

# A REVIEW ON CONSUMER AWARENESS TOWARDS GREEN PRODUCTS IN FOOD INDUSTRY AT CENTRE INDIA

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**Abstract:** Consumers are becoming more ecologically conscious and desirous of purchasing green products. Green products are environment friendly in itself or produced in an eco-friendly way. The core idea of this paper is to know the consumers awareness about green products and how consumers would be helping the environment if they switch over to green products. Consumers' green products awareness is significant in indicating the way of the green products buying decision. Convenience sampling method is used. Data are analysed using frequency analysis. The study has found that promotional activities on eco-friendly products influences consumers green products awareness. Majority of the respondents are aware of green products. This study also reveals that green products awareness as the critical factor, which affects consumers green purchasing decision.

**Keywords:** Green Product, Eco-Friendly

## I. INTRODUCTION

The world is beginning to realize the threat to the severe damage caused to the environment due to the increasing population and consumption of goods and services. This exposure to environmentalism has made the consumers eco-friendly and resulted in positive environmental behaviour. Environmental awareness has been ranked as one of the most important predictors of appropriate environmental behaviour. Environmental awareness is also considered as knowledge about the facts and general concepts relating to the environment and ecosystems. This knowledge is also known as Eco-literacy.

Behaviour in a person is better predicted by his attitude. Naturally a person's behaviour towards environmental practices are also determined by his attitude. The two main types of attitude that affects environmental behaviour are perceived importance and level of inconvenience. The term perceived importance represent the consumers concern for ecological issues. The term level of inconvenience means the constraints faced by the consumers when they adopt green life style. The perceived level of responsibility is a situation in which the consumers' believe that the firms are not playing the role in production of eco-friendly products and it is also important variable that determines the consumers' level of environmental consciousness.

Consumers have realised the impact of their behaviour on the environment and are shifting towards green buying even agreeing to pay more for green products. To analyse consumers' pro-environmental behaviour, psychographic characters such as knowledge, awareness, values, attitudes, perceptions and concerns for the environment are more reliable than demographic characters. Consumers who are extremely conscious of the need to protect environment might even sacrifice good quality preferences and accept lower levels of performance to save the environment. Companies have also introduced Green Product Innovations (GPI's) that perform better than the conventional green products to overcome the gap between economy and environment.

Green marketing includes the concept of planning, development and promotion of environment – friendly products or services to satisfy the needs of ultimate customers for quality, quantity, optimum price and service, without having a negative effect on the usage or its users. It is a fact that both marketers and consumers are increasingly becoming aware of the need to switch over green products and services. The move from the existing marketing methods to green marketing may appear to be expensive in the short term, but it will absolutely prove to be crucial and beneficial, and cost effective in the long run. Green marketing strategy reaps multiple benefits like increased revenue, reduced costs, new product development, risk mitigation, environment protection, global safety and enhanced brand reputation. Green marketing is needed to address environmental issues which influence all human society and natural atmosphere. There are several reasons that may cause this discrepancy. One of the reasons is demographic variables which include age group, gender, education level, income level, and the presence of children in household. Firstly, age group is one of the determinants which will affect the consumer's consumption of organic products. In many countries especially Japan and United State, elder citizens tend buy and consume more organic products if compared to young citizens. Besides that, gender plays a prominent role as well. Many surveys find out that women tend to consume more organic products than men. This may due to females feel more responsible for the health of the family than males. They believe that consuming organic products is healthier and better for their family than consuming conventional foods. Third factor would be the education level of consumers.

In general, organic products are usually being offered at a higher price. Thus, only those with higher income would be able to afford for the higher price and tend to consume more organic products. It claims that families with children focus on health more than others. Next, non-demographic variables such as willingness to pay, taste, nutritional value, environmental concern and organic certification would also affect consumer decision while purchasing organic products.

Firstly, willingness to pay is one of the main factors that will affect the consumption of organic products. Some of the studies discovered that consumer willing to pay higher price if they get more information about the products. Such information includes background of the products, characteristic, feature, and safety of the products. Finally, throughout this research, it was referring to the main factors that are influencing consumer buying intention toward organic products.

## II. LITERATURE REVIEW

**Dr. A.Kadhar Lal et.al (2021)** discussed the marketing of products that are presumed to be environmentally safe. It incorporates a broad range of activities including product modification, changes to the production process, sustainable packaging as well as modifying advertisement. Thus, green marketing refers to holistic marketing concept that production, consumption and disposal of products and services happen in a manner that is less detrimental to the environment with growing awareness about the implication of global warming, non-biodegradable solid waste, harmful impact of pollutants, etc. both marketers and consumers are becoming increasingly sensitive to the need for green products and services. This presents primary data of 50 respondents in Chennai. The statistical tools used in the study are frequency table, one sample One- Way ANOVA and Chi-Square Test. IBM SPSS 20 was used to perform statistical analysis.

**Indrajit Ghosal et.al (2021)** aims to investigate the personal and situational factor/factors that influence to consumer towards buying online green products. The selected factors have been chosen like Online Delivery, Flexible Payment Option, Reasonable Price with Discount, Company Branding. A five-point Likert Scale adopted to collect the data. Well-known statistical methods such as Factor Analysis, Regression Analysis have also been used to analyze the collected data to reach the conclusions. From the findings, the author concluded that the two variables out of six selected variables such as flexible payment option and availability of products significantly influencing the consumers behavior towards online purchase of ecofriendly products.

**Priyam Prateek et.al (2020)** discussed hotel industry is a one of biggest user of single use food packaging products in form of straws, spoons, cups, plates, carry-bags and containers etc. Plastic products were cheap and durable. But this comes at serious environmental costs with clogging of landfills and waterways with these plastic wasters. Plastics are also a biggest contributor to greenhouse gas emissions at every stage of its life cycle from production to ways it is managed as waste product. Polystyrene type which is most common plastic used in single use food packaging products are also harmful to human health. With increasing environmental awareness, there is move towards reduction of single use plastics in hotel industry all over the world. Many hotel operators have made efforts to reduce single use plastics such as straws, carry bags, spoons etc.

**N. Divyapriyadharshini (2019)** discussed about Green products are environment friendly in itself or produced in an eco-friendly way. The core idea of this paper is to know the consumers awareness about green products and how consumers would be helping the environment if they switch over to green products.

Consumers' green products awareness is significant in indicating the way of the green products buying decision. The data is collected from 30 respondents by survey method through a structured questionnaire. Convenience sampling method is used. Data are analyzed using frequency analysis. The study has found that promotional activities on eco-friendly products influences consumers green products awareness. Majority of the respondents are aware of green products. This study also reveals that green products awareness as the critical.

**Maulik K Rathod (2018)** focusses mainly on the understanding awareness of consumers towards ecofriendly FMCG products. FMCG products could be anything i.e. household or a personal care product. Objective of the study is to access the consumers' awareness for environmental friendly products and its marketing. Consumers of Gujarat mainly from the three prominent cities namely Ahmadabad, Surat and Vadodara are taken into account. The result that came after analyzing the data collected through structured questionnaire show that the awareness of the consumers is high.

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

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

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

**Das SM, Dash BM & Padhy PC (2012)** have analysed environment friendly, so called green marketing has become a discussed topic and companies are continuously trying to find the best ways to reach the customers with their green point. Customers are attractive more demanding and they have started to pay more attention to the environment. The aim of this study is to find out how tactical issues in green marketing incorporates a variety of activities, including modifications to products, changes to the manufacturing and distribution processes, packaging and modifications to marketing relations.

**Olimpia, N (2011)** has studied the green marketing techniques used by nongovernmental organisations (NGO) and companies in Romania in order to influence the environmental behaviour of individuals. The researcher has analysed the main techniques and methods used in the ecological communication, in order to shape the proenvironmental attitude and behaviour and has also identified the informative component in all campaigns (ecological lessons, information about pollution the ways to reduce damages to the natural environment) which is simple, aiming only to pass on information and raise the level of knowledge of the individuals concerning the environmental issues. The NGOs and companies of Romania also conduct ecological campaigns to produce results as the pro-environmental attitude or behaviour in the form of tree planting campaigns, collection of waste electrical equipments, recycling of their mobiles and other electronic devices etc which are expected to be internalised by the receivers from the VIPs who promote these campaigns. The study also identified some environmentally oriented Romanian companies and also presented the actions and campaigns carried on by them on those lines.

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

**Donaldson (2005)** in his study concluded that in general the ecological attitude of consumers changed positively. This study report the strong faith of consumers in the known commercial brands and in the feeble behaviour referring to the “green” claims, this was the main reason behind the consumer’s failure to interpret his concern for environment.

**Elangovan et.al (2006)**, have revealed that there is a growing concern for environmental degradation and conjointly the resultant pollution of everyplace on the earth, industry, urbanization, new consumption pattern and social linkages area units principally responsible for the present state of environmental degradation.

**Khera, S (2011)** in his article has highlighted some of the popular environment-friendly products like bamboo furniture, earthenware pots for cold water, use of bio-gas in villages which were commonly used in those days. This situation has necessitated the world to move towards production of greener products that have a low impact on the environment. The paper has focused on some companies in India which have taken a green initiative which shows the commitment of Indian companies either as part of their corporate social responsibility or otherwise, to do something worthwhile in saving the environment.

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

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

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

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

**Rambalak Yadav (2013)** highlighted the protection of the environment as an issue of key concern which has permeated into all spheres of life. Consumers are increasingly becoming concerned about the environment and various issues related to it at the global

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

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

**Saxena, RP & Khandelwal, PK (2010)** in their research article have examined the attitude of the consumers towards green marketing and also have identified the demographic variables of consumers who have more concern for environmental protection and have positive attitude towards green brands. The concepts of green marketing are taking shape as one of the key strategies of the companies for gaining the competitive advantage, ensuring sustainable consumption of their products in the markets and enjoy sustainable development in future. Nowadays companies have started realizing the changes in the consumer perceptions and behaviour. In this context, this exploratory study was undertaken by the researchers to analyse the behaviour of the consumers towards green marketing.

**Nitin Joshi1 & Mishra, DP (2011)** conducted a study on “Environment Friendly Car: A Study of Consumer Awareness with Special Reference to Maharashtra State”, the aim of the study is to understand the behaviour of the customer in the State of Maharashtra which is one of the most developed states of India. The study was carried out to understand the customer awareness on environment friendly car (EFC). The objective of the study is to understand the awareness levels and create awareness of the EFC so that the efforts of the manufacturing the green car will be achieved. Five hundred respondents have been asked to fill in a questionnaire. The study has been done keeping in mind age group and the geographical area of the respondents. With reference to the age group, it is observed that there is no significant difference in the awareness levels but with reference to the geography, it is observed that there is a significant difference in the awareness levels with reference to the EFC.

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

**David L. Loudon & Albert J. Della Bitta (2010)** signified that the “green” movement is growing extensively and marketers are seeking to cash in on an environmental awakening. “Green” may be to the 90s what “light” was to the „80s, with products clamoring to show how they are environmentally sensitive.

**Philip Kotler & Kevin Lane Keller (2011)**: Companies that moud “green programs” can face two main problems: consumers may believe that product is of inferior quality of being green and consumers feel the product is not really that green to begin with.

**Michael R. Solomon(2009)** identified that firms that adopt the philosophy to protect or enhance the natural environment as they go about their business activities is an instance of green marketing. Marketers point to a segment of consumers who practice LOHAS – an acronym for “Lifestyles of Health and Sustainability”

The study by **Henry Assael (2006)** observed that In U.S., Companies have taken actions to promote environmental controls towards green marketing; For example : Reynolds Wrap promotes recycling , while Crane Papers advertises the natural content of its products, McDonald’s switched from plastic to paper wrapping and uses recyclable products to build its restaurants.

**Douglas J. Darymple & Leonard J. Parsons (2002)** believe that the “green” movement is a answer for business to produce more environmentally safe products. This approach is known as green marketing. Environmentalism is only one aspect of responsible conduct. The products should be designed for recyclability where possible.

**Fertiliser Marketing - Organic Fertiliser**The study by **Pallavi (2011)** found that the technological breakthrough in agriculture, popularly known as the green revolution, which took place in Indian agriculture from the 1970s onwards, has considerably increased the income of rural India. The overall marketing mix has changed from the traditional “4 Ps” to the new “4 As” , i.e., Affordability, Awareness, Availability and Acceptability.



**Venugopal et al (2011)** in their study elucidated that Horticulture has emerged as an indispensable part of agriculture, offering a wide range of choices to the farmers for crop diversification.

The study by **Chennakrishnan (2011)** outlined that, with growing consumer appreciation of organically grown fruits, there is an increasing demand for organically grown bananas. has the potential to emerge as a major exporter of organically bananas by promotion of bio-fertilizers, bio-pesticides, recycling the wastes of eco-friendly inputs and setting up national certification schemes and accreditation agencies to certify organic products in the country.

### III. Research Design

The type of research conducted for this dissertation Research project is Descriptive Research.

#### **Descriptive Research Design:**

It includes surveys and fact finding enquiries of different kinds. It is a fact- finding investigation with adequate interpretation. It is the simplest type of research, and is more specific than an exploratory study, as it focuses on particular aspects of the problem being studied, so research design used for this project was descriptive research design.

Descriptive research method was the best method applicable to the existing problem mentioned in this project report. Here the study is conducted to determine the fact

#### **4.2.1 Sample Design**

##### **Sampling**

An integral component of a research design is sampling plan. Specifically, it addresses three questions:

- 1) Whom to survey (the sample unit)?
- 2) How many to survey (the sample size)? &
- 3) How to select them (the sampling procedure)

Making the entire universe will be impossible on the account of limitation of time and money.

Hence sampling becomes inevitable. A sample is only a portion of the universe of population.

According to Yule, "The object of sampling to get maximum information about the parent population with minimum efforts. Properly done procedures are the representative data of the entire population".

##### **Sampling Unit**

A decision has to be taken concerning a sample unit before selecting sample. Sample unit may be geographical one such as State, District and Village etc. The researcher will have to decide one or more unit that has to select for his study

##### **Sampling Methods**

Probability sampling is known as random sampling or chance sampling. Under this sampling design every item of the universe has equal chance or probability.

- ❖ Sample random sampling
- ❖ Systematic sampling
- ❖ Stratified sampling
- ❖ Cluster and Area sampling
- ❖ Sequential sampling
- ❖ Multi stage sampling

Non Probability Sampling is also known as deliberate sampling, purposive and judgmental sampling. Non probability samplings are those that do not provide every item in the universe with a known chance of being include in the sample. Non probabilities are of following types:

- ❖ Convenience sampling
- ❖ Quota sampling
- ❖ Judgemental sampling
- ❖ Panel sampling

#### **4.2.2 Collecting the data**

The data collection process follows the information of research design including the sample plan. Data, which can be secondary or primary, can be collect using variety of tools. These tools are classified into two broad categories, the observation method and the survey methods, all of which have inherent advantages and limitations.

##### **a) Primary Data**

In most research areas, field survey is commonly used to collect primary data from the respondents. Surveys can be

- 1) Personal Interview
- 2) Questionnaire

It is common practice to use structured questionnaires prepared in advanced, to elicit the necessary from the respondents. Whether it is personal or mail survey, it is necessary to design suitable questionnaire, conduct a pilot survey and undertake a pre-testing of the questionnaire.

#### **In proposed research work, primary data is collected through questionnaire Google Form method**

##### **b) Secondary Data**

Secondary data means data that are already available, it means which have already been collected and analyzed by someone else. When research utilizes secondary data, research has to look into various sources from where researcher can obtain data; usually data published is available in

- a. Technical & trade journals;
- b. Books, magazines and newspapers;
- c. Reports and publications of various associations connected with Business and industry;

#### **IV. CONCLUSION**

The research review has helped the researcher to identify the concept of awareness and attitudes of green products. The number of literature available related to green products has given an insight to the green marketing. These reviews have thrown light into the changing trend of the respondents to the awareness of green products. The review of literature revealed that many studies have been undertaken relatively to behavioral pattern of environmental attitude, green marketing practices and customer satisfaction, changing role of green marketing mix in consumer buying behavior, factors affecting consumer awareness on organic foods, environmentally conscious marketing, analyzing the relationship between consumer's attitude, perceived value and green products and consumer knowledge and willingness to act prove-environmentally. These studies have been conducted mostly on national level and state level but there are not much related studies with reference to Madhya Pradesh and Chhattisgarh which are very rich in vegetation. In order to fill this gap the researcher has made an attempt to study the consumer attitude towards green food in Madhya Pradesh and Chhattisgarh States. It makes an analytical study of the consumer's awareness towards environmental degradation, consumer awareness towards green products, the expectation of the consumers" regarding the green marketing mix, the decision of the consumer to buy green products

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