

Green Products and Intention of Consumers: Overview Point

Akram M.Alhamad, Mohd Zukime Bin Hj. Mat Junoh & Tunku Salha
binti Tunku Ahmad

Universiti Malaysia Perlis, School of Business and entrepreneurship

Green products and good is an essential strategy worldwide to save the climate and sustain the consuming of the natural resources via techniques including recycling ability, energy saving, eco and natural production. Therefore, the green products have been an important academic research topic for at least three decades. The paper explored issues related to the green products with on consumers' behavioural intention. Also, to elaborate the importance of green products to indicating of their improvement. The application and mechanics green products discussed related to the implementation of the current practices of environmental green product improvement that adopted in firms.

1. Introduction

Green marketing is producing and promoting reusable and eco-friendly products (Schiffman & Wisenblit 2014). Rise in issues of global warming and climate change have appeal consumers' attention towards green products which are safe for a sustainable environment. According to Gupta and Ogden (2009), the industry for green products was estimated at over \$200 billion in 2006. Various researchers have spurred interest in issues surrounding environmental conservation and protection in the marketplace (Intel, 2006). Together, with the continuous rise of growing global concern about the environmental quality, green marketing has picked up momentum (Stafford, 2003; Ottman et al., 2006). As highlighted by Papadopoulos et al. (2010), green marketing is expected to strengthen and influence the market even more in Greece and the "green market" counts about \$250 billion in USA. The population of Mauritius comprising both consumers and producers has equally expressed increasing concerns about the environmental impact of products in the recent years (Juwaheer, 2005). Likewise, a wide range of green products including organic foods, recyclable paper, eco-light bulbs, eco broom, environmentally

designed tyres and eco-friendly detergents amongst others are now available in Mauritius. Hence, the emergence of green products can be seen throughout the different industries in Mauritius starting from the detergents industry to the automobile industry. Similarly, different companies, like for example, Permoglaze, Mauvillac, Michelin and Toyota Mauritius Ltd are continuously engaged in the protection of the environment and are adopting green advertising strategies and practices in Mauritius. In this respect, there is considerable evidence that most markets in developing economies including Mauritius have been influenced by green consumer behaviour (Hardin, 1993; Mainieri and Barnett, 1997; Juwaheer, 2005). This “green trend” has given rise to a unique category of products: the green or environmentally friendly products. We should expect that the growing environmental concern and awareness would be translated into a growing demand for green products and consequently into a growing market share for this category. The interesting fact here is that this does not seem to be the case. Either they are self-proclaimed or genuinely green, this category of products is yet to capture the share of market that the urgency of the environment’s deterioration dictates (Ahma, 2013; Kalafatis et al., 1999). With the trend of going green, both consumers and businesses are willing to make the green step forward. Nonetheless, Green products and services are out there, environmentally concerned consumers are also out there, but the market doesn’t seem to reflect or prove that the intentions and positive attitudes of green consumers are translated into actual buying behavior (ahma, 2013; Kleiner, 1991; Schlossberg 1991; Gupta and Ogden, 2009). This gap may be attributed to various reasons (Grimmer and Bingham, 2013): consumers may be more likely to shop based on traditional product attributes (e.g. price, performance etc.), consumers may not trust the environmental claims of companies and products or consumers may not have adequate environmental knowledge, concern or the necessary commitment.

Generally, the green products are expensive due to lack of economies of scale and slow adoption of cutting edge green technology (Polonsky and Rosenberger, 2001; Ottman, 2008; Kirmani & Khan, 2015). Therefore, the success of marketing of green products depends upon the effectiveness of the marketers to convince the prospective consumers that the benefits accruing from ecological soundness of the products offset the additional costs associated with the usage of these products. Although, achieving this conviction among the consumers is not an easy task and it

requires deep knowledge of the factors which stimulate environment-related emotions among the consumers (Thøgersen, 2007; Windrum et al., 2009). The previous studies have suggested that lack of proper understanding of these factors may result into problems such as backlash in green marketing (Crane, 2000), problems of green spinning, green selling, green harvesting, environmental marketing and compliance marketing (Peattie & Crane, 2005), green marketing myopia (Ottman et al., 2006) and six sins of green marketing (TerraChoice, 2007). Hence, marketers need to be aware of various factors affecting the green preferences of the consumers. An enhanced knowledge of these factors would be extremely useful for the marketers in dovetailing strategies for the marketing of green products.

2. Green Products

The terms “green” or “sustainable” often refer to products, services or practices that allow for economic development while conserving for future generations. I prefer to describe a green product as one that has less of an environmental impact or is less detrimental to human health than the traditional product equivalent. While on the topic of defining a green product, you must realize that almost no product will ever be 100% “green,” since all product development will have some impact on the surrounding environment (Glavič & Lukman, 2007). Green products are energy efficient, durable and often have low maintenance requirements; free of Ozone depleting chemicals, toxic compounds and don’t produce toxic by-products; often made of recycled materials or content or from renewable and sustainable sources; Obtained from local manufacturers or resources, and biodegradable or easily reused either in part or as a whole (Ashby, 2016).

Green products are characterized by organic food, recyclability, eco-friendly packaging, non-toxic material, biodegradability, energy efficiency, etc. (Mangun and Thurston, 2002; Barse et al., 2009; Dangelico and Pontrandolfo, 2010; Massawe and Geiser, 2012). These green products are expected to be designed and manufactured embracing procedures and processes that are energy efficient and less physical resource intensive during their entire life cycle (Shamdasami et al., 1993; Janssen & Jagey, 2002). These products also have environmentally sound content and/or packaging (Elkington and Makower, 1988; Wasik, 1996).

Whether a product is green is a complex issue and is often the subject of debate (Dangelico and Pujari, 2010; Schiederig et al., 2012). Researchers have different opinions on features that constitute green products. According to Lin and Chang (2012), green products comprise all those products which are biodegradable, non-toxic and have eco-friendly packaging. While according to Chen and Chang (2013), green products should not have a detrimental impact on natural environment and also on human health. Researchers have also suggested that green products, in comparison to conventional products, should perform better on the ecological parameters ((Alabdullah , Laadjal, Ries, & Al-Asadi, 2018; Alabdullah, Nor, & Ries, 2018; Alabdullah, 2018; Alabdullah, 2017; Alabdullah, 2016; Alabdullah, Yahya, Nor, & Majeed, 2016; Ottman et al., 2006; Schiederig et al., 2012). In fact, the most important difference between the green and the non-green products is that the performance of a green product improves continuously in terms of their greenness (Schiederig et al., 2012). More specifically, the greenness in products covers many qualities such as low water usage, reduced packaging, organically/locally grown, fair trade, energy efficiency, biodegradability, easy to dissolve or decompose in soil, air, and water, non-toxic and low volatile organic compounds and recyclability (Mangun and Thurston, 2002; Bearnse et al., 2009; Dangelico and Pontrandolfo, 2010; Massawe and Geiser, 2012). On the basis of these qualities, Bearnse et al. (2009) have provided some examples of green products in different categories which can be observed in Table 1.

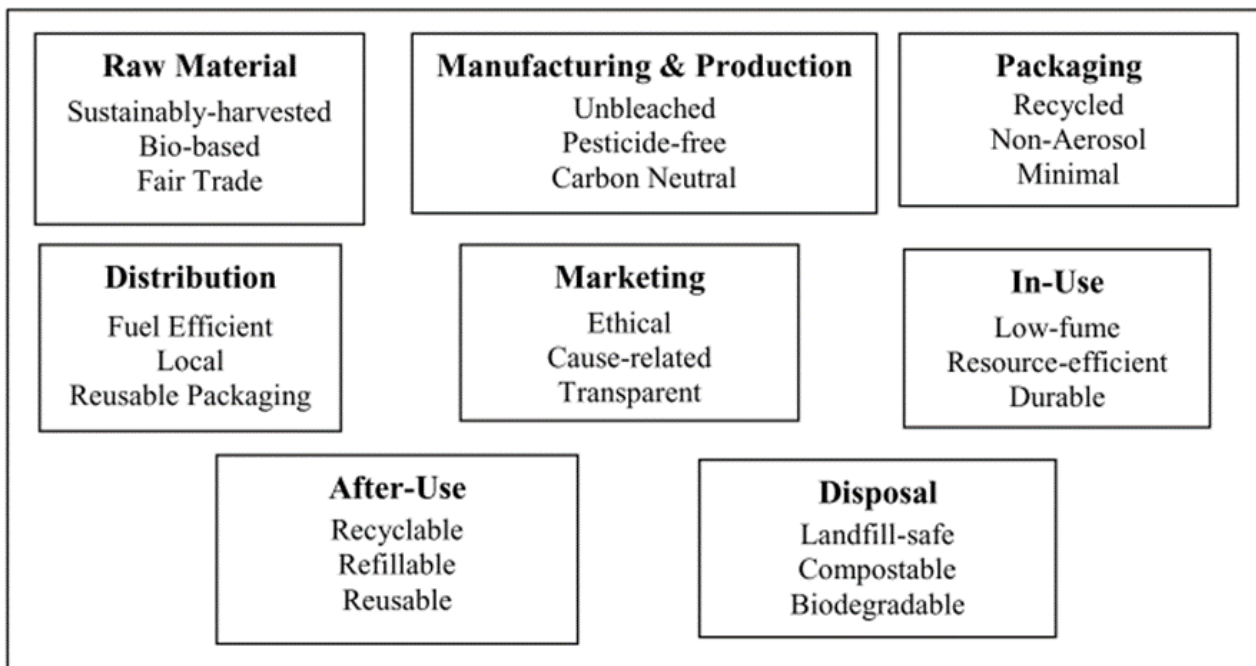
Some successful green products in the market are Toyota Prius, Light Emitting Diodes (LED) and Tide Coldwater as the most successful green products currently available in the market (Ottman, 2008; Brodrick, 2013). According to Ottman (2008), Toyota Prius is the perfect mix of quality and environmental characteristics. In addition to all the desirable qualities of a sedan, Toyota Prius also has a hybrid engine which results in fuel efficiency and, thereby, energy conservation. Similarly, Tide cold water conserve energy as it allows consumers to wash clothes with cold water instead of hot water (Ottman, 2008). According to Brodrick (2013), LEDs are 80 percent more energy efficient than traditional lightings such as fluorescent and incandescent lights.

Table 1: Examples of Green Products

S.No.	Product Category	Examples
1.	Everyday Grocery Items	Organic foods, reduced packaging soups and eco-friendly plastic bottles.
2.	Agricultural Produce	Organic carrots, locally grown tomatoes and biodiversity of vegetables.
3.	Health and Beauty	Non-toxic hair spray, no animal testing lipstick and recyclable razors.
4.	Cleaning and Household	Concentrated laundry detergent, non-toxic all-purpose cleaners, biodegradable cleaning spray bottle and natural cleaning product/ solution
5.	Paper Products	Recyclable paper plates, paper towels made from recyclable materials and biodegradable toilet papers
6.	Apparels	Organic cotton skirts and natural fiber shirts
7.	Electronics/Appliances	High efficiency washer/dryer, energy efficient light bulbs, energy efficient battery chargers and low water usage appliances

(Source: Bearse et al., 2009)

The incorporation of greenness in a product starts right from the first stage of product development and continues till the launch of the product in market (Pujari et al., 2003; Orange, 2010). Pujari et al. (2003) delved into the concept of environmental new product development (ENPD) and suggested that the incorporation of eco-friendly attributes in products begins at the idea generation stage and continue till the marketing and selling stage. Orange (2010) has also echoed Pujari et al. (2003) and suggested that the firms must attempt to incorporate green attributes at each stage of a new product development. Figure 1. shows the eco-friendly features at each stage of the product development and use.



(Source: Ottman, 2011)

Figure 1: Eco-friendly Features at Different Stages of Product Development and Use Raw

With regard to role of stakeholders in ENPD, researchers have indicated that there is a range of complex stakeholder interest involved in each stage of the new product development (NPD) process (Peattie & Ratnayake, 1992; Hart, 1995; Polonsky and Rosenberger, 2001). Tiwari et al. (2011) have emphasized that green product development is more than just creating an ecologically sound product; it is about systematic change in society that comprise consumers, producers and the general commercial structure within which the stakeholders negotiate. Polonsky and Ottman (1998) have provided relevant examples of how stakeholders can be integrated into five stages (opportunity identification, design, testing, introduction; and lifecycle management) of the NPD process. These five stages can be observed in Table 2.2. It can be observed from Table 2. that customers are involved during all the stages of the NPD process. They are the most important stakeholder from the business firms' perspective. The designing of appropriate marketing strategies and their successful implementation is, thus, very important to mobilize consumers towards green purchases. Next section is, therefore, devoted to discussion on the marketing of green products.

Table 2. Greening the NPD process- Stakeholder Involvement

NPD Activity	Stakeholder Involved	Stakeholder Examples Involved
Opportunity	Customers, Employees, Competitors, Suppliers	Complying with regulators before mandatory enforcement.
Designs	Customers, Suppliers, Government.	Involve stakeholders with green experiences.
Testing	Customers	Evaluation of products
Introduction	Customers, Competitors, Suppliers	Endorsement of a product by Green Groups.
Life-Cycle Management	Competitors, Government, Customers, Owners/Stockholders	Defining the least harmful alternative.

(Source: Polonsky and Ottman, 1998)

Churchill and Peter, 2005 (cited in Alsmadi, 2007, p.345-346) described four marketing mix for environmental products to be important for the positioning of green products in consumers' mind for functional or emotional factors. Four elements for the green product marketing mix are:

- (1) Green products: Products which are environment friendly and do no harm the user or environment or have minimal amount of harm for the environment and users.
- (2) Green pricing: Green pricing means green product may be of a little bit higher price since it has environment friendly ingredients. Sometimes green products may be less expensive because of ingredients or production process.
- (3) Green marketing channels: Where the company and members of the different channels are committed to follow green strategy for promotion, distribution and handling environment friendly or green products. Channels are also considered on the recycling process of their products.
- (4) Green marketing communication: In this process marketers communicate with consumer by advertisement in print and electric media with message of how much environment friendly their products are. This dissemination of green message helps the company to get consumers involved with their products that gives the company a chance to get competitive advantage over non-green products.

3. Consumer and Attitude towards Green Products

Since the green marketing become the contemporary trend in business, it is important to understand how this concept affects the consumer preferences. Ecologically conscious consumers can be defined as individuals who are willing to consume the products which do not influence negatively the environment (Roberts, 1996). According to Hailes (2007), a green consumer is a person who associates the

act of buying goods with the possibility to leave environment untouched. The author state that such persons trying to avoid consuming products which might be risky to health, damage the environment, stimulate extra consumption of energy, or contain unsafe ingredients. Increasing the environmental awareness among consumers led to emergence of new concept - green purchase intention. This concept means that customers who have higher level of environmental awareness will more likely behave her/himself environmentally friendly. (Sheltzer et al., 1991). Working with green purchase intentions marketers need to remember that consumers unlikely will compromise on traditional product characteristics as quality, price and value. Green products have to combine all these attributes and provide enough high level of them (Chen and Chang, 2012). Not all the consumers are equally favourable to eco-friendly goods. It is possible to differentiate consumer segments related to green products and the behaviour inside these segments is also varying (Lindqvist, 2010). One of the well-known segmentation of consumers' environmental attitudes was developed by the Roper Organization in 1990, according to which there are five categories of consumers:

- True-Blue Greens – they are the most active among other green consumers (11% of the population);
- Greenback Greens – their commitment is reflected in willingness to pay higher price for the green products (11%);
- Sprouts – individuals who support green initiatives, but these ideas not always reflects in pro-environmental behaviour (26%);
- Grouzers – individuals who realise lack of pro-environmental behaviour and trying to improve that through different types of excuses or through criticizing of the others (24%);
- Basic Browns – individuals who do not believe that environmental problems are so urgent (Coddington, 1993).

There are a lot of other approaches to segmentation, one of the most popular was developed by J. Walter Thompson (Coddington, 1993):

- Greener-than green (23%);
- Green (59%);
- Light green (15%);
- Un-green (3%).

A lot of people buying green products, but their behaviour is caused by different reasons and attributes. Green consumers may vary in such type of terms:

- Demand for eco-friendly products can have different reasons: strong pro-environmental beliefs, desire to try something new;
- Level of interest in environmental issue can vary;
- Frequency of acting as a green consumer;
- Level of commitment into searching of green alternatives;
- Loyalty to green and to traditional brands;
- Belief in the reliability and credibility of the eco-friendly product or producer;
- Acceptance of changes in price level for green products (Peattie, 1992).

Combination of all these factors creates a wide range of different types of behaviours among green consumers. Working with ecological attitudes and intentions marketers need to remember that they explain the sales of green products just to a small extent. People purchase green just when they also willing to expand efforts in obtaining these products: e.g., information, availability or price. This readiness is different from one product to another (Hopfenbeck, 1993).

According to Fazio (1995), attitude is an interaction in memory between a given object and a summary evaluation of this object. Attitude is likely to reveal the psychological assessment of a product by the consumer (Bonne, 2007; Eagly, 1995). In particular, previous studies have focused on the relationship between attitudes and intention. For example, Irland (1993), concluded that consumer's purchasing intentions are dependent upon their environmental attitudes. According to Tsen et al. (2006), attitude is among factors that plays a major role in predicting intentions of consumers who will pay for green products. Mostafa (2007), found that the positive relationship between attitude and intention has been established in many cultures. Attitude has a clear role in the decision to accept a specific behaviour.

4. Conclusion

Green products and good is an essential strategy worldwide to save the climate and sustain the consuming of the natural resources via techniques including recycling ability, energy saving, eco and natural production. Results of the marketing strategy tools is important to point of sales such as minimarkets, supermarkets, and hypermarkets to emphasis of the critical success marketing tools. The results are also important at the manufacturer level as the study will provide the perception of

consumers in tools such as labelling, packaging, and branding. So, they can enhance their future practices. The findings will be also important for government and legalization bodies in developing strategic objectives to enhance the green products consumption. This paper was designed to explain and understand the differences in terms of categories of green marketing strategies as they relate to what is obtainable in the purchase green products. The paper started with an understanding of the concepts available in green marketing strategies as well as understanding what a firm is all about. Such an understanding laid the foundation for further research on the topic of discussion and the revelation is that green marketing strategies adopting categories that are designed to eliminate the possibility of predicting the future.

REFERENCES

- Ahma, A. (2013). Green Purchasing Behaviour: Green Products and Ajzen's Theory Of Planned Behaviour, 55–60.
- Ashby, M.F., 2016. Chapter 14-the vision: a circular materials economy. In: Ashby, M.F. (Ed.), *Materials and Sustainable Development*. Butterworth-Heinemann, Boston, pp. 211e239.
- Alabdullah, T. T. Y., Yahya, S., Nor, M., & Majeed, F. (2016). An investigation of corporate governance from a new perspective: examining the financial performance of companies and the impact of executive turnover. *Corporate Board: Role, Duties & Composition*, 12(1), 53-67.
- Alabdullah, T. T. Y. (2017). Compensation committee, company board attributes, and company performance: The moderating effect of leadership position. In *2017 Wei International Academic Conference Proceedings, July 24-27, 2017, Business and Economics* (p. 127).
- Alabdullah, T. T. Y. (2016). Agency cost and management behavior: The role of performance as a moderator. *Agency Cost and Management Behavior: The Role of Performance as a Moderator*, 5, 1858-1864.
- Alabdullah, T. T. Y. (2018). The Relationship Between Ownership Structure and Firm Financial Performance: Evidence from Jordan. *Benchmarking: An International Journal*, 25(1), 1-17.
- Alabdullah, T. T. Y., Nor, M. I., & Ries, E. (2018). The determination of firm performance in emerging nations: Do board size and firm size matter? *Management*, 5(3), 57-66.
- Alabdullah, T. T. Y., Laadjal, A., Ries, E., & Al-Asadi, Y. A. A. (2018). Board Features and Capital Structure in Emerging Markets. *Journal of Advanced Management Science*, 6(2).
- Bearse, S., Capozucca, P., Favret, L., and Lynch, B. (2009). Finding the green in today's shoppers. Sustainability trends and new shopper insights. GMA/Deloitte Green Shopper Study
- Bonne, K.; Vermeir, I.; Bergeaud-Blackler, F.; Verbeke, W. Determinants of halal meat consumption in france. *Br. Food J.* 2007, 109, 367–386
- Brodrick, J. (2013). Study: Environmental Benefits of LEDs Greater than CFLs. Available at <http://energy.gov/eere/articles/study-environmental-benefits-leds-greater-cfls> (retrievd on 1st August, 2013).
- Chen, Y. S., and Chang, C. H. (2013). Greenwash and green trust: The mediation effects of green consumer confusion and green perceived risk. *Journal of Business Ethics*, 114(3), 489-500.
- Chen, Yu-S. and Chang Ch.-Hsun, (2012), "Enhance green purchase intentions", *Management Decision*, Vol. 50, Iss. 3, 502 – 520.
- Churchill, G.A., & Iacobucci, D. (2005). *Marketing Research: Methodological Foundations*. Ninth Edition. Manson, Ohio, Thomson/South-western.
- Coddington W. (1993) "Environmental marketing: positive strategies for reaching the green consumer", McGraw-Hill, USA.
- Coddington, W. (1993), *Environmental Marketing: Positive Strategies for Reaching Green Consumers*, McGraw-Hill, New York, NY.

- Crane, A. (2000). Facing the backlash: green marketing and strategic reorientation in the 1990s. *Journal Of Strategic Marketing*, 8(3), 277--296.
- Dangelico, R. M., & Pontrandolfo, P. 2010. From green product definitions and classifications to the green option matrix. *Journal of Cleaner Production*, 18(16), 1608- 1628
- Dangelico, R. M., & Pujari, D. (2010). Mainstreaming green product innovation: Why and how companies integrate environmental sustainability. *Journal of Business Ethics*, 95(3), 471-486.
- Eagly, A.H.; Chaiken, S. Attitude strength, attitude structure, and resistance to change. *Attitude Strength Anteced. Conseq.* 1995, 4, 413--432.
- Elkington, H. and Makower. (1988). *The Green Consumers*. New York: Penguin Books.
- Fazio, R.H. Attitudes as object-evaluation associations: Determinants, consequences, and correlates of attitude accessibility. *Attitude Strength Anteced. Conseq.* 1995, 4, 247--282.
- Glavič, P. & Lukman, R. (2007). Review of sustainability terms and their definitions. *Journal of Cleaner Production*, 15, 1875-1885.
- Grimmer, M & Bingham, T (2013). Company environmental performance and consumer purchase intentions. *Journal of Business Research*, 66(1), 1945-1953.
- Gupta, S. and Ogden, D.T. (2009), "To buy or not to buy? A social dilemma perspective on green buying", *Journal of Consumer Marketing*, Vol. 26 No. 6, pp. 376-91.
- Hailes, J. (2007), "The New Green Consumer Guide", Simon and Schuster, London.
- Hardin, G. (1993), *Living within Limits, Ecology Economics and Population Taboos*, Oxford University Press, New York, NY.
- Hart, O. (1995). Corporate governance: some theory and implications. *The economic journal*, 105 (430), 678-689.
- Hopfenbeck, W. (1993), "The green management revolution: lessons in environmental excellence", Prentice Hall Inc., USA.
- Irland, L.C. Wood producers face green marketing era: Environmentally sound products. *Wood Technol.* 1993,120, 34--36.
- Janssen M. A. and Jagger W. (2002). Stimulating diffusion of green products- Co evolution between firms and consumers. *Journal of Evolutionary Economics*, 12, 283- 306.
- Juwaheer, T.D. (2005), "An emerging environmental market in Mauritius: myth or reality", *World Review of Entrepreneurship, Management and Sust. Development*, Vol. 1 No. 1, pp. 57-76.
- Kalafatis, S.P., Pollard, M., East, R. and Tsogas, M.H. (1999), "Green marketing and Ajzen's theory of planned behaviour: a cross-market examination", *Journal of Consumer Marketing*, Vol. 16 No. 5, pp. 441-60.
- Khan, M. N., and Kirmani, M. D. (2015). Influence of environmental characteristics of the consumers on their willingness to pay for green products: an empirical investigation. *International Journal of Social Entrepreneurship and Innovation*, 3(5), 374-386.
- Kirmani, M. D. (2016). *Consumer Attitude Towards Green Products in India : An Empirical Investigation*.
- Kleiner, A. 1991, "What does it mean to be green?" *Harvard Business Review*, Vol. 69, pp. 38-47.
- Lin, Y. C., and Chang, C. C. A. (2012). Double standard: The role of environmental consciousness in green product usage. *Journal of Marketing*, 76(5), 125-134.
- Lindqvist, N. (2010), "Green segmentation: A study regarding segmentation and green behaviour among Arcada students". Degree Thesis, Arcada.
- Mainieri, T. and Barnett, E.G. (1997), "Green buying: the influence of environmental concern on consumer behaviour", *Journal of Social Psychology*, Vol. 137 No. 2, pp. 189-205.
- Mangun, D., and Thurston, D. L. (2002). Incorporating component reuse, remanufacture, and recycle into product portfolio design. *Engineering Management, IEEE Transactions on*, 49(4), 479-490.
- Massawe, E., and Geiser, K. (2012). The dilemma of promoting green products: what we know and don't know about biobased metalworking fluids. *Journal of environmental health*, 74(8), 8-16.
- Mintel (2006), "Green living", *US Marketing Research Report*, London. Morris, L., Hastak, M. and Mazis, M. (1995), "Consumer comprehension of environmental advertising and labeling claims", *The Journal of Consumer Affairs*, Vol. 29 No. 2, pp. 328-51.
- Mostafa, M.M. A hierarchical analysis of the green consciousness of the egyptian consumer. *Psychol. Mark.* 2007, 24, 445--473.
- Orange, E., and Cohen, A. M. (2010). From eco-friendly to eco-intelligent. *Futurist*, 44(5), 28 42. Available online at http://www.wfs.org/Upload/SO2010_Orange.pdf (retrieved on 10th December, 2012).

- Ottman, J. A. (2008). The five simple rules of green marketing. *Design management review*, 19(4), 65-69.
- Ottman, J.A., Stafford, E.R. and Hartman, C.L. (2006), "Avoiding green marketing myopia: ways to improve consumer appeal for environmentally preferable products", *Environment*, Vol. 48 No. 5, pp. 22-36.
- Papadopoulos, I., Karagouni, G., Trigkas, M. and Platogianni, E. (2010), "Green marketing: the case of Greece in certified and sustainably managed timber products", *Euro Med Journal of Business*, Vol. 5 No. 2, pp. 166-90.
- Peattie, K. (1992), "Green Marketing", Pitman Publishing, London.
- Peattie, K. and Ratnayaka, M. (1992), "Responding to the green movement", *Journal of Industrial Management*, Vol. 21 No. 2, pp. 103-10.
- Peattie, K., and Crane, A. (2005). Green marketing: legend, myth, farce or prophesy?. *Qualitative Market Research: An International Journal*, 8(4), 357-370.
- Peattie, K., and Ratnayaka, M. (1992). Responding to the green movement. *Industrial Marketing Management*, 21(2), 103-110.
- Polonsky, M. J., and Rosenberger, P. J. (2001). Reevaluating green marketing: A strategic approach. *Business Horizons*, 44(5), 21-30.
- Polonsky, M.J., and Ottman, J. (1998). Stakeholders' contribution to the green new product development process. *Journal of Marketing Management*, 14(6), 533-557.
- Pujari, D., Wright, W. and Peattie, K. (2003). Green and competitive influences on environmental new product development performance. *Journal of Business Research*, 56, 657-671.
- Roberts, J.A. (1996), "Green consumers in the 1990s: profile and implications for advertising", *Journal of Business Research*, Vol. 36, Iss. 3, 217-232.
- Schiederig, T., Tietze, F., and Herstatt, C. (2012). Green innovation in technology and innovation management—an exploratory literature review. *R&D Management*, 42(2), 180-192.
- Schiffman, L. G., and Wisenblit, J. L. (2014). *Consumer behaviour* (11th ed.). Pearson.
- Speer, M. (2011, December 9). What is a Green Product? Retrieved July 28, 2016, from <http://www.isustainableearth.com/green-products/what-is-a-green-product>
- Schlossberg, H. 1991, "Green marketing has been planted ± now watch it grow", *Marketing News*, Vol. 4, March, pp. 26-30.
- Shamdasami, P., Chon-Lin, G. O., and Richmond, D. (1993). Exploring green consumers in an oriental culture: Role of personal and marketing mix factors. *Advances in consumer research*, 20(1), 488-493.
- Sheltzer, L., Stackman, R.W. and Moore, L.F. (1991), "Business – environment attitudes and the new environmental paradigm", *Journal of Environmental Education*, Vol. 22, Iss. 4, 14- 21.
- Stafford, E.R. (2003), "Energy efficiency and the new green marketing", *Environment*, Vol. 45 No. 3, pp. 8-10.
- TerraChoice (2007). *The six sins of greenwashing- A study of environmental claims in North American consumer markets*. TerraChoice Environmental Marketing Inc.
- TerraChoice Environmental Marketing (2009), *The Seven Sins of Greenwashing*, TerraChoice Environmental Marketing, Ottawa, ON.
- Thøgersen, J 2007. The motivational roots of norms for environmentally responsible behaviour. *Proceedings of the Nordic Consumer Policy Research Conference 2007*, 1- 16
- Tiwari S., Tripathi D. M., Srivastava U., and Yadav P.K (2011). Green marketing—emerging dimensions, *Journal of Business Excellence*, 2 (1), 18-23.
- Tsen, C.-H.; Phang, G.; Hasan, H.; Buncha, M.R. Going green: A study of consumers' willingness to pay for green products in kota kinabalu. *Int. J. Bus. Soc.* 2006, 7, 40–54.
- Wasik, J. (1996), *Green Marketing and Management: A Global Perspective*, Blackwell Publishers Ltd, Oxford.
- Windrum, P., Ciarli, T., and Birchenhall, C. (2009). Environmental impact, quality, and price: consumer trade-offs and the development of environmentally friendly technologies. *Technological Forecasting and Social Change*, 76(4), 552-566.