



**CONCEPT OF GREEN:
A REVIEW ON RELATED CONCEPTS AND
EMPIRICAL IMPLICATIONS**

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Abstract:

The advancement of Green Concept studies has triggered some significant disarray about the manner of the build and rendered it difficult for everything except the most passionate peruses to remain conscious of advances in this area. Even though many green initiatives introduced in the world, consumers' acceptance of green concept and green products still uncertain. The lack of research to examine green concept makes things worse. Therefore studying and the understanding of green concept and attitudes towards the consumption elements of green products are important research gaps to introduce useful country-specific green marketing strategies. Future research would therefore, be solely important and help government policy developers and marketers to develop strategies which are country specific. This article reviews the notion of green in relation to associated concepts and empirical consequences discovered in the existing sphere of knowledge. Researchers accompanied literature review as the primary methodology for reviewing current empirical knowledge to construct conceptual content to assist the suggested directions for the study. The findings of the study provide insights into how empirical results are reflected in literature reviews that connect the Green concept with associated ideas and consequences. Based on the

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discussion, conclude future study directions in line with the gaps in empirical knowledge discovered within.

Keywords: green concept, green products, green marketing strategies

1. Introduction

Today there is a widespread of apprehension on protecting the environment all over the world and it is a global concern (Chen, Chen & Tung, 2018). Trees are being cut and replaced by concrete jungles; more automobiles are plying on the roads than ever before and emitting a carbon dioxide and carbon monoxide gases that causes air pollution. With increasing industrialization, urbanization, and purchasing power, more and more households can now afford air conditioners and refrigerators. Most of these air conditioners and refrigerators, especially in developing countries, are not CFC free. Many factories let their unwanted chemicals run into nearby water sources without processing them, causing water pollution and posing a threat to the marine life in it. All these factors are affecting the environmental balance, leading to serious problems such as global warming, air and water pollution, respiratory diseases, and many other social as well as health issues (Kotler et al., 2013).

The danger to the environmental balance and ecology has made marketers think about the new role that marketing firms need to play. They need to market "environmentally safe" products. The American Marketing Association (AMA) calls this concept "green marketing." Green marketing involves number of activities, development of new product, modification or product, modification to the production process, modification to the packaging, and modification to the advertising. Kotler et al. (2013) have given the different names including environmental marketing and ecological marketing for the concept of green marketing.

Zinkhan & Carlson (1995) have done innovations in the field of scientific and technology in the beginning of 1960s. Those researchers concerned about the health of the earth and its limited resources in the studies. Since the human needs are unlimited and resources on the earth are limited with compared to human needs, it is important for the marketers to consume resources effectively and efficiently without having remaining in order to achieve objectives of the organization (Deshpande, 2011). In this scenario, in the late 1980s and early 1990s the concept of environmental friendly marketing came into the discussion. In 1975, The American Marketing Association (AMA) has held the first ever workshop on the concept of Ecological Marketing. Akter (2012) has included the proceedings of this workshop in his book and it was considered as one of first books on the green marketing entitled "Ecological Marketing".

During the 1980s, studies which were focused on the environmental concerns discussed regarding the political improvement on the usage of natural resources. Finisterra et al. (2009) have pointed out that a less attention has been given by the consumers on the influence of material goods and services to the environment. A new consumer trend was started in 1990s. Earth decade was concentrated on the creation of

greener products as well as the requirement for green marketing. Schuhwerk & Lefkoff-Hagius (1995) conducted a survey and the results showed that 90% of consumers in the America focus on the ecological influence of their purchases. With this increasing awareness and importance of consumers towards the environmental and social problem, organizations have enhanced the production of environmental friendly products and services with the aim of maximizing their profits (Finisterra et al., 2009).

2. Theoretical Background

The literature begins extensively with a review of the notion of Green Concept, followed by an insight into the aspects of Green conduct and background, its significance, empirical gaps, and inquiries.

2.1 Concept of Green

In examining the customer attitude gap in adoption to cleaner vehicles in UK, Stephen Potter and Ben Lane start discussing the numerous terms used in environmental behavior studies. Green behavior, ecological behavior, and environmental behavior are the terms used. They say it is not clear as to whether these terms should be used as synonyms or whether there are subtle differences in their meanings that need to be taken into account in terms of theory development. According to Corral-Verdugo & Pinheiro (2004) the terms used in relation to the subject of environment must be analyzed depending on the historical moments they were created. This is based on the theory that the historically timing should be taken into consideration when conceptualizing an object of study. According to them, it was in the mid-1980s to the late 1990s that environmentally friendly behavior came to wide use. Towards the end of this period, the solid waste problem increased and governments became more conscious about the environmental deterioration.

This even led to the publication of strategic papers such as the Environment and Development Report of the World Commission (1987). De Castro (2001) explains environmental behavior and ecologically responsible behavior as a person's actions, either individually or collectively, in favor of conserving natural resources with the intention of ensuring better environmental quality. Corral-Verdugo (2001) defines pro-environmental behavior as *"a group of purposeful actions in relation to environmental protection while achieving social and individual requirements."* Environmental protection in the requirement of society towards conservation is stressed by these definitions. However, Corral-Verdugo & Pinheiro (2004) critically discuss that merely the physical environment is preserved by pro-environmental behaviors and it does not give importance to human welfare, social justice and benefits of health. The concept of 'sustainable behavior' came into effect after the late 1990s instead of the previous concept of environmental behavior. For this purpose, the writers recognize *"a set of effective, thoughtful and preventive actions that lead to the conservation of natural resources, including the integrity of animal and plant life and the individual and social welfare of present and future generations of human beings."*

This is a concept different to previous ones which looks at the integrated actions of individuals and groups in the usage of environmental resources so that not only the environment but also the welfare of people is also concerned. Actions relating to the environment as well as human welfare, such as energy saving and ecological building are integrated to this new concept. Certain concepts like recycling are not considered to be environmentally beneficial as power and water has to go into the recycling process which in turn leads to pollution. Under this concept extremely reducing consumption is seen as negative as it affects the economy by leading to job cuts and affecting the survival of those who lose their livelihood (Lane & Potter, 2006).

As such, the new definition of “green behavior” is the sustainable behavior discussed above. Writers such as Inami (2001) talk about the 3R concept, i.e. reducing, reusing and recycling, vis-à-vis actions to be taken for the protection of environment. Reducing is minimizing material used by each individual or reducing the use of natural resources. Reusing means using something for a second time and recycling is using a process by which materials can be prepared for reuse. Lane & Potter introduce a fourth element to the 3Rs namely, buying items labeled as ecological, biological or organic. According to them, this stance helps to a better analysis of the sustainable consumption behaviors and actions.

Theoretically, Green Consumer Adoption is viewed as actualization of the low-carbon lifestyle (Sun, 2010), a fundamental representation of sustainable development (Liu & Su, 2007), and a modern, scientific, and healthy consumption pattern (Deng & Liu, 2011). Specific Green Consumption objectives are outlined, including adoption of green products that meet certain environmental standards (Rao et al, 2010; Yu, 2010) and reduction in total consumption and total waste (Li, 2011).

The study uses the term green, environmentally friendly, sustainability interchangeably. It is really understand that many people may distinguish these terms. However for the purpose of this study these terms comprise with ensuring present consumption activities that contribute for the well-being of social, economic and environment consequences to meet the requirements of future generation (Luchs et al., 2010).

Further the present study interchangeably uses the terms green behavior, green purchasing, consumer adoption and actual adoption. These terms contain the meaning that consumption of environmentally friendly green products for own good and as well as for the sake and the wellbeing of the environment.

2.1.1 Green Products

The term green product, ecofriendly product, ecological product, environmentally friendly product interchangeably use in different studies (e.g Kawitkar, 2013; Chen & Chai, 2010). However these terms include the meaning that green products are the products which make very minimal or zero impact on the environment whereby consist with strategies with recycle material, minimal usage of packaging and fewer unsafe stuff. According to Kawitkar (2013) green products are the products which are

environmentally or ecologically friendly and not create any harmful impact on the environment or living being.

Green product is one of the great solutions which reflect to prevent or reduce harmful environmental impacts on consumer life, yet the higher level of environmental concerns not essentially turn into actual purchasing of environmentally friendly green brands (Kilbourne & Pickett, 2008; Barker & Ozaki, 2008). Rex & Baumann (2007) noted that while considerable efforts have been made to make green brands more efficient and effective, their market share remains low. Some evidence suggested that Shoppers do not appear to have sustained desires for green brands in their buying behavior (Kilbourne & Pickett, 2008); sales of environmentally friendly products did not reflect a gradual concern (Kilbourne & Pickett, 2008) and also weaker relationships than expected.

Green products could be classified into common green goods, recyclable paper products; products are not tested using animals, environmentally friendly detergents, organically grown fruits and vegetables, ozone-friendly aerosols and energy - efficient products (Schlegelmilch et al., 1996).

2.1.2 Green Orientation

Several research studies emphasize that green orientation brings several benefits to the organizations: according to Menguc & Ozanne (2005) able to expand the market share with more financial benefits, Maignan & Ferrell (2001) stated that employee dedication will be improved, Pujari et al. (2003) confirmed that organizational performance will be improved and Luo & Bhattacharya (2006) mention that organizations could amplified consumer satisfaction (Gleim & Lawson, 2014).

2.1.3 Green Consumer

Simply put, a green customer is a person who searches for environmentally friendly products to buy. A person who expresses a form of "*pro-social*" consumer behavior (Wiener & Doeshar, 1991) or "*environmentally conscious behavior*" (Schwepker & Cornwell, 1991; Bohlen et al., 1993) or "*pro-environmental*" purchasing behavior (Schlegelmilch et al., 1996) defined as a green consumer.

Webster (1975) defined a green consumer as an individual who considers the impact of his or her private consumption on public consequences, i.e., social environmental issues (e.g.: an amount of garbage generated). Basically, these products not only meet the immediate needs and desires of the consumer but also serve to benefit the environment in the long term. In addition, Strong (1996) stated that green consumers are "*those who avoid products that are likely to jeopardize consumer or other health; cause significant harm during manufacturing, use or disposal; consume considerable amounts of energy; cause great waste; use material derived from rare threatened species or the environment.*"

Therefore, align with the above definitions, it can be concluded that the green consumer is the one who buys, use, disposal, products and services that have a positive influence on the environment. In the late 1980s, an increasing number of consumers

were described as environmentalists (Fisher, 1990) and likewise, consumers became more environmentally concerned. In 1991, the American public study conducted by Gutted concluded that 80% of respondents identified themselves as "environmentalists."

According to Ottman (1998) a core societal value is represented in environmentalism. Huang & Rust (2011) see this value as seeking 'happiness and psychic rewards through consumption'. According to Leonidou et al. (2010) green consumers are interested in environmental friendly characteristics of products, for instance, recyclability and chemical content. Also, green consumers are drawn towards organic products, energy efficiency, and eco-friendly packaging. Despite various studies, it has been difficult to identify who a green consumer is. According to several scholars such as Kilbourne & Beckmann (1998), Diamantopoulos et al. (2003) and Leonidou & Leonidou (2011) are usually based on psychographic variables such as gender, age and marital status that have proved failed in properly defining the green consumer. Furthermore, finding in certain studies were contradictory which are open to doubt (Diamantopoulos et al. 2003; Peattie, 2001). For example, Roberts (1996) described the green consumer in the study as "female," "middle-aged," "well-educated" and "low income." Conversely, a study conducted by Zimmer et al. (1994) define green consumers as those who are "urbanized," "better educated," "youngsters ones" and "well-off" consumers. Due to these confusions, Diamantopoulos et al. (2003) conducted a comprehensive study in which they found that the knowledge, attitude and behavior of consumers about the environment are not affected by socio - demographic factors and therefore cannot be used to characterize the 'green consumer.'

According to Strong (1996) green consumer can define as those who refrain from consuming the products which are harmful to the both of the consumers and others; products which are severely smashed the environment at the production; use of discards; intolerable amount of utilization of energy; useless waste creation; use resources which are resultant for the threat to the survival of the species or the environment.

According to Peattie (2001), three kinds of consumers exist. The first is the "grey consumers" who are not interested in environmental problems at all. The 'green consumer fit and forget' shows environmental behavior at a particular consumption stage, such as at the time of purchase. Thirdly, the 'consistent ecologists' is the consumer who is interested in the environment all the time. This consumer considers the environmental impact throughout the whole process of consumption.

2.1.4 Green Purchase Intention

The purchase intention is regarded as the foremost crucial indicators of the sale of new products and the continual purchase by marketers and the marketing literature of existing products (Ali et al., 2011). According to the Theory of Planned Behavior, MOE (2007) focused the study on sustainability and defined the green purchase intention as "selectively selecting products with less environmental impact" which implies that green shoppers prefer to buy green products to reduce harm. A green purchase intention is

defined as the willingness to buy eco - friendly green products over conventional products (Aman et al., 2012; Rashid, 2009; Ali & Ahmad, 2012). As Chan (2001) stated green purchase intention is the major predictor and influential factor of certain green purchase behavior. Furthermore, Park & Ha (2012) claimed that purchase intention is the green consumer adoption indicator.

Azizian & Suki (2014) describe intention as "*an immediate predictor of real behavior and an indicator of how hard people are willing to try out a certain product and a how much effort individuals are planning to practice to engage in a particular behavior.*" According to the authors, in general, if the intention to act in a certain behavior is strong, the behavior to be performed is most likely. Theory of Reasoned Action (Ajzen & Fishbein, 1980) stated that intention was the main predictor of behavior. Thus conceived; the more one intends to engage in the behavior, the more likely the behavior occurs.

2.1.5 Green Behavior

According to Grob (1995) behaviors are defined as "*direct actions that affect the environment*" in the context of green movement. Gilg, Barr & Ford (2005) illustrate green practices such as recycling, buying organic food, using less paper, saving electricity, avoiding aerosols, driving green vehicles and avoid using plastic bags. According to Anvar & Venter (2014) consumers have now understood the impact their behavior can make on the environment and changing their behavior towards purchasing green products even paying more money for them. Han et al., (2010) also say that there is a gradual increase in the consumers' demand for green products. Researchers like Han et al. (2010) and Roberts (1996) say that consumers who are particularly interested in the environment are even prepared to accept goods of low quality if it helps save the environment.

Greening contributes greatly to the triple end of the business: people, profits and the planet. However, greening requires a paradigm shift in green consumer behavior (Polonsky, 1994) and research uses different typologies to refer to this as environmentally friendly behavior, pro- environmental behavior, and environmental consciousness. The nature of the motivational factors associated with green behavior is rather distinct from that of the general consumer. For instance, green consumer behavior is the concern of the future-oriented outcome (e.g: a cleaner environment) rather than of personal benefits, general consumers probably look at personal benefits (McCarthy & Shrum, 2001). Further, purchase decision of an ordinary consumer most likely considers personal costs and benefits, whereas the green consumer is unlikely to yield immediate personal benefits or pleasure, but rather future-oriented outcomes (e.g. a cleaner environment) that often benefit society as a whole. In this sense, the value orientations of customers (e.g. Social and cultural values, moral and ethical, political value) have found as crucial factors of human behavior. Academic Research has already shown the direct links between personal values, attitudes, and health- food purchases (Homer & Kahle, 1988).

According to Byron (2005) by studying the decision making process of consumers' marketers can understand their minds. This understanding helps marketers to create marketing mix, promotions and sales strategies. D'Souza et al. (2007) believe that the environment has an impact on purchase decisions of consumers. According to Young et al. (2010) in the context of green consumption, the process of decision making is very complex. Oztek & Cengel (2013) are of the view that, as environmental concerns are common at present, the analysis of the influences and decision making of consumers to buy environmentally safe goods and services is of vital importance. Ajzen (1991) stated that consumer behavior not merely directed by their wish and there are causes to do it so.

The conclusion made by Ajzen (1991) was compatible with the Theory of Planned Behavior. It explains how behavioral intention and purchase behavior of an individual influenced by attitude, Subjective Norms (SN) and Perceived Behavioral Control (PBC). Hence, scholars conducted their studies to find the consumption behavior of green products (Tarkiainen & Sundqvist, 2005; Luo, 2010, Kim & Chung, 2011; Kalafatis, East, Tsogas & Pollard, 1999) by using the theory of planned behavior. Consumers' green purchase behavior is accepted as planned and targeted. Lao (2014) stated consumers are usually logical and forced by objective environment and condition in consumption. According to Stern (2000) unavailability of sufficient amount of information created a requirement for further studies on green consumption.

Schiffman & Kanuk (1997) state that the way consumers decide to spend their resources like time and money on things is the main focus for the study of consumer behavior. According to Karunayake & Wanninayake (2015) consumer behavior is a vast subject. Solomon (1996) considers it is a study of the processes involved in the purchase, usage or disposal of products, services, and experiences to meet the demands and desires of individuals or groups. Several researchers such as Dholakia (2001), Frey & Jegen (2001) explain this process using the example of buying a vehicle as it is a carefully made decision. The consumers are considered to be in the market when they have the money to buy a car and intend to buy very soon. When deciding to buy a car, the consumer will assess certain factors including environmental concerns (Karunayake & Wanninayake, 2015).

Karunayake & Wanninayake (2015) argued that during the assessment, consumers will use certain factors to narrow down their choices. Finally 'purchase parameters' will be set up which lead to take the final decision on the purchase. In this process, the consumer considers vehicles that match the said parameters. This is understood as a compromise between factors and properties. If the trading process is influenced by external or internal factors, the dimensions used by purchasers to decide which vehicle to buy are more often displayed. These dimensions are called 'consumer consideration-sets'. The consideration-set will drastically vary according to the purpose for which the consumer buys the vehicle. Due to this decision-making process, researchers have been able to study the factors which are applied by consumers in purchasing cars. Also it can be used to compare why people buy different models or types of cars. There are different dimensions used by consumers to decide on different

car types. Lavidge & Steiner (1961) state that consumers would assess how the product is going to perform which will be included in product performance and function. First-hand assessment of the performance of a car will be done by consumer doing a test drive. Second-hand assessment will be through media or listening to others' views and recommendations. Lavidge & Steiner (1961) say that the performance will be a determinant factor in rating a product. The Performance also will help to perceive the quality and attributes of that product. For instance, a purchaser might think that a hybrid car is better in quality as it produces lesser emissions. Moreover, the quality of the product will have an impact on its price as well.

2.1.7 Green Marketing

The term green marketing is misinterpreted by many people by limiting view to the promotion activities of environmentally friendly goods (Polonsky, 1994). They identify with green concept through terms, for example, "*environmentally friendly, phosphate free, refillable, ozone friendly, and recyclable*". However green marketing is a wider concept that spread over industrial goods and services. For instance ecotourism promoted by some hotels where they promote their expertise in experience nature or operating their business with a minimal impact to the environment.

As such alteration done in the products, production process, packaging, and advertising are some of few activities going under the wider meaning of green marketing. However, giving a definition to the term green marketing is not as such simple. Green, Environmental, Ecological Marketing are some of the terms used in this regard. Though Green marketing was first discussed in 1970s it started to conferred and popular in late 1980s and early 1990s. American Marketing Association in 1975 held first workshop on 'ecological marketing'. The first book on ecological marketing was published by Henion & Kinnear in 1976. This was a record of proceedings of the AMA workshop. It paved the path to publish countless of books on this topic (Charter, 1992, Coddington 1993, Ottman 1993). The objective behind in conducting AMA workshop was to draw attention of scholars, public policy makers and practitioners to perceive how natural environment is affected by marketing activities.

As indicated by Henion & Thomas (1976) the definition given for ecological marketing at this workshop was "*the investigation of the positive and negative features of marketing exercises on contamination, vitality exhaustion and non-energy resource reduction*". There are three key components in this underlying definition to be specific, (1) it is a division of the total marketing actions; (2) both positive and negative events are studies; and (3) the environmental issues discussed are in a narrow range. As such, this definition of green marketing, although is a good start, need a wider definition. Nonetheless, even today, there is no collectively acknowledged definition. This causes complexities as different researchers will do their researches based on different definitions.

According to Polonsky (1994) the definition given by Stanton & Futrell (1987) encompasses most of the traditional components, and is broader than most of the definitions. According to this definition, green marketing is "*all actions intended to*

produce and encourage fulfilling human needs or wants". This definition protects the interests of both companies and consumers. In terms of this definition, voluntary exchange will occur only if both the buyer and seller receive certain benefits. Polonsky (1994) is of the view that this definition likewise secures the earth by attempting to decrease the effect of the trade among consumers and organizations have on nature. He emphasizes the importance of this aspect as human consumption usually impacts greatly on the environment. As such, green marketing should focus on minimizing harm rather than totally eliminating it. To achieve this Polonsky (1994) suggests using terms like 'less environmentally harmful' rather than 'environmentally friendly'.

2.2 Importance of Green Marketing

The resources in this world are limited, but the unlimited wants of people living in this world have to be satisfied. In market societies consumers usually have a choice. Therefore, both consumers and establishments have the privilege to have their needs fulfilled. On the other hand, since organizations just have very limited assets, they need to make better approaches for fulfilling the endless needs of customers. Green marketing is such a novel approach to utilize limited assets to fulfill the endless needs of customers while accomplishing the organizations' goals.

There are a numerous reasons regarding why an association would employ green marketing. Keller (1987) and Shearer (1990) suggest that for some organizations, environmental marketing is a way to achieve their objectives. As indicated by researchers, for example, Davis (1992), Freeman & Liedtka (1991), Keller (1987), McIntosh (1990) and Shearer (1990), certain companies use it since they trust they have an ethical commitment to be socially responsible and government authorities are compelling them to act in more responsible way (NAAG 1990). Certain others change in green marketing activities due to the pressure from their competitors. Azzone & Raffaella (1994) state that some organizations adopt green marketing because of the costs involved in waste disposal and because material usage is reduced.

Both individual and business to business consumers are more and more aware of environmental concerns. As mentioned by Ottman (1993) in a study done in 1992 in 16 countries, 50% of the consumers in Singapore showed concerns about the environment. In another study in Australia, 84.6% of the participants said that they believe that people have a responsibility to care for the environment. In the same study, 80% of the participants said that due to environmental reasons, they have changed their behavior including buying things. For many organizations, these demand changes in people are a chance to exploit them.

It is revealed that in the literature review green marketing practices claim by marketers due to different reasons;

Social Responsibility: A large number of companies have understood their social responsibility and realized that they have to act responsibly towards the environment too. Therefore, many companies have environmental objectives in addition to their objectives in relation to profit. As such, they integrate environmental concerns into their corporate culture. Some firms use their environmental responsibility

as a marketing tool while others behave environmentally responsible without marketing it. For example, the Body Shop promote in a great deal about their environmental responsibility. The creation of this company itself was to introduce environmentally responsible cosmetic products as opposed to traditional ones. However, this behavior in their corporate culture is advantageous to them with other competitors. Coca-Cola is a company that belongs to the second group of firms which do not market their environmental activities. Their environmental friendly behavior includes investing on recycling projects and improving their packaging to have a lesser impact on the environment. Company do not utilize it as a marketing tool, therefore many consumers would not know that they act responsibly towards the environment. Walt Disney World (WDW) is another example for this group. Their programs consists of a large scale waste management project and infrastructure. However, the Company does not mention it in their business promotions. And additionally to enhance food supply sustainability McDonald's implemented to use ecofriendly packaging, reuse and recycle their materials. They have even built up an ecological scorecard that rates its suppliers' accomplishments in areas, for example, water use, vitality use, and waste management (Kotler et al., 2013).

As cited in Kotler et al., (2013) the author of green marketing Ottaman (2007) explained that green marketing is open door for innovation. Therefore organizations should consider ways and means of incorporating environmental consideration into all parts in new product development, communication, and entire steps from product development to the commercialization of new products. Ecological issues ought to be well-adjusted with basic consumer needs. Ottman has proposed five guidelines of green marketing to marketers.

- 1) Consumers must be aware of and concerned about the issue that the marketer's product have.
- 2) Need to feel the difference by using the marketer's products.
- 3) Consumers have to believe market's claims
- 4) The product has to work.
- 5) If a marketer is changing for the best, the consumer should have an understanding and feeling of that its worth.

Green marketers are proactive to environmental challenges. A number of industries, such as automobile industry and consumer electronics, have a large potential to practice green marketing to attract new consumers. For example, Hewlett Packed (HP) has set a goal of reducing its global energy use by 20 percent. The energy-efficient operating practices are functioned by HP in its facilities worldwide (Kotler et al., 2013).

Government pressure: Governments in general try to protect consumers from marketing activities. In this context, there is no difference vis-à-vis environmental marketing. Some of the ways in which governments try to do this are: by decreasing the production of unsafe merchandises; improve the usage of products that can cause harm; or by making sure that all consumers are adequately equipped to assess the environmental composition of a certain product.

There are many regulations introduced by governments in order to control the hazardous waste production by companies. Issuing environmental licenses is a main way by which governments control the by-products. This in turn changes the organizational behavior. Sometimes, there are schemes introduced by governments to control the behavior of consumers as well. Voluntary curb-side recycling programme is one such example where the governments try to make the consumers more responsibly. On the other hand, sometimes governments introduce special taxes for consumers who are irresponsible. The higher tax imposed on leaded petrol in Australia is an example for this. As such, when the governments try to protect consumers from deceptive marketing schemes, the same attempt act as a way to make consumers make informed decisions.

Competitive Pressure: One of the main aspect in the environmental marketing is how companies trying to maintain their competitive positions. Most of the times companies check what their competitors do in terms of environmental marketing and imitate the same. This competition has sometimes had a positive effect on environmental behavior as they have helped to minimize harmful behavior. Xerox's introduced 100% Recycled paper. This paper had been introduced as a competitive product for recycled photocopier paper made by other companies.

Cost or Profit: Sometimes, it is cost effective and profitable for companies to use green marketing initiatives. For instance, the cost for disposing certain environmentally hazardous by-products like polychlorinated biphenyl (PCB) is very high. As such, by reducing the usage of harmful by products, companies try to reduce their production cost. Companies are also compelled to revisit their production processes to reduce environmental pollution by reducing harmful waste as well as using certain raw materials. This helps them to save costs on two aspects i.e. raw materials and waste production. Some other companies try to find markets for their waste. For instance, one of the companies in Australia which produces acidic waste water as a waste sell it to another company which is involved in neutralizing base materials. Emergence of new industries is another way in which costs and profits of companies are affected by environmental marketing. According to Yurman (1994) this works in two ways. First, companies can develop a new technology to decrease waste production and can profit by selling that technology to other companies. Secondly, a new industry can be developed to carry out waste recycling or removal. For instance, some companies clean the oil in large industrial condensers. This helps to give the condensers a long life as well as reduce the need of frequent replacing. This process is profitable for both companies.

2.3 Sustainable Marketing

Environmentalists go further step ahead and discuss the concept of 'sustainability'. It is considered as utmost requirement of preserving the environment for the subsequent future generations. Marketers therefore, should also understand their responsibility in sustaining the environment. Sustainable marketing requires to preserving the ability of future generations to meet their needs while accomplishing the needs and wants of

present consumers and business. Hence it is responsibility to look after planet earth for the future generation the can live happily, safely and peacefully (kotler et al., 2013).

In order to capture value in return, responsible marketers discovers what consumers require and respond with market offerings that create value for buyers. The philosophy of consumer value and mutual gain is called the ‘marketing concept’. Changing need of many consumers can be done by practicing it. Figure 1 describes the link between the sustainable marketing concepts with other marketing concepts (Kotler et al., 2013).

Needs of Consumers	Now	Marketing Concept	Strategic Planning Concept
	Future	Societal Marketing Concept	Sustainable Marketing Concept
		Now	Future
Needs of Business			

Figure 1: Sustainable Marketing
 (Source: Kotler et al, 2013)

Today organizations flourish by deciding the present needs and wants of target clients and satisfying those requirements more successfully and competently than their competitors. Companies are magnificently achieving their short-term targeted sale, growth, and profit by providing what customers are required. However, the effort taken by companies to satisfy present needs and wants of customers doesn’t give any guarantee to serve the future best interests of either customers or the business.

The figure 1, societal marketing concept distinguished future welfare of consumers and strategic planning of companies while sustainable marketing concept focuses on how to meet both immediate and future needs of customers and the company while being a socially and environmentally responsible. Therefore to ensure socially responsible and ethical marketing actions, sustainable marketing requires the smooth functioning of the marketing system in which customers, companies, public policy makers and others will work together.

Marketing is evolved with a lot of criticism, some are supported, and much isn’t. Social commentators’ guarantee that specific marketing rehearse offended individual buyers, society and other organizations. Studies typically demonstrate that consumers hold blended or even somewhat negative attitudes towards marketing practices. Many official and unofficial parties such as consumer advocates, government agencies and other critics put much effort to protect consumers from unethical marketing activities for instance from high prices, tricky practices, and high pressure on selling, unsafe products, and poor service to disadvantaged consumers. Therefore such unprofessional conducts are not considered as sustainable in terms of consumer and business long term wellbeing.

Consequently as Kotler et al. (2013) proposed in their Principle of Marketing: South Asian Perspective text book, marketers are responsible for sustainable marketing. It implies the necessity of acting in a responsible and ethical way to convey value to customers in every action both in present and future. Table 1 presents five sustainable marketing principles.

Table 1: Sustainable Marketing Principle

Marketing Principle	Definition	Outcome
Customer-Oriented Marketing	Marketing activities of the organizations should view and organize from the customer point of view.	- Take every effort to satisfy the needs and wants of present and future customers. - Perceived everything in customer point of view and build everlasting customer-supplier relationship.
Customer Value Marketing	Customer value building by placing maximum company's resources.	- Take every effort to continuously improve the value the customer receives from the market offerings.
Innovative Marketing	Constantly looking for genuine products and market developments.	- Attract new customers - Earn value from customers in return.
Sense of Mission Marketing	Develop mission statement of the organization in broader social term rather than limiting to products term.	- Long run bond in between a brand and the customer will bring through a brand which linked to a broader mission.
Societal Marketing	Decisions of the company need to be taken by concerning customer's need and wants, their long term interests, organization's objectives and society's long term benefits and welfare.	- Disregarding society's and consumers' Long-term wellbeing is considered a disservice to both customer and society. Therefore more vigilant organizations are considered societal problems as market opportunities to them.

(Source: Developed by the Researcher)

Every marketer does not follow the marketing concept; some are engaged in unethical marketing practices for their own wellbeing rather than consumer's interest. Moreover, even very much planned marketing activities that meet the present needs of present buyers may make an immediate or future negative impact on other buyers or to the society. Therefore responsible marketers must think about whether their activities are feasible over the long term.

2.4. Evaluation of Green Marketing

Scholars such as Menon, Chowdhury & Jankovich (1999) and Sivadas (1997) state that green marketing emerged as a result of enormous usage of natural resources. They view that green marketing has been in place from early days. However, they state that the indicators of the green movement around the world at present are the green consumerism and consumers being socially conscious about it. According to Grant (2008) businesses have now started practicing green marketing policies such as decreasing the environmental impact in their productions, manufacture and usage of energy. According to Han, Hsu, & Sheu (2010) green marketing has become a strategy for companies to increase competitiveness among their rivals.

Ottman et al. (2006) green marketing has undergone a number of phases from 1980 and made the tremendous changes from year 2000 in the western market. Due to increase in the threat of environmental changes was able to get the attention for green marketing and going green in Asian region (Lee & Lee, 2012). As stated by Charter & Polonsky (1999) green marketing has defined as obtaining consumer attention through marketing or promotion of environmental aspects or environmentally friendly improvements of products (Lee & Lee, 2012).

The marketers are expected to have optimistic growth in consumer attention on green marketing by generating rapid growth in the market share or sales and goodwill. Anyhow Wong et. al.(1996) cited that environmental dilemma comprise one of the topmost concern of the community, but the market growth rate for green products are very slender and not match with marketers' expectations(Lee, 2012).

Peattie and Crane (2005) noted that the impressive growth in green marketing was reported at the beginning of the 1990s, started to collapse. Further, Wong et al. (1996) reported that once the green marketing started to experience criticism in its second stage in the 1990s. Further, Lee (2012) reported that the environmental concerns of consumers are not really converting into purchasing behavior.

Among all the other key impediments, one of the main contributors to the criticism of environmentally friendly marketing was customer distrust of green products, the intention of environmentally friendly marketers and their marketing practices and claims (Mendleson & Polonsky, 1995; Peattie & Crane, 2005; Wong et al., 1996). Peattie & Crane (2005) stated five major marketing practices that have led to the failure of green marketing throughout this time.

- a) Green turning: dishonor public scrutiny of company practices by using public relations in a hasty manner.
- b) Green promotion: With the aim of enhancing the sales; merely add some green features in to the existing products.
- c) Green returns: Only concern about the environmental practices in terms of cost savings activities such as energy and material input efficiency, efficiency in packaging, etc.
- d) Entrepreneur marketing: Really without knowing what customer precisely expects to have, developed innovative green products.

- e) Compliance marketing: Companies are not really placing their effort to become truly environmental friendly companies in all of their activities. But just trying to confirm the willingness for the expected environmental legislations by practicing simple compliances.

The environmental and social conscious of consumers' started to develop from the mid -1990s (Strong, 1996). Green consumerism emerged with the involvement of set of critical consumers during this period whereby the consumers expected organizations to act in a socially responsible way (Gurau & Ranchhod, 2005).

Strong (1996) stated that new concept call ethical consumerism emerged as a result of steady growth of green consumerism. Further they define ethical consumerism as replication of anxiety of problems that could emerge from unethical and unfair universal trade such as animal testing, child labor, low paid labor, violation of civil rights, dissimilarity trades with third world countries and environmental pollution.

In the late 1990s, researchers began calling for "sustainability marketing" with the expectation of constantly growing consumerism forces (Charter & Polonsky, 1999). According to Charter & Polonsky (1999) sustainable marketing is the development and preservation of sustainable partnerships with consumers, nature and the society. As Lee (2012) stated, green marketing self-adjusted by facing to the existing challenges and whereby the organizations which worked on maintaining and achieving sustainability in their activities continued to stay in the market by improving their products.

With immense technological developments, impose of rules and inducement provided by government, involvement with very close inspection on unethical behaviors by environmental organizations and media, created a pleasant ground for the improvements for many green products whereby winning the consumers from year 2000. This winning stage is the third stage of green marketing (Ottman, 2007; Gurau & Ranchlod, 2005). The green marketing steadily started to develop within this period due to increase of global concern and attention on environment by people around the globe (Ottman et al., 2006). With the dawn of 21st century sustainable development becomes most pressing theme and two developments could foresee in the future of green marketing. Hanas (2007) stated that going green or ecofriendly approach believes as the major theme of doing businesses around the globe. Second, in order to spread out market in the international arena, to improve sales volume and to have advantages with positive image of green brands, developed countries use green marketing as a strategic weapon (Johri & Sahasakmontri, 1998; Gurau & Ranchhod, 2005).

The Asian market is one of the major markets of international companies and they are enthusiastically engaged in introducing and promoting green products by using keen marketing strategies. The reasons for such engagement have described in some certain studies, one study conducted by Martinsons et al., (1997) stated that extraordinary utilization of resources, amazing economic development of numerous Asian countries created a lot of harmful influence on the environment whereby global as well as local attention on protection and upgrading of environment has improved . Then, according to Johri & Sahasakmontri (1998) a noticeable change in the environment was able to gain the attention of Asian people about prevailing

environmental condition and problems. Next, according to the studies to protect the environment and for the sustainable development, the most of Asian countries' government bodies and companies are actively engaged in many activities whereby implementation of policies and business strategies are prominent (Johri & Sahasakmontri, 1998; Martinsons et al., 1997). Further according to the economies Li & Su (2007) emerging Asian consumers are prepared to spend more than previous generation consumers as a result of the rising economic condition of Asian economies.

Hence according to the Lee (2012) by foreseen the affluent green markets in Asia, companies of western countries are planning to invest on Asian market demand for green products in near future. Even though international marketers are interest on investing on green demand of Asian consumers, it is a fact to be amazed that very little information are available about Asian consumers green products attitude and behavior. However green marketers are stressed that availability of global market information on green behavior is very little. The inadequate level of information availability of international consumers' green behavior hinders the possibility of expansion of green products throughout the globe (Gurau & Ranchhod, 2005).

3. Conclusion

Different countries around the world have started to understand the upcoming threats and began to work towards reducing the destructive influences of their business activities on the environment. This understanding and matter on the environment and on the society has given the birth to the concept of Green. Green concept identifies the need to promote sustainability and supports to create development which reduce the negative influences on the environment and the society. Furthermore, concept Green helps to have eco-innovation and also green consumption. As Veleva & Ellenbecker (2001) have concluded eco innovation concentrates on combining environmental sustainability practices at each stages of the goods and also services. According to Moisander (2007) green consumption is associated with environmentally responsible consumption and that could derive from buying, using and disposing of different products or green services. Therefore, through the consumption of environmental friendly green products, the negative impacts on the environment can be reduced. They have designed in a way to minimize the adverse influence on the atmosphere.

The green issues and social responsibility are becoming more important concerns of today's consumers and leads to companies to pay their concern and interest on more green products (Oliver & Lee, 2010). At present consumers are more favorable towards firms who pay more efforts on social responsibility including environmental sustainability than less responsible firms (Brown & Dacin, 1997). Since unplanned buying of goods is cause to damage the environment, environmentally responsible purchasing is very important. Scholars such as Kotler, (1987); Kotler & Eduarto, (1990) examined the application of marketing to public sector issues for a long time.

As per the literature review consumers are not too focused on improving their natural environment and may pursue to give companies and the government so much

responsibility. Therefore, finally, Green marketing requires consumers to want a cleaner environment and to 'pay' for it, possibly at high price products, customer oriented lifestyle, or even governmental intervention. Until this happens it will be difficult for companies alone to lead the green marketing revolution (Polonsky, 1994). However there is much more to green marketing than the advertising carried out by companies. It is accepted that companies have environmental responsibility. Consumers are therefore equally responsible for securing the environment. Consumers do not seem to commit themselves for the environmental protection but try to hold industries and government responsible. However, under green concept, consumers like to have a cleaner environment and are even ready to pay extra to achieve this goal. It is done usually through buying goods with higher prices, lifestyle modifications and interventions by the government. If this does not happen, companies alone cannot lead the "green revolution".

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