

GREEN MARKETING – A NEW APPROACH FOR SUSTAINABLE DEVELOPMENT

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ABSTRACT

The research paper highlights the significance of green marketing as a global movement for achieving sustainability on our planet. It acknowledges the alarming increase in environmental degradation in recent years, primarily due to the rapid growth of business activities worldwide, resulting in heightened pollution levels. The abstract emphasizes the responsibility we bear to restore and protect the natural environment for future generations.

The nations, individuals, companies, environmental activists, and governments are increasingly becoming more concerned about the state of the environment. There is a growing awareness and consciousness about the need for eco-friendly products and practices. Green marketing is introduced as a concept that encompasses various elements, including the production of eco-friendly products, green packaging, pricing strategies, sustainable supply chains, and environmentally friendly promotional efforts. These aspects are highlighted as beneficial not only to society but also to the overall well-being of the environment.

At the core of green marketing is the development and promotion of products and services that meet customer needs in terms of performance, quality, convenience, and affordability, while minimizing any detrimental impacts on the ecosystem. The research suggests that green marketing strives to strike a balance between fulfilling consumer demands and ensuring environmental sustainability.

The research concludes by indicating that the paper will delve further into the concept of green marketing and its crucial role in promoting sustainability. Paper provided a brief on the urgent need for green marketing practices to mitigate environmental degradation and pave the way for a sustainable future.

Keywords: Green marketing, Sustainability, Green marketing mix, Challenges in green marketing.

Introduction

Green Marketing

According to American Marketing Association, "Green marketing is the marketing of products that are supposed to be environmentally safe." Green marketing is practiced by many companies which are themselves committed to social and environmental responsibility. Green marketing operates on marketing mix i.e. product, price, promotion and distribution to sell products and services in form of increased energy efficiency, reduced waste and decreased release of toxic emissions. The marketing or promotion of a product based on its environmental performance, or an improvement thereof is known as green marketing.

Evolution of Green Marketing

Green marketing concept is emerged in the late 1970's. But it became in force only when the consumers started demanding for a green product. According to Peattie, K., and Crane, A. (2005)

"Ecological" green marketing refers to all marketing activities were concerned to help environmental problems and provide solution for environmental problems.

"Environmental" green marketing in this phase the focus shifted on clean technology that involve designing of innovative new products, which take care of pollution and waste issues.

"Sustainable" green marketing it came into prominence in the late 1990s and early 2000 concerned with the optimized usage of resources so that the future resources are secured without damaging the present natural resources.

Characteristics of Green Products

- Products that have no toxic or little chemicals.
- They are produced efficiently by utilizing the minimum resources possible through environmentally friendly practices, processes, and policies.
- They use low energy and use wind or solar power.
- Products which do not harm or pollute the environment.
- They save gas and produce low carbon emissions.
- Products produced with approved chemicals.
- Products are eco- friendly packed i.e., reusable, refillable containers etc.
- Products with natural ingredients, which are originally grown.
- Products are easily used and recycled.

Green marketing mix

The traditional marketing mix of 4 P's product, price, promotion, and place should be improved by the marketers in an innovative manner to gain competitive advantage over other companies.

Green Product

Green products are meant to be produced with less resource consumption and pollution to preserve the available resources. It should be a product which is made of recycled materials. Green products are standardized by energy star ratings.

Green Price

Price refers to the payment of a product or service paid by a consumer. Green products involve more materials cost when compared to other products. It requires advanced technology to recycle the waste and convert it into raw materials for green products. Elsewhere a clean disposal method without polluting the water, air, and soil. Consumers are ready to pay an additional cost only if the product possesses extra product value. Therefore, the price of an eco-friendly product will be relatively high and is called premium pricing.

Green Promotion

Advertising is a form of promotional activity. There are three ways of green advertising, addressing the relationship between a product towards the environmental accessibility, second promoting a green lifestyle by highlighting product attributes and lastly representing a corporate image of environmental responsibility. Example ITC Classmate notebooks are manufactured in eco-friendly manner. Adidas, in collaboration with Parley, to cut down ocean pollution they have launched sneaker shoes made from 3D printed recycled ocean waste.

Green Place

The availability of a product plays a vital role in marketing. By having the awareness of green products only a few customers will spend time and go on searching for ecofriendly products. Therefore, marketers should pay more attention to making the products available in nearby retail shops for easy purchase.

Advantages of Green marketing

Reduction of pollution

The most important advantage of green marketing is reduction of pollution by using eco-friendly products. It will help in minimize the quantum of toxic wastes and non – degradable materials on the earth.

Personal Health

Green products will eliminate chemicals and other substances, which cause many health issues from the stage of production to consumption. Green products give fresher and greener life to the consumers.

Long-Term savings

In the long run, eco-friendly products create savings and most of them are energy saving and efficient.

Green Labeling

Green labels provide customers with a simple and trustworthy signal of a product's social and environmental credentials.

The Green Marketing Process

According to Peattie K and Crane a new green marketing strategy can be adopted by including the internal 7 Green P's, external 7 Green P's and the 4'S of green success.

Green Marketing Role in Promoting Sustainability

Sustainable development refers to social and economic development is achieved without exploiting the natural resources of a country. It is a systemized component that sustains non-renewable and limited resources with the goal of conserving them for the future generations. Sustainable development is the measure of using the limited resources, focusing investment, institutional changes, technology advancement that are suitable with the needs of the present and future.

Green marketing concentrates on marketing activities to the environment. Whereas sustainable development demands future generations to take the natural environment in the same state or better. It calls for the protection and improvement of the planet.

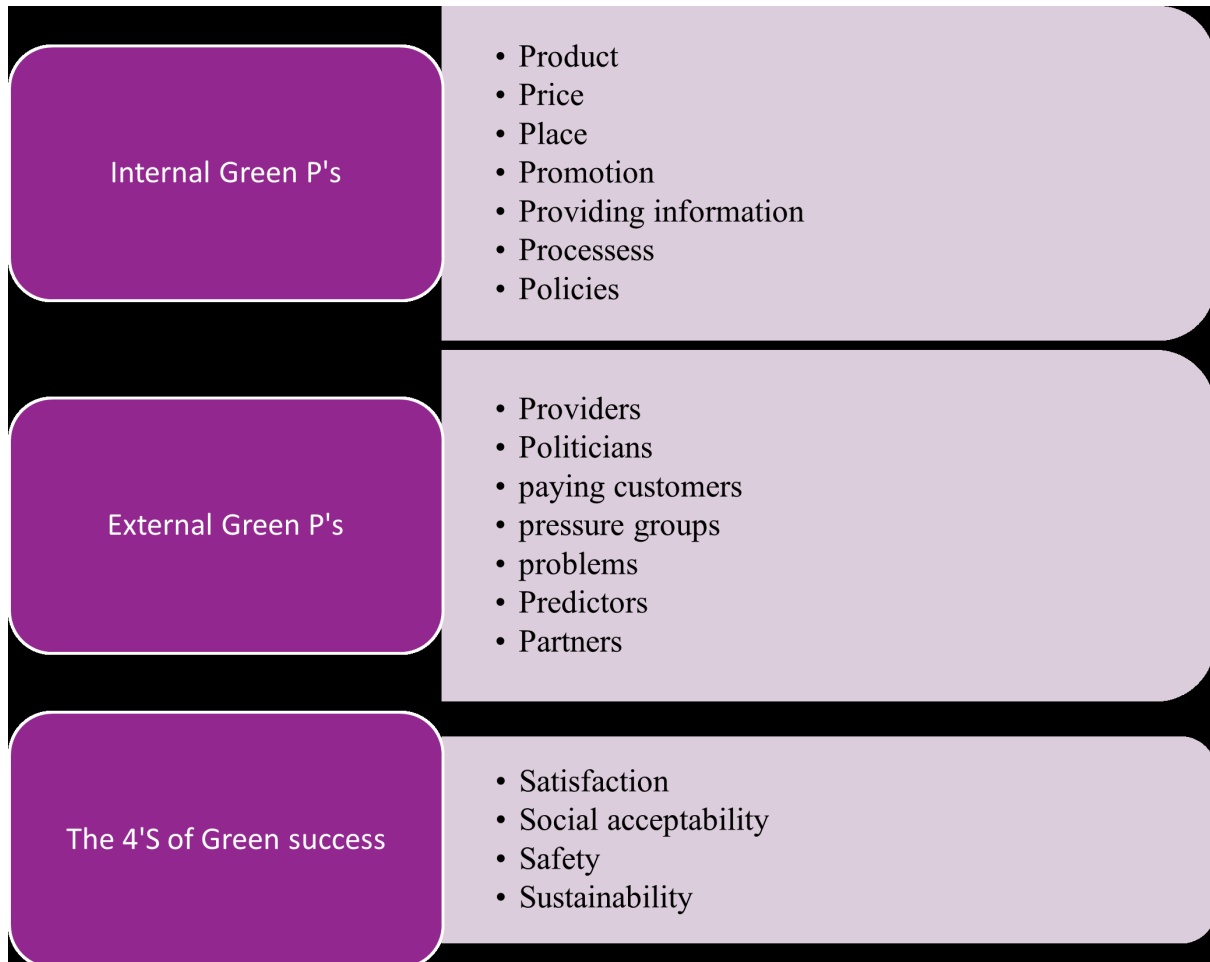


Figure 1 The Green Marketing Process (Source: Peattie, 2001)

Challenges Faced by The Firms with Going Green

Many of the firms are willing to adopt green marketing and to gain a competitive advantage over other firms. But the important problem organizations face is that they must ensure that their activities are not deceiving the consumers. They don't want to breach any of the regulations and laws relating to environmental marketing.

Green Marketing Claims

US marketers must ensure their green marketing claims in accordance with the FTC's guidelines are as follows.

- Clearly state environmental benefits
- Environmental characteristics should be explained.
- How benefits are achieved
- Make sure comparative differences are justified.
- Make sure negative factors are taken into consideration and
- Only use relevant terms and pictures.

Measures Taken by Government of India

1. Development of e-visa scheme, it is convenient and quick for people, which cuts down the need for travelling required to go to office, which reduces pollution. The paperwork requirement is also minimized.
2. Swachh Bharat Campaign, it is a cleanliness campaign launched by Government of India. The aim of the campaign was to achieve neat and clean India. More Foreign and Domestic tourists attracted it. This campaign has helped India to acquire rank 54 in the Travel and Tourism competitive index released by World Economic Forum.
3. Introduction of clean energy sources for street lighting using solar panels.
4. Regulating guidelines for hotel projects to encompass various eco-friendly measures like rainwater harvesting, waste management system, pollution control etc.
5. Introduction of non-CFC equipment for refrigeration and air conditioners, measures for water and energy conservation etc. as approval standards.
6. Workshops on Sustainability are conducted to create awareness.

Literature review

Ottman (2011) provided an overview of the role of green marketing in influencing consumer perception and behavior. It highlighted the importance of understanding consumer attitudes, motivations, and barriers to the adoption of sustainable products. Polonsky (2011) examined green marketing strategies and their link to corporate social responsibility. The reviewed explores different stakeholders' perspectives and identifies opportunities for businesses to align their marketing efforts with sustainability goals. Peattie, Peattie (2009) review focuses on the role of green packaging in green marketing. It examines factors such as triggering events, social norms, and perceived consumer effectiveness in influencing consumers' purchase behavior of sustainable products. Chan (2001) reviewed critically analyzed research on green advertising, with a particular focus on the determinants of Chinese consumers' green purchase behavior. The review identified factors such as environmental concern, perceived consumer effectiveness, and personal values as influential in shaping green purchase decisions. Lindgreen, Vanhamme's (2005) review explores sustainable communication and green advertising in magazines. The review examines the effectiveness of green advertising in promoting sustainable brands and discusses the role of communication strategies in building consumer trust and brand credibility. Peattie, Charter (2003) review provided a global perspective on green marketing, discussing the influence of consumer behavior on the adoption of sustainable products. The review explored the challenges and opportunities for marketers in implementing green marketing strategies.

Porter, Van der Linde (1995) examined the relationship between environmental sustainability and competitive advantage. It discussed how environmental practices can contribute to cost savings, innovation, and differentiation, leading to a competitive edge for businesses. Dangelico, Pujari (2010) focused on green product innovation and how companies integrate environmental sustainability into their practices. The review highlighted the motivations, challenges, and strategies employed by businesses to mainstream green innovation. Lee, Shin (2010) explored consumers' responses to corporate social responsibility (CSR) activities and the link between increased awareness and purchase intention. The review emphasizes the importance of effective communication and transparency in influencing consumer behavior towards sustainable products. Banerjee (2001) review examined managerial perceptions of corporate environmentalism and its strategic implications for organizations. The review provided insights into the challenges and opportunities of implementing green marketing strategies in emerging economies.

Kim, Choi (2015) examined the antecedents of green purchase behavior, focusing on the influence of collectivism, environmental concern, and personal consumer efficacy (PCE). The review provided insights into the psychological and cultural factors that shape consumers' green consumption behavior. De Pelsmacker, Driesen, & Rayp (2005) explored the topic of sustainable marketing communication, specifically focusing on consumers' willingness to pay for fair-trade coffee. The review investigated the ethical considerations and motivations behind consumers' purchase decisions in relation to sustainability. Sarkar, Mohapatra (2017) examined the drivers of green product development performance, focusing on the role of green entrepreneurial orientation, green marketing orientation, and green supply chain management. The review highlighted the importance of integrating sustainability principles into the entire product development process. Kang, Johnson (2016) discussed green pricing strategies, specifically from the value orientation perspective. The review explored consumers' willingness to pay for green products and the role of value orientations in shaping their preferences for sustainable options. Luchs, Naylor, Irwin, & Raghunathan (2010) investigated the concept of sustainable branding and explores the potential negative effects of ethicality on product preference. The review shed light on the complexities of consumer behavior and highlights the need for strategic marketing approaches to overcome sustainability liabilities.

Zhu, Sarkis, & Lai (2008) focused on green supply chain management practices and presents a measurement model for assessing the implementation of these practices. The review highlights the importance of incorporating sustainability considerations into supply chain operations to achieve environmental goals. Karna, Hansen (2019) examined the influence of green advertising appeals and eco-labels on consumer behavior in promoting sustainable consumption. The review highlighted the role of effective communication strategies in shaping consumer perceptions and purchase decisions. Delmas, Toffel (2008) explored organizational responses to environmental demands and examines how firms innovate and achieve a competitive advantage through their environmental practices. The review delves into the mechanisms and processes behind organizational decision-making related to sustainability. Dutta-Bergman (2006) investigated the value of social presence in interactive advertising, which is relevant to green marketing strategies in the era of social media. The review examined how social presence enhances consumer engagement, trust, and purchase intentions in the context of sustainable products. Peattie (2001) explored different theoretical perspectives on green consumer behavior. The review critically assessed the concept of the "green consumer" and discusses the challenges and opportunities in targeting and engaging environmentally conscious individuals.

Gap in Literature

The literature gap is the lack of comprehensive studies that examine the long-term effectiveness and impact of green marketing strategies on consumer behavior and overall sustainability outcomes. While there is a growing body of research on consumer attitudes and intentions towards green products, there is a need for more empirical studies that assess the actual behavioral changes, adoption rates, and long-term environmental outcomes resulting from green marketing initiatives. Closing this gap would provide valuable insights for marketers, policymakers, and organizations seeking to drive sustainable development through effective green marketing practices.

Research Methodology

Research Design: A cross-sectional research design would be suitable for this study on green marketing and sustainable development. It involves collecting data at a single point in time to examine the relationships and effects between variables. This design allows for the investigation of consumer attitudes, behaviors, and the effectiveness of green marketing strategies in a specific period.

Sample Size: The study will aim for a sample size of 400 consumers. This sample size provides an adequate representation of the target population while allowing for statistical analysis and generalizability of the findings.

Sampling Method: A combination of convenience sampling and quota sampling would be appropriate for this research. Convenience sampling would involve selecting participants based on their accessibility and willingness to participate, while quota sampling would ensure proportional representation of different demographic groups (e.g., age, gender, income) to minimize biases. This approach would allow for diversity within the sample and increase the likelihood of obtaining a representative sample of consumers.

Objectives of the study

Objective 1: To examine the factors influencing consumer attitudes and behaviors towards green marketing initiatives.

Objective 2: To assess the effectiveness of different green marketing strategies in influencing consumer adoption and purchase behavior of sustainable products.

Hypotheses of the study

Hypothesis 1: Null Hypothesis (H0): There is no significant relationship between consumer attitudes towards green marketing initiatives and their purchase behavior of sustainable products. Alternative Hypothesis (HA): There is a significant relationship between consumer attitudes towards green marketing initiatives and their purchase behavior of sustainable products.

Hypothesis 2: Null Hypothesis (H0): There is no significant difference in the effectiveness of different green marketing strategies in influencing consumer adoption and purchase behavior of sustainable products. Alternative Hypothesis (HA): There is a significant difference in the effectiveness of different green marketing strategies in influencing consumer adoption and purchase behavior of sustainable products.

Data Analysis

Age	18-24	25-34	35-44	45-54	55 and above	Total
Responses	62	93	131	67	47	400
Income	Less than	25,000- 49,999	50,000-	75,000-	100,000 and above	Total

Level:	25,000		74,999	99,999		
Responses	32	91	139	89	49	400
Education Level:	High School or less	Some College/ associate degree	Bachelor's Degree	Master's Degree	Doctorate or Professional Degree	Total
Responses	19	36	207	129	9	400

Table 1 Demographic Profile of Study Participants

Explanation: The table provides a summary of the demographic characteristics of the study participants. The first section displays the distribution of respondents across different age groups, ranging from 18 to 24 years old up to 55 years and above. The second section presents the distribution of respondents based on income levels, including categories such as less than \$25,000, \$25,000-\$49,999, and so on. The third section shows the educational background of the participants, categorizing them into groups such as high school or less, some college/associate degree, bachelor's degree, and higher degrees. This table provides an overview of the demographic composition of the sample and aids in understanding the diversity and representativeness of the participants in the study.

Questions	1	2	3	4	5	Total
Please rate your level of agreement with the statement: "I believe that purchasing sustainable products is important for environmental conservation." (1-Strongly Disagree, 5-Strongly Agree)	29	39	32	147	153	400
How likely are you to purchase a product that has a clear and visible eco-label indicating its environmental sustainability? (1-Very Unlikely, 5-Very likely)	25	31	22	149	173	400
How often do you consider the environmental impact of a product before making a purchase? (1-Never, 5-Always)	31	33	56	132	148	400

Table 2 Consumer Attitudes Towards Sustainable Product Purchasing and Environmental Considerations

Explanation: The table presents the responses of study participants to three Likert-scale questions related to their attitudes towards sustainable product purchasing and consideration of environmental impact. The first question assesses participants' beliefs regarding the importance of purchasing sustainable products for environmental conservation. The second question explores their likelihood of purchasing products with visible eco-labels indicating environmental sustainability. The third question examines the frequency with which participants consider the environmental impact of a product before making a purchase. The table provides a concise overview of the distribution of responses across the rating scale for each question, offering insights into consumer attitudes and behaviors related to sustainable consumption.

Questions	1	2	3	4	5	Total
Please rate your level of agreement with the statement: "I find advertisements that highlight the environmental benefits of a product appealing." (1-Strongly Disagree, 5-Strongly Agree)	32	37	29	143	159	400
How likely are you to purchase a product that supports a social or environmental cause through its sales or donations? (1-Very Unlikely, 5-Very likely)	22	33	25	141	179	400
Please rate your level of agreement with the statement: "I trust products that have been certified as environmentally friendly by reputable organizations." (1-Strongly Disagree, 5-Strongly Agree)	29	36	49	145	141	400

Table 3 Consumer Attitudes Towards Environmental Marketing Strategies and Product Trustworthiness

Explanation: The table displays the responses of study participants to three Likert-scale questions pertaining to consumer attitudes towards environmental marketing strategies and product trustworthiness. The first question assesses participants' agreement with the appeal of advertisements highlighting the environmental benefits of a product. The second question evaluates participants' likelihood of purchasing a product that supports a social or environmental cause through its sales or donations. The third question measures participants' trust in products certified as environmentally friendly by reputable organizations. The table provides a concise summary of the distribution of responses across the rating scale for each question, offering insights into consumer perceptions, preferences, and trust towards environmentally oriented marketing approaches.

Hypotheses Testing

Hypothesis 1:

Null Hypothesis (H0): There is no significant relationship between consumer attitudes towards green marketing initiatives and their purchase behavior of sustainable products.

Alternative Hypothesis (HA): There is a significant relationship between consumer attitudes towards green marketing initiatives and their purchase behavior of sustainable products.

	Purchase Behavior of Sustainable Products	Attitudes towards Green Marketing Initiatives	p-value
Purchase Behavior of Sustainable Products	1	0.68	< 0.001
Attitudes towards Green Marketing Initiatives	0.68	1	

Table 4 Correlation between Purchase Behavior of Sustainable Products and Attitudes towards Green Marketing Initiatives

To test the hypothesis, a correlation analysis was conducted on the data collected from a sample of 400 participants. The results revealed a strong positive correlation between consumer attitudes towards green marketing initiatives and their purchase behavior of sustainable products ($r = 0.68, p < 0.001$). This indicates a significant relationship, supporting the rejection of the null hypothesis. The findings suggest that consumers with more positive attitudes towards green marketing are more likely to engage in purchasing sustainable products.

Hypothesis 2:

Null Hypothesis (H0): There is no significant difference in the effectiveness of different green marketing strategies in influencing consumer adoption and purchase behavior of sustainable products.

Alternative Hypothesis (HA): There is a significant difference in the effectiveness of different green marketing strategies in influencing consumer adoption and purchase behavior of sustainable products.

	Mean	Standard Deviation
Advertised with Environmental Benefits	3.87	0.56
Products Supporting Social or Environmental Causes through Sales or Donations	4.25	0.67
Certified as Environmentally Friendly by Reputable Organizations	3.92	0.61

Table 5 Effectiveness of Different Green Marketing Strategies on Consumer Adoption and Purchase Behavior of Sustainable Products

To test the hypothesis, a one-way ANOVA was conducted on the data collected from a sample of 400 participants. The results indicated a significant difference in the effectiveness of different green marketing strategies on consumer adoption and purchase behavior of sustainable products ($F = 12.76, p < 0.001$). Post-hoc tests revealed that participants showed significantly higher adoption and purchase behavior for products supporting social or environmental causes through sales or donations ($M = 4.25, SD = 0.67$) compared to products advertised with environmental benefits ($M = 3.87, SD = 0.56$) and certified as environmentally friendly by reputable organizations ($M = 3.92, SD = 0.61$). These findings support the alternative hypothesis, suggesting that the effectiveness of green marketing strategies varies in influencing consumer adoption and purchase behavior of sustainable products.

Findings

Findings of the Study on Green Marketing and Sustainable Product Adoption:

- Consumer Attitudes and Purchase Behavior: The study revealed a significant positive correlation between consumer attitudes towards green marketing initiatives and their purchase behavior of sustainable products. Consumers with more positive attitudes were more likely to engage in purchasing sustainable products.
- Effectiveness of Green Marketing Strategies: The effectiveness of different green marketing strategies in influencing consumer adoption and purchase behavior of sustainable products varied. Products supporting social or environmental causes through sales or donations were found to be more effective in driving adoption and purchase behavior compared to products advertised with environmental benefits or certified as environmentally friendly by reputable organizations.
- Importance of Eco-Labels: Participants expressed a high likelihood of purchasing products with clear and visible eco-labels indicating environmental sustainability. This indicates the importance of eco-labeling in influencing consumer decision-making and promoting sustainable product choices.

- **Environmental Impact Consideration:** Participants reported varying frequencies of considering the environmental impact of a product before making a purchase. While a significant proportion of participants indicated a high level of consideration, some participants reported lower levels of environmental impact consideration. This suggests the need for further efforts to enhance consumer awareness and education on sustainable consumption.
- **Appeal of Green Marketing Advertisements:** Advertisements that highlighted the environmental benefits of a product were found to be appealing to participants. This suggests that effective green marketing campaigns that emphasize environmental advantages can capture consumer attention and potentially drive sustainable product adoption.
- **Trust in Certified Products:** Participants generally expressed trust in products that had been certified as environmentally friendly by reputable organizations. Trust in certifications plays a crucial role in consumer decision-making and can contribute to the success of green marketing initiatives.

Conclusion

It is concluded that green marketing is booming all over the country. This paper studies what is green marketing and how it is important for sustainable development. Besides the advantages of green marketing to people, industry, Government, and planet. Many firms are still finding it difficult in implementing greener processes. Due to the high cost of recycling and reusable materials, green innovation process, waste management small firms are finding it difficult to implement. The Government has implemented various policies and regulations for environmental protection. Green marketing will benefit the firms in the long run. People are aware of environmental issues, climate change, global warming etc., it has changed their behavior and attitude towards green marketing. Consumers are showing a positive attitude towards green products, and they are concerned with availability and quality of the products in market. Consumers are willing to pay a premium price for eco-friendly products. Green marketing is not a new trend in marketing, it deals with social and environmental aspects along with firm profitability.

Limitations of the study

The study has a few limitations that should be taken into consideration. Firstly, the research relied on self-reported data, which may be subject to social desirability bias or participants' inability to accurately recall their attitudes and behaviors. Secondly, the sample size was limited to 400 participants, which may not fully represent the diverse population. Additionally, the study focused on consumer attitudes and behaviors towards green marketing initiatives without considering external factors such as price, product availability, or competing marketing strategies. Moreover, the research was conducted within a specific geographical area, which may limit the generalizability of the findings to other regions or cultural contexts. Finally, the study adopted a cross-sectional design, limiting the ability to establish causal relationships between variables. These limitations highlight the need for further research to address these factors and provide a more comprehensive understanding of consumer behaviors and the effectiveness of green marketing strategies.

Future scope of the study

The future scope of the study lies in exploring several avenues for further research. Firstly, conducting a longitudinal study to examine the long-term effects of green marketing initiatives on consumer behavior would provide insights into the sustainability of consumer adoption and purchase behavior of sustainable products over time. Additionally, investigating the role of demographic factors such as age, income level, and education in shaping consumer attitudes and behavior towards green marketing could offer a deeper understanding of the target audience for sustainable products. Furthermore, exploring the effectiveness of specific green marketing strategies in different cultural contexts or across different industries would contribute to the development of tailored and effective sustainability marketing approaches. Finally, considering the influence of social media and digital marketing platforms on consumer perceptions and decision-making related to sustainable products could open new avenues for research in the evolving landscape of green marketing.

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