

EFFECT OF GREEN MARKETING ON CUSTOMER MINDSET

Omar Sajid¹ Dr Charles Ramendan² Dr Abdulkarim Kanaan Jebna³

Abstract: As the world advance to a new advance 21st century, many breakthroughs are being introduced in all walks of our daily lives ranging from the medical industry to the use of technology. Every passing day a new idea comes and is being implemented which carries the purpose of making our daily lives and the lifestyle which we live in better. But besides this when the world is moving forwards one must also learn from the past mistakes during the industrial revolution which was that very little or even no emphasis was given to the damage what caused this great development and is still causing a great damage to our mother earth and the environment that we live in, similarly the earth itself damaging levels of toxins are every day released in the atmosphere which is leading us to a great climate change thereby altering the temperature of the planet earth. The green marketing concept was revolutionized in the 1970s, this was the era in which the customers were slowly becoming aware of the global warming, environmental damaging phonemes and its catastrophic effects to the planet earth what led to the green products and material gaining popularity in the late 80s and 90s. (Dabija, 2017). The market developed a liking towards acceptance of more eco-friendlier products than ever before. Customers are now taking eco friendlier products into consideration and are worried about their shopping habits and the attitude towards purchasing of products that are eco friendly (Salarzezi & Jahromy, 2015). The basic purpose of this paper is to inquire about the role of green marketing on the customer satisfaction and retention. The objectives are to look into the customers' perception towards the linking of green marketing efforts by the manufacturers and its influence on the customer satisfaction and retention. Similarly Green Marketing is spreading in the global market as well as in the Pakistani market as well which has developed an increase ecological awareness among the customer

Key words: Green Marketing, Customer retention, customer satisfaction, consumer purchase behaviors

1. INTRODUCTION

As we progress further into the 21st century, groundbreaking advancements are being introduced across various aspects of our daily lives, from the medical field to the integration of cutting-edge technology. Each passing day brings forth new ideas and innovations aimed at improving our lifestyles and making our routines more efficient. However, while the world moves forward, it is crucial to reflect on past mistakes, particularly those made during the industrial revolution. During that era, little to no attention was given to the environmental damage caused by rapid development—a neglect that continues to harm our planet today.

The Earth faces critical challenges, with toxic emissions being released into the atmosphere daily, contributing to severe climate change and altering global temperatures. This growing environmental crisis has become a major concern for multinational corporations, researchers, stakeholders, and governments worldwide. As the effects of climate change become more evident, these entities are prioritizing sustainable practices and addressing environmental issues to safeguard the planet for future generations. The research questions addressed are How do consumers perceive green marketing efforts by manufacturers? To what extent do green marketing strategies influence customer satisfaction? And Does the adoption of eco-friendly practices improve customer retention rates?

2. A BRIEF HISTORY

The green marketing concept was materialized in 70s, this was the time when slowly the customers started becoming aware of the disastrous effect of the global warming and the other

¹Omar Sajid, PHD Candidate Utar, Malaysia, email: omarsajid@1utar.my

²Dr Charles Ramendran Spr, Assistant professor, Faculty Of Business And Finance UTAR, Malaysia, email: charlesr@utar.edu.my

³Dr Abdulkarim Kanaan Jebna, Faculty Of Information And Communication Technology UTAR, Malaysia, email: abdulkarim@utar.edu.my

environmental damaging phonemes which led to the green products and materials becoming popular in the late 70s and 80s. similarly in the early 90s the customers started becoming more and more environmentally conscious and started choosing products which were more green and environmental friendly.

The term green marketing was first pinned and introduced in a global seminar focused on the ecological marketing was organized by the AMA (American Marketing Association) in the year 1975 which had the main topic in discussion as the impact of marketing on nature and the

overall environment. The seminar had the concept of ecological marketing and was defined as the studies that is regarding the favorable and unfavorable impacts on the consumption of energy, pollution levels and also the natural assets consumption because of the marketing.

Companies and organizations are getting more aware of the green products and its benefits with every year passing. Thereby making the companies and organizations more and more leaned towards producing green products and also using green marketing to promote them. The marketing has rapidly evolved in and eco friendlier market than before. Consumers are now more worried about their habits and attitude when they opt for a certain product. Besides this the consumers are also worried about the state of the environment that they lived on thereby changing their attitude towards the purchase of a certain product. There is a significant pointing towards more purchase of a product that is being manufactured without wastage of natural resources and the products which are keen on making the environment green.

Keeping this in mind companies, corporations and manufacturing firms should identify the needs of their consumers and offer products accordingly to ensure success in the business because failure to identify needs and wants of the consumers can results in massive losses. These business trends have led businesses to develop the concept of green marketing the concepts was introduced in the latter half of the 20th century and it comprises of manufacturing products differentiating them form the normal products pricing them promoting them in such a way as to satisfy the needs and wants of the consumer but also having an eye on the needs of the environment and being eco-friendly. These green efforts lead to enhance consumer purchasing habits firms need to focus on the risk posed by global warming and provide trustworthy information regarding their products this has two benefits one it can help build trust with consumer and can also lead to improve sales and two it is beneficial to the environment and can help in reducing the levels of pollution which are being caused by the business sector and improve the quality of life for everyone (Chen, 2012).

One study found that advertisements and media campaigns which are targeted to provided knowledgeable information to consumers regarding green products can lead consumers to make informed decisions in regard to purchasing (Akehurst, 2012). One other author suggests that consumers are more likely to buy a green product which has eco-friendly packaging provided it can meet the cost-befits ratio of the consumer. Furthermore industrial suppliers and raw material manufacturing firms also need to make sure that production packaging and transport is done in a better and more eco friendly way because eco- friendly consumers and willing to pay more for products that can ensure stability of the environment (Saxena, 2012).

3. GREEN MARKETING :

Numerous researchers have explained the green marketing concept and have taken out definitions, just like (Minnikova, 2018) defines green marketing as the marketing of ecologically safe and products that are environmentally suitable and are hence made to a set standard. Similarly another definition by a researcher states that green marketing can be considered as a marketing process that can be defined as the way to recognize the needs and wants of consumers using product, price, promotion and supply chain management activities and the link they have with regulations set by government and goals set by organization which are set to reduce the negative and harmful on nature and the ecosystem (Arslan, 2013). (Maheshwari, 2011) Defines green marketing as the business practices that take in to account the concerns and wishes of the consumer with regards to reduce the pollution and preserve the environment. One researcher proposes green marketing as the use of various promotion activities which can lead to the sale of environmentally sustainable and eco-friendly products and can also advertise a change in the lifestyle of the consumer (Troup, 2010). Green marketing is the process of planning, developing and promoting goods and services that can in turn meet the needs and wants of consumer in the sense of quality, yield, availability, affordability and easy of service without hindering or producing a negative and harmful effect on the environment in regards of use of raw materials and the use of energy (Dileep, 2013). (Singh, 2016) (Yazdanifard & Diglel, 2014) Define green marketing as a range of actions which include the modification of production process, modification of product lines and evolving packaging techniques and also re-innovating advertising.

4. GREEN CONSUMER:

A green consumer can be described as a person who is worried about the wellbeing of the ecosystem and the environment and exhibits nature friendly and is willing to buy eco-friendly products and services (Boztepe, 2012)). One other research has defined green consumers as consumers who are becoming increasingly worried about the environment and are also buying products which are environmentally friendly and are also choosing brands which are environmentally responsible (Sawant, 2015).

This opinion is also supported by (Dagher & Itani, 2014) they state that customers are starting to become aware of the facts that their buying habits and behaviors are showing an impact on the environment. Therefore, consumers are increasingly engaging in activities which are beneficial to the environment and are also supporting business that are adapting towards green strategies. (Ansar, 2013) In his research study is of the view that customers are more and more becoming green consumers, and this is visible through their buying trends and habits. Customers are now concerned of the fact how products are made and are they the products are recyclable or not.

5. GREEN MARKETING STRATEGIES:

Business around the world are adopting to green production and green marketing given below is a list of few green marketing strategies which are most communally used by businesses to execute green marketing and make it a success.

1.1. Source-reduce products and packaging:

One of the most communally used green strategies was set out by the United States of America in the 1990 where legislation was passed to decrease rising levels of pollution the law stated that “pollution should be prevented or reduced from the source whenever it is possible”. The simplest way to understand this and implement for business is to reduce their waste footprint and try to make productions as much less wasteful as possible.

1.2. Use reusable content:

in the last few years due to advancements in technology have led to more and more recycled products being used than ever before. Some products which where once 10% recyclable are now 90% or even in some cases 100% recyclable and consumers are aware of this fact so for business which are implementing green strategies they should look at recyclable materials five to ten years ago only glass, metals and plastic where considered to be recyclable now new advancements have led to clothing, furniture, and even motor oil which is recyclable.

1.3. Environmental safety:

scientific data suggests that many disease are linked with pollution which is a direct result of mass production of consumer products a simple example is china where smog covers many city and is a direct result of pollution from manufacturing of goods it is the duty of business to improve the production process so that it put less of a load on the environment. Consumers who are concerned with environmental issues pose an opportunity for business to offer better products and increase the market share.

1.4. Durable products:

Consumer are now starting to understand the value of more durable products and their benefits for the environment. The environmental concerns are given rise to products with longer life span and value add services and improved quality green marketing strategies are promoting these products to ensure that consumers are aware of them.

1.5. Green packaging:

One aspects of production which has a major effect on pollution is packaging waste. The goods themselves are consumed or recyclable but the packaging is not and ends up becoming solid waste. Green marketing strategies offer the option of use sustainable and reusable packaging.

2. LITERATURE REVIEW

2.1. General literature:

Growing levels of pollution and the problems that they are causing are resulting in the governments, businesses, communities and consumers taking actions to prevent and decrease the levels and pollution and use green strategies to minimize the strain being put on the environment (Chiou, 2011). The managements of business organizations around the world support the solutions being posed towards environmental issues and are implement green strategies to better tackle these problems with the use of green marketing and other green strategies the business can use these solutions and make products better and use them to gain completeitive advantage. The use of green strategies is very beneficial for the organizations it can lead to innovative techniques and technologies and a great effect on energy saving, reducing pollution, reducing costs, and increased sales. The use of green marketing strategies can also help to organizations to expand and enter in to new markets and attract new consumers and customers who are aware and concerned about how products are made and what effects they have on the environment (Salarzehi & Jahromy, 2015). Globalization of the

world markets has resulted in increased levels of competition among the organizations of the world. For organizations that are in search of new ways to maximize profits and market share and achieve more success. Some retailers in search to maximize profits have shifted towards using green marketing strategies and eco friendly products to boost their sales (Dabija, 2017). (Rani, Aravind, & Prasad, 2014) in their research study on green marketing and its impact defined the use of green marketing strategies as marketing goods and services which are based on eco-friendly factors and awareness. Every organization interprets green marketing concept in a different way to draw its own understanding this leads to companies only using green marketing strategies for advertising purpose and some go the extra mile and use it almost every process from the supply chain management to even green I T solutions and so on (Irfan, Sumangala, & Souza, 2014).

2.2. Consumer attitude:

Consumers attitude can be defined as emotional senses that consumers have a regarding an event or a occurrence which have an important part in deciding the behaviors of consumers (Hasani & Abedi, 2015). Environmental attitude of consumers can be defined as a way of thinking as wells as emotions and behavioral traits which can be regarding the preservation of the environment which can be converted into tangible actions (Ramayah, Chow Lee, & Mohamad, 2010).

(Singh & Bansal, 2012) Investigate the environmental concerns in the state of India based on the factors such as age gender and other demographics as variables to find what the attitudes towards green marketing strategies are. (ZENITH Akter, 2012) Conducted a study in the state of Bangladesh. The researcher notes that the country has set a very good example as far as tackling the effects of climate change and has also been able to shape the attitudes of consumers towards green products. (Liobikiene, Grinceviciene, & Bernatoniene, 2017) In their recent research study on the how attitudes of consumers towards green products have changed note that consumers attitudes towards green products are becoming more positive the main factors behind this change in attitude is the preservation of the environment and the concern for the ecosystem. According to (Jamal, Islam, & Barua, 2016) attitudes towards green products is rooted in concerns regarding the environment and the persons concept regarding eco system and the levels to which he perceives himself to be a part of natural environment. One study which was conducted in Pakistan by (Akbar, 2014) stated that green marketing strategies is a process which includes the production of goods which are beneficial towards the environment. And these products should be made and themselves be safe from any hazards. Green marketing is on the rise and the number of green companies is also on the rise the study was done to investigate the factors which influence the attitudes of consumers towards green products in the country of Pakistan. The results of the study showed that there is a relation between green perceived value, trust, knowledge, and intentions on the attitudes of consumers.

2.3. Purchase behavior:

Many research studies have been conducted on the topic of consumer behavior and its effect on green marketing strategies the general consciences among researchers is that persons who are highly concerned about the environment are more likely to show behavior which shows concern towards the environment and its current state (Czap, 2010). There appear to be several factors which have shown to have an impact on purchasing behaviors of green consumers. Researchers have concluded to divide these factors in two groupings interior and exterior factors. Attitudes, values and beliefs are listed as internal factors and concerns for the environment, knowledge regarding environmental problems, environmental accountability

and perseverance are listed as external factors. (Kumar & Ghodeswar, 2015). (Haghighi & Khalil, 2012) Conducted a research survey among university and college students to find out the levels aware of consumers towards ecological problems, how they take part in activities regarding green marketing and how they comply towards green regulations. The results showed that respondents are aware of the ecological issues, activities and green marketing strategies but the results also showed that the respondents do not consider these factors have led to change in the purchasing behaviors (Biswas & Mousumi, 2015) Conducted a study to find out the relation between ecological concerns and the effect they have on the behavior of customers in the state of India. The results showed that many factors have an effect on the behaviors of customers such as price sensitivity and social value. Also the number of consumers who use green products varies depending upon background, earning and preferences. (Albayrak, Aksoy, & Caber) In their research study to investigate the purchase behaviors of consumers and their concerns regarding green products. The study found that consumers who had less concerns regarding green products and more regarding the environment were far more active than consumers who had concerns regarding green products rather than the environment itself. The study also showed that consumers who had concerns regarding the environment responded with positive behavior towards green marketing strategies.

2.4. Purchase intentions:

Ever since the foundation of human life humans have found that their continued existence is very much dependent on keep harmony with mother nature if nature and the environment is destroyed it will result in the destruction of humans as well as all life on earth. As time has passed human have grown their abilities and made use of natural resources to build better things but this has resulted in the disruption of the balance of nature. Humans are only becoming aware of this problem in the last century or so as resources have diminished and pollution has risen now efforts are being made to preserve the natural eco system and as a results of increased awareness consumers are also becoming aware and more active they are know changing their purchasing intentions and choosing products which they perceive will have a positive and last effect on the eco system and help to reduce pollution (Kumar & Ghodeswar, 2015). The use of green marketing strategies is on the rise and consumer are being urged to behave in environmentally friendly manners there are two main reasons that green marketing strategies are changing the buying intensions of consumer the first being that the over dependency on natural assets has led to the devastation of forest water supply is at an all time low and fossil fuels such as crude oil and gas are also on the decline this has become a risk to human life and governments and communities are realizing that more needs to be done the second is that consumers are being aware of what products can cause harm to the environment and have started to avoid them therefore business are using green marketing strategies to channel the concerns of the consumer and offer them products which are eco friendly (Hosseini & Ziaee Bideh, 2014). Most consumers now a day owes environmental awareness are actively of what products are having an effect on the environment and this has led to consumer purchasing behavior being changed consumers are now pursing products which are better for the environment and are willing to pay higher prices to make sure products are kinder to the environment (Elahi & Yaghubi, 2012). This opinion is also support by other researchers one research study concluded that the issue of preserving our environment has caused consumers to take a deep look at their purchases and consumers are now shifting towards environmentally friendly products that are healthier for the environment consumers are aware of the additional costs that are associated with greener products and are willing to pay them in order to ensure that they comply with the standards required to save the environment (Newton, Tsarenko, Ferraro, & Sands, 2015).

2.5. Green Marketing base:

Both the consumers and organizations have a responsibility regarding environmental issues and they both also have to undertake actions to safeguard it as far as the organizations are concerned they should produce and deliver green products and services which meet the needs of the consumers, so the consumers can buy them. One thing to note here is that commitment regarding ecological issues and taking part in actual activities to maintain and safeguard the environment are two different things the most important role lies with the base consumers because of their decision to buy green products and avoid normal products producers are forced to use green marketing strategies and produce green goods. It is common understanding that consumer groups would not wish to buy products that are harmful to not only the eco system but as well as to human health, plants and animals. Understanding these aspects which play an important role in the mind of consumer and influence the base consumers purchasing behavior and help to create a positive or negative perception in the mind of consumers regarding green environmentally friendly products is very helpful for organizations it can help them to boost growth, sales and introduce products which the consumers are attracted to further more it can help to understand particular geographical, social, and demographic factors of a certain group of consumers as well (Rahbar, 2011),

Understanding the perceptions and expectations which consumers have when purchasing is a significant part of marketing. As far as green marketing is concerned it is even more important because here the perceptions and expectations of the base consumer group are also linked with environmental problems. Because now consumer base groups have understood that they can directly and indirectly influence the environment. Furthermore many different researches have provided data regarding consumer behavior the data suggests that consumer base groups take environmental problems in consideration when purchasing products but when it comes to taking part in actual activities the level of interest is far less (Delafronz, Taleghani, & Nouri, 2014). According to one author the final consumer behavior is the behavior shown at the time of purchasing an item is called consumer purchasing behavior. The author also identified four types of consumer behaviors normal, complex, variety. To understand the expectations and perceptions of consumer groups is not as easy as it seems often consumers show their needs and wants and demands on the basis of current real world situations and fashion trends (Kotler & Armstrong, 2013).

3. RESEARCH METHODOLOGY

The research will be followed using qualitative methodology. The researcher is aware of the local environment. Qualitative study prospective will be adhered to provide solution for problems that are local and by using the resources that are available locally. Data was collected by selecting Mega stores in the vicinity, interviews conducted of the local purchasers which were 10 in total in order to find out the customer purchase intention, satisfaction and retention. The data was first collected, arranged, analyzed, and interpreted according to the study requirement and context. The data was then compared with similar secondary data as well. The research is expected to be publicly available on platforms in order to get accepted by the community and the government support as well.

4. DATA ANALYSIS :

To conclude the aim of the research, 10 interviews were conducted in Mega stores randomly. All recorded interviews were transcribed for analysis. An analysis was carried out based on the interviews. For analysis a coding system was used according to the questions asked with the indicators listed down for marking of score from 1-3.

Below is the table

Indicators.	1 Disagree	2 Agree	3 strongly agree
Green marketing base	0	4	6
Consumer purchase intentions	0	2	8
Consumer purchase behaviors	0	2	8
Consumer retention	0	3	7

5. RESEARCH FINDINGS AND CONCLUSION

This section involves the findings of the study and discuss in details of importance of cattle farming as per the indicators with the conclusion furnished in the end.

5.1. Green marketing base

Brand loyalty is taken as the customer's relationship with the brand where the customer becomes Both the consumers and organizations have a reasonability regarding environmental issues and they both also have to undertake actions to safeguard it as far the organizations are concerned they should produce and delivery green products and service which meet the needs of the consumers, so the consumers can buy them. One thing to note here is that commitment regarding ecological issues and taking part in actual activities to maintain and safe guard the environment are two different things the most important role lies with the base consumers because of their decision to buy green products and avoid normal products producers are forced to use green marketing strategies and produce green goods. Out of the 10 interviews 6 were of the view that there exists a green marketing base for the products that they choose, please they will select green products over conventional products as they have a feeling for the environment.

5.2. Consumer purchase intentions

Since the dawn of human existence, it has been evident that humanity's survival is deeply intertwined with maintaining harmony with nature. If the environment is harmed or destroyed, it inevitably leads to the downfall of not only humans but all forms of life on Earth. Over time, humans have expanded their abilities and utilized natural resources to innovate and create, yet this progress has often disrupted the delicate balance of nature.

In the context of consumer behavior, purchase intention refers to a state where a customer feels inclined to buy a specific product under particular conditions. Making a purchase decision is often a complex process influenced by various factors. A customer's purchase intention is closely linked to their behavior, perceptions, and attitudes. When contemplating a purchase, numerous considerations and thoughts arise in the customer's mind, reflecting their internal decision-making process.

The customer when purchasing any product, many things are evolving in the customers mind that depends on the product or service they are purchasing and are only becoming aware of this problem. In the last century or so as resources have diminished and pollution has risen now efforts are being made to preserve the natural eco system and as a results of increased awareness consumers are also becoming aware and more active they are know changing their purchasing intentions and choosing products which they perceive will have a positive and last effect on the eco system and help to reduce pollution. 8 out of 10 customers strongly agreed to the fact that they are more leaned towards a product which is eco friendly and built without harming the environment.

5.3. Consumer purchase behaviors

Many research studies have been conducted on the topic of consumer behavior and its effect on green marketing strategies the general consciences among researchers is that persons who are highly concerned about the environment are more likely to show behavior which shows concern towards the environment and it current state. Consumers mindset changes as they are more concerned about the environment and the ecological effects to the planet earth. The behavior hence is altered. Similarly when a consumer is purchasing a product, their behavior is altered when they opt for a green product as they have values regarding the environment. 8 out of 10 strongly agreed to the fact that their behavior towards a green product is positive compared to that of a conventional product. It can be concluded that the customers have a positive behavior towards the products that a environment friendly and have been using green marketing to promote their products.

5.4. Consumer retention

Customer retention is defined as the practice of a repeat customer purchase of a particular product or service of a company, and increasing the customer rate repeatedly and extracting some extra value from the customers. The main goal of retaining a customer is to extract maximum value from the customers, in return the company provides satisfaction in shape of products and services thereby customers making the repeated purchase. 7 out of 10 strongly agreed to the fact that they will repeat the purchase if the products are environmentally friendly and are marketed using green marketing tools.

6. CONCLUSION

All over the world consumers are becoming aware of issues of the environment and ecosystem not only consumers but governments, law makers, politicians, and business entities are now also becoming aware of the effects it is having on the world and how it can affect the business and their performance. The researcher in his study has collected data on how green marketing effect consumers the research selected variables of consumer purchase behavior, consumer attitude, consumer purchase intentions and green consumers base how they are related. The analysis has revealed that there is a strong relationship among these factors and they are have shown to have an impact on the consumers. The research also notes that business are now using green marketing strategies to improve their performance and provided customer with desired products and are also using means at their disposal to make the environment better and also taking responsibility for their actions and are being ethically accountable as well.

7. LIMITATIONS:

While this paper provides valuable insights, it is not without limitations. The study is constrained by a small sample size, which may not fully represent the diverse consumer base. Additionally, the focus is primarily on urban areas, leaving rural consumer behaviors unexplored. Future research should consider larger, more diverse samples and include comparisons between urban and rural populations. Expanding the scope to explore sector-specific green marketing strategies could also provide more comprehensive findings.

8. RECOMMENDATIONS FOR FUTURE RESEARCH:

- Conduct studies with larger, demographically varied sample sizes to enhance generalizability.
- Explore sector-specific green marketing efforts and their distinct effects on customer satisfaction.
- Investigate the long-term impact of green marketing campaigns on consumer loyalty and brand equity.
- Examine how cultural and socioeconomic factors influence perceptions of eco-friendly products in different regions.
- The researcher recommends that business should not only just focus on building products but should focus on building them in a sustainable way to attract green consumers.
- Consumers are willing and able to pay the extra cost that are assisted with green products there for their wants and needs should be satisfied.
- Consumer are now aware of environmental issues but more needs to be done to gain their trust they're for labeling packaging and marketing should make accurate claims regarding products and services.

- Consumer purchase behaviors and intentions and attitudes are liked they should be look at when making decisions because they can be the difference in success and failure

9. REFERENCES

10. Akehurst, G. A. (2012). Re-examining green purchase behaviour and the green consumer profile: new evidences,. *managment decisisions* 50(5) , 972-988.
11. Ansar, N. (2013). Impact of Green Marketing on Consumer Purchase Intention,. *Mediterranean Journal of Social sciences* 4 (11) , 650-655.
12. Arslan, B. &. (2013). In the framework of green marketing activities: a study to determine the tendencies of university students towards using environment-friendly products. . *International Journal of Information Technology and Business Management*, 29(19) , 16-27.
13. Boztepe, A. (2012). Green marketing and Its Impact on Consumer Buying Behavior . *European journal of Economic and Political Studies* 5(1) , 5-19.
14. Chen, Y. S. (2010). The drivers of green brand equity: Green brand image, green satisfaction, and green trust. *Journal of Business Ethics*, 93(2) , 307-319.
15. Chiou, T. C. (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, , 822-836.
16. Dabija, D. ,. (2017). Cross-Generational Analysis of Information Searching based on Social Media in Romania, . *Transformations in Business & Economics*, Vol. 16, no. 2(41) , 248-270.
17. Dagher, G. a., & I. O. (2014). Factors Influencing Green Purchasing Behavior: Empirical evidence from the Lebanese consumers. *Journal of Consumer Behavior* 13(3), , 188-195.
18. Dileep, K. M. (2013). Does Green Marketing Works With Consumers? 329-347. *Wulfenia Journal*, 20(3), , 329-347.
19. Hasani, A., & Abedi, H. (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
20. Irfan, M., Sumangala, C., & Souza, L. D. (2014). Green Marketing Mix Strategies of Consumer Durables with Reference to Automobile Sector. *International Journal of Emerging Research in Management & Technology*, 3(6) .
21. Jamal, Z. B., Islam, S., & Barua, P. (2016). Analyzing Factors that Affect Green Purchase Behaviour: From the Context of Bangladeshi Consumers. *Journal of Economics, Business and Management*, Vol. 4, No. 10
22. Kumar, P., & Ghodeswar, B. (2015). Factors affecting consumers’ green product purchase decisions”, 330-347. *Marketing Intelligence & Planning*, Vol. 33, , 330-347.
23. Liobikiene, G., Grinceviciene, S., & Bernatoniene. (2017). Environmentally friendly behaviour and green purchase in Austria and Lithuania. *Journal of Cleaner Production*, 142, , 3789-3797.
24. Maheshwari, A. M. (2011). MaheGreen Marketing: A Study on Indian Youth. *International Journal of Management and Strategy*, 2(3), , 1-15.
25. Minnikova, M. (2018). The Link between Green Marketing and Firm Performance Specific recommendations based on applying green marketing strategies to better firm performance. *Henrietta-New york. Rochester Institute of Technology*.

26. Rani, A. N., Aravind, J., & Prasad, T. (2014). GREEN MARKETING AND ITS IMPACT. *British Journal of Marketing Studies*, 2(8), , 45–48.
27. Salarzehi, H., & Jahromy, A. (2015). *New approaches to marketing*, Tehran:.
28. Sawant, R. (2015). A Study on Awareness and Demand Pattens Amongst Consumers W.R.T Green products. *Journal of Marketing and Technology* 5(1), , 136-148.
29. Saxena, P. R. (2012). Greening of industries for sustainable growth: an exploratory study on durables, non durable and services industries, . *International Journal for Social Economics*, 39 (8) , 551-586.
30. Singh, A., & 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.
31. Singh, P. S. (2016). Emergence of Green marketing Strategies and Sustainable Development in India. . *Journal of Commerce & Management* 7(4 , 693-710.
32. Yazdanifard, R., & D. A. (2014). Green marketing and its Influence on Buying Behavior and the Attitudes of purchases towards eco fendily products, . *golbal journal of managment and bussiness reserch* 7(11) .
33. ZENITH Akter, J. (2012). Consumer Attitude towards Green Marketing in Bangladesh. *ASA University Review*, 6(1). *International Journal of Business Economics & Management Research*, 4(12), , 117–126.