

AWARENESS OF GREEN MARKETING AND ITS INFLUENCE ON BUYING BEHAVIOR OF CONSUMERS: SPECIAL REFERENCE TO MADHYA PRADESH, INDIA

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Abstract: Customer's attitudes are changing towards the environment to encourage innovation for conservation and the benefits from this source of innovation are certain to outlive our current generation. This paper investigates consumer beliefs and attitude on environment protection and their purchasing behavior of eco-friendly products.

This paper also focuses on the success of efforts put by marketers in bringing green brands awareness in consumer's mind. It further reviews consumer behavior and impact of marketing communication to identify how consumers are persuaded to opt for greener products. It reports the results of a consumer product survey using a questionnaire based on the Dunlap and Van Liere HEP-NEP environmental survey and the Roper Starch Worldwide environmental behavior survey. This paper identifies that consumers are not exposed enough to green product marketing communication and suggests the greater use of marketing and brands to promote and sell products that are environmentally friendly and function effectively. The paper suggests that the Indian market for greener products could be exploited more within consumer groups that have pro environmental values.

Keywords: Green marketing, Customer's Belief and Trust, Consumer's awareness, Green Brands, HEP-NEP environmental survey.

Introduction

The green movement has been expanding rapidly in the world. With regards to this consumers are taking responsibility and doing the right things. Consumer awareness and motivation continue to drive change in the marketplace, notably through the introduction of more eco-friendly products. Compared to consumers in the developed countries, the Indian consumer has much less awareness of global warming issues. Successful marketing has always been about recognising trends and positioning products, services and brand in a manner that supports buyer intentions. Today, "Green" marketing has moved from a trend to a way of doing business and businesses that sell should recognise (a) the value of going green and (b) incorporating this message into their marketing program and communicating the green concept to their consumers.

Green is slowly and steadily becoming the symbolic colour of eco-consciousness in India. The growing consumer awareness about the origin of products and the concern over impending global environmental crisis there are increasing the opportunities to marketers to convince consumers. Firms have increasingly introduced GPIs (Green Product Innovations) into their

product developments over recent decades. Studies on the consumption of environmentally sustainable products have demonstrated that perceived product performance is a significant barrier to their selection. For example, Ottman (1998) shows that some consumers do not buy “green” products because of their perceived inferiority, citing a study of observable and product-specific information (e.g. use of biodegradable and recycling behaviour) by Roper Starch Worldwide (RSW). Alston and Prince Roberts (1999) found, in their research on environmental strategy and new product development, that there was a willingness to pay slightly more for environmental improvement.

However, in his research on green product innovation strategy, Driessen (2005) finds that in order to maintain a competitive advantage, an optimum level of greenness needs to be identified between innovation performance and greenness, thus avoiding merely capturing the niche green market. So, if the market for environmentally sustainable products is to become main stream, it is important to look at what factors influence the consumer’s selection process.

This paper examined how consumers’ values/beliefs and attitudes, as well as their exposure to influences and information, shape their behaviour and perceptions of product performance, with a particular focus on the influential role of marketing.

Environmentally Sustainable Products

Defining environmentally sustainable products is complex. In a strict sense, there is no such thing as a truly sustainable or green product, as all products we buy, own, use and discard in our everyday lives will have negative environmental impacts at some stage in their lifecycles. However, products can be classified according to the scale of these impacts, and a quality threshold can be drawn (Cooper, 2000). If a product has a low environmental impact, it is regarded as an environmentally sustainable product. Another definition of an environmentally sustainable product, for consideration in this paper, is that products should be readily available for purchase and include those supplied by companies with a reputation for reducing environmental impacts from their manufacturing processes.

Literature Review

Green Marketing

Today, many companies have accepted their responsibility not to harm the environment. So, products and production processes become cleaner and more companies „go green“, because they realize that they can reduce pollution and increase profits at the same time (Hart, 1997, p. 67). Green marketing is a creative opportunity to innovate in ways that make a difference and at the same time achieve business success (Grant, 2007, p. 10). As business activities caused many of the environmental problems in the past and still do, there is increasing recognition that business is vital in the process of a more ecological sustainable society. Companies, especially multinationals, play an essential role in the world economy, and they have also the resources and capacity to put ecological solutions into practice (Tjärnemo, 2001, p. 29). Companies have a responsibility to drive the development towards greater sustainability and becoming greener, so that a company’s aim is to create markets for more environmentally friendly products and services and educate and influence customers to change (Hart, 1997, p. 67). At least two motives

for companies to change to more environmentally appropriate strategies and practices are cost saving and the market opportunity potential. Companies can save money by reducing the amount of raw material and energy used in production. Becoming more eco-oriented and offering environmentally friendlier products might result in increased market shares as well as an improved company image and thus, companies gaining first-mover advantages in greening should become more competitive (Tjärnemo, 2001, pp. 29-30). This first-mover advantage however is not sufficient anymore as more companies orient themselves ecological and customers can choose from a variety of eco-labeled products.

The role of marketing has become a matter of discussion as lifestyles and consumption patterns in the industrialized world are a major originator of environmental damage. On the one hand, marketing has been criticized for contributing to the environmental degradation by emphasizing on consumption, consequently contributing to a throwaway society and emphasizing on satisfying short-term consumer or customer wants. On the other hand, marketing can be seen as a significant instrument in order to sell new lifestyles and change overall consumption habits, not only to ecologically concerned consumers. Thus, marketing should contribute to more sustainable forms of society. Marketing has developed and widened its scope towards ecological issues from focusing on the production process, transaction and exchange. There is more than one definition of green marketing (Tjärnemo, 2001, p. 34-36). For example, Peattie (1995, p. 28) defines *green marketing* management as “the holistic management process responsible for identifying, anticipating and satisfying the requirements of customers and society, in a profitable and sustainable way” while Coddington (1993, p. 1) defines it as “marketing activities that recognize environmental stewardship as a business development responsibility and business growth opportunity [...]”. However, both definitions entail an overall eco-orientation further than the marketing section, the universal strategy or philosophy.

Environmental sustainability is defined as a management approach that involves developing strategies that sustain the environment and produce profits for the company. It is a crucial but difficult social target and many companies are taking at least some actions to protect and preserve the environment (Armstrong and Kotler, 2007, pp. 509-510). It is also the idea that environmental objectives are not incompatible with ongoing economic success as it is a step nearer to marketing (Grant, 2007, p. 2).

A *green consumer* is defined by Peattie (2001, p. 187-191) as someone who voluntarily engages in consumer practices that are regarded as environmentally friendly by marketing academics and practitioners. Thus, *green or environmentally friendly activities* deal, for instance, with energy-efficient operations, better pollution controls and recycled materials (Armstrong and Kotler, 2007, p. 509). Eco labels are a main tool used in green marketing. *Eco labels* are defined as labels which identify overall environmental preference of a product or service within a specific product or service range. So, an eco-labeled product is entitled to carry a logo that comes with a claim that the product has been produced in accordance with certain environmental standards. An eco label, in contrast to green symbols or statements, has to consist of three components, namely, the certification standard, an independent accreditation body and independent certification bodies. Eco-labeling schemes demand independent third-party certifications that the product concerned meets the predefined standards, ensuring strict and continuous compliance with the

standard by producers. Consequently, the managing label guarantees the correctness of the claim of the eco label (European Commission Homepage).

However, notwithstanding reports that environmental problems constituted one of the uppermost public concerns, market growth for green products disappointingly fell short of marketers' expectations (Wong et al., 1996). The dramatic growth in green marketing excitements at the beginning of the 1990s has gradually subsided (Peattie and Crane, 2005). Green marketing entered its second stage in the 1990s, when marketers started to experience a backlash (Wong et al., 1996). Gradually, marketers realised that consumer concern for the environment and a related desire for green products did not translate into purchasing behaviour (Schrump et al., 1995). Among all the major hindrances, the main aspect contributing to the backlash against green marketing was consumer cynicism about green products, green claims and the companies' intention as well as practices (Mendleson and Polonsky, 1995; Peattie and Crane, 2005; Wong et al., 1996). From the mid-1990s, consumers started to become more and more environmentally and socially aware (Strong, 1996). Critical consumers began to emerge as a new force of green consumerism during that period whereby they require social responsibility from corporations (Gurařu and Ranchhod, 2005).

Gradually, the rise of green consumerism has led to an even broadened consumption concept called ethical consumerism (Uusitalo and Oksanen, 2004). According to Uusitalo and Oksanen (2004), ethical consumerism refers to buyer behaviour that reflects a concern with the problems that arise from unethical and unjust global trades, such as child and low-paid labour, infringement of human rights, animal testing, labour union suppressions, inequalities in trading relations with the Third World and pollution of the environment (Strong, 1996). Both green consumerism and its subsequent ethical consumerism are forms of symbolic consumption because consumers consider not only individual but also social values, ideals and ideologies (Uusitalo and Oksanen, 2004). Since, the emergence of the green consumerism and ethical consumerism which arose in the mid-1990s, consumers have started to demand a say in the production, processing and resourcing of the products.

Anticipating the continuous uprising forces of consumerism, scholars started to call for "sustainability marketing" in the late-1990s (Charter and Polonsky, 1999). Sustainability marketing refers to the building and maintaining of sustainable relationships with customers, social environment and the natural environment (Charter and Polonsky, 1999). In the face of the challenges, green marketing entered a "self-adjusting" mode, whereby only corporations with a true intention for long-term sustainable business development continued to stay and improve on their products. Since 2000, green marketing has evolved into a third stage.

With the implementation of more advanced technology, stricter state enforcement on deceptive claims, government regulations and incentives as well as closer scrutiny from various environmental organisations and the media, many green products have greatly improved and regained consumer confidence in the 2000s (Gurařu and Ranchhod, 2005; Ottman, 2007). Together, with the continuous rise of growing global concern about the environmental quality, green marketing has gradually picked up momentum again. Some researchers postulate (Stafford, 2003) that green marketing is now "making a comeback" (Ottman et al., 2006, p. 26).

Consumer Beliefs and Behaviours

Hoyer and MacInnis (2004) state that consumers' values and beliefs need to be considered when examining the influences that affect purchasing decisions. Values are enduring beliefs that a given behaviour is desirable or good and include valuing the environment. Environmental values play a primary role in proenvironmental behaviour: values affect people's beliefs, which then have influences on personal norms that lead to consumers' pro-environmental behaviours (Reser and Bentrupperbaumer, 2005; Stern, 2000). Similarly, Ajzen's (1991) Theory of Planned Behavior shows that (environmental) beliefs form attitudes towards behaviour, which is then translated into intention of behaviour. The Global Environmental Survey (GOES) finds a gradual intergenerational value shift in the post-war generation towards post-materialist priorities, likely to result in more pro-environmental behaviour (Bennulf and Holmberg, 1990; Betz, 1990; Hoffmann-Martino, 1991; Inglehart, 1990). So, although pro-environmental values do not guarantee proenvironmental behaviour, it is likely that pro-environmental values lead to pro-environmental behaviour. However, an individual concerned about the environment does not necessarily behave in a green way in general, or in their purchasing. This is known as the value-action gap. Kollmuss and Agyeman (2002) explored a range of analytical frameworks and external and internal factors that promote pro-environmental behaviour and found conflicting and competing factors related to consumers' daily decisions. They concluded that no single definitive model adequately explains the gap between environmental knowledge and pro-environmental behaviour. A recent study finds that people who are environmentally conscious do not necessarily behave pro-environmentally: for example, people might throw rubbish away when most people around them do so (reactive process, as opposed to intentional decision making; Ohtomo and Hirose, 2007).

Consumer Exposure to Product Marketing Communication:

The average consumer has less opportunity to form an attitude about a green product than about a main stream product, unless they have made a special effort to get to know the green product, as manufacturers of environmentally improved products often make little or no green claims in their advertising (Rand Corporation, 2004). Aspirational and associative reference groups have a strong influence on general consumption (Dittmar, 1992; Hoyer and MacInnis, 2004).

Pooley and O'Connor (2000) argue that providing information on environmental issues does not necessarily foster pro-environmental attitudes. Their research suggests that the key to environmental education is the affective domain. It is reasonable to assume that advertising green products using emotional content would be more successful. Advertising works well when it tries to appeal to those values that drive consumer decision processes (WFA et al., 2002). As consumers often start from a low information base on sustainable consumption, their internal search may fail to supply the information necessary for decision making. If an external search is necessary, this involves high effort (Hoyer and MacInnis, 2004).

Research Objectives

The market of ecological products is growing rapidly at global level. The main objectives of this paper were to investigate the-

1. Consumer beliefs and attitudes on green products.
2. Consumer awareness on the availability of environmentally friendly products.
3. The influence of marketing efforts put by marketers with reference to Consumers.

Research Methodology

In order to investigate the research objectives, both secondary and primary data have been collected and analyzed. The first stage of the research process was an extensive search of articles, reports and professional information concerning eco-consumer studies and eco-marketing strategies in general using the internet and academic databases. The analysis of secondary information provided the general context for initiating the collection, analysis and the interpretation of primary data. The study was carried out in various cities of Madhya Pradesh (India).

The primary data was collected through questionnaire contains the HEP-NEP questions (Dunlap and van Liere, 1978) to measure consumer general environmental beliefs with the possible responses of strongly agree to totally disagree. The next part of the questionnaire covered marketing and branding issues related to consumer awareness and again, the HEP-NEP environmental questions were used to contextualize the responses to the consumer product questions with the suggested responses from strongly aware to totally unaware. Five point Likert scale (4, 3, 2, 1, 0) technique was used to quantify the variables. Each proposition is considered as a variable and most of the propositions are framed in a positive scale. Respondents were also asked to name any green product types that they had experience of using. In the empirical analysis for all positive propositions, if one gets on an average a high score (above 2) i.e. towards agreement indicates that the respondents are in right perspectives.

Statistical Methods

The statistical methods used in the analysis were: Means, Coefficient of Variation - to analyze the Average level of perception of the Respondents means and standard deviations; Student's t-test - is used to explain equality of average level of perceptions; Factor analysis is used to reduce the number of variables into a few in numbers without losing the inherent qualitative information; Multiple regression method is used to explain the variation in the dependent variable, given a set of independent variables.

Sampling Design

A convenient sampling design was followed and intercept method was used for data collection. One hundred and twenty women consumers (Ottman, 1998 reports that the consumers most receptive to environmentally-oriented marketing appeals are women; as mothers, they would be motivated to secure their children's futures.), with an age ranging from 21 to 45 years, were approached with a structured questionnaire.

Data Analysis and Findings

Data Collection and Analysis

The first part of the questionnaire contains HEP-NEP questions (Dunlap and van Liere, 1978) to measure general environmental beliefs with the possible responses of strongly agree, agree, slightly agree, disagree and strongly disagree.

S.No	General Environmental Beliefs	Mean	Standard Deviation (SD)	Coefficient of Variation (CV)
1.	Our population size is growing to the limit of the number of people the earth can bear.	2.33	0.91	39.19
2.	The equilibrium of nature is very delicate and easily gets upset.	3.17	0.69	21.88
3.	Humans have the right to modify the natural environment to suit their needs.	3.20	0.82	25.60
4.	When humans interfere with nature it often has disastrous consequences.	2.85	0.97	34.08
5.	Mankind created to rule over the nature.	2.83	0.91	31.94
6.	Plants and animals exist primarily to be used by humans.	3.40	0.59	17.29
7.	To maintain a healthy economy, we will have to control industrial growth.	3.25	0.63	19.32
8.	Humans must live in harmony with nature in order to survive.	3.35	0.78	23.20
9.	The earth is like a spaceship with only limited room and resources.	2.97	0.76	25.56
10.	There are limits to which our industrialized society can expand.	2.33	1.11	47.78
11.	Mankind is severely abusing the environment.	3.28	0.64	19.50

Table-1: General Environmental Beliefs

Out of 11 propositions on Consumer General Environmental Beliefs (GEB), 6 propositions mean score is 3 or above on likert-5 point scale (coded as 0,1,2,3 & 4) for propositions 2,3,6,7,8 and 11 which means most of the respondents are having strongly agreed for these propositions and same is supported by relatively less SD and lower values of CV. For the Propositions 4, 5 and 9 respondents gave good mean score ranging from 2.83 to 2.95 (coded as 0,1,2,3 & 4), which implies respondents more or less agreed on these propositions. For proposition 1 and 10 most of the respondents gave average mean score and they are slightly agreeing on these propositions the same is reflected in CV also. That means respondents have varied opinions on these propositions which is well supported by its SD.

The second part included questions about environmental behavior, with seven questions related to purchasing behavior based on previous HEP-NEP general environmental beliefs questions. Green Gauge questions (Ottman, 1998), which segment green consumers by behaviors. The results were measured on a 5 point scale of never, situational, sometimes, frequently and always used as a benchmark for comparison of all other data in this study

S.No.	Environmental Behaviour Questions	Mean	Standard Deviation (SD)	Coefficient of Variation (CV)
1.	Use biodegradable products.	2.90	0.86	29.57
2.	Avoid buying aerosol products.	2.85	0.90	31.53
3.	Read labels to see if contents are environmentally safe.	2.75	0.75	27.30
4.	Buy products made or packaged in recycled materials.	2.87	0.79	27.60
5.	Buy products in packages that can be refilled.	2.80	0.75	26.95
6.	Take your own bags to the supermarket.	2.45	1.00	40.76
7.	Cut down on car use.	2.88	0.83	28.62

Table 2: Consumer Environmental Behaviour

Out of seven propositions on Consumer Environmental Behaviour Questions (EBQ), all the propositions except 6th one are in the range of 2.75 to 2.90 (coded as 0,1,2,3 & 4), that means all the respondents more or less agreed and 6th proposition respondents gave average mean score but this proposition the opinion of respondents varied a lot as SD is one with high C.V. The third part of the questionnaire covered marketing issues related to attitudes towards green products, designed to explore topics identified in the consumer behavior and advertising industry opinion sections. Again, the HEP-NEP environmental questions were used to contextualize the responses to the consumer product questions. The suggested responses were: strongly agree, mildly agree, mildly disagree, and strongly disagree. Respondents were also asked to name any green product types that they had experience of using.

S.No.	Consumer Product Questions	Mean	Standard Deviation (SD)	Coefficient of Variation (CV)
1.	I feel good about buying brands which are less damaging to the environment.	3.15	. 0.73	23.25
2.	It is easy for me to identify these products.	3.18	0.85	26.81
3.	Green products are inferior in performance to non-green products.	2.72	0.94	34.62
4.	I have formed this opinion because people I know and trust told me so.	2.83	0.81	28.45
5.	I have formed this opinion because of my own recent experience of a product.	3.18	0.68	21.24
6.	I trust well-known brands to make products which work.	3.45	0.70	20.27
7.	In the marketing communication about a product, I expect to be informed of new improved Formulas/design.	2.68	0.89	33.26

8.	In the marketing communication about a product, I expect to be informed of how environmentally friendly a product is.	2.07	1.04	50.29
9.	Green products are marketed to me in a way which I never notice.	3.08	0.72	23.35
10.	Green products are marketed to me in a way which I find really engaging and relevant to my lifestyle.	2.23	1.06	47.62

Table 3: Consumer Buying Behaviour

Out of 10 propositions on Consumer Product Questions(CPQ), 5 propositions mean score is 3 or above on likert-5 point scale (coded as 0,1,2,3 & 4) for propositions 1,2,5,6 and 9 which means most of the respondents have strongly agreed for these propositions and same is supported by relatively less SD and less C.V.

For the propositions 3, 4 and 7 respondents gave above average mean score which means they all agreed on these propositions and for remaining 8 and 10th propositions respondents gave poor score and on these two propositions respondents opine varies a lot which is clear from these proposition SDs and C.Vs respectively.

The data collected was coded with least indicates 0 and maximum indicates 4 on Likert 5-point scale (likert-5 point scale coded as 0,1,2,3 & 4). Coded data was analysed using factor analysis through statistical software. Each component is considered in factor analysis using maximum likelihood method to generate combined index of all propositions in that component. Using all three indexes of three components regressions is calculated. The results are presented and interpreted in the following way.

Relationship between Consumer Environmental Behaviour and Environmental Beliefs

Regression Statistics
Multiple R=0.02492458
R Square= 0.00062123
Adjusted R Square=.....
Standard Error= 0.90664
Observations= 120

	Coefficients	Standard Error	t stat	p-value
Intercept	0.0000	0.1170	0.0000	1.0000
X Variable 1	-.0251	0.1321	-0.1899	0.8501

Table -4: Results of Regression Model Between Consumer Environmental Behaviour and Environmental Beliefs

Correlation between Environmental beliefs and Green behaviour:

The degrees of freedom $v=n-2=58$

Critical region at 1% is $|r| >$

The observed value of $r= 0.02492458$ falls outside the critical region

P-value is -0.1899

Therefore, green behaviors are not significantly affected by environmental beliefs.

Relationship between Consumer Environmental Behaviour and Consumer Buying Behaviour

Regression Statistics

Multiple R=0.00189771

R Square= 0.00000360

Adjusted R Square=.....

Standard Error= 0.90692

Observations= 120

	Coefficients	Standard Error	t stat	p-value
Intercept	0.0000	0.1171	0.0000	1.0000
X Variable 1	-0.00020	0.1384	-0.0145	0.9885

Table -5: Results of Regression Model between Consumer Environmental Behaviour and Consumer Buying Behaviour

Correlation between Environmental beliefs and Consumer buying behaviour:

The degrees of freedom $v=n-2=58$

Critical region at 1% is $|r| >$

The observed value of $r= 0.00189771$ falls outside the critical region

P-value is 0.9885

Therefore, Consumer buying behavior (beliefs in green product performance) is not significantly affected by environmental beliefs.

Regression analysis results show that environmental behaviors are not significantly affected by environmental behavior against environmental belief ($p=0.1665$; table-4). It clearly indicates the gap between environmental beliefs and environmental behaviors in green consumption.

The Theory of Reasoned Action (Ajzen and Fishbein, 1980) claims that a person's behavior is determined by his/ her belief of the outcome of that particular behavior and by the opinions of his/her social environment, which then Table-5 linear regression of belief in green product performance against environmental belief influences behavioral intentions ($p=0.9885$; table-5). However, what people think is different from what they do. A good idea does not always predict what they actually do, especially in the case of environmental values and behaviors. From this, inferences can be drawn as values are often too general to lead a certain environmental behavior (e.g. the purchase of green products) and environmental behaviors are also influenced by subjective interests, such as pro-environmental self- images. When such subjective interests are not met by a particular behavior, values do not get translated into behavior. The environmental behavior that the respondents participated in most was the recycling products. First, information

about recycling has been reasonably consistent for a number of years, and reaches most of the population.

Consumer response to marketing being pro-environmental respondents said that they were more likely to choose brands which they knew were manufactured by companies whose products and processes were more environmentally friendly (mean aggregate score of 3.18 out of 4). No one strongly disagreed and nearly half the respondents strongly agreed that they would choose brands from these companies. Respondents replied positively to feeling good about buying brands which are less damaging to the environment (mean aggregated score of 3.15 out of 4). If our consumer group has pro-environmental attitudes they may have self-concepts of themselves as environmentally responsible and it act as CSR. The source of green product performance belief was based on recent experience of a green product (2.75 out of 4; table-2), least often in the least environmentally concerned sector of respondents and most often in the most environmentally concerned sector of respondents.

The most environmentally concerned sector reported that they were unaware (3.08 out of 4; table-3) of green product marketing, and found it mildly engaging and also moderately relevant to their lifestyles. This result is not surprising, as it is mostly the green niche market that is being targeted by current marketing strategies. They reported that green products were not generally marketed in a way that particularly engaged them. Of the respondents, 72 per cent were unable to name a specific product, or product type, on which their opinion of product performance might be based. However, this outcome may have been influenced by the sample group chosen (women who shop at supermarkets), as those products that are regularly stocked by supermarkets would have sprung to mind. Product marketing communication Respondents agreed that they expected to be informed about new and improved product formulas and design (mean aggregate scores of 2.68 and 2.07 out of 4; table-3).

Findings

1. *Consumer's Values/Beliefs, Attitudes towards Environmentally Friendly Products:* No one strongly disagree, where three-fourth of the respondents strongly agree that they would choose eco friendly brands. Respondents reacted positively about buying brands which are less damaging to environment (80 per cent). However, the expectation of the customer is not away from the effective functioning of green brands as that of non green products.
2. *Consumer Awareness:* Majority (60 percent) consumers expressed that identifying environmentally products on the shelves of the store is slightly difficult. When asked, majority of the respondents are unable to name a specific product or product type which are eco-friendly. This speaks about the consumer unawareness of green brands.
3. *Efforts of Marketing:* Marketing plays a pivotal role in bringing consumer awareness. As the response show consumers would be more likely to choose environmentally friendly brands and were unable to recall green products/brands. This speaks about the gap in marketing effort put by the green marketers in bringing consumer awareness.
4. *Trust and Product Performance:* Survey reveals that the green product performance was significantly affected by environmental beliefs. Further, it is expressed by as large as of

88 per cent of the respondents that they are likely to trust well known products and judge green products basing on their previous experience. This supports Hong-Youl and Perks' (2005) argument that brand trust is based on experience, information and satisfaction.

Conclusion

Given India's rapid GDP growth rate and the highly negative environmental impact, demand for eco-labeled products may create the necessary consumer pressure to ensure a cleaner environment.

This study confirms the existence of an environmental value-action gap, a gap between consumers' beliefs and behaviors over being green. This paper has highlighted various aspects of consumer behavior and shown that consumer preference for greener goods could be influenced by marketing. Products given greater exposure will be more likely to sell in greater numbers. Pro-environmental values are more likely to result in more pro-environmental behavior when values and beliefs are specific enough, the green action aligns with consumers' subjective interests, and product attributes are positively perceived. A major barrier in the purchasing of green products is: concern over whether the product will perform as expected. However, consumers generally trust the performance of well known brands, so green products that work well and do not make over inflated green claims could sell successfully under well-known brands.

The current low levels of consumer awareness about global warming, India's brands need to help raise consumer consciousness. Indian manufacturers have yet to find a market for green products, even as consumers have a low awareness of them because of the insufficient efforts made by the marketers. But by embracing the green imperative, and investing in green initiatives and consumer education, Indian brands can break this vicious cycle.

Overall, it is clear that the Indian market for greener products is under-exploitation by marketers within consumer groups with pro-environmental values. This finding suggests the there is greater use of marketing brands to sell green products that are genuinely environmentally friendly.

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