



---

## **An Analysis Of Environmental Attitudes Affects Consumers' Choices To Buy Environmentally Friendly Products**

---

**Mr. Aniket Kishor Tembhurne**

*Department of Business Management, RTMNU, Nagpur*

*Corresponding Author – Mr. Aniket Kishor Tembhurne*

**DOI - 10.5281/zenodo.15254596**

---

### **Abstract:**

*The inclination of a person to choose items with the best environmental qualities over standard ones is known as the desire to buy green products. Keeping the environment healthy is a crucial concern for all groups of people today, whether they are in the position of the client or the distributor. In order to improve green buying among various groups of people, we still need more research in this field, despite the rising environmental consciousness among consumers and the manufacturers' encouragements for them to purchase green items. With the function of environmental worries and care for green goods serving as a mediator, the primary goal of this research is to examine the influence of environmental attitude on the choice to buy a green product. Customers from Nagpur city were selected for the study population based on their accessibility. The study's results demonstrated the importance of consumers' environmental attitudes in influencing how much they care about eco-friendly goods and environmental issues. A strong and advantageous influence on green buying decisions is also provided by environmental concerns and care for green items.*

---

**Keywords:** *Environmental Attitude, Environmental Concerns, Care for Green Products, Consumer, Decision to Purchase a Green Product.*

---

### **Introduction:**

Humans have known from the beginning that maintaining a healthy relationship with nature is essential to their existence and that doing otherwise would result in their own demise. The balance of the environment was thrown off in recent centuries due to the expansion of human capabilities. Consumer behaviour has become more environmentally conscious as a consequence of becoming aware of how human activity is destroying natural resources and the need to preserve the environment (Kumar and Ghodeswar, 2015). Customers, communities, and governments now have more environmental concerns as a result of the growing environmental issues brought on by industrialization (Chiou et al.,

2011). Green marketing in this context is crucial from two angles, as is encouraging customers to act sustainably. On the one hand, the increasing exploitation and devastation of natural resources that are vital to human survival, such as water, oil, and forests, is seen as a serious risk to people and serves as evidence of the need to promote so-called "green" behaviour. The concern of customers over environmental issues is rising, on the other hand. Accordingly, more consumers are choosing to buy and consume goods that are presented in an environmentally sustainable manner (Hosseini and Ziaee Bideh, 2014). The majority of customers nowadays are aware that their purchase decisions have an impact on environmental concerns. They now

behave responsibly and purchase products that don't hurt the environment as a result (Elahi and Yaghoubi, 2012). In other words, individuals take environmental concerns and protecting the environment into account when making purchases of both products and services (Juwaheer et al., 2012). Consumers are ready to pay extra for green goods, as several studies have shown (Newton et al., 1981). Additionally, manufacturers are now playing a more creative role in how they present their eco-friendly goods (Kumar, 2001).

Over the last ten years, there have been more studies on green consumer behaviour, which has helped with research on environmental attitudes and how they affect consumer behaviour. This shift in consumer behaviour has contributed to the start of the green revolution, which aims to prevent additional environmental damage (Juwaheer et al., 2012). As a result, the need to preserve the environment has led many customers to reevaluate the items they choose, and many of them are willing to pay more for goods that meet environmental criteria (Newton et al., 2015). Companies and organisations are shifting more and more towards environmentally friendly goods as a result, which is having an influence (Finisterra et al., 2009).

The demand for environmentally friendly items is rising in India, and the government is exerting pressure on businesses and consumers to produce and use these products. It is crucial to pay attention to the variables that influence consumer decision-making and the way in which customers respond to these items. There appears to be a growing market today for goods that not only satisfy customers' current needs but also have long-term environmental benefits. Marketing managers need to be aware that customers no longer assess items using the same standards that they formerly did (Khorshidi et al., 2010). Without knowledge about customer

preferences for environmentally friendly goods as well as the types of items that make successful and practical marketing tactics feasible, it seems impossible to take advantage of a competitive market. This study aims to assess consumer knowledge of green marketing, attitudes towards it from an environmental standpoint, and how it affects their green buying choices. The makers of different consumer goods may make use of the study's findings in their marketing strategies. The failure of the implementation stage or unintended repercussions will result from companies' ignorance of the amount of product awareness customers have.

### **Objectives of the Study:**

The aim of this research was to investigate the relationship between environmental attitudes and concern, and care for green products, in order to find the relationship between these three variables and customers' decision to purchase a green product.

### **Research Literature Review:**

The occurrence of unique meteorological occurrences, such as the ozone layer's depletion, has led to a rise in greenhouse gas concentrations. This is one of the most significant contributors to global warming and the rise in environmental pollution, both of which have an impact on everyone on the planet. Recent years have seen a rise in environmental concern among specialists across all branches of research. It is important to keep in mind that environmental challenges now affect everyone, whether they are in a producer or consumer position. The notion of green marketing has emerged as a result of conventional marketing's overemphasis on consumer wants and neglect of social welfare and environmental issues (Ranaee and Yari, 2013). This issue has permeated all facets of organisations, including marketing.

Perhaps no one ever thought that one day, in addition to profitability and sales, marketing would be worried with the health of customers. However, growing environmental consciousness, governmental restrictions, and consumer awareness have forced businesses to take the environment of their customers' physical and mental health into consideration. Environmental goods have become a significant concern for producers and customers due to the annual rise in pollution levels and consumers' readiness to take this into account when making purchases (Crié and Magnier, 2015).

### **Consumer attitudes towards the Environment:**

According to Abedi and Hasani (2015), attitudes are the emotional perceptions that individuals have about a phenomena and are crucial for forecasting consumer behaviour. According to Abbasi et al. (2013), an environmental attitude is a collection of attitudes, aspirations, and behavioural intentions that are connected to the environment and may lead to action (Ramayah et al., 2010).

An attitude that takes environmental effects into account is known as an environment-friendly attitude. Personal experiences, as well as those gained from interactions with others and the media, have a direct impact on this attitude (Paço and Raposo, 2009). The customer's perception of the effects serves as the basis for evaluating the environmental attitude. Concerns about a product's influence on the environment, the loss of forests, and the amount of energy used in producing a product may all be used to quantify and analyse the environmental implications (Ramayah et al., 2010). A person's attitude and behaviour are related to how concerned they are about the environment (Newton et al., 2015).

### **Environmental concerns of Consumers:**

Environmental concerns are the

awareness of environmental issues and the motivation to address them (Singh and Bansal, 2012). According to international studies, consumers have altered their behaviour as a result of growing environmental concerns (Papadopoulos et al., 2010). The rise of a new class of customers who express their worries in their shopping selections is a result of the community's concern for the environment (Chamorro and Banegil, 2006).

Customers who care about the environment make purchases of products and services they believe will have a favourable (or less adverse) influence on the environment. These individuals want to reduce the number of things they consciously use, try to save energy, and avoid buying goods with excessive or unsuitable packaging (Albayrak et al., 2013). Nowadays, customers that choose environmentally friendly items exhibit care for the environment in their purchase patterns (Paço and Raposo, 2009). According to related study, 87 percent of customers are worried about the environmental and social effects of the items they buy (Bonini and Oppenheim, 2008). Three ideas of environmental concern, according to Matthes et al. (2000), include attitude towards green goods, green buying behaviour, and conceptions linked to environmental engagement.

### **Green Marketing and Marketing:**

Although experts have offered a number of definitions for marketing, the one supplied by Kotler has received overwhelmingly positive feedback from the executive and scientific communities. Marketing, in Kotler's view, is a company that satisfies the wants and aspirations of the society via the trade of goods and services (Rusta et al., 2008). The term "green marketing" initially appeared in the 1980s (Peattie and Crane, 2005), and it was linked to changes in consumer attitudes and

behaviour that occur for the first time (Chahal et al., 2014) as a result of their increased attention to environmental protection efforts. Green marketing emerged in a new marketing context to meet customer demands and embraced all initiatives aimed at reducing environmental harm caused by the production of products. It seeks to fulfil people's wants and aspirations in this way. The goal of green marketing is to create, advertise, price, and distribute goods that are not detrimental to the environment (Chan, 2013). According to Chen and Chang (2013), "green marketing" is a process that includes all marketing initiatives that aim to encourage and uphold customers' environmental attitudes and behaviours. Green marketing promotes customers to take into account social and environmental norms while making purchases, consuming products, and getting rid of trash (Belz and Peattie, 2009).

#### **Green Customer:**

Consumers nowadays are generally aware of social and environmental concerns (Chen and Chang, 2013). Because of people's environmental worries, a new category of customers has emerged who express their concerns via their purchases. The term "green consumers" refers to these shoppers (Nakhee and Kheiri, 2013). They are individuals who are highly worried about the environment and have changed their buying habits to do their part to preserve it by acquiring ecologically friendly goods (Lu et al., 2013). When making purchases, these customers consider how the items' manufacturing and consumption processes would affect the environment and adjust their choices appropriately. Green buyers seek for goods that help both the environment and themselves (Montague and Mukherjee, 2011). These consumers typically steer clear of purchasing goods that could be hazardous to their health and the health of others, cause significant

environmental harm during production, consume a lot of energy, produce a lot of waste, or harm plants and animals that might otherwise go extinct during the extraction of primary and basic materials (Lee, 2008).

#### **Green Goods:**

Green goods are those that have been created with the least negative influence on the environment, both during manufacturing and use. A green product reduces or eliminates the usage of hazardous materials, pollutants, and waste in order to better protect and preserve the environment (Kamble, 2007). A green product is one that is less detrimental to the environment, to put it another way (Lassner and Schubert, 2007). In varied degrees, green goods enhance positive environmental effects (or make negative ones less severe), but other products do not lessen adverse environmental consequences (Borin et al., 2011). Another definition is that a green product is one that meets these requirements and is made to be utilised, put together, and reproduced. Additionally, recyclable elements are included in its manufacturing process. In comparison to other goods, it uses less energy and pollutes the environment less (Dangelico & Pontrandolfo, 2009).

#### **Consider using Green Goods:**

There are a number of reasons why industrial companies and consumers are concerned about the environment. Government pressure, exploitation of green marketing's opportunities, social responsibility, the desire to satisfy the needs of customers who are aware of the organization's social responsibility, and competition from other businesses with greener business practises are all reasons why organisations have shifted to green strategies. The use of this technique as a marketing tool is crucial, even if these are valid reasons for organisations to change

their behaviour and tactics (Polonsky, 1995). The danger of environmental concerns may be transformed into opportunities for competitive advantages through management support of environmental issues and the use of management methods. When management supports green goods, new technologies emerge that reduce energy use and avoid environmental contamination. In addition to lowering costs, protecting environmental practises over the long term would become an organisational culture and provide them an edge. From the standpoint of clients who care about the environment, the continuance of this process may also be seen as a significant benefit for the company (Salarzahi and Jahromy, 2015). Evidence reveals that many customers are willing to spend a significant premium on goods that adhere to environmental standards in order to protect the environment. This demonstrates how significant environmental concerns are for both buyers and sellers. When interacting with others, consumers learn about the value of green goods and collect knowledge about them (Oliver and Lee, 2010). According to a number of academics, those who are very concerned about the environment are more likely to act in an environmentally conscientious manner (Czap, 2010).

#### **Choosing to choose a Green Product:**

Making a green buying choice involves considering the environment in addition to standard factors like cost and utility. The ultimate objective is to lessen the environmental effect of resource procurement and boost resource production (Ranaee, Yari, 2013). One of the key motivations for customers to make environmentally responsible purchase choices is the preservation of the environment (Gadenne et al., 2011). The choice to buy a green product is impacted by two groups of elements: the first is a collection of characteristics that are intrinsic

to the customer, such as environmental responsibility, learning new things, a desire to learn and a passion for resource conservation and environmental impact reduction. The second category consists of outside variables, such as a product's efficiency, effectiveness, pricing, and marketing (Kumar & Ghodeswar, 2015). The tendency to make environmentally responsible purchases is influenced by several things. Internal and external influences have been separated into two groups by researchers. Environmental concerns and environmental knowledge (Brécard et al., 2009), the realization of environmental responsibility, a desire to preserve the environment, and reducing the environmental impacts are just a few examples of internal factors (Cleveland et al., 2005), as are attitudes, values, and beliefs (Kumar and Ghodeswar, 2015). Economic variables, access to environmental products and services, and product-related characteristics including quality, efficiency, pricing, and health are examples of external factors (Kumar and Ghodeswar, 2015).

#### **Experimental Research Literature:**

Researchers Kumar and Ghodeswar (2015) looked at what variables consumers used to decide whether to buy green products. The findings indicated that the respondents wanted to protect the environment, understood their environmental responsibilities, and were eager to learn more about green goods. The most significant variables affecting the choice to buy green items were identified as being support for environmental preservation, driving with environmental responsibility, using a green product, friendship with companies that care about the environment and social duty. In their study, Newton et al. (2015) looked at the direct and indirect impacts of environmental concerns on consumers' intentions to buy environmentally friendly products. They



took into account the influence of learning techniques as a mediating factor. The findings demonstrated that environmental issues have a direct impact on purchasing intentions, but they also have an indirect impact through the mediation effect of learning. In India, one of the rising East Asian cultures, Biswas and Mousumi (2015) performed study to examine the link between environmental concerns and the chosen behaviour of customers in their desire to buy green items. The findings of their study demonstrated that price sensitivity is their top consideration when making their choice, and social value is a significant variable influencing sustainable purchasing behaviour. Additionally, consumers with various tastes for green goods have varying perceptions of what consumption is worth. Abedi and Hasani (2015) looked at how the marketing mix, oral communication, and customer satisfaction affected customers' views towards environmentally friendly items and their desire to buy non-durable goods. The findings show a strong correlation between the marketing mix, oral communication, satisfaction, and customer attitudes towards environmentally friendly goods. Additionally, there is a strong correlation between a consumer's attitude and their propensity to buy.

In order to have a better understanding of the social dimensions of green purchasing behaviour, Bertrandias and Gambier (2014) performed study. They looked into how people's environmental concerns affected their purchase decisions. The findings shown that the chance of choosing items with high environmental effect (more destructive) is decreased when other people have environmental concerns. Perceived social danger and product compatibility issues with the environment were taken into account as mediating factors in this study. In order to understand the effects of environmental worries and

scepticism on consumer green buying behaviour, Albayrak et al. (2013) performed a study. According to the findings of their study, clients who expressed greater degrees of environmental concern and less doubts had more positive attitudes, shown behavioural control, and were thus more motivated to have more pronounced intentions for making green purchases.

Singh and Bansal (2012) looked at demographic characteristics such as age and gender to influence consumer attitudes towards green marketing. They then looked at the connection between environmental issues and consumer attitudes towards green marketing. Their study's findings demonstrated that there are no gender differences in attitudes towards green marketing, environmental knowledge, or caring for green goods when it comes to making purchasing choices. Age and environmental concern also had little impact on people's views towards caring for green items and green marketing. Their study's findings demonstrated that customer attitudes towards green marketing and environmental awareness are unrelated. They also demonstrated a strong correlation between views towards green marketing and environmental concerns.

Hartmann and Apaolaza (2012) looked at how customers' perceptions and intentions to buy green products are influenced by psychological interests and environmental concerns. The findings showed that attitudes towards being green had a beneficial influence on buying intentions. Additionally, attitudes towards the brand were influenced by utilitarian interests, natural experiences, and environmental concerns. Additionally, rising temperatures have a direct effect on buying intentions but have no influence on attitudes towards brand purchases.

Juwaheer et al. (2012) examined how green marketing methods affected customers' buying behaviour. According to

research data, consumers have significant environmental concerns in this area. The findings also revealed that most consumers are concerned about protecting the environment, and that green marketing tactics and consumer buying habits are positively correlated. As a result, there are plenty of chances for businesses to promote green branding. To determine consumer awareness to environmental concerns, engagement in social programmes connected to green marketing, and compliance with environmental issues in their consumption, Haghighi and Khalil (2012) performed a study among students. The findings showed that consumers are aware of social programmes linked to green marketing attention and are worried about the environment and concerns associated to it. Despite taking part in these programmes, people do not take environmental concerns into account while making purchases.

To determine the value factors influencing the propensity to buy environmentally friendly items, Khorshidi et al. (2010) evaluated paying attention to the environmental and personal consequences of a given product. Their study's findings revealed a link between the desire and readiness to buy environmentally friendly items and paying attention to a product's environmental effects. The desire to buy environmentally friendly items did not, however, correlate positively with the specific results of a certain product. Paço and Raposo (2009) used demographic data and environmental variables (anxiety, influence, knowledge, pro-environmental behaviour, search for information, activities, purchasing behaviour, price sensitivity, recycling, perceived efficacy, and cynicism) to categorise consumers into uncommitted (36%), green activists (35%), and undecided groups (29%) in an effort to identify the green consumer. They said that despite their worry being linked to environmentally responsible behaviours, consumers are

always worried about the environment.

### Conclusion:

In order to determine the link between these three characteristics and consumers' decisions to buy green goods, this study set out to look at the relationship between environmental attitudes and concerns, as well as care for green items. After conducting a theoretical and empirical examination of the literature, it can be concluded that the consumer's environmental attitude has a considerable positive influence on his choice to buy green items. Researchers Singh and Bansal (2012), Abedi and Hasani (2015), Ranaee and Yari (2013), Lu et al. (2013), and Ranaee and Yari (2013) discovered comparable findings. The findings of their study imply that a person's inclination to buy environmentally friendly items is positively and significantly impacted by their attitude towards the product. In this respect, it is advised that they direct clients to buy environmentally friendly items given that environmental advertisements help people see and become aware of the details and qualities of green products.

### References:

1. Abbasi, C., Enayati, G. and Rahbari, M. (2013), "Factors influencing the green purchasing behavior of Iranian Students (Case Study: Students of Islamic Azad University of Qazvin)", *Journal of Management*, Vol. 9, No. 3, pp. 36-49.
2. Abedi, H. and Hasani, A. (2015), "Attitudes of consumers to environment-friendly products and non-and intention to purchase them in the durable consumer goods sector (Case Study: Zanjan city)", *Iranian Energy and Environment Conference*, Shiraz: International Institute for Research and Education of Kharazmi.
3. Albayrak, T., Aksoy, S. and Caber, M. (2013), "The effect of

- environmental concern and scepticism on green purchase behaviour”, *Marketing Intelligence & Planning*, Vol. 31, No. 1, pp. 27-39.
4. Belz, F. and Peattie, K. (2009), *Sustainability marketing: A global perspective*, Wiley: Chichester.
  5. Bertrandias, L. and Gambier, L. (2014), “Others’ environmental concern as a social determinant of green buying”, *Journal of Consumer Marketing*, Vol. 31, No. 6, pp. 417-429.
  6. Biswas, A. and Mousumi, R. (2015), “Green products: an exploratory study on the consumer behaviour in emerging economies of the East”, *Journal of Cleaner Production*, Vol. 87, No. 1, pp. 463-468.
  7. Bonini, S. and Oppenheim, J. (2008), “Cultivating the green consumer”, *Stanford Social Innovation Review*, Vol. 47, No. 3, pp. 56-61.
  8. Borin, N., Cerf, D. and Krishnan, R. (2011), “Consumer effects of environmental impact in product labeling”, *Journal of Consumer Marketing*, Vol. 28, No. 1, pp. 76–86.
  9. Brécard, D., Hlaimi, B., Lucas, S., Perraudeau, Y. and Salladarré, F. (2009), “Determinants of demand for green products: An application to eco-label demand for fish in Europe”, *Ecological Economics*, Vol. 69, No. 1, pp. 115-125.
  10. Chahal, H., Dangwal, R. and Raina, S. (2014), “Conceptualisation, development and validation of green marketing orientation (GMO) of SMEs in India”, *Journal of Global Responsibility*, Vol. 5, No. 2, pp. 312-337.
  11. Chamorro, A. and Banegil, T. (2006), “Green marketing philosophy: a study of Spanish firms with ecolables”, *Corporate Social Responsibility and Environmental Management*, Vol. 31, No. 1, pp. 11-24.
  12. Chan, E. (2013), “Managing green marketing: Hong Kong hotel managers’ perspective”, *International Journal of Hospitality Management*, Vol. 34, No. 4, pp. 442-461.
  13. Chen, Y. and Chang, C. (2013), “Greenwash and green trust: the mediation effects of green consumer confusion and green perceived risk”, *Journal of Business Ethics*, Vol. 114, No. 3, pp. 489-500.
  14. Chiou, T., Chan, H., Lettice, F. and Chung, S. (2011), “The influence of greening the suppliers and green innovation on environmental performance and competitive advantage in Taiwan”, *Transportation Research Part E*, Vol. 47, No. 6, pp. 822-836.
  15. Cleveland, M., Kalamas, M. and Laroche, M. (2005), “Shades of green: linking environmental locus of control and pro-environmental behaviors”, *Journal of Consumer Marketing*, Vol. 22, No. 4, pp. 198-212.
  16. Czap, N.A. (2010), “An experimental investigation of revealed environmental concern”, *Ecological Economics*, Vol. 69, No. 10, pp. 2033-2041.
  17. Dangelico, R. and Pontrandolfo, P. (2009), “From green product definitions and classifications to the Green Option Matrix”, *Journal of Cleaner Production*, Vol. 18, No. 16, pp. 1608-1628.
  18. Elahi, S. and Yaghubi, R. (2012), “The introduction of green marketing tools and their impact on consumer purchasing behavior”, *Improvement and transformation management studies*, Vol. 21, No. 5, pp. 167-168.
  19. Finisterra do Paco, A., Barata Raposo, M. and Filho, W. (2009), “Identifying the green consumer: a segmentation study”, *Journal of Targeting, Measurement & Analysis For Marketing*, Vol. 17, No. 1, pp. 17-25.
  20. Gadenne, D., Sharma, B., Kerr, D. and Smith, T. (2011), “The influence of consumers’ environmental beliefs and attitudes on energy saving



- behaviour”, *Energy Policy*, Vol. 39, No. 12, pp. 7684-7694.
21. Haghighi, M. and Khalil, M. (2012), “Investigating the place of green marketing in consumer purchasing behavior”, *Organizational Culture Management*, Vol. 9, No. 1, pp. 83-102.
  22. Hartmann, P. and Apaolaza-Ibañez, V. (2012), “Consumer attitude and purchase intention toward green energy brands: The roles of psychological benefits and environmental concern”, *Journal of Business Research*, Vol. 65, No. 9, pp. 1254–1263.
  23. Hosseini, M. and Ziaee Bideh, A. (2014), “Classification and determining the profiles of green users using self-organizing maps”, *Management Studies in Iran*, Vol. 17, No. 2, pp. 44-67.
  24. Juwaheer, T., Pudaruth, S. and Noyaux, M. (2012), “Analysing the impact of green marketing strategies on consumer purchasing patterns in Mauritius”, *World Journal of Entrepreneurship, Management and Sustainable Development*, Vol. 8, No. 1, pp. 36-59.
  25. Kamble, V. (2007), “Incandescent bulbs; A burnt out case?”, *Dream*, Vol. 9, No. 9, pp. 2047-2061.
  26. Khorshidi, G., Banoei, A. and Sarvi, H. (2010), “Investigating the effect of value variables on tend to purchase environment-friendly products”, *Management Perspective*, Vol. 9, No. 3, pp. 81-98.
  27. Kumar, P. (2014), “Greening retail: an Indian experience”, *International Journal of Retail & Distribution Management*, Vol. 42, No. 4, pp. 613-625.
  28. Kumar, P. and Ghodeswar, B. (2015), “Factors affecting consumers’ green product purchase decisions”, *Marketing Intelligence & Planning*, Vol. 33, No. 3, pp. 330-347.
  29. Lassner, E. and Schubert, W.-D. (2007), “Tungsten is still very much an element of lighting”, *20th Annual General Meeting of International Tungsten Industry Association*.
  30. Lee, K. (2008), “Opportunities for green marketing: young consumers”, *Marketing Intelligence & Planning*, Vol. 26, No. 6, pp. 573-586.
  31. Lu, L., Bock, D. and Joseph, M. (2013), “Green marketing: what the Millennials buy”, *Journal of Business Strategy*, Vol. 34, No. 6, pp. 3-10.
  32. Magnier, L. and Crié, D. (2015), “Communicating packaging eco-friendliness: An exploration of consumers’ perceptions of eco-designed packaging”, *International Journal of Retail & Distribution Management*, Vol. 43, No. 4, pp. 350-366.
  33. Matthes, J., Wonneberger, A. and Schmuck, D. (2014), “Consumers’ green involvement and the persuasive effects of emotional versus functional ads”, *Journal of Business Research*, Vol. 67, No. 9, pp. 1885–1893.
  34. Montague, J. and Mukherjee, A. (2010), “Marketing green products: what really matters?”, *Proceedings of the Northeast Business and Economics Association*, pp.433-441.
  35. Nakhee, A. and Kheiri, B. (2013), “Investigating the effects of selected factors on intention to purchase green products”, *Journal of Marketing Management*, Vol. 7, No. 1, pp. 107-130.
  36. Newton, J., Tsarenko, Y., Ferraro, C. and Sands, S. (2015), “Environmental concern and environmental purchase intentions: The mediating role of learning strategy”, *Journal of Business Research*, Vol. 68, No. 9, pp. 1974-1981.
  37. Oliver, J. and Lee, S. (2010), “Hybrid car purchase intentions: a cross-cultural analysis”, *Journal of Consumer Marketing*, Vol. 27, No. 2, pp. 96-103.
  38. Paço, A. and Raposo, M. (2009), “Green segmentation: An application to the Portuguese consumer market”, *Marketing Intelligence and Planning*, Vol. 27, No. 3, pp. 364–

- 379.
39. Papadopoulos, I., Karagouni, G., Trigkas, M. and Evanthia Platogianni. (2010), "Green marketing: The case of Greece in certified and sustainably managed timber products", *EuroMed Journal of Business*, Vol. 5, No. 2, pp. 166-190.
  40. Peattie, K. and Crane, A. (2005), "Green marketing: legend, myth, farce or prophesy?", *Qualitative Market Research: An International Journal*, Vol. 8, No. 4, pp. 357-370.
  41. Polonsky, M. (1995), "Stakeholder theory approach to designing environmental marketing strategy", *Journal of Business & Industrial Marketing*, Vol. 10, No. 3, pp. 29-46.
  42. Ramayah, T., Chow Lee, J. and Mohamad, O. (2010), "Green product purchase intention: Some insights from a developing country", *Resources, Conservation and Recycling*, Vol. 54, No. 12, pp. 1419-1427.
  43. Ranaee, H. and Yari, B. (2013), "Investigating the effect of the marketing mix of green marketing on green purchasing decision of consumers (Case Study: Consumers of Pegah dairy products company in the city of Shiraz)", *Journal of New Marketing Research*, Vol. 2, No. 2, pp. 92-65.
  44. Rusta, A., Venus, D. and Abrahami, A. (2008), *Marketing management*, Tehran: Organization of Study and Compilation of Humanities Books.
  45. Salarzehi, H. and Jahromy, A. (2015), *New approaches to marketing*, Tehran: Mehrban Book.
  46. Singh, A. and Bansal, M. (2012), "Green marketing: A study of consumer attitude and environment concern", *The Indian Journal of Commerce*, Vol. 65, No. 2, pp. 273-283.
  47. Stern, P. (2000), "Toward a coherent theory of environmentally significant behaviour", *Journal of Social Issues*, Vol. 56, No. 3, pp. 407-424.
  48. Wang, S. (2014), "Consumer characteristics and social influence factors on green purchasing intentions", *Marketing Intelligence & Planning*, Vol. 32, No. 7, pp. 738-753.