

## Impact of Green Marketing Strategies on Consumer Purchase Behaviour

Rajeev Kumar 'Ranjan'\* and Rohit Kushwaha\*\*

### Abstract

The main objective of this study is to explore the relationship between consumers' actual purchase behavior and green marketing tools. Another dimension which is added to green marketing tools is the "trust" in eco-label and eco-brand. It seems eco-branded products have been commercially successful due to their positive public image, which lead consumers to purchase the product and thus help in the growth to brand loyalty for the green products. It appears that awareness of eco-brand among Indian consumers and their attention to buy environmentally branded products were influenced by their belief in the benefits of green products. According to many studies there is a missing factor that could increase purchasing behavior of green products to higher level and it would be the 'trust' in the eco-label itself.

**Keywords:** Green Marketing, Consumer Behaviour, Trust, Eco-label, Uttarakhand, India

### Introduction

Over the last decades, concern about the environmental well-being has become a significant public issue and an important area of academic research especially in the US and Western Europe. This change led to the start of a worldwide movement to protect the environment from further damage due to increased environmentally unfriendly human activities. The growing consumer demand, population explosion and environmental damage have brought us to a situation where environmental issues dominate political, business and academic discourse (Friedman, 2009). A positive change within consumers' behavior towards green products can be seen due to the increased level of environmental awareness since the 1970s as highlighted by Alwitt and Pitts (1996).

India also as country did not remain untouched by the effect of environmental protectionism. It has also started to follow and adopt the same strategies which are being used by other European countries to protect the environment. India has in fact demonstrated a serious commitment towards environmental protection by bringing strict legislations and strategies to achieve environmental objectives, such as, Ecolabelling also known as 'Ecomark' and disclosing more environmental information like LEED certification

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\* Associate Professor, Quantum School of Business, Quantum University, Roorkee, India

E-mail: [ranjanrajeev87@gmail.com](mailto:ranjanrajeev87@gmail.com)

\*\* Director, Quantum School of Business, Quantum University, Roorkee, India

E-mail: [rkushwaha0706@gmail.com](mailto:rkushwaha0706@gmail.com)

etc. This Eco-labelling helps a consumer to buy product for which he has developed trust. A trusted label product will increase the market share of the product and impact the business performance. India being a country of youth, young consumers have taken initiatives to reduce environmental problems. Young consumers who are ecologically active and aware can prove to be of immense help in reducing environmental concerns.

In India, important national policies on environment are endorsed by bodies like Bureau of Energy Efficiency (Government of *India*) under the Ministry of Power created in March 2002. The function of this body is program development which will increase the awareness about conservation and efficient use of energy. The BEE also specifies the activities and objectives of environmental conservationism such as product design, promotions, satisfaction of human wants and fulfillment of organizational objectives all in line with reducing environmental impact. These developments undertaken show that the efforts taken by government to encourage the consumers to take into account the environmental aspects in their purchase behavior has borne fruit.

It has been seen that the change in behavior of the consumers who care about the environment will indicate their concerns through different behaviors like inspecting and analyzing the products which they purchase to ensure that they are buying green product as enumerated in a paper by Suchard and Polonski (1991). This brings us to another concept which is green consumerism which according to Mostafa, (2007), is "a concept, which includes the preservation of the environment, minimization of pollution, use of alternative renewable energy sources and welfare and preservation of species." As per the definition, the green consumer behavior can be defined as the behavior which consumers portray in using, evaluating products that are less detrimental to the environment, are recyclable, and are responsive to environmental concerns. Green marketing strategies which have been used in this paper are focused on consumers which will make perception as well as awareness of green products attributes easier, consequently, helping the consumers into buying green products.

As society becomes more concerned with the natural environment, both consumers and companies have started to pay more attention in behaviour modification and in thinking about the consequences of their actions or activities which would have an adverse effect on the environment (Polonsky, 1994). Although studies on the influence of green marketing tools on purchase behaviour has been the focus of some of the recent studies, the majority of them have been conducted in developed countries as mentioned in a paper by Rahbar, E., & Abdul Wahid, N. (2011). Therefore, it can be surmised that the outcomes of the studies may only be relevant in certain time, cultural and geographical context. Due to these complexities, generalizations are often not meaningful. According to Peattie, K., & Crane, A. (2005) demand and attitudes for green products is likely to be uneven across different market segments, countries and cultures. Consequently, research on the effect of green marketing tools on purchase behaviour in emerging Asian markets is considered to be well-timed. In addition, the papers can provide some insights to companies regarding how they can expand their reach and operation in developing country like India as environmental performance has become a buying criterion for business buyers (Peattie et al, 1992). The objective of this paper is to examine if the green marketing strategies (i.e. green

communication, eco-label and eco-brand) as a variable, affect the consumer's purchasing behavior among the consumers of Uttarakhand and Western Uttar Pradesh.

### **Literature Review**

Many researchers have made a conscious attempt to find out ways to preserve the environment. Several researchers came to the conclusion that there is significant relationships between demographic, behavioral, psychographic and geographic characteristics of the consumers and that might provide a solution to protect the environment from harmful substances (Granzin & Olsen, 1991). Some studies have shown that the psychological and social factors have more influence on consumer's purchase behavior than demographic factors (Pickett et al., 1995). They also admitted that people show distinctive behavior if these factors are influenced and it will provide inputs to the company in developing strategies for green marketing. Green marketing provides an opportunity to the marketers to be creative and innovative in a way that will help companies to make profits and also contribute toward the environment well-being (Grant, 2007).

The earliest definitions of green marketing include the marketing activities, both positive and negative, studying the depletion of energy and non-energy sources, pollution and so on. The term green marketing which is still an evolving concept, can be defined as the companies' effort to design, promote, price and distribute products in such a way which promotes environmental protection (Polonsky, 2011). Green marketing covers all the marketing activities undertaken by companies in a manner that have a positive impact on environment. Green marketing is intended to replace the current needs and wants so that they have minimal harmful impact on the environment. The most recent definition of green marketing states that green marketing involves the marketing strategies used to achieve a firm's financial as well as strategic goals while reducing its negative impact on the environment (Leonidou et al., 2013). Other definition which evolved overtime since its origination in the 1970 denotes green marketing as an environmentally considered strategy that consists of disclosing information to consumers at different levels like industry, firm and product level (Prakash, 2002). Despite the growing body of literature focusing on green marketing, a universally accepted definition remains elusive with many definitions remaining in use, depending on the study. For the purpose of this study, the definition by Harrison (1993), which defines green marketing as a marketing strategy involved in pointing consumers at the benefits of green products in a way that it influences consumer purchase decisions is being referred to.

According to Mayang (2014) visionary companies will look at environmental issues as an opportunity to satisfy the needs and desires of consumers. According to Hosseinil, E., et al., (2015) the tools of green marketing consists of environmental labeling, environmental brand, and environmental advertisement which this study also uses as green marketing strategies. Delafrooz, Taleghani, and Nouri, (2013) stated that green marketing tools, such as environmental labeling, environmental brand, and environmental advertisement, will make-perception easier and increase of awareness of green products attributes .

Labels can bring any brand name or a large amount of information (Kotler and Keller, 2009). There are four main functions of the label which are to identify the product or brand,

grading the products, describe the product, and promote the product. Environmental label or Eco labels are defined as a means for consumers to facilitate the decision to choose environmentally friendly products. Eco-labelling impinges on the purchasing patterns of green products. An eco-label recognizes the complete environmental preference of a product inside a product classification with respect to its life cycle. Some authors in their studies have concluded that there is a considerable lack of trust when eco labels are concerned. Cherian and Jacob (2012) suggest that the reason behind this consumer distrust is not understood to its full potential. Eco-labelling is a key factor that is incorporated in this study. From the literature it can be concluded that the Eco- labels have an important role, in strategizing the marketing activities of the company.

Kotler and Keller (2009) observe that the brand is an offering from an unknown source; therefore simply, the brand can be interpreted as a means of identification of a product. Development of the brand is not just a mere tool to differentiate one product with another product, but the brand has also become an asset and has a sale value. Brand becomes important for the company and the company seeks to increase the value of its brand. The American Marketing Association defines a brand as a “name, term, sign, symbol, or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors.” This definition can be generalized in understanding of the environmental brand as well, where the brand which is a name, symbol or design are not harmful to the environment (Delafruez, Taleghani, and Nouri, 2013). According to Aaker (1991), there are three perceptual factors identified in “managing brand equity”, which are brand awareness, associations and quality perception . Marketing of eco-friendly products is not commercially viable to penetrate the market if there is lack of communication of the brand attributes (Meffert and Kirchgeorg, 1993).

One of the significant elements of green branding strategies is green positioning which can further be classified into functional or emotional. According to Sarkar (2012), green positioning can be based on different emotional brand benefits such as selflessness associated with emotion of well-being, benefits including auto-expression that are a result of using socially recognizable green brands and nature related benefits. Green positioning has a positive influence on brand attitudes, and the product purchases are a result of effective communication of brand attributes with the marketplace (Hartmann et al., 2005). Brands can impact consumer behaviour towards ecological consumption (Pickett-Baker and Ozaki, 2008). For example, Dell uses green branding using “Go Green with Dell” as their branding strategy. They also use eco-friendly packaging. Dell also focuses on efficient and green innovations. On the other hand, certain companies use green marketing as their tool for popularity, which induces lack of trust in consumers in terms of green initiatives. This raises doubts in consumers about the credibility of firms’ green activities (Raska and Shaw, 2012).

Advertising is paid form of non-personal presentation and promotion of ideas, goods, or services by the sponsor. Advertising can be an effective way in terms of cost to distribute messages; both with the aim of building brand preference or do customer education (Kotler and Keller, 2009). According to Delafruez, Taleghani, and Nouri (2013), eco-friendly advertisement helps in the formation of consumer values related to environment and translate these into purchasing green product. Devi and Pudaruth (2012) provided indicators

of environmental advertisement which are outlined as: green advertisements should promote environmental friendly products in a credible manner; the content of environmental advertisements is relevant for green customers and attractiveness of the environmental advertisements, trust for the advertisement. The green advertising decreased because of false claims, exaggeration in the advertisement content etc. The green advertising caught momentum again in 2000s, with developments in international legislations, and growing awareness among consumers. So green advertisements refer to adverts including sustainability of the environment, eco-friendly content, substance targeting needs and desires of green consumers and other stakeholders (Zinkhan and Carlson, 1995). Based on such understanding, it can be concluded that the presence of environmental advertisement can make consumers motivated to be able to make purchases of eco-friendly products.

Schiffman and Kanuk suggest that the interest of the consumer in buying of eco-friendly products arises because of the need and want satisfaction from a product or service that is expected by him. These intentions become important to be noticed by marketers, where purchase intention is the beginning of the emergence of buying behavior. Because consumers have an interest to make a purchase, then the purchase may occur. According to them buying interest may be identified through following indicators:

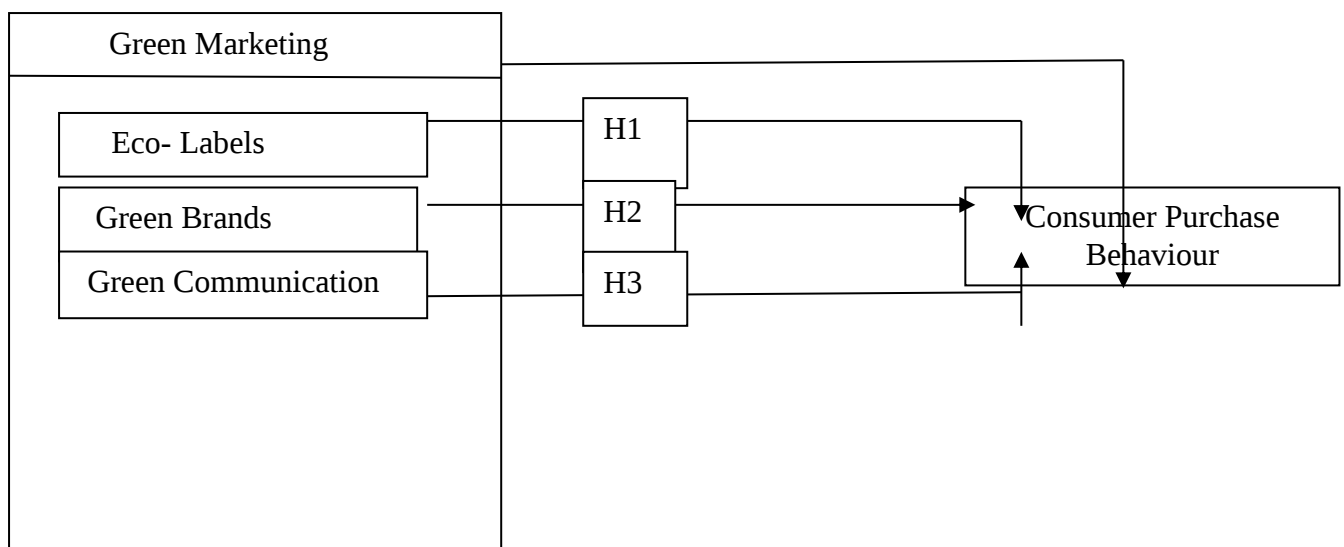
1. Interest transactional, where is the tendency of a person to buy a product;
2. The preferential interest, the interest which describes the behavior of people who have priority over towards a product in comparison to similar products.
3. Interest explorative, this interest illustrates the behavior of someone who is always looking for information on products that are in demand.

From the literature review, it is thus hypothesized as follows:

H1. A significant and positive relationship exists between eco-label and customer's purchase behavior.

H2. A significant and positive relationship exists between Green Brands and customer's purchase behavior.

H3. A significant and positive relationship exists between Green Communication and customer's purchase behavior.



The respondents in the current study were consumers in Uttarakhand and western Uttar Pradesh. The sample size constituted of individuals over the age of 20 years-old. Young consumers are the sample elements for the study as researches show that young consumers observe and follow the norm of environment involvement in their social circles and also the environmental consciousness leads to enhanced intention to pay for green products. The young generation are familiar with the Green products and they have an inclination for the purchase of the same i.e. Green products also. The method of data collection was a structured questionnaire. The questionnaire was distributed in main shopping centers in Uttarakhand and western Uttar Pradesh where the consumers go for their daily necessary purchases. The sample size in the present study is 300. In this study, consumer purchase intention was measured using Green Eco-labelled versus non green products where respondents were asked to compare the two categories and specify their preference on a five-point Likert scale (1 strongly agree to 5 strongly disagree). Statistical techniques used to analyze the data included, factor analysis, Validity and reliability analysis, and Chi-Square Test.

The questionnaire consisted of twenty questions in five sections. The first part consisted of sections related to the demographic characteristics, general questions on green products and their knowledge about the green products and green marketing strategies from respondents. The second part of the questionnaire consisted of questions which would help in measuring the perception regarding green marketing strategies as a guide for identifying green product and actual purchase. The knowledge about the ecolabel was tested by using one ecolabel of an Indian company in the questionnaire. Perception towards advertising was measured in the third part of the questionnaire. Five items for measurement of the perceived impact were used on the 5 point Likert scale. The fourth part of the questionnaire was designed to find the reasons for the purchase of green products and the impact of eco brands on the actual purchase behaviour of the consumer. The last part of the questionnaire covered the factors which fit with in the definition of 'Green' as per the respondents understanding. In the study each variable is measured by the level of importance given when the consumer go for the purchase of green products versus non-green products. The consumer intention was measured using two product categories i.e. green and non-green products. The focus of the paper is to study the actual purchase behaviour of the consumers. The respondents identified all the six items given in the questionnaire with characteristics that fit with in the definition of the 'green product'. This would help in identifying the definition of the green product as understood by the consumer. Statistical techniques that were used to process the data included factor analysis, reliability analysis and non-parametric tests like chi square test.

**Reliability Statistics (Table 1)**

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|----------------------------------------------|------------|
| .758             | .770                                         | 37         |

**Description of variables Study (Table 2)**

| S.No. | Variables                          | Mean | Standard deviation |
|-------|------------------------------------|------|--------------------|
| 1.    | Green Communication                | 3.71 | 0.63               |
| 2.    | Eco-label                          | 2.93 | 0.78               |
| 3.    | Trust in eco-label and green-brand | 3.17 | 0.61               |
| 4.    | Green Brand                        | 3.12 | 0.73               |
| 5.    | Actual purchase behavior           | 3.64 | 0.82               |

**Findings**

Out of the 300 respondents, 88% of the respondents were aware of the green products. This shows that there is awareness about the green products in most of the consumers, especially the young generation is more inclined towards greener products. 58% of the respondents identify the overall environmental preference of a product based on life cycle consideration from procurement of raw materials to dispose of the used products. This means that the customers understand that the green marketing is a holistic term which involves every aspect from procurement to disposal. 70% of the respondents out of 300 agree that Ecolabels are informative policy instrument about the green product, so ecolabels can be used as a credible tool to promote the green products. A good number of 86% agreeing that the Information technology can play a major role in reducing their environmental impact by curbing the use of fuels and reducing pollution due to vehicular traffic. In the paper the data was analyzed using the Chi Square test due to non-uniformity of data on three study variables to provide information on several variables. Green marketing tools have been used as an independent variable to specify the impact on actual consumer purchasing behavior.

The variables include three dimensions: Green Communication, eco-label and Green Brands and one dimension for trust to eco label and eco brand. The interpretation of the results shows that perception towards eco-label had only two identifiable dimensions which are awareness and trust in label. The reliability test was carried out for the questionnaire; resulted Cronbach's alpha is .758 for environmental advertisement, eco-label, eco-brand and trust in eco-label and eco-brand. From the factor analysis results, dimension of trust in eco-label was added. Respondents agree that green communication and advertisements are effective techniques to enhance information about environmentally friendly products and purchase of green products. The respondents agree to the trust factor in eco-label as an important criterion in their purchase behavior. For Green brands majority of respondents seems aware of them and acknowledges them to be a symbol of products reliability. In order to test the hypotheses and identify important predictors of consumer's purchase behavior, a Chi Square test was carried out.

Based on the result, Green Brands and trust to eco-label and Green Brands are positively and significantly associated with actual purchase behavior, thus, it could be concluded that H1 and H2 are accepted. Since the Asymptotic Significance under Chi-Square came .000 which is less than .05 (Level of significance), therefore the null hypothesis is Rejected. It means that Green Brands and trust to eco-label and Green Brands are positively and significantly associated with actual purchase behavior. The past experiences of the

customers perception with the green product which is positive. Other variables like, Eco- labels, Green communication and Green Branding appears to influence customers' perception. The results also indicate that customers are not tolerant of lower quality and higher prices of green products.

### Test of Normality (Table 3)

| Relevant Questions                                                                                                                                                                       | Kolmogorov-Smirnov <sup>a</sup> |     |      | Shapiro-Wilk |     |      |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------|-----|------|--------------|-----|------|
|                                                                                                                                                                                          | Statistic                       | df  | Sig. | Statistic    | df  | Sig. |
| 1. I am aware of the Green products when I shop?                                                                                                                                         | .349                            | 300 | .000 | .728         | 300 | .000 |
| 2. I Know that Green products identifies the overall environmental preference of a product based on lifecycle consideration (From procurement to Disposal)                               | .278                            | 300 | .000 | .862         | 300 | .000 |
| 3. I know that Eco labels acts as an informative policy instrument with the purpose of guiding consumers about sustainable consumption?                                                  | .341                            | 300 | .000 | .806         | 300 | .000 |
| 4. Eco label is one essential purchase criteria when I shop for green products?                                                                                                          | .211                            | 300 | .000 | .879         | 300 | .000 |
| 5. I believe that the Green Products with Eco Labels are protective to the environment?                                                                                                  | .285                            | 300 | .000 | .858         | 300 | .000 |
| 6. I can easily find information about Eco labels from Different sources like Internet, Media, TV, and Newspaper?                                                                        | .370                            | 300 | .000 | .771         | 300 | .000 |
| 7. I believe Eco Label is very credible advertising tool?                                                                                                                                | .280                            | 300 | .000 | .842         | 300 | .000 |
| 8. What type of eco-friendly products did you purchase in the last three months? Indicate the extent to which you purchased these products? - Other Household Products (e.g. Bulbs etc.) | .218                            | 300 | .000 | .847         | 300 | .000 |
| 9. How do you rate the following factors/Parameters in determining the satisfaction while purchasing the green product?                                                                  | .373                            | 300 | .000 | .720         | 300 | .000 |
| 10. Why would you purchase /Adopt eco-friendly products? Because:                                                                                                                        | .348                            | 300 | .000 | .778         | 300 | .000 |
| 11. Rate your opinion as to which factors fit within your definition of "Green"                                                                                                          | .252                            | 300 | .000 | .874         | 300 | .000 |

### Discussion and Implications

The main intent of the study was to find the relationship between consumers' actual purchase behavior and green marketing strategies like eco-label, green brands and Green communication. It was found that the overall environmental behaviour of young consumers is affected by number of factors and is a multi-faceted concept. So this concept of green purchase behaviour seems to be better evaluated specifically. An effort was made to add one more dimension to green strategies that was 'trust' in eco-label and green brand. The study showed that trust in eco-label and eco-brand is positively significant variable related to consumer purchase behavior. This means that the respondent's trust in eco-label and eco-brand has a positive effect on consumer's actual purchase behavior. The study shows that green products can be commercially successful if the positive image among consumers is created, as suggested by Ginsberg and Bloom (2004). The study suggests that the awareness of green brand among Indian consumers and their intention to buy green products are influenced by their belief that green products protect the environment. Within the sample area of this study it is seen that eco-label had no significant influence on the consumers who have enough knowledge about eco-labels regarding their purchase behavior.

It seems that using this tool to increase green products purchase by consumers will not be significant until and unless the component of trust is inculcated in the consumers. So the component 'trust' could increase purchasing behavior of green products with in the purchase decisions of consumers. Without the consumer's confidence and trust in eco-label and eco-brand, it would be difficult to convince consumers to make purchase decisions. Borin and Norm (2011) in their study argue that eco-label acts as a qualifying criterion for companies for improved environmental management to ensure long term stewardship and availability of natural resources for a nation's sustainable growth. They observe that eco-label is a new concept in India not only in terms of existence but also as strategies that are utilized by marketers to influence the purchase behavior. Thus, it can be interpreted the component 'trust' would have a great effect on the consumers when they would have interaction related to environmental issues.

Since eco-brand and trust to eco-label and eco-brand is found to be important in influencing green purchase behavior of consumers, it is suggested for the green marketers and the manufacturers to pay particular attention to eco-branded products. The next variable Green Communication is also another dimension of green marketing strategy that is not significant with purchase behavior. It is largely yet to be understood concept by the stakeholders of marketing process in similar terms. The analysis of the results demonstrates that a majority of the respondents believe that Green communication enhances the knowledge of the consumers about green products and they also believe that green advertisement guides them into making an informed purchasing decision. However their belief has no influence on their purchase behavior as far as green products are concerned. The low credibility of green advertisements among consumers, is one of the factors contributes to its failure (Kilbourne, 1995). The consumers' weak response to environmental advertising is not their unwillingness to take action and change their behavior to purchase green products; rather consumers are unwilling to change their purchase behavior given the manner in which "green" products have been promoted and advertised (Davis, 1993).

Hence, promoting environmental protection should be call engrossed with emotional and soft message delivery which will indirectly result into a more involved green response from young consumers. In terms of Indian consumer, the result of the mean indicates that Indian consumers believe that the Green communication increase their knowledge about green products. In Indian context mass media, television and newspapers are two major media to acquire information by people regarding green advertisements. Therefore more involvement of the youth is necessary to increase the sustainable consumption. Since young consumers have an enhanced level of awareness about consumerism and green products while interacting with friends and peers so the marketers can exploit the involvement of young consumers towards green consumerism. More involvement of university students in environmental activities can inculcate sense of responsibility that can go a long way in enhancing promoting sustainable consumer behaviour.

The study finds out many enablers and barriers affecting green purchases and offers reasons for the inconsistency noticed in purchase behaviour of consumers regarding green products. The study will help the government and marketers in formulating and implementing strategies to encourage green purchasing. It also equips the stakeholders about the key predictors of consumers' green purchase behaviour. The study will enable stakeholders to tailor their product offerings and formulate marketing strategies to encourage green buying behaviour. The results also offer precious knowledge on the effectiveness of green marketing strategies which can assist both private, public and government organizations in developing and designing innovative green products that would attract the customers. Since it is time for creating a market for green products the industry should bear the moral responsibility of not exaggerating their claims. Use of innovations and new technologies to convey environmental information to consumers and development of frameworks within industries for making regulations that govern how industries report and promote their product's environmental performance is the need of the hour.

#### **Augmentation of the current Green practices and processes**

Revamping and benchmarking requires a transitionary phase and hence augmentation processes have to precede the same. Therefore, once the benchmarking is done while focusing on ultimate target of regaining the old days the actions to be taken towards achieving those benchmarks are to be complemented with the following augmentation steps:

1. Marketers should unilaterally device communication highlighting even a single aspect of their Green procedure or practices as in the case of National Panasonic.
2. Marketers should subsequently educate customers for Green usage of products. Though it is paradoxical to some extent that a bottled water manufacturer educates its own customer for either rationale usage of water or recycling of bottles but in the long term this is the only way. Here it is imperative to mention that marketers understand the value of such steps but there is no organizational consensus on such type of a thing.
3. Marketers should adopt the Green processes for delivery and selling the products. For example: Fossil Fuel based transportation and logistics may be reduced but then it has to be complemented by complete manufacturing and supply processes. Another Example can be of Distributed Hydroelectric which is somewhat near an example of such an idea.
4. Marketers have been overtly focusing on repurchase of products although repurchase of products is associated with the shorter life of products and enhanced manufacturing of

products which is paradoxical to green. Hence a business based marketing logic has to be brought for enhanced usage of product by a customer that is less depreciative which may call for reanalysis of manufacturing on the one hand and investment of cash surplus by the business on the other hand, which has roots in say's Economics, Jean Baptiste Say.

5. This is strongly recommended that Gandhian thought process of Economic development through social augmentation process in terms of Marketing, Economic and production augmentation process in relation to small enterprise can support the preceding recommendations.



Source: Erasmus University, Wempe & Kaptein  
Figure . Relationship 3P, CS and CSR.

Further elaborating on the adoption of the Gandhian thought in relation to green marketing practices has two pronged perspective.

- a. Small Scale enterprise and business has a scope of customization for the involvement of traditional practices, while maintaining the rationality of profits and profitability.
- b. For Example: Development of a small pine briquetting machine for the production of low cost energy through forest bio residue is a demonstrative example which can augment the complete value chain through the utilization of pine needles.
- c. On the side of the consumer Mahatma Gandhi demonstrated purchase on utility basis and rationale utility, which have a lesser disposability meaning thereby that furniture well maintained can be used for a longer time and so does an automobile which explains the points aptly that sustainability is slightly anti-consumerism.

Hence, Mahatma Gandhi's principles talk of inclusive growth and inclusive market development. This can be further elaborated by an article in Harvard business review which talks of affordability and sustainability which are replacing premium pricing and abundance as innovation's drivers. Companies must make their offerings accessible to a greater number of people by selling them cheaply and must develop more products and services with fewer resources. Westerners are struggling to tackle this challenge, but some enterprises in developing countries, particularly in India, are showing the way by practicing three types of "Gandhian innovation":

- a. disrupting business models
- b. modifying organizational capabilities
- c. creating or sourcing new capabilities

### **Redefining Marketing in terms of Green**

It recommends realignment of the thought process behind marketing definition wherein it is recommended that the term "Value" mentioned in the 2007 definition of American Marketing Association which should be referred to with the context of:

- a. Values
- b. Sustainable Value Chain

This implies that the definition must be read in the following way in parts and in full. As per American Marketing Association, 2007 the term 'Marketing' is defined as *"Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large."* The above definition which states that

*"Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large."* should be read as 'values' contextually. Value chain can be enumerated in economic term though value can only be experienced in contextual terms therefore to exemplify one can read a part of marketing definition as follows:

- a. *"Marketing is an 'activity', for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large."*

Or

- b. *"Marketing is a 'process', for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large."*

Or

- c. *"Marketing is a 'set of institutions', for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large."*

*Read in bifurcation the definition ultimately implies that 'Value' must be read as 'Value(s)' for its logical and sustained achievement.*

### **Limitations and Suggestion for Future Research**

The major limitations for this study were the geographical limitations as the area of study was limited to North India due to travel limitations and time crunch. The Literature on Green Marketing is also limited because it is a relatively new term in the developing countries. The use of research controlled sample of young consumers may somewhat limit the generalizability of the findings. The study focused only on the young consumers the adult consumers could also have been targeted quantitatively and qualitatively for a larger picture. In future studies, larger samples could be used for specific findings. Secondly, this study focuses on local brands which claim to be Green products. So in future studies branded products of multinational companies can be used for a better understanding by respondents. Choosing a specific eco-brand can provide respondents with the opportunity to compare eco-branded and the non-eco-branded products thus generating a more reliable response. The present study may provide helpful insight to be considered in generating a new framework. Similar studies can also be conducted in other developing countries to enable cross cultural comparisons.

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