’ to deceive this Generation Y in order patronize their brand through the power of social media. These cohorts ignorantly fall into the snare of green consciousness set by the marketers. Corporate businesses have adopted the use of “hash tags” through social media to advance and promote the claimed greenness of their brands.

Furthermore, manufacturer are using green marketing initiative lure the mind of young consumers via advertising, Electronic Word - Of - Mouth (eWOM), social media, websites and hash tagged green benefits to exploit them (Chen et al., 2015; Parguel et al., 2011). This has led to a high rise in brand switching among Generation Y to alternative brands and gradually moving to a total shift away from products “tagged green” in nature and in near future (Ottman et al., 2006; Daels, 2017). More so, Generation Y are also sensitive and fast to detect sharp practices of green washing prevailing around on FMCG industry via social media platform. Recently, the platforms have empowered young consumers more to see shortcomings, sharp practices, as well as deceitful marketing tactics of marketers that were covered up by traditional marketing tools such as public relations, advertising, sales promotions, publicity and activities of sales ambassadors.

The recent rise in various social networking sites and instant messages sites such as FaceBook, Twitter, Instagram, YouTube, WhatsApp, and others has opened the cankerworms that have been tightly covered by marketers to Generation Y. The free flow and easy access to firms’ information in terms of product, price, quality, unique selling proportion, distribution, production components processes,

raw material requisition processes, raw material sources and product standards compared to competitors have greatly unveiled the eyes of these young cohorts on social media. The aftermath of this has caused these technology savvy generations to trust recommendations from strangers via social media compared to marketers' messages or advertisements.

Numerous studies support the importance of young consumers' appeal toward environmental friendly products (Ottman et al., 2006; Frank 2009; Daels, 2017). Furthermore, Daels (2017) argued that worries about green washing practices are strategically suppressed by FMCG companies; instead, business drives and benefits are being promoted among these young cohorts. Companies are deliberately shifting the attention of Generation Y from green practices to business consciousness and various investment platforms that can enhance high returns on investment. For instance, an energy corporation sponsoring beauty pageants among the youth on social media is focusing on and inspiring the core environmental causes and benefits among Generation Y and society at large. A corporate survey by American Marketing Association (AMA) and Fleishman - Hillard in 2009 reported that 43% of young consumers anticipate that their advertisers will genuinely promote and increase the marketing of eco - friendly products and efforts (Frank, 2009). Based on the current situation, there is a need to research ways to use social media to address this challenge. Then, this chapter will look into the role of SM in an effort to curb relentless practices of green washing, factors promoting incessant practices of green washing and the negative impact of green washing on Generation Y.

Purpose of the Chapter and Questions

This Systematic Review (SR) (desktop survey) paper intends to identify the role of social media to curb green washing initiatives, and to understand the factors that affect the growth of green washing among FMCG firms. It will be discussing and reviewing some literature on the aftermath of deceitful marketing tactics often practiced among many FMCG firms targeting Generation Y. Therefore, the obligation is on developing logical and complete arguments for relationships among all these constructs through SR. The chapter will seek to understand who Generation Y is, and why they are engaging brand switching behavior as consequences of green wash practices. Therefore, the following questions that guided the chapter are:

- What is the role of social media in eliminating green washing initiatives?
- What are the factors promoting incessant practices of green washing among FMCG firms?
- What are the negative consequences of green washing in practices and probable Generation Y behaviors towards the deceitful practices of manufacturers?

The answers to this chapter's questions will be based on conceptual findings; that is, an extensive meta - analysis of Systematic Review (SR) of existing peer - review journals, conference papers, textbooks and many more sources.

Objectives of the Chapter

The objectives are an inverse of the chapter questions. In order to achieve the aims of this paper, the objectives of the chapter will be:

- To understand the role of SM in combing and eliminating the green wash deceit;
- To understand the factors promoting incessant practices of green washing among firms;
- To understand the negative impact of green washing practices on Generation Y behavior towards these deceitful firms.

The chapter will further understand the concept of green marketing and green washing.

Research Methodology

Conventionally, academic research is mainly carried out using a qualitative, quantitative as well as mixed research methodology. Not known to many, there is another method to be applied, which is called a desktop survey, Systematic Review (SR) or Systematic Literature Review (SLR) (Okoli & Schabram, 2010). Desktop surveys have been in existence for decades, with limited attention. Desktop surveys aim to analyze existing peer - review academic literature papers focused on the research topic under discussion. This chapter applied the principle of desktop survey research in seeking to understand the role of social media towards combing and eliminating green wash deceit, understanding the factors promoting the incessant practice of green washing among firms, and understanding the negative impact of green washing practices on Generation Y's behavior towards the deceitful firms. Furthermore, this chapter has no link with primary data source / s, but focuses on secondary literature studies.

Concept of Green Marketing

The growth of green marketing concerns has become more obvious since the 1990s (Yeng & Yazdanifard, 2015; Barua & Islam, 2011; Choice, 2010). Before then, the green marketing movement was not prominent. Social marketing concepts were

prevalent before green marketing as a subject matter. In the late 1960s and early 1970s, the consumerism movement attracted and drew the attention of society to be environmentally conscious in their purchasing behavior, which was regarded as jointly exclusive matters (Barua & Islam, 2011).

The development of green marketing begins in the late 1980s to early 1990s. Both the environment and human susceptibility are published to the global community's attention after a succession of environmental calamities, among others: the disaster in the Indian city Bhopal (1984), the appearance of the ozone layer (1985), the Chernobyl tragedy (1986), the Exxon Valdez oil spill disaster (1989) and others (Yeng & Yazdanifard, 2015). The media reports on these catastrophes opened the cankerworms underlying our environments to the populace, which caused environmental tragedies to become the top theme of discussion in the world. 'Green consumer's movement' arises from Western nations with clarion calls for naturally hygienic products and environmentally friendly production technology processes (Barua & Islam, 2011; Yeng & Yazdanifard, 2015).

Quite a number of issues have led to the rise and prevalence of this problem globally, namely weather changes, deforestation, over - density of the population, global warming, earthquakes and ultimately, the most prevailing, namely pollution (Barua & Islam, 2011; OECD, 2012). The outcome of the G20 Summits of the World Bank, Organization for Economic Cooperation and Development (OECD), and the United States (Ribeiro & Vinhas - da - Silva, 2017) estimated that there will be the possibility of a 50% rise in Green House Gas (GHG) emissions and a notably deteriorating metropolitan air pollution by the year 2050 (OECD, 2012).

The green marketing concept is among the most prevailing and popular trends in the marketing management, which enhanced environmentally - friendly practices among individuals and minimized destructive social and environmental effects (Rajeshkumar, 2012; Yeng & Yazdanifard, 2015). Although there is no exclusive or single definition that is generally acceptable for the term "green marketing", occasionally it can be regarded as ecological, eco - friendly, environmental, responsible marketing, organic products and sustainable marketing (Rajeshkumar, 2012; Choudhary & Gokarn, 2013). However, few authors and organizations have defined green marketing. Nevertheless, in this chapter, green marketing is a notion and strategy adopted by firms in which attention is more drawn to green practices and more proactive environmental issues.

More so, several scholars give different definitions of green marketing. According to Peattie (1995), green marketing is described as "the holistic management for identifying, anticipating and satisfying the requirements of customers and society, in a profitable and sustainable way". Kotler et al. (2009) define green marketing as a philosophy that relates to social marketing, of which the approach is not only consumer satisfaction, but also emphasizes positive contributions to the environment

of the community and the interest of society at large. Similarly, green marketing can be referred to as a marketing approach that institutes a strategic part of corporate social responsibility, appeals to consumers who are interested in society, arouses positive perceptions from the public, and thereby encompasses value added in the three folds of sustainability, namely economic wealth, eco - friendly standards, and social justice (Choudhary & Gokarn, 2013; Rajeshkumar, 2012; Lam et al., 2016).

Kotler et al. (2009), both marketing scholars, argued in their text that the preliminary step of successful marketing is not from the organization, but rather the market; that is, the consumer should be the focal target of the firm. Therefore, in order to have a competitive edge in a saturated environment, firms need to modify their vision and operation towards meeting consumers' wants and preferences. Meanwhile, Generation Y, lately, are more mindful of their environment; they put forth a significance effort to buy eco - friendly products and services. In view of this, FMCG firms continue to lead different kinds of ecologically friendly packaging activities through the endorsement of biodegradable and recyclable containers, as the significance of green marketing and ensuring the attainment of marketing goals and objectives are achieved.

Furthermore, FMCG firms today understand Generation Y preferences via social media platforms, and they are busy utilizing the platform to engage and market their products and services to them. Generation Y are ecologically highly responsive to the notion "organic products" when engaging in purchase of FMCG. Apparently, this caused green marketing to gain much and special attention in the successful production, distribution, promotion, pricing, and marketing of FMCG brands among the Generation Y on social media. Green marketing aids Generation Y to be well informed about standards and yardsticks for green product preferences; in addition, it serve as an effective marketing strategy for brands to build product differentiation during stiff product and brand proliferation (Brouwer, 2016).

Meanwhile, the key marketing objective of a firm in terms of green marketing among young consumers is protecting the environment in relation to products and consumption, focusing more attention on the long - term relationships with feedback, not only with young consumers, but also with society at large, while creating an environmentally responsible culture (Barua & Islam, 2011). Nonetheless, there is a correlation between green marketing initiatives on social media and Generation Y's perceptions. In a nutshell, social media have much influence on the perception of Generation Y towards green marketing and green washing.

Concept of Green Washing

The deceptive concept term 'green washing' found its source in the 1970s when the consumerism movement of environmental progression alarmed the populace

about prevailing ecological disasters (Greenpeace, 2016). The phrase called green washing was derived from the term 'white washing', which can be well stated as "a coordinated attempt to hide unpleasant facts, especially in a political context" (EnviroMedia Social Marketing, 2016). Green washing assumes the same features as white washing; only, the term green washing is an act of creating less publicity for the target market about the negative impact of the firm's offering on the environment.

Before, the act of green washing included solely narrow to deceptive marketing messages as marketing communication tools to lure target segments of the market to patronizes company offerings (Greenpeace, 2016; Daels, 2017). Presently, green washing has negatively transformed to encompass sharp business practices in numerous environmental publications, news, journals, magazines, periodicals, and social media to convince Generation Y that a firm's brand complies with green marketing. More so, a study conducted by TerraChoice reported that 95% of the products offered to the young consumers by marketers as 'green' were replicas of green washing (TerraChoice, 2010). The study highlighted 5 296 products, of which only 265 were genuinely 'green' as promoted by the marketers (TerraChoice, 2010). Green washing can be understood and expressed in many manners; it comprises images, as well as direct entitlements in the form of script, signs, brands and stickers. These green claims by firms can be publicized in the form of press conferences, ads, on corporate brand pages and on the product packages (Daels, 2017).

Green washing can be simplified as is distrust towards an ecological statement in the unpleasant reaction of young consumers on social media toward an environmental assertion by FMCG firms. Green washing can take many deceptive practices. A firm can showcase the target consumers with illusive information about its brands in order to describe brands as environmentally and eco - friendly in nature. In simpler terms, it is an absolutely untrue message about a product. Often, green washing is a hyperbole or irony in nature; that is, imprecise green claims that leave young consumers further research (Daels, 2017).

Various guidelines exist to identify the types of green washing (misguided, unsubstantiated green washing, green washing noise, and effective environmental communication) in organizations' promotional campaigns. Meanwhile, an international non - governmental institution, branded 'BSR', describes four types of green washing (Horiuchi et al., 2009):

- **Misguided Green Washing:** This section guides firms be eco - friendly in nature and conscious of their environment and not misguides the general public (customers). It challenged firms to desist from exaggerated communication or marketing messages such as 'environmentally friendly'. Firms should endeavor to upgrade their marketing position and communicate with statistical facts about the respective claims of their brand.

- **Unsubstantiated Green Washing:** Firms in this class might portray themselves as admired by the public based on environmental engagements. However, their engagement is for a purpose. A severe study on their activities will reveal their genuine status and behavior. For instance, the use of public relation strategic tools to draw public attention rather than sincere contributions to ecological concerns.
- **Green Washing Noise:** This category focuses on firms proclaiming green as their identity. Unfortunately, there is no proof to support their claims. In order words, for any firm to attain the “effective environmental communication” class, the marketing strategy and operation of such firms must be standard with flaws, and must not be biased in information dissemination.
- **Effective Environmental Communication:** This section is regarded as the ideal standard expected from a firm as green compliance. Organizations in this category are applying all their possible best efforts to develop and expand their business horizon, “environmental and social performance” as well as addressing effective communication.

Furthermore, the study by TerraChoice (2009) argues that large numbers of business entities that showcase green claims in their marketing campaigns are guilty of one or more of the ‘seven sins of green washing’, namely: “sin of hidden trade - off, sin of no proof, sin of vagueness, sin of worshipping false labels, sin of irrelevance, sin of lesser of two evils, and sin of fibbing” (Spaulding, 2009).

Organizations usually engage in green washing practices to unveil favorable information about the eco - friendly benefits of their offerings, as well as covering unpleasant information of their brands in order to boost the sales volumes of their products (Chen et al., 2015; Lyon & Montgomery, (2013). Therefore, a brand is expected to disclose more indications or facts about their claimed green products, not just to proclaim their ‘greenness’ in nature. When a brand promises to deliver a particular unique selling proposition to target a consumer market and consciously or deliberately failed, it is typically ‘green washing’ (Dahl, 2018). The reality of green marketing, green washing, brand switching behavior and social media infusion and diffusion is with us, and then there is the need to understand and discuss ways and steps to address the points highlighted in the chapter objectives. The section below highlights the discussion and ways out.

Brand Switching Behavior in the Social Media Age

The market place is experiencing geometric progression among Generation Y brand switching behavior (Sahay & Sharma, 2010). Previously, brand switching behavior used to be occasional, because of sustained brand loyalty by consumers. The

emergence of ceaseless green washing practices by marketers has become obvious among Generation Y on social media platforms. The advancement of social media platforms has enabled the creation of social groups among Generation Y toward relevant subjects favorable to their concerns; for example, fashion, sport and green washing experience platforms (Gulamali & Persson, 2017; Martin & Bush, 2000). Among these Generation Y on social media has emerged a particular set of young consumers who have converted and led the platform due to their rate of engagement and vast knowledge about some specific issues (Sahay & Sharma, 2010; Martin & Bush, 2000).

Furthermore, these social media influential have greater influence on the young consumers via eWOM. Studies on eWOM have found that the opinions of reference and peers groups have a greater influence on Generation Y's attitude towards green washing practices (Sahay & Sharma, 2010; Jalilv & Samiei, 2012). However, brand switching arises when a particular consumer shifts his loyalty from a specific brand to another brand of the same product (Shah et al, 2018; Fintikasari & Ardyan, 2018). According to Al - Kwifi & Ahmed (2015), brand switching behavior shows that the existing brand has been patronized by consumers, and had failed to provide for the wants and preferences promised or claimed to provide. Therefore, in this chapter, brand switching behavior is a negative consequence of green washing practices, as the behavior of a marketer towards generation Y on social media.

Shah et al. (2018) expounded that a study on the causes of incessant increases in brand switching behavior will aid marketers to curb further incidences of the behavior among Generation Y, and will enable marketers to achieve their ultimate marketing goals and objectives. The usual green washing practices prevailing among marketers are dissatisfaction resulting in loss of brand image or integrity in the hearts and minds of Generation Y consumers. More so, Fintikasari & Ardyan (2018) added that the lack of or low green nature claimed by marketers of an FMCG is one the major significant factors driving incessant increases in Generation Y interest to exhibit brand switching behavior. A recent study by Shah et al. (2018) affirmed that factors encouraging the growth of brand switching behavior from green - related brand to non - green - related products is causing a nightmare and threatening marketers of FMCG green - related brands.

Leading evidence in favor of brand switching is the failure to sustain the brand loyalty of consumers by marketers (Lam et al., 2010; Yap et al., 2012; Sahay & Sharma, 2010). Brand loyalty is defined as "a deeply held commitment to re - buy or re - patronize a preferred product / service" (Gulamali & Persson, 2017). However, one of the major factors motivating Generation Y's brand loyalty is satisfaction, and

this can be achieved when marketers of FMCG green - related claims associated with their offerings toward to these young cohorts are met as promised. Then, these young cohorts can trust the brand, and also, they can market the same brand to their friends, family members and others.

Trust is a significant component when addressing issues' relevance to Generation Y (Fintikasari & Ardyan, 2018). Meanwhile, Chen & Chang (2013) and Chang & Chen (2014) described the term trust as having confidence, assurance, reliability, transparency, and total conviction on information projected towards a brand in relation to quality, size, durability, performance, life span, volume, contents, texture, and the eco - friendly nature of the brand. Trust is constantly connected with a bond, with participants or parties involved, for example, marketers and young consumers (Fintikasari & Ardyan, 2018).

Relative to this chapter, trust is likened to 'green brands'. Brand is expected to increase allegiance of its target market as much as consumers are engaging with the brand based on the trust they have toward the brand, promises made and promises fulfilled (Chen & Chang, 2013; Yap et al., 2012). Generation Y are not expected to engage in brand switching behavior to another brand if all the green benefits of a particular brand claimed by marketers are well delivered. More so, a recent study of Gulamali & Persson (2017) revealed the influence of eWOM on green washing among Generation Y on social media as a result of sharing and discussing brand experiences. However, the study conducted by Jalilv & Samiei (2012) confirmed that there is a strong effect of negative eWOM among these social media age generations towards brands that engage in green washing tactics, due to the large reach of the social media platform. However, previous research has analyzed phenomena of Generation Y from different perspectives, but this present chapter attributes brand switching behavior among Generation Y towards a brand to negative consequences of green washing practices towards the social media age.

SOLUTIONS AND RECOMMENDATIONS

Literature is useful for understanding the topic of this chapter. The literature enables the researchers to answer the three questions and objectives raised through the desktop survey used. Solutions were drawn and recommendations made for the young consumers, marketers, environmentalist, policy makers and advertising agency and future researchers.

A probable solution to the rising of green washing in the fast - moving consumable industry towards these Generation Ys by marketers is needed. This is highly necessary to combat the perception of manufacturers and marketers towards any product termed "organic, green or eco - friendly" as deceptive marketing practices.

The Generation Y consumers' negative perception on social media with regard to their disposition towards green marketing can be combated through an aggressive illiteracy and education towards these young cohorts on social media to purge them of negative perceptions about green, organic and the likes. Advertisers should engage in such an aggressive awareness and educative programme among the young consumers on different cost - effective social media platforms.

Government should monitor the marketing activities of various FMCG firms to ensure a healthy competition and promotion of their brands within the industry, since unhealthy competition is one the major causes of green washing.

Great emphasis must be placed on the unique selling proposition of individual brands on FMCG firm. Products mixes are different from one firm to another, by focusing on long - term relationship that will automatically yield continuous return on investment rather short - term profits.

Advertisers claiming green compliance should create an atmosphere of confidentiality and trust among their target market through transparency and dissemination of truthful content sharing about their brands on social media.

Government at various levels, nations, states and local should regulate and sanction firms engaging in deceptive information about their brands, products and the organization itself.

Alignment of staff incentives in halting activities of green washing. Management of FMCG firms should remove bonuses or inducements, as well as staff promotions related to green washing. In other words, management should punish marketing department teams engaging in various deceptive marketing activities in order to increase market share or meet their respective target market in their territory and so on.

Collaborations of ideas, initiatives, improving industry standards and practices, by all stakeholders in the FMCG industry, can collectively define ideal marketing communication guidelines to reduce incidences of green washing that lure innocent young cohorts and society at large.

Social Media's Role in Reducing Green Washing

There is a great deal of attention on the impact of social media on consumers and less attention on the organization (Humal, 2016). The researchers further allude to the fact that new media "web 2.0" has created engaging platforms for the consumers and the marketing tools for the firms. Social media platforms provide ample opportunities for FMCG to create the marketing contents of their choice without the consumers' views. In today's social media, eWOM is used by Generation Y to promote and pull - down organizations. According to Dahl (2018) and Zaraket & Vanheems (2017), they posit that eWOM has great impacts on different kinds of marketing tools. It promotes messages and contents across different platforms.

Through social media, information can travel bidirectional across the internet. According to Dahl (2018), social media facilitates access to information from both firm's website and active social media pages. Then follows the application of social media to curb the spread of green washing through the 'hash tag' keywords or phrases. It can help to expose fake brands or products' green compliance by firms, as in the case of Chiquita and others, and companies will be careful in making some false claims (Dahl, 2018). The advent of social media is foretold to curb various green wash practices across board. Although the impact might be felt in different dimensions, relative to the nature of the chapter, the following measures are suggested to curb the geometric progression of green washing on different social media platforms among Generation Y as a young consumer.

Firstly, there exists a website developed by EnviroMedia Social Marketing in partnership with the University of Oregon School of Journalism and Communication, i.e. www.greenwashingindex.com. The Green washing Index is an online portal that permits young consumers to post advertisements that might have elements of green washing. The platforms also allow Generation Y to study corporate messages emotionally, and evaluate the firms' acclaimed - related green marketing features and make genuine remarks (EnviroMedia Social Marketing, 2016). This free portal sends requests to young consumers on social media networking sites to broadcast the prevailing green washing promotion; and in that act, progressively and virtually reduce the destructive and averting effect of green washing among the youth and society at large.

The Green washing Index is a programmed device that registers the feedback and sends reports on the significance of the marketing assertions in respective marketing messages (EnviroMedia Social Marketing, 2016).

Secondly, Rainforest Action Network (RAN) is a well - known non - profit organization committed to checking brand abnormalities; that is, prevailing green washing practices. RAN held a yearlong chain of broadcasting and a periodic environmental strategic campaign on green washing experiences. Initially, the RAN broadcast series commenced in text blog layout and advanced to YouTube videos featuring presenters. Each week as seen on Rainforest Action Network (RAN) website, the presenters deliberated on a specific area of business, company, or brand, exposing sharp practices of green washing opposing the standard for the specific industry and to the target market (Horiuchi et al., 2009).

Rainforest Action Network activities are anchored in and expanded to the preservation of forests, guard against pollution of the climate and sustain individual rights by engaging in opposing injustice through active participating strategic

partnership and upholding awareness about environmental safety. According to their corporate value statement, “We are committed to doing what is necessary, not only is what considered politically feasible, to preserve rainforests, protect the climate, and uphold human rights.”

Thirdly, in 2008, the environmental movement Greenpeace officially launched its corporate websites Tag Stop Green wash to “confront deceptive green washing campaigns, engage companies in debate, and give consumers and activists and lawmakers the information and tools they need to ... hold corporations accountable for the impacts their core business decisions and investments are having on our planet.” The website enlightens consumers about green washing practices, its signs, and causes, and permits users to freely upload and discourse green washing practices (Horiuchi et al., 2009). Greenpeace www.stopgreenwash.org, Greenpeace philosophy states that “As long as half - measures are sold as full solutions, corporate actions - no matter how sincere - will be nothing more than a more sophisticated form of green washing”.

Fourthly, quite a number of bloggers are available in the different discipline on social media free services. Bloggers are seen as experts, professionals, specialists and truthful persons according to people’s perceptions. As such, their recommendation and endorsement are honored and respected because of vast of their knowledge of their area of specialization. Bloggers are progressively fast to address to consumer - generated virtual sources of information; for example, the Green washing Index for green washing debate. They also referred users on social media platforms to check Wikipedia, TerraChoice, Source Watch and various sources that can add value. Through these activities, they contribute their own quota to curbing incidences of green washing.

For instance, Nielsen reveals that 25% of green washing issues on blogs in 2007 addressed “contradictory actions” by companies, while only 17% focused on “general suspicion”. Some bloggers are keen to indicate brands caught in the act of green washing deeds. A few of these are produced by a group of specialists, such as the Green wash Brigade Twitter group (www.twitter.com/greenwash), and some are produced by individuals, such as the unsuitablog (www.unsuitablog.com).

Another important aspect where the significance of social media platforms was felt in curbing green washing practices is the eco - labels as a response to consumer skepticism about corporate green claims. Eco - labels are known to generate an independent certification authenticating the brand titles, green claims and ensuring target consumers’ trust towards the brand (Horiuchi et al., 2009). Meanwhile, the rising proliferation of eco - labels confuses and brings complication to identify and

differentiates genuine from fake (Chen et al., 2015). Social media offers a solution to the problem of label proliferation. An interesting example is the website www.goodguide.com, which offers free access to ratings of FMCG via a free app for iPhones and Android devices. The platform users scan barcodes while at the point of purchase and this enables consumers to link measureable ratings of products, and “tweet the results to friends” (Horiuchi et al., 2009).

Social media will have a greater impact on corporate environmental performance in emerging economies than in developed economies, regulating the levels of information technology penetration (Lyon & Montgomery, 2013). In recent times, a minority of consumers in emerging economies have smart phones and laptops than in advanced economies. The implication is that social media probable has superior influence in the emerging world. For instance, in Asian illustration, the activities of Alfred Donovan, 92 years of age, and John his son, 62 years, who are in charge of a website, are proactive in responding to queries about Royal Dutch Shell. This site manages and responds to over two million hits monthly (Lyon & Montgomery, 2013). The website is designed as a channel to expose resentful Shell staff who posts unfavorable information about the company’s adverse ecological inputs. Social media also serves as platform for gathering information requirements, activities, as well as trends for environmental agencies and regulators in Russia (Lyon & Montgomery, 2013).

Social media increases the brand knowledge of young consumers and activists, and thereby enhances rises in the assessment of companies (Lyon & Montgomery, 2013). This is unlike in the days of traditional media where consumers could not afford to publicize or freely notify society at large about green washing experience due to cost. The advent of social media reduces over - reliance on social activism, which mounts pressures or showcases evidence of their green claims. Online activists, bloggers, and non - governmental agencies, such as Greenpeace and Rainforest Action Network have refined the art of eco - friendly environments and social promotion online, engaging in truthful publicity that enables them to gain access to large media coverage in spite of low funding. Thumbs up to social media. Web 2.0 has drastically changed the game through cost advantage over traditional media platforms. The platform is perceived by consumers as a more credible and accessible source of information regarding products and services, compared to the traditional methods of marketing communication (Viljoen et al., 2016; Hennig - Thureau et al., 2013; Dahl, 2018).

Companies are already at risk of Generation Y backlash when they engage in green washing practices. Many firms offer business model debate or competition and the down tone of eco - friendly campaigns. Oftentimes, firms do not receive environmental accolades or get low responses for good jobs done from Generation Y. This negativity / low response was as a result of the organization that awarded

the trophy or accolade that generated from the government representatives or well-known NGO (Lyon & Montgomery, 2013). Therefore, social media platform users should seek to give environmental awards / recognitions such as “thumbs up, Likes and free extensive broadcast” to organizations that engage in truthful green marketing practices and encourage them more rather backlash for their flaws all the time.

The dramatic transformation introduced by Web 2.0 can be likened to a ‘pinball game’ rather than ‘bowling’ (Hennig - Thureau et al., 2013). The emergence of Web 2.0 permits Generation Y globally to engage in ‘pinball - game’, two-way communication where both parties can freely express their feelings, share contents through shared websites and various applications (Hennig - Thureau et al., 2013; Fournier & Avery, 2011; Dahl, 2018; Lyon & Montgomery, 2013). Dahl (2018) and Lyon & Montgomery (2013) confirmed that Web 2.0 allows various online stakeholders to interact, express their feelings, upload pictures, and reduce the influence of firms over the consumers. This change has empowered the young consumers online to quickly recognize the usual green washing practices of the firms on Web 2.0. The platforms have enhanced access to various firms’ information and use of eWOM by young consumers online to broadcast and expose every act of green washing deeds (Dahl, 2018).

Outright condemnation and destructive comments of an organization that practices green washing on social media, such as backlash, could have negative impacts on the future consumption of ‘organic products’. The extent of the injury will mar, and also negatively affect the positive side of desire for organic products, and firms’ future existence. However, social media users need collaboration efforts, and broadcast constructive recommendation. For instance, “Hash tag you can do better” rather than destructive comments in addressing issues pertaining to green washing practices. According to Horiuchi et al. (2009) and Kubiak (2016), consumers should have it at the back of their minds that certification of firms has diverse criteria and benchmarking, depending on the industry, available resources, government policies, target markets, and others.

Lastly, a study conducted by Barton et al. (2012) confirmed the role played by ecological social group movements in sustaining green marketing. This positive impact was as a result of shared contents and opinions, interactive applications, and functionalities provided by social media platforms. This has empowered social media as the best media as an effective and efficient platform to campaign and showcase the true cause and genuine meaning of ‘green marketing’ and environmental consciousness. For example, the role played by environmental Facebook posts and environmental Tweets has a great impact on curbing activities of green washing practices among FMCG on social media (Viljoen et al., 2016).

Factors Promoting Incessant Practices of Green Washing

Deceptive green marketing, referred to as green washing, is described as misleading, overstated or dishonest information regarding a product's sustainable qualities. Research has shown that it occurs on a comprehensive scale (Choice, 2010). Companies get involved in green washing practices for reasons benefitting them only, such as increasing their sales and market share, and increasing brand equity. Companies have a predisposition to promote themselves and their products as responsible and friendly to the environment; and try to create publicity to the public of their superior impact on the environment, which is not totally true (Chen et al., 2015; Rahman et al., 2015; Mohajan, 2011; Parguel et al., 2011).

The high demand for more environmentally friendly products is emerging (Horiuchi et al., 2009). The recent outrageous craving for organic products has simultaneously increased incessant practices of green washing by firms in order to meet consumer wants and preferences, sales volumes and maximize profit in the long run. According to research conducted by Cone's Green Gap 2008 survey, it was reported that 40% of the American market prefers so - called 'organic products' over non - organic products (Mohajan, 2011). Similarly, this drift in the consumption pattern is global; the National Geographic and Globescan's "2009 Greendex" piloted an empirical study in 17 nations, and also reported increases in ecologically - friendly FMCG among consumers around the globe (National Geographic, 2009). Companies have recently started to go with the trend of socially responsible through an ethically questionable approach as strategic mechanism to have a competitive edge over rivals in the same industry (Kubiak, 2016).

The rate at which consumers are engaging in actual purchases of environmentally - friendly products is amassed and incessant. There is an increase in sales of organic and green - related brands (Horiuchi et al., 2009). Reports gathered from CBS News (2008) revealed that, in 2007, major producers in the United States officially introduced 328 new products tagged "environmentally friendly"; this was an increase from the initial five products launched in 2002. In addition, Mercola (2008) confirmed that just three market leaders in organic personal care brands hit sales of US\$155 million. In addition, the TerraChoice study also confirmed a significant rise in total sales of organic products in the United States and Canada by 73% from 2739 in 2009, to 4744 in 2010 (Choice, 2010).

In spite of unfavorable economic turmoil around the world, preferences for organic products are still on the high side by many young consumers (Horiuchi et al., 2009; Kubiak, 2016). This is an incessant demand and preference choice for organic products over non - organic related products. This high rate of demand for green products drives marketers to proactively engage in typical green washing as a form

of business practice, ignoring the true marketing concept. The study pertaining to environmental issues conducted in 2009 titled “Cone Environmental Survey”, which was piloted by Opinion Research Corporation with 1087 participants, discovered that favorable attitudes and perceptions towards green products and green markets are still intact, despite the unfavorable state of the economy. The shopping preferences for organic products have not affected the shopping habits of consumers, despite economic turmoil (Mohajan, 2011).

The recent analysis conducted by HSBC Global Research on economic incentive packages is still under the carpet in 15 countries; the study also reported US\$3 trillion is budgeted to support these economies in the next ten years (HSBC, 2009). It was noted that, if implemented, a larger portion of the budget will be apportioned towards the ecological goals and objectives of the nations. Meanwhile, the United States incentive package intends to increase hygienic energy capability and offer sustainable environmental job opportunities for 2.5 million people. Unfortunately, the high rate of lobbying has not allowed this initiative to come to light. In line with a study conducted by Lavelle (2009) a total of 2430 climate change lobbyists were found in Washington, an escalation of 300% over a period of five years.

The insufficient information and weakness of regulatory mechanisms monitoring the activities of communication vendors and advertising agencies as well as specific industries can be associated with drivers of green washing practices. According to Horiuchi et al. (2009), there exists general regulation but a lack of specific industrial regulatory standard policies in disseminating ecological advertisements to the public. In a qualitative study involving advertising agencies and communication regulatory bodies, the findings revealed that Federal Trade Commission (FTCs) are not capable of regulating, monitoring and evaluating the various advertising messages (Horiuchi et al., 2009). This government agency has failed to curb the high cost of budgets in creating awareness about green and environmental issues.

The Consequences of Green Washing and Generation Y Behavior Towards Deceitful Practices of the Manufacturer

The rise of green washing results in Generation Y skepticism of all green tags and this has adversely affected the strength of consumers in driving firms towards green sustainability for business activities and manufacturing activities. Results of scholars show that green washing would reduce Generation Y purchase behavior on websites, online advertising, TV, and others, because these young cohorts still do not have confidence on companies’ green marketing activities in making their buying decisions (Ottman et al., 2006; Daels, 2017; Chen et. al., 2015). The study by Polonsky et al. (2010) regards green washing as an obstacle to brand integrity.

Therefore, Generation Y's perceptions of firms' eco - friendly ability and goodwill, which are in the form of optimistic attitude that indicates transparency, are affected by green washing. Therefore, consumers perceive deceit from the green applications of companies.

The information technological development from the one - way direction of Web 1.0 to the two - way directory of Web 2.0 has enabled exciting interaction, sharing, collaboration and also empowered Generation Y to access various applications and functionalities provided by platforms such as wikis, forums, blogs, social media sites, uploaded pictures, videos, and others. The internet has successfully enabled other information technology gadgets such as tablets, smart phones and laptops to get connected to the globe (Martin, 2005). Generation Y are the major participants and loyal customers of social media platforms, such as social networking sites (Twitter, Instagram, SnapChat, FaceBook, and YouTube), because it permits these young cohorts to create and sustain robust relationships without any geographic boundaries (Martin, 2005). Unlike the older cohorts, Generation Y is keen for entertainment, excitement, fun, and online activities such as music, movies, e - books, games, and chatting (Martin, 2005; Barton et al., 2012).

Several studies have shown that incessant publicity and awareness of global happenings have led Generation Y to environmentally knowledge, as well as social and ecological issues (Barton et al., 2012; Polonsky et al., 2010). Furthermore, research has revealed that young people on social media have been recognized as a distinguished lucrative part of the larger market for varieties of FMCG brands (Barua & Islam, 2011). In addition, the attitude of Generations Y on social media has received great attention that advertiser prefers to market green focused products and services to them (Barua & Islam, 2011). A recent study by Lee (2011) affirmed that marketers are desperately appealing to and targeting Generation Y because of their relevance in the business world. The researcher also argued that Generation Y have a strong influence on other online users and stakeholders to select organic product brands as a preference over non - organic brands. These cohorts have become the highest spending segments in the FMCG industry, with aggregated estimations reported at \$200 billion annually by 2017 and \$10 trillion lifetime in the United States (Solomon, 2014).

A major problem hindering the growth of green marketing has been traced to green washing. It is difficult to ignore or overlook incidences of green washing because of the havoc, unforgettable wounds, and negative memories that still linger in the minds and hearts of Generation Y. Green washing has grown and has become powerful to be the most prevailing concerns in eco - friendly marketing concepts. These deceptive marketing deeds of green washing have expanded brand switching as a prevalent behavior among young consumers, since marketers have lived below expectations (Fintikasari & Ardyan, 2018; Al - Kwifi & Ahmed, 2015). However, Generation Y are

seen as one the main victims of green washing. Unfortunately for the green washing practitioners, the enormous social media dimensions and proliferation of interaction and relationships among young consumers on the platforms have empowered these young cohorts to detect indications of green washing practices easily.

The Consequences of Green Washing Among Generation Y Are Numerous

Firstly, green washing practices had consciously and unconsciously killed and buried the trust for green advertising among Generation Y. According to Chen & Chang (2013), there is a relationship between green washing and green trust based on their study. However, Generation Y have stopped to trust any form of green messages directed to them because of the havoc caused by green washing advertisement (Rahman et al., 2015). Kubiak (2016) confirmed that the unfavorable impacts of green wash among online users have weakened brand integrity and confidence between firms and young consumers.

Secondly, the green washing practices have caused Generation Y to turn their backs on eco - friendly related brands. The consequences of these vices have made the purchase decisions of organic products or green marketing - related products worrisome (Brouwer, 2016; Chen et al., 2015). Green washing builds misperception and skepticism towards all endorsed and claimed green benefits (Chen & Chang, 2013; Polonsky et al., 2010; Brouwer, 2016; Rahman et al., 2015). This has enhanced the growth in brand switching behavior among Generation Y from organic preference brands to non - organic claims brands. The consequence of green washing can navigate to negative perceptions of firm engagement among Generation Y on social media platforms. The incidence of green washing could hamper the existing cordial relationship between the marketers and Generation Y; and distort prevailing favorable attitudes towards advertisers' contributions towards ecological issues in their respective environments. More so, there is a probability that green washing practices will have a negative impact on the green image of the brand in the long run, because it causes distrust (Polonsky et al., 2010; Chen et al., 2015).

Activities of green washing will surely affect young consumers' perceived risk, which will result in switching over between existing brand behavior among Generation Y. Generation Y brand loyalty behavior will surely switch; this is an adverse effect of green washing. Brand switching behavior is the aftermath effect of cognitive dissonance. This is a situation where young consumers select available or alternative brands due to dissatisfaction with previous or trusted brands. Since green washing is more rampant in the FMCG market, its destructive nature can jeopardize Generation Y brand loyalty towards the eco - friendly claims of an advertiser (Chen et al., 2015).

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Moreover, the consequences of green washing facilitate negative electronic word - of - mouth behavior among Generation Y on social media platforms. eWOM is being explored as authentic basis for communication among Generation Y on social networking sites (Dahl, 2018). A negative eWOM post by an individual Generation Y can be easily be accessed by thousands of Generation Y with just a mere click of a button on social media platform (Zaraket & Vanheems, 2017). However, negative eWOM attracts unforgiving behavior from other online users (Zaraket & Vanheems, 2017). A negative eWOM will facilitate unfavorable attitudes towards all of a firm's offerings, and this will generate quick brand switching behavior among Generation Y.

Furthermore, green washing prompts and arouses negative perceptions by Generation Y on any green symbols, colors, labels, statements, cues, and brands based on their previous experiences. According to Gueny et al. (2014), a little touch of green distorts Generation Y's buying behaviors regardless of the sales promotion, packaging, and superiority of the brand.

Lastly, green washing portrays great harm compared to other sharp marketing practices. It is not only hurtful and limited to Generation Y, but extends to the larger society. An eco - friendly environment is beneficial to everyone on the globe. In a nutshell, green washing hampers the development of an eco - friendly environment and halts its sustainability (Brouwer, 2016).

In summation, the chapter overall recommendations emphasize a collaboration of all stakeholder approaches such as government, marketing agencies, consumers, NGOs, journalists (pressmen), raw material suppliers, policy - makers, manufacturers, middlemen, and sales ambassadors could be more effective and efficient in reducing incidences of green washing in the market place.

Moreover, FMCG firms should focus on the Unique Selling Proposition (USP) of their brands rather than claiming multi - benefits of their offerings to different target market groups in their promotion campaigns.

Ethical Considerations

Research produces knowledge to advance decision - making ability. It is advisable for ethics to be considered while embarking on any research project (Moore & Dooly, 2017). The researchers further stated that researchers should determine whether research will cause any harm to any participant. The dissemination of research findings and it implications are to be considered (Ramrathan et al., 2017). Having said this, this chapter has no ethical considerations and implications for any participant,

because no human contact was made. In addition, no primary data was collected or re-analyzed (secondary data analysis). However, the chapter was purely focused on secondary literature papers or research (desktop survey) in utilizing peer-reviewed journals, conferences papers, textbooks and many more to explore and discover the topic and the objectives of the chapter. Also, there is no conflict of interest.

FUTURE RESEARCH DIRECTIONS

It is recommended that future research should investigate incidences of green washing in other sectors, such as electronics, telecommunication, the mobile industry and clothing. Research can also be conducted in the near future among older generations on specific categories of social media, in order to know their attitude towards green washing in purchases of household electronic appliances. Researchers can carry out research to determine the consequences of green washing on the fight against climate change. In addition, research can be conducted to estimate the amount of profits driven by FMCG firms in the practice of green washing and many more.

CONCLUSION

The findings of this chapter contributed to the body of knowledge, as it is one of the few conceptual studies done on green washing as an influence on brand switching. It is among a few first studies that investigated how green washing triggers brand switching among Generation Y in the fast-moving consumable goods industry. However, the chapter attempted to submit, at this junction, that companies practicing green washing are only enjoying short-term gains, which is regarded as tactics not strategy, and which will not be beneficial in the long run. In order to further reduce incidences of companies engaging in green washing practices, public policy and government regulations should prevent green washed marketing messages from reaching the target market.

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KEY TERMS AND DEFINITIONS

Brand Switching: It is behavior exhibited by consumers as an act of dissatisfaction with a particular brand or products because of green washing experienced. The affected consumer switched over to another competitor or available brand that can meet his/her wants or preferences.

Eco-Friendly: Also known as environmentally friendly or green. These are goods known to have positive benefits for consumers, as well as being considered causing no harm to the environments at large.

Electronic Word-of-Mouth (eWOM): This refers to favorable and unfavorable comments made by social media participants, especially Generation Y towards a brand, product, or organization online.

Fast-Moving Consumable Goods (FMCG): These are a wide range of frequently purchased commodities such as groceries, soft drinks, tissue paper, chocolate bars, and others.

Generation Y: These are technology-driven young individuals: major stakeholders of social media platforms. Generation Y people are born between 1977 and 1995. Generation Y are young consumers who have a strong intense for entertainment, excitement, fun and online activities such as music, movies, e-books, games, and chatting.

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Green Marketing: It can be viewed as an attitude that communicates effective promotion of quality and social activities by going beyond meeting consumer satisfaction, but also stresses favorable promotion of the environment and society at large.

Green Washing: It can be regarded as many deceptive practices and lies that are rampant among FMCG firms displaying illusive information about its brands to the target consumers.

Organic Products: These groups of FMCG are of high quality with natural materials and processes in which the manufacturer explores eco - friendly methods in terms of equipment and machinery in production.

Social Media: A Web 2.0 platform that allows seamless sharing of information within a common group. It can be defined as web-based platform that offers unlimited opportunities for firms to communicate successfully and cost-effectively with various stakeholders, including consumers through multiplicities of application that allow cordial relationship existence.

Chapter 10

Eco-Labels

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ABSTRACT

Eco-label products are very appealing. To increase sales most of the companies adopt eco-label strategy. On the other hand, the eco-labels often assure more than the products can in reality deliver. In particular, eco-labels may lead consumers to mechanically infer that the products are friendly to the environmentally friendly. The rising significance of corporate social responsibility provides strong motivation for companies to market unsustainable conventional products as environmentally friendly. Eco-labels are designed to inform consumers that the labeled product is more environmentally friendly than the competitors. Eco-labels are increasingly facilitating manufacturers, wholesalers, retailers, and consumers in their purchasing decisions. The chapter explains in detail the objectives of eco-labels, benefits of eco-labels, consequences of eco-labels, and different types of eco-labels. It also mentions the adoption process of eco-labels by the consumers. The chapter ends with examples of best practices.

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INTRODUCTION

Responsibility towards environmental is an important management function for the success of any business. Over the last few decades there has been a witness of major change in consumer preferences towards environmental friendly which is forcing marketers to introduce innovative products (Ottman, 1993; Brécard et al., 2009; Basu et al., 2003). This has resulted in more companies introducing environmental friendly products and also the demand for green products has also increased. At present it is the responsibility of the consumer to identify products which are environment friendly compared to others on the basis of their preferences. The question is how the consumers will identify environmental alternatives. The answer is product labels which provide information which helps consumer to make choices (Lavallée & Plouffe, 2004; Rashid, 2009; Blengini & Shields, 2010). Eco - labels are progressively being given importance as an important market tool for identification of green products.

One of the important tools in green marketing of environmental friendly products is using Eco - label (D'Souza, 2004; D'Souza et al., 2006). The Eco - labels are increasingly being utilized by marketers to promote the identification of green products (D'Souza et al., 2006; Mostafa, 2007a; Samarasinghe, 2012a; Brounen & Kok, 2011; Burnett, 2007). According to Almosawi (2014) eco - label acts as an important tool to allocated irregularity information between sellers and buyers. They also stated that labels are a signal which helps in two consumer function namely information function which refers to the information about intangible product individuality like product quality and functional values which provide significance in themselves. Moreover, Rex & Baumann (2007) define eco - labels as a tool for consumers to assist making decision for select environmentally - friendly products and also to enable them to know how products are manufactured.

A label is basically a narrative of something, related with it in some way so that a potential customer or consumer can get information from it rather than the object itself (Mostafa, 2007b; Rahbar & Abdul Wahid, 2011; Darnall, 2006). Labels may be text or image, brief or extensive, spoken or written, accurate or inaccurate, fixed or detachable, reliable or misleading, local or global (Thøgersen et al., 2010; Cheah & Phau, 2011). Labels may contain information from the producers or the distributors or third parties for example independent certification agencies (Mostafa, 2006; Yan et al., 2012; Kim et al., 2012; Cernavca, 2018). Whereas an Eco - label is one who's content refers principally to the environment. Eco - labels helps consumers to make choices to buy those products which will reduce environmental impact and also enlightens them on how the products are made (Teisl et al., 2002; Samarasinghe, 2012b; D'Souza et al., 2007). It is one of the most effective communication tools to communicate these actions to the consumers (Rattan, 2015; Bratt et al., 2011;

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Pelletier & Tyedmers, 2008; Dahm et al., 2009). It helps consumer to make safe and sound purchasing decisions based on the information provided with respect to environmental characteristics and environmental impacts of eco - labeled products over its life cycle. In Japan, 64 product groups have criteria established for Eco - labels and more than 5000 products have been accepted. In the Nordic Countries, there are Eco - labels for 55 product groups and 2800 products. The market for Eco - label products is generally considered to be both recognized and increasing. For example in the food sector the world market for ecological food products has seen an increase in annual sales of 20 percent. This may seem inspiring, signifying great interest on the parts of industry and consumers in buying products that will do less harm to the environment (Howard & Allen, 2010; Prieto - Sandoval et al., 2016; Delmas et al., 2013). So, it is now crucial for manufacturers to gain competitive advantage in the marketplace and to differentiate their products from competitors.

Eco - labeling schemes provide consumers with information at the point of purchase about the quality of the environment of individual products, in order to assist them to choose products that are acceptable from the point of view of an environment. Eco - labeling is an essential means to augment transparency and consumer trust in environmental claims (Iraldo et al., 2005; Thøgersen, 2002; Steinhart et al., 2013; Eichholtz et al., 2013). Thus, Eco - labeling has long been considered an important instrument for improving the sustainability of consumption patterns (Thøgersen, 2005; Panainte et al., 2014; Fuerst & McAllister, 2011). The first government sponsored Eco - labeling scheme, was initiated in Germany in 1977 and was named as the Blue Angel (Reisch, 2001; Christiansen et al., 2006; Gordy, 2002; Hahnel et al., 2015; Heinze & Wüstenhagen, 2012). Since then, the idea has spread and a large number and variety of Eco - labeling schemes have developed (Rubik et al., 2008; Domingues et al., 2015; Choudhury, 2015).

BACKGROUND

Objectives of Eco-Labeling

- **Protecting the Environment:** With increasing damage to the ecology, and phenomena such as depletion of the ozone layer and global warming, it is high time that individuals made a cautious effort towards safe - guarding the environment (Struwig, 2018; Kahn & Kok, 2014).
- **Innovation:** Encouraging innovation which is environment friendly. A few great ideas are the product of an intelligent idle mind, but most successful innovations have been created from the drive to fulfill a need (Mitchell, 1998;

Kapiki, 2012; Loprieno, 1997). Companies must draft policies which will help foster an innovative culture which results in innovating environmental friendly products.

- **Consumer Awareness:** Building consumer awareness. Eco - labeling helps in increasing consumer awareness about the environmental consequences of their choices and it also facilitates better well - informed buying decisions (Loureiro & Lotade, 2005; De - Pelsmacker & Janssens, 2007; Miller et al., 2008). Such decisions will mount up and the snowballing effort will be a better - informed “aware” environment - friendly society which exercises more concern and care towards the environment.

MAIN FOCUS OF THE CHAPTER

Benefits of Eco-Labeling

- **Consumer Choice:** Informing consumer choice. Eco - labeling is an efficient way of informing consumers about the environmental impacts of selected products, this will the consumers to choose the right product (D’Souza, 2004; Sasidharan et al., 2002; Norazah, 2013). It educates people to differentiate among products that are harmful to the environment and those which are friendlier with environmental objectives. An environmental label makes the customer more knowledgeable of the advantages of certain products, for example, recycled paper or toxic - free cleaning agents. It also promotes waste minimization and energy efficiency (Pencarelli et al., 2016; Pereira & Soares, 2016).
- **Efficiency:** Promoting economic efficiency. Eco - labeling is by and large reasonable than regulatory controls. By educating customers and producers to make environmentally supportive decisions, the need for regulation is kept to a minimum (Thøgersen et al., 2010; Karl & Orwat, 1999; Phau & Ong, 2007). This is beneficial to government, society, and industry.
- **Market Development:** It helps in inspiring market development. While customers choose eco - labeled products, they play a very important role on demand and supply in the marketplace. This is an indication which guides the market to move towards greater environmental awareness (Sharpley, 2001; Collins - Chobanian, 2001).

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- **Improvement:** Eco - labeling encourage continuous improvement (Rex & Baumann, 2007; Pomarici et al., 2015). An active market for eco - labeled products encourages a corporate commitment to continuous environmental up gradation. Customers can look forward to see the environmental impacts of services and products decline over time.
- **Certification:** Eco - labels promotes certification. An environmental certification program is a seal of approval which shows that a product meets a certain eco - label standard (Testa et al., 2015). Certification provides customers with noticeable substantiation of the product's desirability from an environmental perspective. Certification therefore has an important educational role to play for customers, and promotes competition. Since certified products have a prominent logo to help inform customer choices, the product stands out more readily on store shelves (Treves & Jones, 2010; Wessells et al., 1999).
- **Monitoring:** Eco - labels assists in monitoring. Another benefit of an official eco - labeling program is that environmental claims can be more easily monitored. Customers and competitors and customers are in a better position to judge the validity of a claim, and will have an incentive to do so should a claim appear doubtful (Wuepper et al., 2017).
- **Differentiation:** It helps companies to differentiate themselves from that of their competitors.
- **Environment:** Companies can be confident that their products have less negative impact on the environment across their complete life cycle.
- **Engagement:** It helps companies to have greater employee engagement arising from the strong optimistic environmental and sustainability stand which the companies take.
- **Employee Retention:** It helps companies in recruiting new employees and retaining existing employees because of good environmental reputation.
- **Identification:** Eco - label is recognized by government agencies, ministers and procurement and professionals.
- **Credibility:** Eco - label products are trusted by the consumers.
- **Differentiation:** It differentiates the product from the competitors.
- **Reduce Environmental Impact:** Eco - label products do not harm the environment and helps in reducing the carbon footprint (Xu et al., 2016).
- **Energy Consumption:** If companies conserve on energy, waste management and water while manufacturing the product then in the long run it helps them to save cost.

Concerns of Eco-Labeling

Firstly, there is lack of intelligibility and opportunities for partaking in the development of product standards which might play a role in assessments of sustainability (Xu et al., 2017). This is one of the major concerns in the fisheries sector where governments have primary management accountability for fisheries which are covered in the economic zones and also they have to oblige with the government of other countries where they have to manage shared fish stocks. One of the measures to contribute to strong execution of Eco - labeling program is efficient participation of governments in the product standard setting process (Zaman et al., 2010).

Second, some industry groups and government have raised the concerns that Eco - labeling schemes might: (a) restrict access to markets; (b) erode competition; (c) disguise underlying intention to protect industries. Factors which leads to discrimination in the regional and national Eco - labeling schemes are: (a) product categories definition and the criteria may favor foreign products over domestic products; (b) parameters used for calculating the environmental effects of products throughout their life - cycle might be based on information which was collected from countries of comparable conditions, and this may overrate the environmental impacts in the country where it was originally produced; (c) Eco - labeling tends to be based on environmental priorities which are domestic in nature and this might lead to overlooking of acceptable products and manufacturing processes in the country of production; (d) some time Eco - labeling may require foreign producers to meet certain criteria which might not be relevant in their home country; (d) the infrastructure used may differ across countries.

Third, transportation costs of bringing product management practices into compliance with the principles and criteria of foreign Eco - labeling schemes, and also going through the certification process could be costly.

Fourth, the intended nature of Eco - labeling can raise challenges. While voluntary schemes need not result in explicit restrictions compared to schemes which are mandatory, the trade might get indirectly affected due to institutional factors in producing countries. Institutional factors include difficulties which the producers face in obtaining raw materials, technology and other miscellaneous items, which are necessary to comply with standards for, Eco - labeled products. Additional institutional factors could be lack of technical and financial capacity within domestic regulatory agencies for smooth functioning of sustainable management. Government support is required in order to ensure effective management schemes.

Finally, even though participation in Eco - labeling schemes is voluntary, the definition of criteria for certification might influence the impact of the schemes on countries with diverse socio - economic and environmental conditions and interests. In the absence of some mutual international understanding, governments help is

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required to monitor and improve each individual scheme that arises in order to ensure that their countries interest are not compromised (Cai et al., 2017; Darnall et al., 2018). Guidelines which are internationally agreed might reduce the monitoring burden. If not, there is a possibility that promoters of voluntary competing Eco - labeling schemes, for instance at the national level, are likely to seek to discredit the schemes of competitors.

Challenges of Eco-Labeling

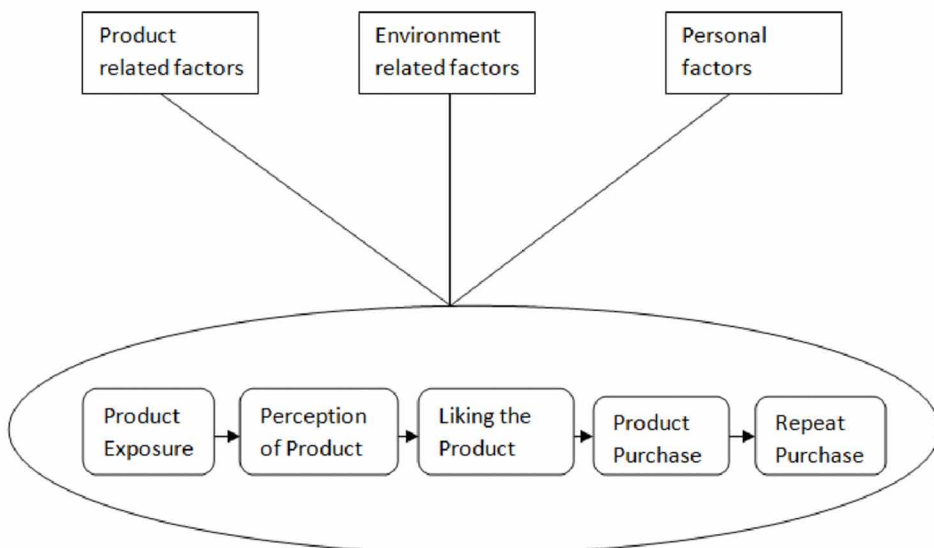
- **Misleading Claims:** An eco - label product will not have any value to the customer who is environmentally conscious if it is misleading. One of the factors for the labeling program to be credible is trust (Mitchell, 1995). Companies have to be very careful when they use terms like ozone friendly and recyclable.
- **Uninformative Claims:** Labels that provide unrelated green information will not help in reducing environmental impacts on the society.
- **Unfair Competition:** A small number of companies are worried about unfair competition. They are cautious to rely on the assertion of a foreign eco - labeling program that definite environmental criteria are being met. Companies may misrepresent their products as environmentally friendly intentionally in order to increase their market share.
- **Green Consumerism:** Several environmentalists are very serious of consumerism. They are of the opinion that green consumerism is a self - contradicting term, and they believe that the goal should be to reduce consumption of products, not merely redefine it. According to them green shopping will do little to bring about the more fundamental economic and social changes that are required to protect the plane (Baumeister & Onkila, 2017; Blend & Van - Ravenswaay, 1999). They are also of the opinion that market forces and consumer preference cannot, solely guarantee environmental protection.
- **Practicability:** Another area of concern is that very few products can be labeled as green. Since not all types of products are covered by eco - labeling programs, some critics have suggested that a stringent regulation as an effective tool instead of voluntary standards (Kavaliauske et al., 2013; Li & Van't - Veld, 2015).
- **Methodologies:** Differences in testing and certification methods have created difficulties in the application of an eco - label to a particular product category (I - Canals et al., 2002). For example, there is no clarity on what tools have to be used to measure environmental impact.

Adoption of Eco-Label

Individuals differ in their willingness to adopt a new Eco - labeling product (Rogers, 2004; Lin et al., 2015). Refer to Figure 1. For instance, only a small group of people are willing to adopt a new product or service and they are not aware that others have already used it before (Cialdini, 2001). The adoption of differs from one individual to another because of their personality (Rogers, 2004). Due to diverse opportunities for social learning the choice to adopt at an early stage is dissimilar from the decision to adopt at a later stage (Fisher & Price, 1992). According to Thøgersen (2002) there is a difference between adoptions of an Eco - label with the adoption of an Eco - labeled product, which is viewed as an innovation in its own right. Eco - labels are merely tools for helping consumers in taking the right decision (Sörqvist et al., 2015; Wulandari et al., 2012). The adoption of an Eco - label need not necessarily mean always choosing an Eco - labeled product option. Hence, a consumer has adopted an Eco - label if they vigorously, frequently and constantly consider the label when choosing products in a labeled category.

Before adopting any innovative product, the adopters go through number of stages, starting from product exposure, perception of product, liking the product, purchasing the product and then going for repeat purchase. At any stage if the consumer is not happy then he will reject the product. In addition, it is not necessarily the same factors that determine whether an individual will start the adoption process and

Figure 1. Consumer adoption process for products



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whether, and at which pace, he or she will go through subsequent stages (Sutton, 2007). Consumers are highly involved in the purchase of Eco - labeled products (Zanoli & Naspetti, 2002; Armah, 2002; Dekhili & Achabou, 2014). Prior studies show that consumers often fear being cheated by dishonest sellers when products are promoted with green claims (D'Souza, 2004). According to researcher Fazio (1990) the risk of being cheated when trusting Eco - labels is an added reason to anticipate a high endeavor adoption process for a new Eco - label product.

Types of Eco-Labels

Eco - labels are designed to inform consumers that the labeled product is more environmentally friendly than the competitors. Eco - labels are increasingly facilitating manufacturers, wholesalers, retailers, and consumers in their purchasing decisions. Eco - labels also protect consumers from uncertain environmental claims / green wash. There are many different Eco - labeling programs, run by governments, private companies and non - profit organizations. There are numerous environmental claims due to which there abundant Eco - labels. Diverse Eco - labels serve different purposes and their target audience is different. There are self - declared Eco - labels, third - party Eco - labels to manufacturer invented eco labels. There is continuous battle in the industry as to which type of label is better. There since there is no one - size fits all there is continuing efforts by both the government and private sector to create criteria that define what makes a good eco - label. Some of the benefits and drawbacks of different types of Eco - labels are mentioned below.

The Geneva - based International Organization for Standardization (ISO) has set various standards which cover different types of Environmental labels:

- ISO 14024 - Type I environmental labeling (Third Party)
- ISO 14021 - Type II environmental labeling (Self - declared environmental claims)
- ISO 14025 - Type III environmental declarations (Environmental Product declarations)

Type I Labels: Third Party Certified Environmental Labeling is multi criteria base. Type 1 Eco - labels create a standard under which products can be assessed against set criteria and compared with others within the same category, awarding labels to those that are environmentally preferable through their life cycle.

Type II Labels: Informative environmental self - declaration claims. These are environmental claims made by the manufacturers, importers or distributors of certain products. They are not separately verified. They are less informative. But manufactures have to follow basic guidelines like: (a) be sincere and straightforward;

(b) give detailed description; (c) use common language for the benefit of the consumers; (d) explain the advantages of using the product; and (e) be able to be substantiate the claim.

Type III Labels: The environmental proclamation present quantified environmental details on the life cycle of a product to facilitate comparisons among products which fulfill the same attribute. They are primarily intended for use in business - to - business; sometimes they are also used in business - to - consumer communication.

Single Attribute Labels: Here only one environmental attribute associated with the service or product is highlighted. For example a product may have a label which states that it meets energy efficiency requirements. The drawback of this label is it does not tell us how green the product is.

Multi - Attribute Labels: Multi - attribute labels set criteria for service or product categories for a wider range of environmental impacts. In realism, they set out to define what makes a greener product. The main drawback of multi - attribute labels is that they aren't as accurate as doing a life cycle assessment.

Environmental Product Declarations: They provide complete information on the product's environmental impacts crosswise multiple impact categories. This is achieved by conducting a life cycle review on a product. The objective is to make products akin across various impact categories so that the customer can decide whether the product is beneficial for them or not.

Single Issue Eco - labels: In addition, there are single - issue labels issued by government agencies that refer to specific ethical characteristic of product, for example certified organic cotton.

Independent or Private Eco - labels: These Eco - labels are provided by non - profit organizations. They take into account the complete life cycle of a product.

Types of Eco-Labels In India

Better choices can be made by consumers if they are well informed. And this is what Eco - labels try to promote. Listed below are the various certifications that exist in India for different products which will help consumers to make better choice:

- **Energy Efficiency Label:** Energy efficiency label is issued by the Indian bureau of energy efficiency which helps consumers in identifying energy efficient products. It has a star rating of one (less efficient) to 5 (more efficient). Consumer goods like television, washing machine carry this label.
- **Goodweave:** The label is issued by Goodweave International which a non - profit organization. This eco label discourages the use of child labor in the carpet industry.

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- **India Organic:** This label is issued by the Agricultural and Processed Food Products Export Development Authority (APEDA). The main objective is to encourage the growth of organic farming and processing.
- **Global Organic Textile Standard (GOTS):** This label is given for textiles. Certification is given only if companies' use seventy percent certified natural organic fibers. Here all the stages in textile manufacturing are considered.
- **Ecotel:** This is an environmental certification which is given to eco - sensitive hotels which are committed to water, energy, and environment; and hotels which work towards community participation. Hotels have to renew the labels once in two years.
- **Fair - Trade:** The label is given to organizations that indulge in fair trade principles. It tells the consumers whether or not the firm follows fair trade practices.
- **Forest Stewardship Council (FSC):** This label is given to those firms who follow responsible forest management. It is a voluntary certification and informs the consumers that the product that they are buying has come from well managed forests that protects workers rights, biodiversity, and follows the best environmental and social practices.
- **Bureau of Indian Standards:** The scheme was introduced in India in 1991. The seal is given to firms which produce environmental friendly products. The complete life cycle of the product is considered at the time of giving the seal like procurement of raw materials to usage and disposal of the product.
- **Electronic Product Environmental Assessment Tool (EPEAT):** It is a rating system for greener electronics. Products like television, computers, scanners, fax machines, printers, etc are rated under this. Ratings like of gold, silver and bronze are given to the firms depending upon the number of environmental criteria they have met. Things like energy efficiency, product design, recycling, packaging, disposal, etc are evaluated before the ratings are given.
- **GEO Certified:** It is an eco label for golf development and clubs that are sustainable and are continuously involved in environmental communities.
- **Cleaning Industry Management Standard (CIMS):** This certification program applies to operations, processes, management and performance systems. There are six standards namely service delivery, health, human resource, safety, environmental stewardship, and green building.
- **Cleaner and Greener Certification:** This certification helps companies with the greenhouse gas emission. There are four types of certification namely bronze, silver, gold and platinum.
- **Climate Change Action:** This program helps companies and individuals to understand the importance of the contribution they can make to improve the

global environment gives them the tools they need to assume responsibility for the CO₂ emissions of their vehicles and their companies.

- **Climate Registered:** It is a not for profit organization that maintains a single register to document that verifies and reports in public the greenhouse gas emissions. The register also has different methods of reducing greenhouse gas emissions.
- **Water Quality Association Gold Seal:** The Water Quality Association Gold Seal program offers this certification on all products and chemicals that use drinking water like filters, reverse osmosis systems, plumbing components, water softeners, etc.
- **Bio Suisse:** This label guarantees that the product is fully organic and is produced in Switzerland. Bio Suisse is a private firm which is headquartered in Switzerland. It has more than 30 organic farm and 6300 members who are involved in organic production.
- **Bonsucro:** This certification is a measure of sustainable sugar cane production. The certification is the first global metric standard for sugarcane relying on specific indicators to measure the environmental and social impact of the sugarcane production, its processing, and milling.
- **Carbon Neutral Certification:** The certification is provided by Versus Carbon Neutral Company. The organization certifies business operations as Carbon Neutral by auditing their annual carbon foot print. It also suggests firms to compensate their footprint and certify the business as Carbon Neutral if they are able to balance their entire carbon footprint.

There are also ISO 14000 certifications awarded to firms that follow environmental laws and regulations, and control their environmental impact.

There are Eco - labels for nearly every kind of product, from wood works to paints and vegetables to cutlery. Consumers can easily identify the products:

- Which use less water and energy
- Which contain fewer polluting ingredients
- Which are made from recycled materials
- Which do not harm wildlife

SOLUTIONS AND RECOMMENDATIONS

Since the number of eco label programs have grown in numbers there is lot of confusion and organizational disbelief. For instance, consumers found it difficult to differentiate among the six - plus Eco - labels for tea. And in 2009, a Belgium manufacturing

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company of cleaning products named Ecover, boycotted the European Union Eco - label, sighting lenient standards which allowed entry of various companies and this impacted the credentials of Ecover brand. Consumers get attracted to certain Eco - labeled products compared to others in order to answer this question Eco - labels can be evaluated along three construct namely consumer awareness, consumer willingness to pay, and consumer confidence. The above mentioned construct will help managers to choose the right label for their products.

Consumer Awareness: In order to increase the awareness among the consumers companies can adopt following strategies:

- **Simple Eco - labels:** The message should be simple and clear so that the consumers can understand better. Simple messages also allow companies to avoid the green washing.
- **Proper Communication:** A product's environmentally friendly qualities will not be appreciated if they are not communicated properly.
- **Multiproduct Labels:** The labels should be used for multiple products. This will increase the visibility amongst the consumers.
- **Government Endorsement:** Use labels which are endorsed by government. This will increase the trust among the consumers.

Consumer Confidence: The below mentioned strategies can be adopted for increasing the confidence:

- **Multiple Partners:** Having multiple partners will aid companies to stabilize the different viewpoints and that cater to environmental issues (Del - Giudice et al., 2018). This stability ensures extensive consumer demand and prevents repercussion from consumer segments which are ignored (Kelkar et al., 2014).
- **Partner Credibility:** Ensure that the partners whom companies are choosing are credible (Zavali & Theodoropoulou, 2018).
- **Conflict Of Interest:** Partners should not have any conflict of interest (Meixner & Haas, 2016).
- **Transparency:** Maintaining transparency is very important to carry out the business smoothly (Rejikumar, 2016).
- **Evaluation:** Periodic evaluation of the partner's performance is mandatory (Esmailpour & Rajabi, 2016).
- **Supply Chain:** Eco - labeled products are produced from new materials and processes. Consumer will lose their trust if the supply of green product is irregular (Shobeiri et al., 2016).

Willingness to Pay Premium Price: The strategies for demanding premium price for the product of service:

- **Quality:** If the quality of the product is good, then customers will be willing to pay a premium price of the product. Companies should focus more on the product quality in their labels (Chahal et al., 2016; Buelow et al., 2010).
- **Health Benefits:** The health benefits of using the product should be the top priority. Consumers who are health conscious will willingly buy green products. Companies can have testimonials from health experts to attract more consumers (Lim et al., 2013).
- **Peer Pressure:** The visibility of Eco - labeled products should be increased by the companies, this will help consumers to show the virtue of the purchase if Eco - labeled products to their peers. This will motivate non users to purchase Eco - labeled products (Chahal et al., 2014).

Best Practices

BookDifferent.com: BookDifferent.com was founded by Lonneke de Kort and is head quartered in Netherlands. It is a sustainable tourism booking website. It helps consumers to find Eco - label hotels. The site has won the Sustainable Travel Award in 2018. The site has 7000 eco - certified accommodations. They have various search filters which helps consumers to identify hotels based on country, carbon dioxide emissions, city, etc. In addition, the firm contributes 10% of its gross turnover to firms such as WWF, The Travel Foundation, and The Global Forest Fund and the WWF. Till date, BookDifferent.com remains the only affiliate of Booking.com that has sustainable tourism at the core of its business model.

Epson: Epson also called as Seiko Epson Corporation is a Japanese electronics company with head quarters in Suwa, Nagano Prefecture, Japan is one of the world's largest manufacturers of computer printers, and information and imaging related equipment. It was founded in 1942. Forty five of its projector display products, that are designed to meet the needs of the educational and corporate sectors, have been certified according to the global, third - party sustainability certification TCO Certified.

Seventh Generation: Seventh Generation, Inc. is an American company that sells personal care, cleaning, and paper products. It was established in the year 1988 by Jeffrey Hollender and has its headquarters in the Burlington, Vermont, United States. They use recycled materials for packaging their products and do not use chemicals and fragrances which are harmful to the society and the consumers. The company uses the hash tags #ComeClean and #GenerationGood all through

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social media to promote their efforts to go green. The price of their products is very competitive compared to other brands. The Come Clean project helps legislation and the manufacturers have to disclose all ingredients on product labels so that the consumer is aware of what they are being exposed to.

IKEA: IKEA is a Swedish company founded in the year 1942 by Ingvar Kamprad. Their head quarter is in Leiden, Netherlands. The company designs and sells kitchen appliances and home appliances which are ready to assemble. The company uses lot of renewable energy sources and waste management plans. They use eco - friendly practices to manufacture products and they also encourage their customers to have a lifestyle which is more environmentally conscious. The company has initiated a strategy called people and planet positive which allows customers to choose between design, price, and sustainability while they are shopping for their product. The first retailer to sell LED bulbs in the store was IKEA. To control carbon dioxide emissions the company has planted more than 2.4 million trees in America and they have only 15 percent of landfill waste. They have also installed solar panels in their buildings. IKEA also has two wind mill farms in Illinois and Texas in order to generate renewable energy which can be used to power their offices and farms.

Levi Strauss & Co.: Levi Strauss & Co. is an American clothing company known which was founded in May 1853 by Levi Strauss. Its headquarters is in San Francisco, California, U.S. In the year 2007 and 2015 the company conducted a lifecycle assessment of their jeans. The result of the study was eye - opening for the company especially with respect to water consumption. The results revealed that they were using 1000 gallons of water. This helped the company to introduce innovative ways of reducing water consumption. They introduced a concept termed water less finishing technique which helped the company to reduce the water consumption by 96%. After the launch of the program the company has saved water in billion liters.

Tata Housing: Tata Group which was founded in 1868 by Jamsetji Tata is a multinational conglomerate holding company headquartered in Mumbai, Maharashtra, India. Tata Housing which is the subsidiary of Tata Group is one of the very few Indian real estate developers that are willfully focusing on reducing the carbon footprint. The company follows environmental standards for all their projects from premium projects to value homes. At present Tata Housing is one of the largest promoter of pre certified green building with over 70 million square feet. Even though the concept of green building is not new in India it is not developed to its full potential. Corporate have realized that they can save a lot if they use less electricity and this has led them to adopt green buildings. The company follows the “green standards” for all its projects - from value homes to ultra - premium luxurious projects in India. Moreover, the company adheres to norms stipulated by the Indian Green Building Council (IGBC), Leadership in Energy and Environmental Design (LEED).

Tata Value Homes Limited is an initiative started by Tata housing. It is one of the biggest advocates of green initiatives in the real estate sector. As an accountable corporate citizen of the country, all projects of Tata Value Homes are sustainable green developments under the guiding principle of Indian Green Building Council. The company's first green sustainable project was carried out under the motto Xylem, which is Bengaluru's, Karnataka, India's first Leadership in Energy and Environment Design (LEED) gold - certified green infrastructure park. The main focus of the park was occupant's health and they achieved this by using ergonomic architecture and design. The ergonomic design has helped the company to reduce cost and also increased the productivity of the employees. Xylem has received the LEED - Gold rating. Tata Value Homes provide customers a whole - building approach in all vital areas of environmental and human health with natural lighting and airing. Some of the tangible benefits of value homes are water saving up to fifty percent and energy saving of close to twenty to thirty percent. Some of the intangible benefits are superior day lighting, preservation of scarce resource, improved air quality and health of occupants.

Forty percent of India's population will be in urban areas by 2030. There will be more demand for green buildings, which will lead to twenty percent of all building stock by the end of 2019.

FUTURE RESEARCH DIRECTIONS

Better certification of Eco - labels would help in increased consumer awareness. The main focus of this chapter was on the benefits and concerns of Eco - labeling. Future research could look at empirically testing the benefits of using Eco - labeled products. In addition, in which type of industry Eco - labels will be more effective can be investigated. Future research could also investigate the interaction effect of the marketing mix on Eco - labels.

CONCLUSION

This chapter provides some new insights into Eco - labeling benefits, drawbacks and challenges and its affect on consumers. Future study could look at a broader cognitive constructs. Such as whether consumers are willing to pay a premium price for the product, at what age will they start using green products and what sort of advertisements should the firms focus on. Organizations that use Eco - labels can save a lot of money and it also improves their brand image. In the short run using

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Eco - labels can be an expensive affair for the company since they have to incur lot of cost for setting up a new plant this might reduce their profits also but in the long run disadvantages gets minimized and also helps company to lessen their carbon footprint.

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KEY TERMS AND DEFINITIONS

Certification: It is a seal of approval which shows that a product meets a certain eco-label standard.

Credibility: It refers to trustworthiness.

Differentiation: It is defined as contrast among two things.

Eco-Label: It is a label which identifies services and products that have less environmental impact.

Employee Retention: It refers to the ability of the firm to retain its employees.

Engagement: It is an emotional commitment by the consumers towards to the firm.


Environment: It is the surrounding where human beings, animals, and plants live.

Innovation: An idea that is new to the world.

Chapter 11

Sustainable Value Chains: A Critical Analysis of Sustainable Supply Chain Failures in Developing and Developed Economies

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ABSTRACT

This chapter explores sustainable value chains with a focus on sustainable supply chain failures in developed and developing economies. Sustainable supply chains are effective environmentally friendly systems that contribute to the delivery of products and services from suppliers to customers/clients, and there are several challenges that contribute to sustainable supply chain failures such as complexity of supply chains, unfair trade practices, lack of transparency, unfair labor practices, product sustainability, and dependence on multiple suppliers. Supply chain failures have adverse effects such as to wastage of resources. Firms must adopt more sustainable approaches to the design and implementation of their supply chains in order to reduce cases of future supply chain failures.

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INTRODUCTION

Sustainable businesses have become one of the resultant outcomes to achieve society's sustainable goals such as thriving lives and livelihoods; sustainable food security; sustainable water security, universal clean energy; healthy and productive ecosystems, and governance for sustainable societies (Griggs et al., 2013), which are the dominant theme of both past and current sustainable development narratives (Griggs et al., 2013; Kates et al., 2005), in a world that is becoming increasingly watchful of man's activities on the environment in a bid to salvage the environment and correct certain damages that have been done to the environment for the benefit of all. Sustainable business is defined as a business that meets the economic value needs of an organization in consideration of other types of value that are beneficial to diverse stakeholders in the business environment (Bocken et al., 2013). As important stakeholders in the sustainable development drive, sustainable businesses are part of a 'social movement' (Kates et al., 2005) whose activities reflects the definition of sustainable development in terms of goals, indicators, values and practice (Kates et al., 2005). It is based on the sustainability ideology that sustainable value chain has become an integral part of sustainable business activities in the society.

Sustainable value chain contains different environmental value chain functions that lead to the realization of the value chain set objectives. The 'value chain' in an ideal 'sustainable value chain' reflects different value - adding activities as opined by Porter (1985) and Porter (2001). According to Fearne et al. (2012), sustainable value chain are indicative of elements such as economic, environmental, and social considerations and value - adding activities that are beneficial to all stakeholders. It is important to add that the economic, environmental and social considerations and value - adding activities, have good motivations, opportunities and potentials (Power & Simpson, 2016). Despite the good intentions of a well designed sustainable value chain, which is to serve and benefit all stakeholders' interests, certain things still go wrong that lead to sustainable value chain failures and huge consequences for all intended beneficiaries / stakeholders. For example and using sustainable supply chain, Power & Simpson (2016) studied 'Aligning goals and outcomes in supply chain management' and notes that many businesses have found conflicting success stories in their use of sustainable supply chains despite integrating sustainable supply chains as part of their business process and activities. Furthermore, Mol (2015) investigated transparency and value chain sustainability and argues that due to the significance attached to transparency in value chains, issues of power struggles, with uncertain outcomes are always ever present as businesses interacts with the society.

Sustainable Value Chains

This further shows the importance of investigating sustainable value chain failures, with sustainable supply chain failures as a focus to provide detailed explanation that will result in reducing cases of sustainable supply chain failures in the business environments. It is important to state that sustainable businesses in developed and developing business environments should reduce sustainable supply chain failures because they make the environment unsafe and increases wastage of scarce resources.

The main aim of this chapter is to present a critical view of sustainable supply chain failures in developing and developed business environments / economies with the intention of expanding general understanding of what is sustainable supply chain failures, why do sustainable supply chain failures occur, the impacts of sustainable supply chain failures to the business environment and her stakeholders, and lessons to be learnt from sustainable supply chain failures to prevent it from occurring and the solutions to sustainable supply chain challenges and failures.

The following are the objectives of this chapter:

- To explain sustainable supply chain failures in the context of developing and developed economies.
- To identify the key elements associated with sustainable supply chains failures in developing and developed economies.
- To critically identify and assess the role of sustainable supply chain elements in contributing to supply chain failures in developing and developed economies.
- To classify and evaluate the factors associated with sustainable supply chain failures in both developing and developed economies.
- To critically investigate the consequences associated with sustainable supply chain failures in both developing and developed economies.
- To make recommendations to improve the operational effectiveness of sustainable value chains in both developing and developed business economies.

BACKGROUND

Sustainability refers to the conscious efforts geared towards protecting the environment and maintaining an ecological balance. According to Wognum et al. (2011), sustainability involves “environmental issues (issues associated with the planet), social issues (issues associated with people), and profitability (profits to be made by the firm)”. Furthermore, Clayton & Radcliffe (2018) notes that

sustainability is an important aspect of all human activities. A key aspect of human activity is business, where firms are set up to produce product and services using diverse resources from the environment. Firms through corporate sustainability (Atkinson, 2000) are ensuring that their activities protect the environment and are beneficial to all stakeholders in the environment. According to Atkinson (2000), firms are pressurized to implement national sustainability goals as laid down by the government and sustainable value chains (Fearne et al., 2012; Vurro et al., 2009) and sustainable supply chains (Linton et al., 2007; Mota et al., 2018) are some of the key ways of firms contributing to environmental sustainability.

Sustainable value chains are a set of value adding activities designed by firms in their business processes (Fearne et al., 2012). A typical example of a sustainable value chain is the sustainable supply chain. Sustainable supply chains are supply chains that have negligible impact on the environment. Sustainable supply chains are environmental conscious supply chains which are set up to meet the demands of customers for green products and services produced using green and environmentally friendly processes (Seuring, 2004). There are key functions associated with sustainable supply chains. According to Hassini et al. (2012), the critical functions of a sustainable supply chain are sourcing and transformation. In this regard, majority of all functions contributing to the supply chain should be “green” and “environmentally friendly”. Furthermore, Hassini et al. (2012) provides a framework for sustainable supply chain that shows the major functions of a supply chain which includes sourcing, transformation, delivery, value proposition, customer, and product use, and reuse, recycle, and return.

The main aim of a sustainable supply chain is to protect the environment and carry out activities that are beneficial to all stakeholders. According to Vachon & Klassen (2007) and Vasileiou & Morris (2006), environmental sustainability is a necessary characteristic for supply chains. This due to the fact that environmental sustainability is a critical requirement for firms operating in today’s highly environmental conscious business environment as all stakeholders advocate for the protection of the environment. According to Green (Jr.) et al. (2012), customers and governments are increasing demanding that processes, products, and services should have positive impacts on the environment and it has become necessary for business managers to adopt sustainable practices in their activities and supply chain in particular. Furthermore, Preuss (2002) affirm that the drive for the adoption of green practices is influenced by customer requirements and environmental regulations and legislations. Also, Hassini et al. (2012) affirms that the adoption and commitment to sustainable supply chains by many businesses is due to the pressures from Non -

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Governmental Organizations (NGOs), government regulators, community activists and global competition. Thus, sustainable supply chains are designed and managed by businesses for the benefits of all stakeholders in the business environment.

Certain functions such as customer service, marketing, operations, product development, finance, and distribution contributes to the realization of the objectives of a sustainable supply chain. Vasileiou & Morris (2006) points out that every partner in a sustainable and environmentally friendly supply chain that works for the success of the supply chain must work in harmony for the realization of the objectives of the supply chain.

In order to effectively obtain value from sustainable supply chains, sustainable supply chain management has become an area of interests to scholars and practitioners. According to Gupta & Palsule - Desai (2011), Sustainable Supply Chain Management (SSCM) is a “a set of managerial practice that has environmental impact as an imperative, have consideration of all stages across the entire value chain of each product and involves a multi - disciplinary perspective, encompassing the entire product life - cycle”. With regards to the benefit of SSCM, Green (Jr.) et al. (2012) investigated green supply chain management practices focusing on the impact on performance and found out that the utilization of Green Supply Chain Management (GSCM) practices by manufacturing firms contributes to increase in environmental and economic performances which also boost the operational performance of the firm. Therefore, firms should encourage green and sustainable supply chain management practices to ensure efficient operational performances in the business environment.

Supply chain failures have been a serious cause for concern in the past and it is currently a major challenge in the 21st century for firms operating in diverse sectors and industries. Historically, previous studies have focused on showcasing these failures in some industries such as the food industries. According to Roth et al. (2008) who examined unraveling the food supply chain focusing on strategic insights from China and the 2007 recalls. Roth et al. (2008) noted that in March 2007 China experienced a Pet food recall which exposed the dangers of food supply chain contamination and disruptions. Other previous studies such as Christopher & Peck (2004) and Bakshi & Kleindorfer (2009) focused on building resilient supply chain. Another key area where studies focused is Weak links in the supply chain focusing on measuring fragility and sustainability (Stonebraker et al., 2009). These studies highlight the vulnerability of sustainable supply chains. More recently, more studies are dedicated to why supply chain fails (Fawcett et al., 2015) and evaluating sustainable supply chain risk management (Rostamzadeh et al., 2018). Despite these studies, little information is available on case studies of sustainable supply chain

failures in both developing and developed business environments in the different sectors of the economy. This chapter attempts to address this gap by critically analyzing sustainable supply chain failures in developing and developed economies.

MAIN FOCUS OF THE CHAPTER

Sustainable Supply Chain Failures in Developing Business Environment: Case Study Analysis

In this section, a case study is used to illustrate an example of a supply chain failure in a developing economy context. The case company is major food and Beverage Company operating in Ivory Coast and known as Nestlé (Ivory Coast).

Nestlé Profile

Nestlé is the world's largest food and beverage company with more than 2000 brands (Global icons to local favorites), and are present in over 190 countries worldwide. Nestlé's pioneering years begins with the foundation of the Anglo - Swiss Condensed Milk Company in 1866 (Nestlé, 2019a). The founder Henry Nestlé developed a breakthrough infant food in 1867 and his company merged with Anglo - Swiss to form the Nestlé group in 1905 (Nestlé, 2019a). Today, Nestlé is a global brand with presence in Africa, Americas, Asia, Australia, and Europe. Nestlé has its R& D Centre in Abijan and Yamoussoukro, and it was opened in 2009. Nestlé's research program enables cocoa farmers in Africa to expand their knowledge of agriculture and raw materials knowledge, focus on developing traditional African ingredients to meet the taste and needs of African consumers.

Some of Nestlé's popular brands include Golden morn (cereal), Maggi, Nestlé Ideal, Nestlé Nido, Nescafe (Nestlé, 2019c). Nestlé impact areas are dedicated to individuals (the target is to help 50 million children live healthy lives), communities (help to improve 30 million livelihoods in communities directly connected to Nestlé's business activities, and the planet (strive for zero environmental impact in Nestlé's operations) (Nestlé, 2019b).

Nestlé Sustainable Supply Chain Issues in Ivory Coast

In a bid to provide quality cocoa product for all, Nestlé Cocoa supply chain activities includes sourcing cocoa from source countries such as Ivory Coast (a developing country) with child labor issues. Fair Labor Association (2012) investigated the

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sustainable management of Nestlé's Cocoa Supply Chain in Ivory Coast focusing on labor standards with the following goals: "to map stakeholders in the Nestlé Cocoa supply chain, map Nestlé Cocoa supply chain in the Ivory Coast, and assess the associated labor risks in Nestlé Cocoa supply chain". Their findings are summarized below:

- Nestlé is one of the major food companies in the world;
- Nestlé has enshrined labor standards which are part of their agreements with suppliers;
- Nestlé directly source from over 600,000 farms globally and indirectly from other farm sources;
- Child labor is a serious challenge in Ivory Coast despite prevailing national laws and business code of conduct;
- There is high labor standard risk in Ivory Coast and as a result, these labor standard risks tend to be undetected as part of Nestlé's cocoa supply chains;
- Nestlé's suppliers (about seven) of then visited in the study represent 79% of the volume of beans or cocoa products purchased by Nestlé from Ivory Coast in 2011.
- Nestlé supply chain mapping was done to include Nestlé's headquarters in Switzerland, R&D in Abidjan and local operations in the Ivory Coast, Tier 1 suppliers of Nestlé, subsidiaries in West Africa of Tier 1 suppliers, processing facilities and buying centers in the Ivory Coast; third - party service providers; traitants; cooperatives; pisteurs; farmers; share croppers and farmers.
- Nestlé has a supplier code of conduct and does not support the use of child labor in any of its business process and activities.
- Risk assessment carried out showed that children are at risk in every stage of the cocoa production. Some of the risks identified were categorized as injury from machetes during the preparation of the land, maintenance of the farm and harvesting of the cocoa beans. Other risks are injury from physical strain during the planting of seedlings, movement of heavy loads and the application of fertilizers and pesticides.
- Child labor remains a regular feature on cocoa farms in Ivory Coast and Nestlé will need the support of all stakeholders to eliminate the practice.
- There is need for all parties to improve the supply chain mapping and transparency, monitoring and capacity building programs to achieve a sustainable cocoa sector.

Child labor remains a growing concern globally and in the case of Nestlé it is a major problem in the sourcing and transformation of raw cocoa for diverse uses.

In order to resolve the issue of child labor practices, some recommendations made to Nestlé by Fair Labor Association (2012) include:

- Nestlé supplier code of conduct must be strengthened.
- Nestlé must educate and provide information to its suppliers about its supplier code of conduct.
- Identify clear roles and responsibilities for Nestlé, staff, suppliers, cooperatives and farmers.
- Provide robust key performance indicators and reporting requirements on labor standards.
- Create a strong internal monitoring and remediation system.
- Provide sustainable ways of eliminating the issue of child labor using immediate steps following a bottom - up approach.
- Provide different income creation opportunities for farmers and their families.

Sustainable Supply Chain Failures in Developed Business Environment: Case Study Analysis

In this section, a case study is used to illustrate an example of a supply chain failure in a developed economy context. The case company is major technology company and known as Apple Inc.

Apple Inc Profile

Apple Incorporated is a major global company incorporated on January 3, 1977 (Reuters, 2009). Apple Inc is known for designing, manufacturing, and marketing mobile communication and media devices, personal computers and hand - held digital music players (Reuters, 2009). Other product and services offered by Apple Inc include software, accessories, networking solutions, and third party digital content and applications (Reuters, 2009). According to Reuters (2009), Apple Inc target market segments include the Americas, Europe, Greater China, Japan and Rest of Asia Pacific. Popular Apple products and services include iPhone, iPad, Mac, iPod, Apple Watch, Apple TV, a portfolio of consumer and professional software applications, iPhone OS (iOS), OS X, and watchOS operating systems, iCloud, and Apple Pay (Reuters, 2009). Apple's outlets where it sells digital content and applications are iTunes Store, App Store, Mac App Store, television APP Store, iBooks Store, and Apple Music (collectively Internet Services). The company is a very successful and innovative company. According to Clarke & Boersma (2017), Apple Inc is the "richest and the most iconic corporation in the world".

Apple Inc Sustainable Supply Chain Issues

Apple Inc is a household name and a technology giant that operates sophisticated global value chains to produce high technology products for its diverse customer base. Clarke & Boersma (2017) investigated the governance of global value chains focusing on unresolved human rights, environmental and ethical dilemmas in the apple supply chain. Furthermore, the study focused on “the role and performance of Apple Inc in the global value chain in Asia” (Clarke & Boersma, 2017). The findings of Clarke & Boersma (2017) are summarized below:

- Apple’s top ten international suppliers are located in countries which include China, Japan, USA, Taiwan, South Korea, Malaysia, Philippines, Singapore, Germany, and Vietnam.
- Apple outsources manufacturing to low wage countries.
- Apple has 785 suppliers in 31 countries worldwide which provide product and services for the production of Apple’s iphone with 349 of the suppliers in China.
- Apple relies on electronic component supply chains in Asia and other parts of the world.
- Apple invests \$7.1 billion dollars in 2011 in its supply chain and provided \$2.4 billion dollars in pre - payments to its suppliers.
- One of Apple’s major suppliers known as Foxconn located in China is one of Apple’s Electronic Manufacturing Services (EMS) providers. Foxconn employs about 1.6 million people in China.
- Since 2006, Apple has had supply chain issues relating to sourcing components from companies that have poor employment conditions and practices. These working conditions indicate that employees were working long hours with very poor wages / salaries (Klowden, 2006). Foxconn is named as one of the employers in china with a reputation for providing workers with poor and stringent working conditions with low pay. These poor conditions led to mass strikes at Foxconn factories (Richburg, 2010). These poor working conditions led to several suicides and suicide attempts by employees (Barboza, 2010).
- According to Clarke & Boersma (2017) and SACOM (2011) Apple and Foxconn made promises in 2010 regarding the following issues:
 - **Recruitment and Terms of Employment:** This will be carried out in strict compliance with the law. However, as at 2011 / 2012 this issue remains unresolved as there are misleading statements relating to wages, benefits and location of work.

- **Wages:** Across the board increase was promised. However, as at as at 2011 / 2012, several issues concerning wages include miscalculation of wages, unpaid overtime work per month, continuous shifts and denying meal breaks.
- **Health and Safety:** Adequate personnel protecting equipment and health examination was promised. However, as at 2011 / 2012, there is lack of protection and employees do not know the chemicals in use in their factories.
- **Students and Workers:** Length of internship regulated, skills training provided and underage workers protected (16 - 18 years old) were the promises made. However, as at 2011 / 2012, interns still work as main workers and there are mandatory night shifts.
- **Grievance Mechanism:** Better worker - management communication by launching hotline for workers was promised. However, as at 2011 /2012, workers are unable to find effective ways of handling grievances at the workplace.

The aforementioned issues highlight the unfair labor practices that have remained prevalent in Asia and which have resulted in failures experienced in Apple's attempt to make its supply chains sustainable.

In order to resolve the issue of poor working conditions for employees of Apple's suppliers, Apple started a supplier responsibility program in 2006 as part of its supplier's code of conduct and to publish the company's supplier's responsibility report annually (Clarke & Boersma, 2017). Furthermore, when there are violations to Apple's supplier code, the erring supplier is given 90 days to address the issue or the company's contract is terminated (Clarke & Boersma, 2017). According to Frost & Burnett (2007), there is evidence that since 2006, Apple now probes labor conditions by hiring the independent audit provider Vertité, to investigate production facilities.

Issues, Controversies or Problems Associated With Sustainable Supply Chains and Sustainable Supply Chain Failures

In an established sustainable supply chain, there are several issues that may arise from the various core functions that contribute to the realization of the objectives of the sustainable supply chain in the business environment. According to Hassini et al. (2012), each sustainable supply chain functions have core issues associated with them and they are as follows:

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- **Sourcing:** The issues associated with sourcing include renewable resource, fair trade practices, damages to the environment, toxic substances and Green House Gas (GHG) Emissions. According to Wognum et al. (2011) who investigated Systems for sustainability and transparency of food supply chains focusing on the current status and challenges, challenges associated with sustainable sourcing in food supply chains are transparency, legal costs, and legal interference, and being able to produce in a sustainable way. These issues can be classed as issues relating to fair trade practices.
- **Transformation:** The issues associated with transformation are sustainable practices and process, and fair labor practices. According to Mares (2010), sustainable compliance with labor rights throughout the entire production chain is a major challenge for firms. Mares (2010) further affirm that the source of labor standards is the International Labor Organization (ILO) standards (O'Rourke, 2003; Raynolds, 2012; Thomas & Turnbull, 2018) and National laws. Despite the presence of ILO standards and national laws, unfair labor practices is still practiced in different supply chains in different industries. According to Pekdemir et al. (2015), "violations of labor law and regulations continue to persist in the 21st century", and they are commonly found in the manufacturing countries. Pekdemir et al. (2015) further notes that these unfair labor practices can be stopped by enforcing national and international labor standards.
- **Delivery:** The issues associated with delivery are transportation, facilities location and layout, inventory and GHG Emissions. According to Ugarte et al. (2016), certain transportation and distribution practices and activities associated with consumer goods supply chains have the potential of having negative impacts on the environment. With respect to e - commerce, Van - Loon et al. (2015) carried out a comparative analysis of carbon emissions from online retailing of fast moving consumer goods and identified the nature and routing of van deliveries, the amount and type of packaging used, and the energy efficiency of the shop and e - fulfillment centers as major elements that can affect the environment with their climate change potential. The aforementioned elements are some of the sustainability challenges associated with product delivery that can affect the sustainability of a sustainable supply chain.
- **Value Proposition:** The issues associated with value proposition are pay more and feel good factor, snowball effect and marketing PR.
- **Customer and Product Use:** The issues associated with customer and product use are energy efficiency, use of green energy, customer education, and GHG Emissions.

- **Reuse, Recycle, and Return:** According to Sasikumar & Kannan (2008) who examined Issues in reverse supply chains focusing on end of life product recovery and inventory management, product recovery process includes collection, inspection / separation, and disassembly, reconditioning / reuse, remanufacturing, and recycling. Sasikumar & Kannan (2008) further points that the collection of End - Of - Life (EOL) products from the customer and their return to the manufacturer is a very rigorous and time consuming process. Furthermore, Harris et al. (2016) who investigated Sustainable clothing focusing on challenges, barriers and interventions for encouraging more sustainable consumer behavior found out that the challenges to sustainable clothing are clothing sustainability is too complex, consumers are too diverse in their ethical concerns and clothing is not an altruistic purchase. In general there are several issues pertaining to reuse, recycle, and return as regards a sustainable value chain. The issues associated with reuse, recycle, and return are:
 - Can the product be returned to Original Equipment Manufacturer (OEM)?
 - Can the product be reused in a different form? and
 - Can the product be efficiently recycled?

SOLUTIONS AND RECOMMENDATIONS

The need for solutions to the challenges facing sustainable supply chains have become imperatives in order to enable firms survive in the business environment. Although there are several solutions to the discussed issues, challenges or problems associated with sustainable supply chain failures in practice, this chapter focuses on solutions that are cost effective and solutions that enable the firm effectively manage established sustainable chains. The solutions to sustainable supply chain failures are presented below:

- **Reliance on Reliable Suppliers:** Firms should carry out a painstaking process of identifying reliable suppliers that understand value of a sustainable supply chain and the consequences of sustainable supply chain failures. According to According to Wognum et al. (2011) key supply chain partners such as companies, governments and other relevant stakeholders should be encourage to cooperate to achieve set goals. This can be achieved through information exchange (Wognum et al., 2011).

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- **Adoption of a Sustainable Supply Chain Strategy:** A sustainable supply chain strategy provides the needed road map for the realization of an organization's sustainable supply chain objectives. In this regard the role of a firm's top management cannot be overemphasized. Green (Jr.) et al. (2012) notes that an organization will be able to implement the Green Supply Chain Management (GSCM) practices after top and mid - level management approval and adoption of environmental sustainability as a strategic necessity.
- **Introduction Of Tactical Sustainable Supply Chain Management Systems:** Tactical sustainable supply chain management systems enable organizations to effectively take short - term decisions that ensure that customers' needs are met in a cost effective manner. In this regard the Sustainability Balance Scorecard by Figge et al. (2002) which was adapted from the Balance Scorecard by Kaplan & Norton (1992) is highly recommended. According to Figge et al. (2002), the Sustainability Balance Score Card (SBSC) provides "a strong tool for an integrated sustainability management". The Sustainability Balance Scorecard contains feature such as financial perspective, customer perspective, process perspective, learning and growth perspective, and non - market perspective with environment and social aspects represented as strategic core issues in addition to relevant performance drivers (Figge et al., 2002).
- **Assessment and Monitoring of Sustainable Supply Chain Operations:** Various sustainable supply chains can be effectively managed using effective and efficient supply chain monitoring and assessment methods and systems. According to Manzini & Accorsi (2013) who examined a new conceptual framework for food supply chain assessment, an assessment system for food supply chains can utilize an integrated assessment approach to supply chain design and management with a simultaneous focus on control of quality, safety, sustainability, and logistics efficiency of food products from the beginning (farm) of the food supply chain to the end (final consumer).
- **Utilization of Effective Sustainable Supply Chain Management Approach:** Effective supply chain management practices can allow organizations obtain value from sustainable supply chains. According to Closs et al. (2011), firms must develop and support its stakeholder's relationships and interactions to remain viable. The stakeholder relationships include consumer, business, supply chain, community, and environmental relationships. To further buttress this point, evidence by Silvestre (2015) who examined sustainable supply chain management in emerging economies with a focus on environmental turbulence, institutional voids, and sustainability trajectories found out that

supply chains experience challenges in the form of additional barriers to sustainability in developing and emerging economies which increases the complexity level and uncertainty as a result of highly turbulent business environments and institutional voids. He further noted these challenges negatively affects supply chain learning and innovation and adversely affects supply chain sustainability trajectories. In effectively resolving this situation, Silvestre (2015) recommends the utilization of a focal company to manage the challenges in the emerging business environments to boost supply chain learning. This shows the importance of an effective sustainable supply chain management approach to resolve issues in an emerging and developing economy.

- **Implementation of Sustainable Supply Chain Risk Management Programs:** Risks inherent in sustainable supply chains can be effectively managed by implementing quality sustainable supply chain risk management programs. According to Tummala & Schoenherr (2011) who investigated assessing and managing risks using the Supply Chain Risk Management Process (SCRMP), a well integrated and applied supply chain risk management process in a firm can assist in the effective management of supply chain risks. They further identified a structured approach phases for the management of supply chain risks to include risk identification, risk measurement and risk assessment, risk evaluation, risk mitigations, risk contingency plans, risk control, and monitoring using data management systems (Tummala & Schoenherr, 2011). It is important to add that Supply Chain Risk Management (SCRM) can boost a firm's performance as evidenced by Wieland & Marcus - Wallenburg (2012) who notes that SCRM is plays a significant role in the agility and robustness of a firm. Also, evidence by Giannakis & Papadopoulos (2016) notes that sustainability - related supply chain risks differs from traditional supply chain risks and hence sustainability - related supply chain risks required effective sustainability supply chain management approach.

FUTURE RESEARCH AREAS

The aspects of sustainable supply chains (Ahi & Searcy, 2015; Dadhich et al., 2015; Linton et al., 2007; O'Rourke, 2014), sustainable supply chain management (Dubey et al., 2017; Genovese et al., 2017), sustainable supply chain failures (Stonebraker et al., 2009; Wiese & Toporowski, 2013), Sustainability supply chain risks management (Hofmann et al., 2014), challenges and solutions associated with sustainable supply

chains failures provide fertile ground for future research. Naturally, issues associated with sustainable supply chain failures will stimulate the interests of practitioners and academic scholars focusing on the discourse of sustainable supply chains and sustainable supply chains failures to carry out studies to unravel why these failures occur in established sustainable supply chains. For example the investigation of risk analysis in green supply chain using fuzzy AHP approach by focusing on a case study was studied at by Mangla et al. (2015) and an evaluation of sustainable supply chain risk management using an integrated fuzzy TOPSIS - CRITIC approach by Rostamzadeh et al. (2018), which indicate that sustainably supply chains risk is inherent in any sustainable supply chain that can lead to supply chain failures. Despite these studies on mitigating sustainable supply chain risks, there are very few studies dedicated to the investigation of supply chain failures in diverse contexts. As a result, future studies should focus on investigating the challenges that lead to supply chain failures and also practical solutions to these challenges, the role of stakeholders in supply chain failures and the identification of critical success factors that will reduce the rate of supply chain failures in both developing and developed economies. Furthermore, these studies can be carried out using national, regional, and global contexts while comparative studies carried out will enable sustainable supply chain scholars to provide global sustainable supply chain risk management strategies to curb sustainable supply chain failures.

CONCLUSION

Sustainable supply chain failures remain a burden for firms operating in a business environment that values sustainability. In today's business environment issues of quality, ethics, sustainability and value with respect to business activities are taken seriously, with companies that compromise on these issues liable to face stiff penalties, sanctions, product boycott, law suits, and damaged reputation. In a sustainable supply chain, its core functions such as sourcing, transformation, delivery, value proposition, customer and product use, and reuse, recycle, and return have their pertinent issues that may lead to sustainable supply chain failures if not properly managed.

Some of the core issues associated with the functions of a sustainable supply chain include unethical sourcing of products that have negative effects of the environment, unfair labor practices in the transformation of raw materials to finished products, GHG emissions from sourcing, product delivery and customer and product use, recycling, and re - use issues. It is important to add these issues have the potential of affecting all stakeholders in a sustainable supply chain and sustainable value chain.

In order to address these issues and reduce the occurrences of sustainable supply chain failures in both developing and developed business environments, solutions such as utilization of reliable suppliers, adoption of a sustainable supply chain strategy, introduction of Tactical Sustainable Supply Chain Management Systems, assessment and monitoring of sustainable supply chain operations, and utilization of effective sustainable supply chain management approach were recommended and the role of managers of businesses in the adoption of effective sustainable supply chain management practices to implement efficient sustainable management systems was emphasized. Finally, sustainable supply chain failures are re - occurring at a higher rate as societies gravitate towards sustainable societies with serious consequences, and every stakeholder in the society and partners in a sustainable supply chain should work in harmony for the good of the society.

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KEY TERMS AND DEFINITIONS

Ethics: This refers to set of moral principles that guide an individual's conduct or activity.

Quality: This refers to the distinguishing standard or grade of something.

Risk Management: This refers to the identification, analysis, acceptance, and management of risk in order to reduce any adverse effect from a decision or venture.

Suppliers: This refers to a designated group or firm that provides goods or services based on agreement with a firm or business.

Supply Chain Failures: This refers to supply chains failing to achieve their intended purpose or defined goals/objectives.

Sustainability: This refers to the process of adhering to development activities that does not compromise the needs and resources of all stakeholders presently and in the future within a defined business environment.

Sustainable Development: This refers to a universal principle hinged on carrying out development activities that does not compromise the needs and resources of all stakeholders in a business environment presently and in the future.

Value Chain: This refers to a set of activities that are part of a firm's operation that contribute to the creation of a product or delivery of a service that meets the need of a target market.

Value Chain Analysis: This refers to an analytical tool utilized by a firm to analyze its operational activities that contribute to the creation of a product or the delivery of a service that meets the need of a target market.

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