



A study of the impact of green marketing on consumer purchasing patterns and decision making in urban Rajasthan

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Abstract

The study's objective is to examine how green marketing tactics have altered conventional customer behaviour. In the current setting, where green goods are becoming more accessible, this study also investigates the prospect of incorporating greener consumption habits into modern lives. Since the old idea of marketing mix must change to meet new requirements, so too must the mindset of marketing managers. The green product, constructed from non-polluting components, is central to green marketing. They are accompanied by environmentally friendly branding and green packaging. Advertising for such items should help get the word out there about them and, by highlighting the benefits they offer, encourage potential buyers to make purchases. Green goods typically cost more because of the extra effort put into their manufacture. These must, however, be within the range of what consumers are willing to pay, and this may be done by cutting back on expenses, conserving energy, making better use of scraps and leftovers, and so on. Moreover, "green principles" should be applied to the distribution's planning, particularly with regards to ensuring sufficient transportation and employing environmentally friendly fuels. The author disclosed by scouring the literature and the web for relevant secondary data, and

then we developed a thorough questionnaire to get the necessary primary information. In this study, 200 residents of a major city in Rajasthan served as the pool from which researchers selected their samples. Marketers should standardize their environmental labelling initiatives to lessen the impact of a perceived performance risk in environmental assessment.

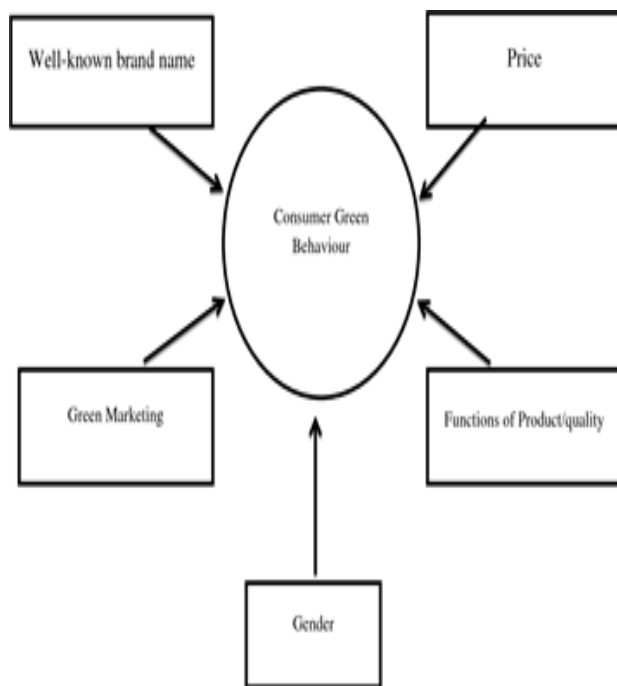
Keywords: Green marketing, consumer purchasing patterns, higher expectations and Decision making.

Introduction

Every green marketing strategy will fail if a firm cannot fairly represent itself and cannot keep its promises of compliance and moral behaviour. According to this, businesses should live up to the ideals they promote in their advertising. Success depends on both ensuring that customers are aware of the potential benefits of being green and providing them the power to influence environmental policies. In order to satisfy customers' predicted needs, it may be useful to consider their preferences and personalities.

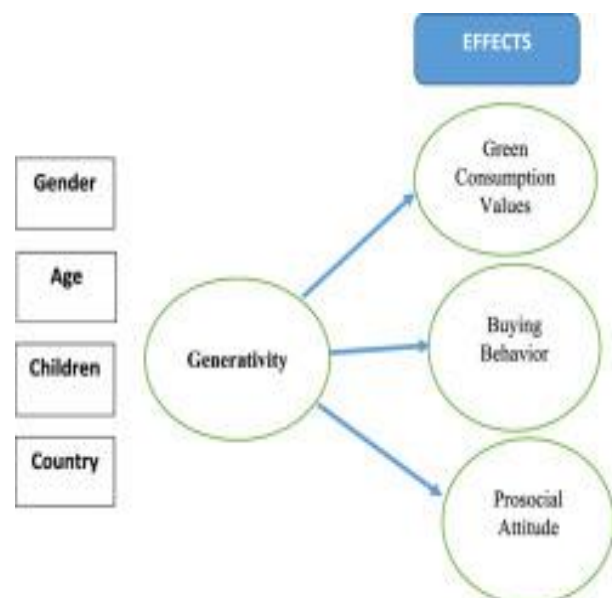
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Kiran Wazir¹, Haider Khan,(2021),In this case, it is important for companies selling eco-friendly goods to determine whether or not their target market is environmentally conscious and aware of the potential effects of their purchasing decisions. Businesses can prevent the suspicion that comes with implementing a greener strategy by placing an emphasis on openness and ensuring that their actions are consistent with their procedures and assertions of their stance as environmentally friendly. The next step is to determine appropriate pricing for goods and services. (Singh and Pandey 2012).



The idea of "green marketing" is to lessen a company's negative impact on the planet. There are several issues that have arisen because of contemporary marketing. Rapid economic growth, mass production using cutting-edge technology, a comfortable and luxurious standard of living, a penchant for style, severe competition, the deployment of potentially harmful marketing techniques to win over consumers, hyperbolic claims in promotional

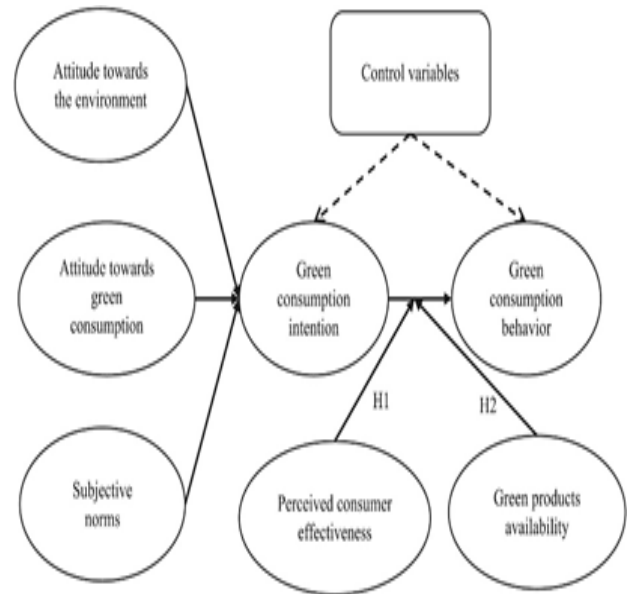
materials, liberalization and globalization, the emergence of multinational corporations, the wholesale and retail monopolization of a handful of behemoth MNCs, etc. Lee (2008). The relevance of "Green Marketing" in today's economy has skyrocketed. Green marketing is an approach to advertising goods and services that capitalizes on their positive impact on the natural world. Many shoppers would rather pay a little more for a product that won't harm the planet than buy something that does. Products like biodegradable diapers, energy-efficient light bulbs, paper bags, and environmentally safe detergents are promoted using green marketing because of their positive effects on the environment. Mendleson (1994).Most people think that "green marketing" exclusively refers to the process of promoting and advertising products that have a net beneficial effect on the environment. It has been argued that the scope of "green marketing" extends to a wide range of activities, such as but not limited to: product redesign; production process revamping; packaging revamping; and promotional strategy revamping.



Research background

The study of green marketing is expanding rapidly. Although studies on green marketing have been conducted extensively in affluent countries for decades, interest in the topic has only recently emerged in underdeveloped nations. According to the existing body of work, the customer is the most important stakeholder, highlighting the need for more studies focused on the consumer. Numerous studies have shown that customers are more concerned with environmental challenges and benefits as a result of their increased awareness of these topics. Yet, studies show that customers are becoming more worried about environmental issues, but this does not always translate into a greater interest in purchasing green items. Kiran Wazir¹, Haider Khan, (2021), Nevertheless, some research contradicts this, and a sizable chasm exists between consumers' environmental consciousness and their adoption of environmentally friendly consumption practices, calling for further exploration in this area. It is the goal of green marketing to satisfy the demands of environmentally conscientious buyers. Market and economic circumstances that foster its growth are necessary for its implementation to be a success. This idea has many parallels with socially responsible business, which sees environmental protection as an integral part of corporate success. Companies that practice green marketing do it in two ways: first, on the inside, by training employees and purchasing tools to create a green marketing mix; and second, on the outside, by working to improve their immediate surroundings. In order to be considered part of the "green marketing mix," a product must be produced in a way that does not harm the

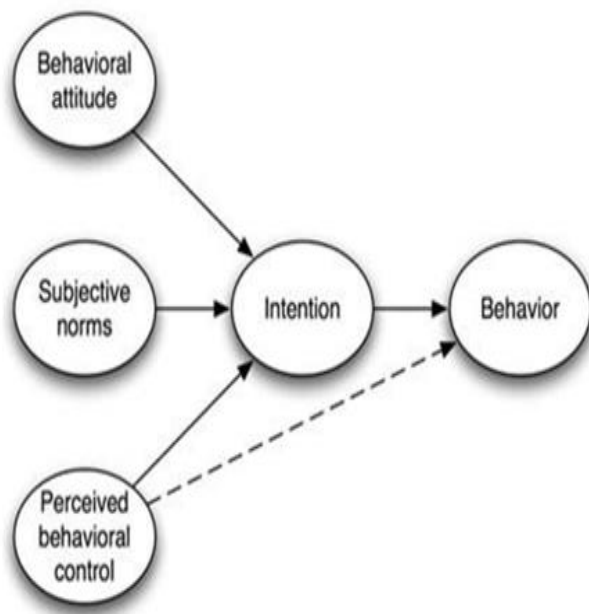
environment, and it must also make responsible use of the resources it requires.



The Role of Green Marketing

One of the biggest obstacles to eco-friendly marketing is satisfying customer needs without damaging the planet. This challenge is central to the study of economics, which is defined as "the science of how people allocate scarce goods and services to meet seemingly infinite human wants and needs" (McTaggart et al.1992). It is vital to investigate a number of choices with limited resources in order to satisfy the limitless. The idea of "green marketing" encourages companies to discover new purposes for their manufacturing scraps. So, scarce means are preserved. When compared to their conventional counterparts, green goods are distinguished by their use of non-polluting and human health-benefiting raw resources in their production. It's common knowledge that the cost of producing environmentally friendly goods is reflected in their higher retail prices. In contrast, they shouldn't be too high that they turn off potential buyers. Thus, businesses need to establish

pricing structures that are compatible with both objectives. Businesses embracing the idea of green marketing have the responsibility to prove that doing so may increase their bottom line, while simultaneously establishing that financial gain is not their sole motivation. Since production methods are being altered, energy consumption is being reduced and pollution of the natural environment is being prevented. Pickett (1994). The 3R principle is central to green marketing's approach to packaging, which makes extensive use of recycled and reusable components. For marketing and advertising to be effective, messages that encourage customers to adopt eco-friendly practices must be developed.

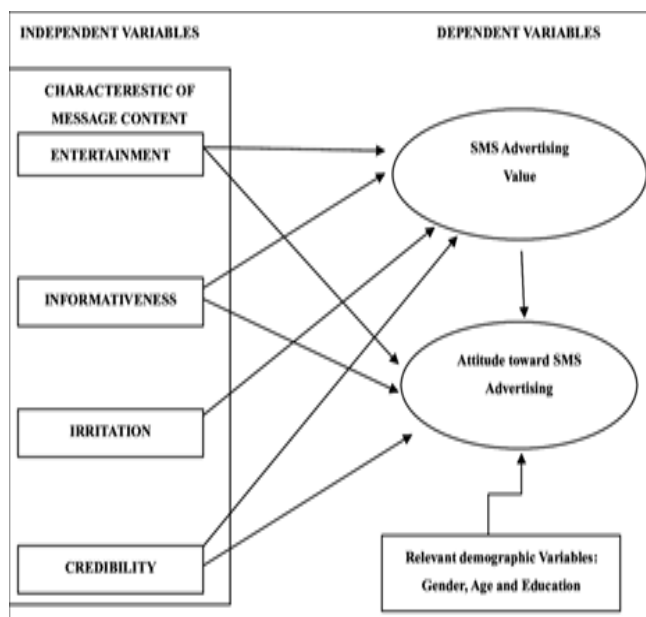


A shift towards green marketing new paradigm

Green marketing is a new paradigm in marketing that emphasizes the importance of environmental responsibility and sustainability. The green marketing paradigm is grounded on the idea that businesses can create a competitive advantage by adopting

environmentally responsible practices and communicating these efforts to consumers. This can include using eco-friendly materials, reducing energy consumption, recycling, and supporting sustainable sourcing and production practices. One of the key aspects of green marketing is transparency. This can involve providing detailed information about the sourcing, production, and disposal of products, as well as third-party certifications and audits. Mendleson (1994). Green marketing also involves educating consumers about the benefits of environmentally responsible products and services. This can include information about the environmental impact of various products, as well as tips on how to reduce energy consumption and waste. Overall, the green marketing paradigm is a response to the growing awareness of the impact of consumer behavior on the environment. By adopting environmentally responsible practices and communicating these efforts to consumers, businesses can create a competitive advantage while also promoting sustainability and reducing their environmental impact. Customers report being swayed by green marketing; although while product attributes are typically what drives purchases, eco-conscious consumers are more likely to buy the advertised products and pay closer attention to advertisements. Those who are conscious of the role they play in shaping the world look for ways to lessen the negative effects of their choices on the environment. Pickett (1994). The findings may be valuable for companies whose primary motivation is not financial gain but rather the promotion of a positive brand image and the full realization of a product's potential through environmentally responsible practices. When businesses take a more eco-

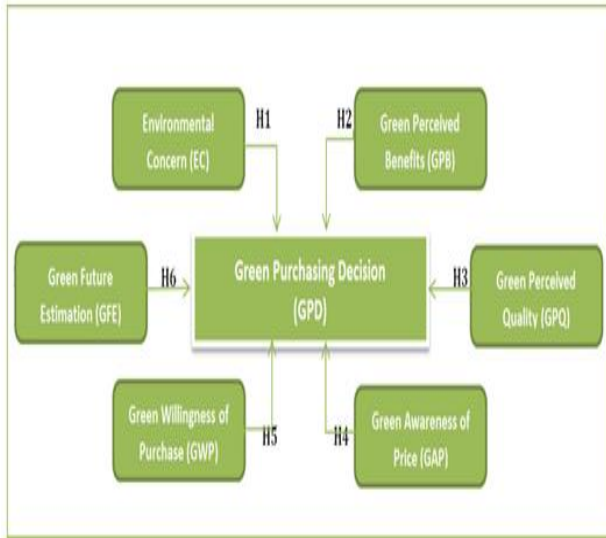
friendly approach, it can boost their credibility with clients. It is aimed at educating consumers on the environmental benefits of sustainable products and services, and encouraging them to make environmentally conscious purchases. Urban Rajasthan, like many other urban areas, is facing various environmental issues such as air pollution, water scarcity, and waste management. Green marketing can have a significant impact on consumer purchasing patterns in urban Rajasthan, as people become more aware of the environmental impact of their consumption patterns.



Green marketing influencing consumer purchasing patterns in urban Rajasthan:

1. Increased awareness: Green marketing can help to create awareness among consumers about the environmental impact of their purchasing decisions. This can lead to a greater understanding of the benefits of sustainable products and services.

2. Positive perception: Green marketing can create a positive perception of companies that engage in environmentally sustainable practices. Consumers may be more likely to purchase products from these companies and feel good about supporting environmentally responsible businesses.
3. Product differentiation: Green marketing can help to differentiate products from competitors, giving companies a competitive advantage. Consumers may be more likely to choose products that are environmentally friendly, even if they cost slightly more.
4. Increased demand: As more consumers become aware of the benefits of sustainable products and services, there is likely to be an increase in demand for these products. This can lead to an increase in the availability and variety of sustainable products, making it easier for consumers to make environmentally conscious purchasing decisions.
5. Government support: The government of Rajasthan has implemented various policies and programs to promote sustainable practices, overall, green marketing can have a significant impact on consumer purchasing patterns in urban Rajasthan. As consumers become more aware of the impact of their consumption patterns, receptive to environmentally friendly products and services. This can help to create a more sustainable future for the region and the planet as a whole.



Literature review

In today's business world, protecting the planet's natural and limited resources is the top priority for both firms and consumers. Globalization of production and consumption has resulted in a proliferation of environmental issues. Global warming is a real threat, as several studies have shown. Thus, businesses are emphasizing green marketing and creating green goods that are safer for the environment. The color green is gaining popularity in India as a sign of environmental awareness. As a result, it's clear that both businesses and individuals are devoting more attention to eco-friendly options. While making the transition to a more environmentally friendly strategy may be costly in the short term, the long-term benefits much outweigh the initial outlay. The "greenness" of a product or service is likely to be seen as an advantage by customers, who will therefore base their purchasing choices on this criterion.

Patterns Kiran Wazir¹, Haider Khan (2021) explored that green marketing tactics that have the potential to increase consumers' awareness

of environmental issues, familiarity with eco-friendly goods, and ability to tell the difference between conventional and green options. "Green branding," "green labelling," and "green commercials" are the three promotional methods included in the study. The purpose of this research was to examine how green marketing tactics affected people's opinions and purchases of environmentally friendly products like natural cleaning supplies and organic groceries. The author utilised a quantitative approach and a positivist stance to conduct the study. Insights from this study indicate that eco-friendly advertising campaigns have a beneficial effect on target audiences' attitudes and actions. Nowadays, shoppers aim to avoid wasteful packaging by purchasing quick-prep meals and other convenience items. The resultant conclusion is consistent with what has been written about green marketing in the past. Businesses actively seek to cater to customers based on their own environmental values. The main flaw of the study is that it only looks at how green marketing affects consumer purchases of food and cleaning products. Researchers in the future who want to study how green marketing affects what people buy may choose to look at a different type of product. Like durable goods that require a lot of work from the consumer, shopping goods put convenience first.

Studies on green marketing and its effects on consumer behaviour have proliferated in recent years, with mixed results that are difficult to generalize beyond the context of their own study. Hence, the results may only be applicable to other countries with comparable cultural, temporal, and geographical factors. Rahbar and Nabsiah (2011) noted that



consumers' preferences for eco-friendly and non-eco-friendly products involve a nuanced decision-making process, making broad generalisations problematic across cultures and regions. Consumer demand and views regarding green marketed items may be inconsistent across cultural and market sectors, according to Ottman (1992). Furthermore, it's timely to study green marketing's impact on established markets. Given these discrepancies, it was decided to investigate how green marketing strategies affected the attitudes and actions of consumers in Guildford, Surrey.

Eco-Friendly Labeling Consumers can use information provided by eco-labels to choose between environmentally friendly products and those that aren't, with the hope that they'll use the environmentally friendly product to lessen its negative effects on the environment. These labels provide information about a product's manufacturing process, the materials used in its construction, and the environmental consequences of its use. Certain product categories, such as organic foods and energy-efficient electronics and appliances, now have environmental labels. Polonsky (2011). The purpose of eco-labels is to make it easier for customers to identify environmentally friendly purchases. Over 55 product categories and 2800 individual goods have the eco-label in the Nordic nations. Although this may seem like the case at first glance, Peattie and Crane (2005) claimed that market share significantly changes the overall image. Green-labeled products have a small percentage of the market compared to other products, with the food industry being the exception. Although if the percentage of the green market for food goods is growing, it still accounts for around 5% of

overall sales. Suplico (2009). It was also determined that consumers are more likely to buy environmentally friendly goods if they have prominent environmental claims on their packaging. It has been stated by Rex and Baumann (2007) that there may be drawbacks to promoting environmentally friendly items. The product's emphasis on environmental friendliness is only one example (Meyer 2001). Environmental labelling techniques are now being introduced by the government and several non-governmental groups dedicated to environmental improvement. In tandem with this growth, a body of study has emerged to examine how consumers utilise and interpret environmental sustainability certifications known as "Eco labels." De Boer (2003) suggested that the public is paying attention because environmental advocacy groups are pressuring businesses and consumers to start using labels. Academics are also racing to the finish line in the research and emphasis on environmental green labels.

Objectives and need for the Study

Since it has the potential to provide them an edge in the market, green marketing has recently been a focal point of marketing research. The resources must be allocated to improve technology, alter processes, and inform clients of the advantages, etc. only few studies of green marketing in India, and it's unclear whether or not locals are aware of the benefits of buying eco-friendly goods. Marketers need to understand the reasons that impact consumers to purchase green goods marketing. The purpose of this research is to examine the impact of green marketing on consumer purchasing patterns and decision making



Research methodology

The present study employs a mostly quantitative approach in keeping with positivism's tenets. The research questions are not based on any one study but rather on a synthesis of the literature addressed. Furthermore, the research topics are both exploratory and descriptive in nature, necessitating the use of a variety of methods. Suplico (2009). Here, quantitative methods were used to collect information from many people and put theories to a statistical test. Second, when working with demographic characteristics and other quantitative factors, quantitative approaches tend to provide the most reliable results. The research makes use of a quantitative methodology and an exploratory research design Solomon (2009). The author disclosed by scouring the literature and the web for relevant secondary data, and then we developed a thorough questionnaire to get the necessary primary information. In this study, 200 residents of a major city in Rajasthan served as the pool from which researchers selected their samples.

Impact of green marketing on consumer purchasing patterns and decision making

Green marketing is the promotion and sale of products or services that are good for the environment or are made to have as little effect on the environment as possible. In the past ten years, there has been a big rise in the number of people who want to buy green products and are willing to pay more for them.

1. Increased awareness: Green marketing has helped to raise awareness among consumers about environmental issues and the impact of their purchasing

decisions on the environment. This increased awareness has led to a greater demand for green products and services.

2. Higher willingness to pay: Consumers who are environmentally conscious are willing to pay a premium for green products and services. Green marketing has helped to communicate the benefits of these products, such as reduced environmental impact, improved health, and greater social responsibility, which has increased their perceived value.
3. Increased brand loyalty: Brands that have a strong commitment to sustainability and promote their green credentials are likely to attract environmentally conscious consumers who will become loyal customers. This can lead to increased sales and brand loyalty over the long term.
4. More informed decision making: Green marketing has helped to provide consumers with more information about the environmental impact of products and services, allowing them to make more informed purchasing decisions. This increased transparency has led to greater trust in companies that are committed to sustainability.
5. Higher expectations: Consumers are increasingly expecting companies to have a commitment to sustainability and to communicate their green credentials. Companies that fail to meet these expectations risk losing customers to competitors who have a stronger environmental focus. It has raised awareness, increased willingness to

pay, improved brand loyalty, promoted more informed decision making, and raised consumer expectations. Companies that embrace sustainability and effectively communicate their green credentials are likely to benefit from increased sales and brand loyalty over the long term.

Results and findings

The relationship between the level of impact and the product preferred in the digital market is analyzed with the help of the correspondence analysis. The following correspondence table shows the distribution of the respondents based on the impact and the product preferred.

Table 1: Correspondence Table

Factors	Impact			
	Low	Moderate	High	Active Margin
Increased awareness	8	12	41	61
Higher willingness to pay	11	9	17	37
Increased brand loyalty	8	23	5	36
More informed decision making	7	20	7	34
Higher expectations	17	11	4	32
Active Margin	51	75	74	200

Out of 200 sample respondents, active margin shows that most of the customers prefer Increased awareness (61) and Higher willingness to pay (37) to buy in online .The level of impact is found less with the Increased awareness (41) and Higher willingness to pay (17), moderate level of impact found more with Increased brand loyalty (23) and More

informed decision making (20). But the high level of impact of the digital marketing is with increased awareness (61). The significance of the result is given below.

Table 2: Summary

Dimension	Singular Value	Inertia	Chi Square	Sig.	Proportion of Inertia	
					Accounted for	Cumulative
1	0.582	0.341			0.772	0.778
2	0.313	0.096			0.232	1.000
Total		0.447	88.442	0.000	1.000	1.000

The above table shows that distribution of the respondents across the different level of impact and the products preferred is significant. The calculated Chi-Square value is 88.442 for the degree of freedom 8 is significant at 1% level. Hence, the relationship between the level of impact and the products preferred is studied in two dimensions. The inertia of the dimensions is calculated for the row (factors) and column (level of impact) points.

Table 3: Overview Row Points

Factors	Frame	Score in Dimension		Inertia	Contribution				
		1	2		Of Point to Inertia of Dimension		Of Dimension to Inertia of Point		
					1	2	1	2	Total
Increased awareness	0.310	-0.967	0.062	0.170	0.493	0.004	0.998	0.002	1.000
Higher willingness to pay	0.200	-0.278	-0.383	0.018	0.026	0.093	0.496	0.504	1.000
Increased brand loyalty	0.170	0.842	0.672	0.095	0.206	0.245	0.745	0.255	1.000
Decision making	0.170	0.434	0.559	0.035	0.055	0.169	0.530	0.470	1.000
Higher expectations	0.150	0.923	-1.013	0.123	0.218	0.470	0.608	0.392	1.000
Active Total	1.000			0.442	1.000	1.000			

a. Symmetrical normalization

The Table 3 shows the inertia of row points (Factors). In the first dimension, the contribution of the increased awareness is more (49.3%) and in the second dimension, a higher expectations is contributing 47.0% in the total inertia.

Table 4: Overview Column Points

Impact	Mass	Score in Dimension		Inertia	Contribution				
		1	2		Of Point to Inertia of Dimension		Of Dimension to Inertia of Point		
					1	2	1	2	Total
Low	0.275	0.495	-0.835	0.100	0.115	0.618	0.396	0.604	1.000
Moderate	0.370	0.620	0.574	0.122	0.243	0.387	0.685	0.315	1.000
High	0.355	-1.030	0.049	0.221	0.644	0.003	0.999	0.001	1.000
Active Total	1.000			0.442	1.000	1.000			

a. Symmetrical normalization

According to the column point (level of impact of green marketing), 64.4% of the total inertia of the first dimension is contributed by the high level of impact and 61.8% of the total inertia of the second dimension is contributed by the low level of impact

Discussion

It's no secret that "green marketing" is the latest trend in business. Despite the fact that this survey shows consumers in the Twin Cities are unmoved by firms' green marketing efforts, the vast majority of shoppers are prepared to spend more for environmentally friendly goods if they provide significant benefits. Polonsky (2011). In addition, the vast majority of shoppers have no intention of ever again purchasing "green" goods. In order to gain an edge in the marketplace, businesses need to master the difficulties inherent in incorporating suitable green strategies into their day-to-day

operations, product creation procedures, and marketing efforts, and use the 4Ps of the green marketing mix effectively.

Conclusion

As a result of technological progress and industrialization, people's requirements have become more varied. The resulting variety of human wants has led to the destruction and contamination of natural resources in our civilization. Negative impacts on human health and wellbeing are a direct result of pollution and the loss of natural resources. We as a species are always looking for new methods to guarantee our survival and improve our quality of life. As a result, consumers are increasingly looking for businesses that care about the world around them and are willing to pay a premium for them. The purpose of the research is to examine the effect of eco-labeling, green branding, and green advertising on consumers' perceptions, preferences, and actions. Participating respondents' demographic details are also verified. Keep in mind that the marketing of eco-friendly goods is also a major consideration. Companies need to think about these things and implement green marketing strategies. Solomon, M. R. (2009). When businesses think about what their consumers want and act accordingly, they can succeed. As a result, there has to be a steady rise in eco-friendly goods. Managers in the marketing sector were also urged to pay close attention to the demographics of their target audience. Green marketing must take into account both environmental and financial factors. Lee(2008). The ramifications of eco-friendly advertising should not be lost on managers. Business owners should not assume that consumers are not willing to pay more for



environmentally friendly goods because they lack knowledge about environmental concerns. Management may increase their profit margin and strengthen their relationship with existing customers by demonstrating concern for society and the environment. Research is needed to properly explore the possibilities of the green marketing idea, which is still in its infancy. Consumers also need to be aware of the importance of buying things that are good for society and the planet. Non-governmental organisations (NGOs), people, governments, and companies may all play a role in raising this kind of consciousness. More so, companies need to generate such content and pay attention to green marketing initiatives in this area. Overall, the product's pricing and advertising should be reflective of its target market. Polonsky (2011). Researchers may draw a favourable conclusion on the usage of environmental associations with consumer buying choices based on the data. Marketers should standardize their environmental labelling initiatives to lessen the impact of a perceived performance risk in environmental assessment. Yet, it is not only up to businesses to let consumers know about green eco-labeled items; government agencies and non-governmental organisations (NGOs) must also get the word out. Making local commissions in collaboration with the International Organization for Standardization (ISO) could be a more practical option.

Implication of the study

More consumers in with strong environmental concerns and convictions, as shown by this article, might benefit from taking a gradual transition to greener product buying. In addition, the findings provide light on the

efficacy of green marketing methods, which may be used by businesses large and small to create environmentally friendly goods that consumers will want to buy.

- In the first place, the research suggests that governments should create green laws, such as offering promotional incentives to businesses that are really green in their production process, in the hopes of encouraging more people to purchase these types of goods.
- The second step the government may do is to promote eco-labels via public education programmes. A programme like this will encourage consumers to buy eco-friendly products. The government also has to ensure that green certifications are reliable and trustworthy.
- To meet both client demands and protect the environment, businesses may now have the wherewithal to create and market "green" brands.

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