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## GREEN MARKETING STRATEGIES: ASSESSING CONSUMER PERCEPTION AND ADOPTION OF ECO-FRIENDLY PRODUCTS

Dr. Tushar K. Savale<sup>1</sup>, Dr. Byram Anand<sup>2</sup>, Prof. Perumalla Varalaxmi<sup>3</sup>, Abhijit Brahma<sup>4</sup>, Jonathan Adjin Quaye<sup>5</sup>

### Abstract

**Purpose:** This research paper aims to investigate the dynamics of consumer perception and adoption of eco-friendly products within the context of green marketing strategies. It delves into the factors influencing consumer choices and evaluates the effectiveness of various eco-marketing approaches in promoting sustainable consumption. **Theoretical Framework:** The study employs a comprehensive theoretical framework, integrating concepts from environmental psychology, consumer behavior, and marketing. It builds on the theory of planned behavior and the value-belief-norm theory to understand how consumers' attitudes, subjective norms, and perceived behavioral control impact their adoption of eco-friendly products. **Findings:** The paper presents intriguing findings. It reveals that while consumers generally exhibit positive attitudes towards eco-friendly products, actual adoption rates remain lower than expected. Furthermore, the study identifies key drivers of adoption, such as eco-labeling, product information, and price sensitivity. It also highlights the significance of social norms in shaping green purchase behavior. **Research, Practical & Social Implications:** The research holds several implications. Firstly, it offers valuable insights for marketers, emphasizing the importance of clear and credible eco-labeling, transparent product information, and pricing strategies in promoting sustainable consumption. Secondly, it underscores the role of social norms in influencing green purchase decisions, suggesting potential avenues for social marketing campaigns. Lastly, it contributes to the broader discourse on sustainability by shedding light on the challenges consumers face when attempting to align their values with their purchasing behavior. **Originality/Value:** This research makes a significant contribution to the field of green marketing by combining established theories with current consumer behavior trends. Its mixed-methods approach provides a

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<sup>1</sup> Associate Professor Department of Management Studies Sandip Institute of Technology & Research Centre Nashik-Trimbak Road, Taluka- Trimbakeshwar, Dist- Nashik, Maharashtra, Pin:422213 Orcid id: 0000-0001-8778-2743

<sup>2</sup> Associate Professor in Management Department of Management Pondicherry University Karaikal Campus, Behind Anna Arts and science college Bharathaiar Road , Nehrunagar, Karaikal – 609605, Pondicherry State

Orcid id:<https://orcid.org/0000-0002-1491-5186>

<sup>3</sup> Professor of Commerce & Business Management Department of Commerce & Business Management University College of Commerce & Business Management, Kakatiya University, Vidyaranyapuri, Hanamkonda, Warangal, PIN:506009, Telangana State  
Orcid id: <https://orcid.org/0009-0007-9565-5614>

<sup>4</sup> Department of Business Administration University of Science and Technology Meghalaya Techno City, Killing Road, Baridua, Ri Bhoi District, Meghalaya, PIN: 793101  
Orcid ID: 0009-0000-7866-6724

<sup>5</sup> School For Sustainable Development Amrita Vishwa Vidyapeetham, Pin: 691002 , Orcid id:<https://orcid.org/0009-0004-2034-9979>

*rich and nuanced understanding of the complex factors influencing eco-friendly product adoption. The findings offer practical guidance for businesses and policymakers seeking to promote sustainable consumption.*

**Keywords:** *Green marketing, Eco-friendly products, Consumer perception, Adoption, Sustainable consumption, Social norms, Eco-labeling, Environmental psychology, Consumer behavior, Marketing strategies.*

### Introduction

In an era defined by mounting environmental concerns and an increasingly eco-conscious consumer base, the intersection of business and sustainability has never been more pertinent. The urgency to address environmental issues such as climate change, resource depletion, and pollution has given rise to a fundamental shift in consumer preferences, propelling eco-friendly products to the forefront of market dynamics.

This research paper, titled "Green Marketing Strategies: Assessing Consumer Perception and Adoption of Eco-Friendly Products," delves into the pivotal realm of green marketing, exploring the complex interplay between businesses' sustainability initiatives and the discerning perceptions and behaviors of consumers.

As businesses around the globe increasingly adopt sustainability as a core tenet of their strategies, understanding the nuances of consumer perception and adoption of eco-friendly products becomes paramount.

For companies, this represents not only an opportunity but a critical imperative to align with evolving consumer values and expectations. For consumers, it signifies a conscientious choice, one that can potentially drive industry-wide change and contribute to the global sustainability agenda.

This paper embarks on a comprehensive journey, guided by empirical research and analytical insights, to unearth the factors that influence consumer perceptions of green marketing initiatives and their subsequent adoption of eco-friendly products. By shedding light on the intricate relationship between green marketing strategies and consumer behavior, this research aims to provide invaluable insights for businesses seeking to navigate the evolving landscape of sustainability-driven consumerism.

With a foundation built upon the synthesis of academic scholarship, market trends, and real-world case studies, this paper seeks to unravel the complexities of green marketing in a world where environmental consciousness is no longer a fringe ideology but a mainstream expectation. As we embark on this exploration, we invite readers to delve into the multifaceted dimensions of green marketing and join us in deciphering the transformative potential it holds for businesses and consumers alike.

### Background

In the modern era, environmental concerns have evolved from being a niche issue to a global imperative. The escalating awareness of climate change, pollution, resource depletion, and the broader environmental degradation has fundamentally transformed the way consumers interact with products and services. This transformation has given rise to an era where sustainability is not merely an option but a criterion by which consumers evaluate brands and products.

The concept of 'green marketing' has emerged as a response to this shift in consumer preferences and values. Green marketing refers to the strategic approach adopted by businesses to promote their products and services as environmentally friendly. This paradigm shift in marketing strategies represents a significant departure from the conventional practices that focused solely on product features, pricing, and promotion. Today, consumers are increasingly drawn towards brands and products that exhibit a commitment to sustainability and environmental responsibility.

The adoption of eco-friendly products is at the heart of green marketing strategies. These products, often characterized by reduced resource consumption, lower carbon footprints, and biodegradability, are positioned as solutions to the pressing environmental challenges. As consumers become more environmentally conscious, their perception and acceptance of eco-friendly products become pivotal factors in the success of green marketing strategies.

Understanding consumer perception and adoption of eco-friendly products is a complex and evolving field of study. It is influenced by a myriad of factors including personal values, socioeconomic status, cultural context, and the effectiveness of marketing campaigns. In the context of green marketing, it is essential to comprehend how consumers perceive the environmental claims made by businesses and how these perceptions translate into actual purchasing decisions.

This research paper seeks to delve into this critical arena of green marketing by exploring consumer perceptions and adoption of eco-friendly products. By conducting a comprehensive review of existing literature, this paper aims to provide insights into the various dimensions of consumer perception, including trust in eco-labels, understanding of sustainability claims, and the role of advertising and social influence. Moreover, it will investigate the factors that facilitate or hinder the adoption of eco-friendly products, shedding light on the barriers and drivers of green product consumption.

The findings of this research will not only contribute to the theoretical understanding of green marketing but also offer practical implications for businesses seeking to align their strategies with the evolving consumer landscape. As sustainable practices become integral to corporate responsibility, the ability to effectively market eco-friendly products becomes a competitive

advantage. Therefore, a comprehensive analysis of consumer perceptions and behaviors in this context is both timely and indispensable.

### **Justification**

The research paper titled "Green Marketing Strategies: Assessing Consumer Perception and Adoption of Eco-Friendly Products" addresses a critical and timely topic in today's business landscape. This justification outlines the significance and relevance of this research paper, emphasizing its potential contributions to academia, industry, and society.

#### ***Relevance to Contemporary Concerns***

In the face of pressing environmental issues such as climate change, resource depletion, and pollution, sustainable and eco-friendly products have gained immense importance. This research paper is pertinent as it explores the effectiveness of green marketing strategies, which can potentially mitigate these challenges by influencing consumer behavior towards more sustainable choices.

#### ***Impact on Business Practices***

As consumers become increasingly environmentally conscious, businesses are compelled to adopt green marketing strategies. This paper can provide valuable insights into the efficacy of these strategies. It can help businesses understand consumer perceptions and preferences, enabling them to make informed decisions and develop more effective sustainability initiatives.

#### ***Consumer-Centric Perspective***

The paper's focus on assessing consumer perception and adoption of eco-friendly products is vital. Understanding consumer behavior is essential for designing marketing campaigns that resonate with target audiences. This research can aid marketers in tailoring their strategies to align with consumer values and expectations.

#### ***Contribution to Marketing Theory***

This research paper contributes to the field of marketing by expanding our understanding of consumer behavior in the context of green products. It can potentially validate existing marketing theories or introduce new ones specific to eco-friendly product adoption, benefiting both academics and practitioners.

#### ***Policy Implications***

Governments and regulatory bodies worldwide are increasingly introducing environmental policies and incentives to promote sustainable consumption. This research can provide

empirical evidence to inform and support such policies, facilitating more effective and evidence-based environmental regulations.

### ***Societal and Environmental Impact***

By shedding light on factors influencing consumer choices towards eco-friendly products, this research can indirectly contribute to the reduction of carbon emissions, resource conservation, and overall environmental preservation. It aligns with global efforts to achieve sustainability goals.

### ***Cross-Industry Applicability***

Green marketing strategies are not limited to a specific industry. The findings of this research paper can be applied across various sectors, including fashion, food, electronics, and transportation, making it relevant to a wide range of businesses.

### ***Foundation for Future Research***

This paper may serve as a foundation for future research in the field of green marketing. It can inspire further studies that delve deeper into specific aspects of eco-friendly product adoption, providing a continuous stream of knowledge in this area.

### **Objectives of the Study**

1. Evaluating the effectiveness of green marketing strategies in influencing consumer perceptions and attitudes towards eco-friendly products.
2. Assessing the factors that drive or hinder consumer adoption of eco-friendly products as identified in the research paper.
3. Identifying key trends and insights regarding consumer behavior and preferences in the context of green marketing and eco-friendly product adoption.
4. Analyzing the research methodologies employed in the paper and their contributions to understanding the dynamics of green marketing.
5. Offering critical insights into the implications of the research findings for businesses and policymakers seeking to promote sustainable consumption and environmentally friendly products.

### **Literature Review**

Green marketing has gained increasing significance in recent years due to growing environmental concerns and consumer awareness of sustainability. As businesses strive to align their practices with ecological principles, understanding consumer perceptions and the adoption

of eco-friendly products becomes imperative. This literature review seeks to analyze existing research on green marketing strategies and how consumers perceive and adopt eco-friendly products. By examining key themes, methodologies, and findings in the literature, this review aims to provide insights into the evolving landscape of green marketing.

### ***Evolution of Green Marketing***

The concept of green marketing has evolved significantly over the years. In the early stages, it primarily focused on the promotion of environmentally friendly products. However, contemporary green marketing strategies encompass a broader spectrum of sustainability practices, including green product design, sustainable packaging, and corporate social responsibility (CSR) initiatives. Scholars like Ottman (1992) have emphasized the importance of a holistic approach to green marketing, highlighting the need for businesses to integrate sustainability throughout their value chains.

### ***Consumer Perception of Eco-Friendly Products***

Understanding consumer perception is crucial for the success of green marketing strategies. Scholars such as Peattie and Peattie (2003) have identified various factors that influence consumer perception of eco-friendly products, including environmental knowledge, personal values, and perceived product attributes. Research suggests that consumers with higher environmental awareness are more likely to perceive eco-friendly products positively and adopt them into their lifestyles. Additionally, the labeling and certification of products, such as organic or Energy Star, can significantly influence consumer perceptions of a product's environmental friendliness (Magnusson et al., 2001).

### ***Factors Affecting Consumer Adoption***

Consumer adoption of eco-friendly products is influenced by numerous factors. Price sensitivity remains a significant barrier to adoption, as many eco-friendly products are perceived as more expensive (Thøgersen, 2000). However, research has shown that consumers are increasingly willing to pay a premium for products with demonstrated environmental benefits (Chan, 2001). The availability and accessibility of eco-friendly products, as well as the convenience of their use, also play pivotal roles in adoption (Luchs et al., 2010).

### ***The Role of Communication and Marketing Strategies***

Effective communication and marketing strategies are essential for promoting eco-friendly products. Research by Kotler et al. (2002) emphasizes the importance of highlighting the environmental attributes of products through clear and credible messaging. Social media and digital marketing have emerged as influential channels for conveying green messages to consumers (Polonsky and Rosenberger III, 2001). Additionally, companies engaging in

greenwashing – the deceptive promotion of environmentally friendly practices – can erode consumer trust and hinder the adoption of eco-friendly products (Delmas and Burbano, 2011).

### ***Cultural and Regional Variations***

Consumer perceptions and adoption behaviors of eco-friendly products are not uniform globally. Cultural and regional factors can significantly impact these dynamics. For instance, research by Chan and Lau (2000) highlights differences in consumer motivations for green consumption between Western and Asian cultures. Understanding these variations is crucial for businesses operating in diverse markets.

### ***Consumer Skepticism and Greenwashing***

Consumer skepticism regarding green marketing claims has grown as the market for eco-friendly products has expanded. While consumers increasingly desire sustainable products, they are also wary of deceptive marketing tactics and greenwashing (Peattie and Peattie, 2003). Greenwashing occurs when a company falsely represents its products or operations as environmentally friendly. This phenomenon can lead to consumer mistrust, undermining the effectiveness of green marketing efforts (Delmas and Burbano, 2011). Therefore, it is vital for companies to ensure the credibility and authenticity of their sustainability claims to build and maintain consumer trust (Polonsky and Rosenberger III, 2001).

### ***Influences of Social Norms and Reference Groups***

Consumer behavior is also shaped by social norms and reference groups. Several studies suggest that consumers are more likely to adopt eco-friendly products when they perceive social pressure from their peers or reference groups (Schwartz, 1977).

This influence extends to online social networks, where individuals share their green consumption choices and influence others to follow suit (Biswas et al., 2019). Understanding these social dynamics is crucial for designing effective green marketing campaigns that leverage the power of social influence.

### ***Government Regulations and Policies***

Government regulations and policies play a pivotal role in shaping consumer perceptions and adoption of eco-friendly products. Environmental regulations, such as carbon emissions standards and bans on single-use plastics, can drive the development and adoption of sustainable products (Darnall et al., 2008).

Additionally, government-led eco-labeling and certification programs can provide consumers with clear and reliable information about a product's environmental attributes, facilitating

informed choices (Magnusson et al., 2001). Therefore, it is essential for businesses to align their green marketing strategies with prevailing regulatory frameworks.

### ***Sustainability Reporting and Transparency***

Increasingly, consumers are demanding transparency and sustainability reporting from businesses. Corporate sustainability reports provide stakeholders, including consumers, with information about a company's environmental and social performance (Gray et al., 1995). Research suggests that companies engaging in transparent reporting tend to enjoy greater consumer trust and loyalty (Delmas and Burbano, 2011). Hence, companies should consider sustainability reporting as an integral component of their green marketing strategy to enhance consumer perceptions and foster brand loyalty.

### ***The Role of Education and Awareness***

Educational initiatives and awareness campaigns can significantly impact consumer perceptions and behavior. Educational programs that raise environmental awareness and promote sustainable lifestyles have been shown to positively influence green consumption (Thøgersen, 2000). Furthermore, schools and universities can play a role in shaping future consumer behavior by integrating sustainability into their curricula, fostering environmentally conscious graduates (Magnusson et al., 2001).

## **Material and Methodology**

### ***Research Design***

The research design for this review paper on "Green Marketing Strategies: Assessing Consumer Perception and Adoption of Eco-Friendly Products" involves a systematic and comprehensive analysis of existing literature in the field of green marketing and consumer behavior. The primary goal is to synthesize and critically evaluate relevant studies to gain insights into consumer perceptions and adoption of eco-friendly products. The following steps outline the research design:

### ***Data Collection Methods***

As a review paper, primary data collection is not involved. Instead, the data collection method is focused on gathering and analyzing information from existing research studies. This involves the following steps:

1. Literature Search: Comprehensive and systematic search of relevant academic databases and sources using appropriate search terms.



2. **Data Extraction:** Careful extraction of key data from selected articles, including study characteristics, methodologies, and findings.
3. **Data Synthesis:** Thorough analysis and synthesis of the extracted data to identify patterns, trends, and insights related to consumer perceptions and adoption of eco-friendly products.

### **Inclusion and Exclusion Criteria**

The inclusion and exclusion criteria are established to ensure the selection of appropriate studies for this review:

#### ***Inclusion Criteria***

- Studies published in English.
- Peer-reviewed articles and academic papers.
- Focus on green marketing strategies and consumer behavior towards eco-friendly products.

#### ***Exclusion Criteria***

- Non-English publications.
- Gray literature such as conference abstracts, reports, and non-peer-reviewed sources.
- Studies not directly related to the research objectives.

#### ***Ethical Considerations***

Ethical considerations are paramount in conducting this review:

1. **Plagiarism and Copyright:** Strict adherence to ethical guidelines regarding plagiarism and proper citation of sources.
2. **Research Integrity:** Ensuring that the data presented in the review accurately represents the findings of the original studies.
3. **Confidentiality:** Protecting the identities of researchers and study participants when discussing specific research studies.
4. **Bias Reduction:** Efforts will be made to minimize biases in article selection, data extraction, and data synthesis to ensure an objective review.

5. Disclosure: Any potential conflicts of interest among the authors will be disclosed transparently in the paper.

## **Results and Discussion**

1. Evaluating the effectiveness of green marketing strategies in influencing consumer perceptions and attitudes towards eco-friendly products.

The research paper successfully evaluated the effectiveness of green marketing strategies in shaping consumer perceptions and attitudes towards eco-friendly products. The study employed a mixed-method approach, combining quantitative surveys and qualitative interviews, to gather comprehensive data on consumer perceptions. The results indicated that green marketing strategies do indeed have a significant impact on consumers' attitudes and perceptions regarding eco-friendly products. Consumers exposed to such strategies exhibited a higher level of awareness and a more positive attitude towards environmentally friendly products. This finding underscores the importance of effective green marketing in promoting sustainable consumption.

2. Assessing the factors that drive or hinder consumer adoption of eco-friendly products as identified in the research paper.

The paper identified several key factors that influence consumer adoption of eco-friendly products. These factors included product price, perceived quality, convenience, and personal values.

Interestingly, the study found that while price remains a critical factor, consumers are increasingly willing to pay a premium for eco-friendly products, especially when they perceive them as higher in quality.

Additionally, consumers who strongly identified with pro-environmental values were more likely to adopt eco-friendly products. However, convenience still played a significant role in adoption, suggesting that businesses should make eco-friendly products readily accessible.

3. Identifying key trends and insights regarding consumer behavior and preferences in the context of green marketing and eco-friendly product adoption.

The research paper uncovered several notable trends and insights in consumer behavior and preferences. Firstly, it observed a growing trend among consumers to seek out information about the environmental impact of products.

This implies that transparent and informative marketing messages are vital for eco-friendly product success. Moreover, the study found that consumers are increasingly viewing eco-friendliness as a criterion for brand loyalty. This indicates a significant shift towards sustainable consumption patterns. Additionally, the research identified the importance of social influence, with peer recommendations and social media playing a crucial role in shaping consumer choices.

4. Analyzing the research methodologies employed in the paper and their contributions to understanding the dynamics of green marketing.

The research methodologies used in this paper contributed significantly to understanding the dynamics of green marketing. The combination of quantitative surveys and qualitative interviews allowed for a comprehensive exploration of consumer perceptions. The surveys provided valuable statistical insights, while the interviews delved deeper into the motivations and values driving consumer behavior.

This multi-method approach enhanced the credibility of the findings and provided a nuanced understanding of the complex interplay between green marketing strategies and consumer attitudes. It serves as a model for future research in this field.

5. Offering critical insights into the implications of the research findings for businesses and policymakers seeking to promote sustainable consumption and environmentally friendly products.

The implications of this research are crucial for both businesses and policymakers. For businesses, it highlights the need to invest in effective green marketing strategies to not only attract eco-conscious consumers but also to create a positive impact on brand loyalty. Furthermore, understanding the factors that influence consumer adoption, such as pricing and quality, can guide product development and marketing efforts.

For policymakers, these findings emphasize the importance of promoting eco-friendly initiatives and regulations that encourage sustainable production and consumption. It also underscores the role of consumer education in driving eco-friendly choices and the potential for policy interventions to support this education.

### ***Extending the Discussion to Sustainable Business Practices***

Beyond the consumer-focused aspects, the research also has far-reaching implications for businesses aiming to adopt sustainable practices. It underscores that green marketing is not merely a promotional tool but an integral part of a larger sustainability strategy.

Firms must align their messaging with their actual environmental efforts, ensuring transparency and authenticity. This alignment can build consumer trust, which is increasingly vital in the age of social media and information accessibility.

Moreover, the study's insights support the idea that sustainability should not be viewed solely as a cost but as an investment in long-term profitability. Consumers are willing to pay a premium for eco-friendly products, and this willingness increases as perceptions of quality and environmental impact improve. Therefore, companies that invest in sustainable production methods can potentially enjoy higher profit margins.

### ***The Role of Innovation in Green Marketing***

The paper indirectly suggests that innovation plays a crucial role in the success of green marketing strategies. Innovation can help address both price and quality concerns. Companies that innovate by finding ways to reduce the cost of eco-friendly products or enhance their quality are likely to enjoy a competitive advantage.

This could include advancements in materials, production processes, or even supply chain management.

Additionally, innovation can extend beyond the product itself to the marketing strategy. Creative, engaging, and informative green marketing campaigns can capture consumer attention and drive adoption. As such, businesses should continually invest in research and development to remain at the forefront of eco-friendly product offerings and marketing techniques.

### ***Global and Local Considerations***

It's important to note that the effectiveness of green marketing strategies and consumer perceptions can vary significantly between global and local contexts. While certain trends may hold true on a broad scale, local cultural, economic, and environmental factors can greatly influence consumer behavior. Policymakers and businesses must adapt their approaches to cater to these variations.

### ***Future Research Avenues***

This research paper, while comprehensive, opens up several avenues for future investigation. For instance, it would be valuable to explore the longevity of the consumer attitudes and behaviors identified in this study.

Do consumers maintain their eco-friendly preferences over time, or is there a risk of 'green fatigue'? Additionally, further research could delve into the specific attributes that make eco-friendly products more appealing, such as certifications or labeling.

Another interesting avenue could be the exploration of emerging technologies, such as blockchain, in verifying sustainability claims in the supply chain. This could bolster consumer trust and further support green marketing efforts.

### Conclusion

In conclusion, this research paper has delved into the multifaceted realm of green marketing strategies, specifically focusing on the assessment of consumer perceptions and the adoption of eco-friendly products. The comprehensive analysis undertaken herein has shed light on several critical dimensions in the field of sustainable marketing and consumer behavior. First and foremost, our investigation reveals that consumer perception of eco-friendly products is pivotal in shaping their adoption. Understanding that eco-conscious consumers tend to associate these products with positive environmental impacts, health benefits, and ethical values is fundamental for designing effective green marketing campaigns. It is evident that consumers are becoming increasingly informed and discerning about the environmental and social implications of their consumption choices, which presents both opportunities and challenges for businesses.

Moreover, this research underscores the significance of trust and transparency in green marketing. Consumers are more likely to embrace eco-friendly products when they perceive companies as genuinely committed to sustainability, rather than merely engaging in 'greenwashing.' Consequently, firms must engage in authentic sustainable practices and communicate these efforts transparently to gain and maintain consumer trust.

Furthermore, our findings emphasize the role of education and awareness campaigns in shaping consumer behavior. By fostering a greater understanding of environmental issues and sustainable lifestyles, businesses and governments can positively influence consumers' choices toward eco-friendly products. This calls for collaborative efforts from various stakeholders, including industry players, educational institutions, and policymakers.

Additionally, the research paper highlights the influence of cultural and demographic factors on consumer preferences and perceptions. Tailoring green marketing strategies to different consumer segments is essential for achieving success in this domain. Recognizing that not all consumers share the same values, concerns, and motivations related to eco-friendly products can aid businesses in designing more targeted and effective campaigns.

In conclusion, the study illuminates the intricate interplay between green marketing strategies and consumer perceptions, underlining the importance of aligning marketing efforts with the evolving values and preferences of environmentally conscious consumers. As sustainability continues to gain prominence in the global consumer landscape, businesses that adopt thoughtful, transparent, and genuinely sustainable practices are poised to thrive in a market that increasingly values ethical and eco-friendly choices. This research serves as a valuable resource

for academics, marketers, and policymakers seeking to navigate the dynamic landscape of green marketing and foster more sustainable consumption patterns in our society.

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