**Archives of Business Research – Vol.5, No.4**
**Publication Date:** April. 25, 2017
**DOI**: 10.14738/abr.54.2791.
Arief, M., & Kurriwati, N. (2017). Does Green Marketing Will Be Impact to The Purchase Decision? A Theoretical Perspective. *Archives of Business Research*, 5*(4)*, 43-54.

# Does Green Marketing Will Be Impact to The Purchase Decision? A Theoretical Perspective

**Mohammad Arief**
Management Department Faculty of Economics
University of Trunojoyo Madura

**Nirma Kurriwati**
Management Department Faculty of Economics
University of Trunojoyo Madura

**Abstract**

**At present, the green marketing concept has been developed. Some perspectives from this concept has been studied and used by researchers to do that work. The results of the study causes various approaches can be used of this concept. Some previous study resulted that green marketing will encourage someone to take purchasing decisions. This article aims to exploration the green marketing concept through behavioral approach, particularly in the process of purchase decision-making. The development of the green marketing concept and some of the purchase decision has been made also be discussed.**

**Keyword;** Green Marketing, behavioral approach, Purchase decision

## INTRODUCTION

Since the last few years, the issue of the environment has been widely adopted by the society, either from a practitioners as well as academics. Some societies consider that the environment will affect their activity (Polonsky, 1994) and they believe that a healthy environment will affect the next generation (Saxena and Khandelwal, 2008; Yazdanifard and Mercy, 2011). Studies conducted by the Yakup and Sevil (2011) explore that while the environment is not well managed, it will affect the ecosystem and, thus it will have an impact on the level of human growth, global warming and will ultimately affect to the life quality of human beings.

Based on that thought, public awareness about importance of environment has increased. The effect is behavior patterns and public perspective shift on company in running business activities occurs, particularly in creating demand (Kinoti, 2011; Arslan and Gögce, 2013). The behavior pattern and public perspective shift that demand company to pay more attention on environmental factor in running its business will have consequence in gaining profit (Boztepe, 2012). In his study (Boztepe, 2012) stated that social problem occurred will create customer new perspective, hence potentially to erode the received income and profit. In addressing this phenomenon shift, company need to pay more attention on business practices with more concern on environment preservation without expense of eroding customer demand.

However, construct stating that behavior pattern change and public perspective about importance of environment for living sustainability doesn't mean that company will experience decreased demand hence affecting income and profit. Some researchers even considered that these changes will provide benefit on demand creating. For Example, Kalafatis, *et al* (1999) stated that marketers view phenomenon in marketing environment as business opportunity in company effort to develop and implement it long term plan proactively on company environmental strategy. In line with the notion, Preston (2001); Kotler. *et al* (2005) revealed

**Copyright** © Society for Science and Education, United Kingdom

that in facing environment phenomenon, company has to develop a business activity system that put an emphasis on how to maintain environmental sustainability. In simpler way, it can be stated that public behavior pattern change in addressing environment issue is relied on the extent of company ability to synergize the change into a policy strategy. Facing the issue, some researchers recommend to include environment factor as main focus in running business activity. Concept to be offered in order to make the business activity can be side by side with environmental sustainability is by implementing Green Marketing.

Green Marketing is a concept that has been developed by practitioners and academics, particularly in marketing field. Actually this concept has been developed in 1990s where practitioners and academics had desire to work a revolution in marketing Field (Peattie and Crane, 2005). Green Marketing is a concept that put more emphasis on environment aspect in business activity implementation. In line with Peattie and crane (2005) suggestion, implementation technique of Green Marketing concept is more directed toward marketing communication activity (Oyewole, 2001; pp. 239). However, other researchers related Green Marketing to product (Johri da and Sahasakmontri, 1998; Mourad and Ahmed, 2012) and company strategy (Bansal and Roth 2000; Camino, 2007; MOini *et al* 2014). Regardless perspectives used by these researchers in exploring Green Marketing concept, final result to be obtained is company ability in creating corporate sustainability.

Corporate sustainability concept could be attained when company was able to create some business development form and the creation is determined by observation result and would be more powerful if performed through business media (Caroll and Shabana, 2010; Eweje, 2011; Haywood; *et al* 2013). Company inability [in maintaining sustainability will have implication on lowering profit level (Santiago, 2013). Therefore, in order to attain corporate sustainability, company should be able to create an important market role in long term and successful research, understand and teach consumer to develop a product brand, and service that support environmentally friendly concept that is accepted by public (Peattie and Crane, 2005, p.36).

This article tries to explain role of Green Marketing in encouraging purchase decision by buyer. Purchase decision is one of customer behavior and we argue that the behavior is not static. Kirkpatrick (1982, p 2) states that all human actions will be driven by internal factors of which they will determine goal to be attained independently. When there is customer mindset that environment is very important factor in influencing human life, they will change their behavior pattern. Therefore, goal to be attained from this mindset is to explain purchase decision from Green Marketing concept implemented by company.

**Marketing and Environment**

Marketing is a dynamic concept. Since being introduced some decade ago, marketing concept has experienced fast development. Early study on marketing concept has been expressed by Lyon (1927); Griffin *et al* (1928) by stressing on production concept. He notion explains that economy increase can be done by two approaches, production and consumption. In addition to economy approach, marketing concept can be viewed from sociology or psychology approach (Bogard 1957). Regardless the approach to be used whether economy, sociology, or psychology, we conclude that marketing concept development is always directed toward behavior change shown by public (Jeuck, 1953; Sheth, 1967; Calantone, *et al*., 1996; Wilson, *et al*., 2001).

In behavioral theory, Kitson (in Bogart 1957, p 134) stated that individual cognitive system plays important role in creating an idea. Furthermore, the idea will push someone to show a

specific behavior, the stronger ide resulted by individual the stronger drive for individual to show a behavior. Study conducted by Demirdjian, 1983 strengthened the argumentation. In his study he explained that human cognitive system will help in exploring stimulus he/she received both in form of comparative and non-comparative response. For example in purchase decision making context, idea owned by an individual to own a good will drive an increase of behavior to own that good. They will try to seek information until purchase decision taken only to realize that idea. The explanation depict that behavior will justify value contained in a good and aimed to redefine resulted idea, whereas the idea will become guarantee of the behavior individual shows (Kirkpatrick, 1982).

Some researchers argue that individual behavior change is caused by environment dynamic (Alderson 1952; Biggadike, 1981; Straughan and Roberts, 1999). Psychologically, dynamic environment will cause individual to seek information about environment by using his cognitive skill (Anderson, *et al* 1966, pp. 62). In other words, individual rationality will open chance for those to provide opportunity to solve problem raised by environmental change (Alderson 1952). The explanation indicates that there are interrelated conditions between marketing concept implementation and environment in changing individual behavior. From Alderson (1952); Biggadike (1981); Kotler (2002) suggestions, it is argued that marketing concept implementation involve environment factor and it plays important role in determining strategy choice for customer.

However, company awareness in running marketing activity simultaneously with keeping environment preservation is not fully done. Some empirical studies found factors that underlie some company marketing activities tend to less preserve environmental sustainability are due to less public awareness about environmental preservation and companies assumption that to solve environmental problem other parties must be involved such as the public, private sector and government agencies, (Johri and Sahasakmontri, 1998; Mourad and Ahmed, 2012) and too high social cost (Oyewole, 2001). The study support Boulding and Staelin (1990) argument stating that firms with high market shares derive no extra market power benefits except if they operate in environments with little buyer power (pp. 1160). Furthermore it is explained that environmental factors and changes in market share most strongly influence price and cost. In overall, responsibility fulfillment on environments is considered as very difficult step to take by company (Beard and Hartmann, 1997). However, we agree that company awareness in preserving environmental sustainability will affect individual behavior change and in long term it will be able to improve profitability. What should company do to make balance between marketing activity and preserving environmental sustainability?

Study conducted by Shrivastava (1995) revealed that global economy increase is more directed toward ecology sustainability hence company needs to manage business based on ecological principles. In this condition, they need to provide information access about product manufactured, the production system, and how they are able to run their management practice. Furthermore it is explained that when company run business activity based on ecology principles then it will affect competition position change in form of consumer preference, government regulation and business opportunity. Other study result found that ecology management will affect decision making process improvement (Boztepe, 2012) and has effect on marketing performance (Camino, 2007; Akehurst, *et al*., 2012). As previous explanation, decision making is very influenced by cognitive ability and furthermore will form specific behavior pattern. The implication, as part of marketing concept implementation, is that improving cognitive skill and forming public behavior pattern has to be done through preserving environment.

## Green Marketing Concept

As explained before, Green Marketing is further development of marketing concept. Philosophically, there is fundamental difference between Green Marketing concept and Marketing. When marketing is regarded as a process that will be used to respond need and desire of customer, then green marketing is not only focusing on effort to meet customer need (Kinoti, 2011; Arseculeratne and Yazdanifard, 2014; pp. 131), but also has to develop or preserve environmental sustainability Choudhary and Gokarn, 2013). In simple way, implementation of green marketing concept has two main purposes: reaching high profitability and always preserving and maintaining environmental sustainability. It can have implication that preservation and environment maintenance can be base for company in setting a strategy. As part of strategy, green marketing should aim to reach competitive advantage. The competitive advantage is translated into company ability in providing add value compared with competitor and the important thing is performing activity that is difficult to imitate by competitor (Chen and Lin 2011; Arseculeratne and Yazdanifard, 2014). It indicates that company must be able to make difference when setting marketing activity. By providing difference about greener product, greener price, greener promotion and greener location, they had practiced green marketing concept. In other words, implementations of green product, green price, green promotion and green place must be formulated if company wants to implement green marketing concept.

The term of green marketing has been described in different ways. For this long, some author put emphasis on marketing environment and ecology concerning with green marketing. For example, Herbig, *et al* (1993) explains green marketing concept as to products and packages that have one or more of the following characteristics; they are less toxic; are more durable; contain reusable materials and/or are made of recyclable materials. Beard and Hartmann (1997) when speaking about green marketing emphasize on company ability to produce friendly environment product, a product with recycling, repair, reusability and reduction characteristic. Some arguments above showed that green marketing is a process from marketing activity based on social environment factor. Meaning of process in green marketing is company ability in bridging customer need and desire and the goal to be attained. Also the process should be done in holistic ways in order to reach profitability and sustainability (Peatie, 1995) and should integrate change in creating value for costumer, social and nature (Polonsky, 2011).

In its development, green marketing concept has experienced an evolution. This evolution occurs due to organization failure in showing social responsibility, particularly from business activity already done. In general, evolution from green marketing concept has been explained by (Peattie, 2001), where there are three phase in its development process including: (1) Ecological, green marketing and during this period all marketing activities were concerned to address environment problems and provide remedies for environmental problems. (2) Environmental, green marketing and the focus shifted on clean technology that involved designing of innovative new products, which take care of pollution and waste issues. (3) Sustainable.

**Table 1**
**Thought History of Green Marketing Concept**

| Authors | Focus | Variable |
|---|---|---|
| Shrivastava (1995) | Technology, business sustainability | |
| Pride and Ferrell (1993) | Environment marketing, Sustainable marketing | Green design, green pricing, green promotion, green distribution |
| Polonsky (1994) | Environment marketing, ecological marketing, Sustainable marketing | green marketing, Environmental marketing and ecological marketing |
| Beard and Hartmann (1997) | environmentally friendly products. | Green product, green design, green consumer |
| Ottman and Miller (1999) | Strategic Options | Green products, Green packaging, Green prices and Green communication |
| Mathur and Mathur (2000) | Green marketing strategies | Green products, Recycling; Green promotions, The appointment of environmental policy managers. |
| Oyewole, P. (2001). | environmental justice in the practice for green marketing | green marketing, environmental justice, and industrial ecology. |
| Peattie and Crane (2005) | Sales orientation, Compartmentalism, Finance orientation, Conservatism | Green spinning Green selling Green harvesting Entrepreneur marketing Compliance marketing |
| Moisander and Pesonen (2002); Wei Mai (2014) | Green consumerism; focus on ethical and morals | |

Table above shows that there is development pattern of green marketing concept, both from study focus and construct to be used. For example, Shrivastava (1995) used technology approach in describing green marketing construct. In his description, Shrivastava (1995) stated that green marketing concept implementation can be done by optimizing technology factor in designing and manufacturing products that are environmentally friendly. Argumentation to be stated is problem related with ecology, natural resource, pollution and others will give opportunity for company to improve it competitiveness. Technology is used as one important solution for company to manage environment.

Focus of the study is slightly different with studies by other researchers such as Pride and Ferrell (1993); Polonsky (1994); Beard and Hartmann (1997), that focused on marketing field. Therefore, construct used is related with company ability in producing more environmentally friendly product. Furthermore, study conducted by Ottman and Miller (1999); Mathur and Mathur (2000) put more emphasis on company ability in setting strategic policy and some other workable strategic choice. However, we note that similarity exist among constructs used on these studies. It is due to argumentation for reviewing green marketing concept both from

marketing perspective and strategic approach, based on fact that the implementation of concept will involve organization external environment factor. In strategic management theory, external environment factor will involve roles of buyers, suppliers and government and overall will influence business opportunity.

Technically, Peattie and Crane (2005) explain five basic concepts from green marketing that include:

(1) Green spinning. Taking a reactive approach by using public relations to deny or discredit the public's criticisms against the company's practices.
(2) Green selling. Taking an opportunistic approach by adding some green claims to existing products with the intention to boost sales.
(3) Green harvesting. Becoming enthusiastic about the environment only when greening could result in cost savings.
(4) Entrepreneur marketing. Developing innovative green products to market without really understanding what the consumers actually want.
(5) Compliance marketing. Using simple compliance with implemented or expected environmental legislation as an opportunity to promote the company's green credentials without taking initiatives to go beyond responding to regulations.

Ontologically, green marketing basic concept as stated above by Peattie and Crane (2005) stresses more on company ability in identifying ecology environment and furthermore used as base to determine strategy. In one of his statements, Peattie and Crane (2005) revealed that "it start with the customer, have a long-run perspective, involve the full use of all the company's resources, and be innovative". The statement shows that there is requirement to be fulfilled before determining success of green marketing concept. First, customer is considered as main component in process of identifying need, attitude, behavior, belief and knowledge and is used as base to determine marketing policy. Furthermore, green marketing should have long run perspectives, hence direction and goal to be reached in implementing the concept would be directed. Business is not created in short term hence it sustainability should become main consideration. In practice, green marketing concept implementation that aims to aware all components about importance of preserving environmental sustainability need a long time. In addition, cost needed will probably be higher than when company takes more conventional method. However, green marketing implementation can be used as differing factor with other companies hence will encourage a strengthening on resulted product.

## PURCHASE DECISION

Purchase decision is final goal of company marketing activity. When customer will take purchase decision they will be posed to some problems. In determining factors that influence purchase decision, some authors used different perspective. For example, Mercer (1969) stated that price and advertising are factors that will influence consumer purchase decision. They argue that advertising used by company will create customer perception change hence they will seek or select some alternatives. In this stage, unexpected buying would occur. In other perspective, Clee and Wiclkund (1980); Hamond, *et al* (1999) stated that one factor that drives customer to take purchase decision was based on product brand. A brand that is able to give more value is considered to satisfy their need. In this context, customers don't feel threatened by new product presence, other than product produced by specific brand, hence it will create loyality condition.

Study by Wilson *et al* (2001) found slightly different result form previous studies. In his study, Wilson *et al* (2001) found that complexity in taking purchase decision was more caused by situational factors. Included in these situational factors are purchase importance, task uncertainty, etc. In addition, existing information, ability to perform purchasing and experience in consuming a product will be a base for customer to take purchase decision. Arguments developed in this research is that customer would probably use purchase importance approach when they had have experience related with the product. However, in taking purchase decision, customers will pay attention on information availability about the product. Furthermore, task uncertainty will be used when customer uses some stages or procedures in taking purchase decision. Finally, all these factors will be limited by customer ability in buying a product.

By wider scope, Albaum and Peterson (1984) performed study on marketing activity conducted by several multinational companies. Hence, purchase decision taken is B to B in nature. In this activity, purchase decision taken by companies is very complex where it is not enough for company to rely on marketing activity, but also other components will influence the taken decision. For example, financial condition of a country, cost incurred, culture, language and so on. Based on these conditions, purchase decision is not only involving effort to take a specific behavior but also to perception.

Some approaches on purchase decision have been described. To complement review about purchase decision taken by customer, we will justify approaches used in this article. In overall, decision approach described by previous research had referred to two things: attitude (Mercerm 1969) and behavior (Clee and Wicklund,1980; Hammond, *et al.* 1996; Wilson, *et al*. 2001). However, some customers use other approach to determine their purchase decision shape, and it depends on the complexity (Albaum and Peterson, 1984). The higher complexity faced by customers will make the buying decision involve customers behavior and perception. In this article we are more interested to use combination of behavior and perception in purchase decision making. The assumption is perception will encourage specific behavior to happen. Furthermore, we consider that every behavior will have potential to create effect or risk. When we have anticipated effect or risk that is probably to occur due to shown behavior, then perception will perform an analysis or understanding aimed to minimize the risk to be received.

In literature study, concept about risk is always related to cost. However, cost is not always related to material element such as money. In marketing concept, cost can be translated into a sacrifice form incurred by individual to reach specific goal. Some researchers call it as social cost. Social cost will rise as consequence of existence of condition or situation (Oyewole, 2001). This explanation can be comprehended that the higher complexity level of a condition will create higher social cost that should be incurred by customer. In purchase decision concept, social cost will influence attitude and behavior hence it will affect the decision to be taken (Clee and Wicklund 1980; Oyewole, 2001). Hence to increase purchase decision customer should minimize social cost.

**Green Marketing and Purchase decision**

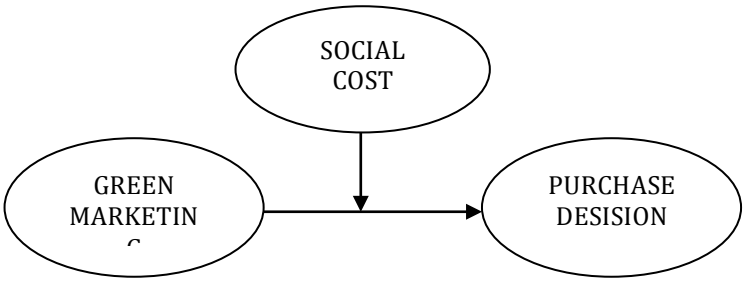
Previous explanation discusses about basic concept of Green Marketing and purchase decision. Theoretically concept about purchase decision has close relationship with consumer behavior. Furthermore, it has been described before that implementation of Green Marketing concept will encourage customer purchase decision (Polonsky, 1994; Schlegelmilch, *et al*, 1996; Camino, 2007; Peattie and Crane, 2005; Boztepe, 2012; Akehurst, *et al*., 2012). However, we consider that development of Green Marketing Concept in encouraging purchase decision still can be performed.

From study by Peattie and Crane (2005), it is shown that several companies that have been implementing Green Marketing concept will take reactive behavior. They will show to public through brochures and other persuasive action to improve their reputation. In other words, they take marketing communication approach. In addition, they will perform promotion activity on products that are considered as environmentally friendly. Product development will be performed but by giving more consideration on environment. All communication activities and promotions of company are performed based on fact. They will try to hide all information they have. When company reputation has been recovered public will take purchase decision on product they offer.

Other study performed by Akehurst, *et al*. (2012) describes that purchase decision is based on psychographic approach by stressing on customer perception. Psychographic has close relationship with customer knowledge. Knowledge will bring individual to be more conscious about importance of preserving environmental sustainability, hnce they will only consume product that is environmentally friendly. In fact, the mindset is not in line with study result performed by FInistrerra do Paco and Reis (2013), where customer might not believe that green marketing activity performed by company has goal to preserve environmental sustainability. Therefore stronger effort from company need to be taken to ensure customer that they have been implementing green marketing activity. Definitely, to perform these activities they need to incur more sacrifice.

When customers make purchase decision, risk (Peter and Tarpey, 1975), ethic (Akehurst, *et al*., 2012) and responsibility elements will attach. In psychology perspective, the three elements indicate that study result performed by Alderson (1952) that purchase decision making is effort to solve problem faced where customer will perform serial of rational procedures. Through this process, they will use their best in solving problem. Some of them use trial and error approach in solving the problem. The implication is green marketing implemented by company must refer to customer psychological aspect. Company must use risk, ethic and responsibility approach in order purchase decision to occur. In other words, implementation of green marketing concept must also be performed in rational way. However, as result of study performed by Oyewole (2001), company rationality in implementing green marketing concept must also consider social cost.

**Figure. 1 Relationship between green marketing and purchase decision with social cost as driving factor.**




Based on the explanation, relationship between green marketing, social cost and purchase decision following proposition can be made:

**P1:** green marketing will create purchase decision behavior

**P2:** in creating purchase decision, green marketing implementation will be driven by social cost

Based on perspective stated by Peattie and Crane (2005), green marketing can be explained as follow:

**P3:** Green spinning will generate purchase decision driven by social cost
**P4:** Green selling will generate purchase decision driven by social cost
**P5:** Green harvesting will generate purchase decision driven by social cost
**P6:** Green product will generate purchase decision driven by social cost

## CONCLUSION

From previous study, Oyewole (2001) states that green marketing implementation requires high social cost. In one hand, some previous researches have not found yet that Green Marketing implementation will affect purchase decision. Based on some notions above, we conclude that regardless green marketing subject to be used to measure it relationship with purchase decision, social cost becomes factor that probably need to be considered by company. This article tries to identify effect of green marketing implementation on purchase decision. We use theory approach to explain relationship of the construct. Therefore, construct that relates between green marketing and purchase decision can be developed further. In arranging construct from green marketing concept, we use theory approach as stated by Peattie and Crane (2005) and Oyewole (2001). Furthermore, we recommend to perform empirical test from the construct by taking some relevant subjects and objects hence the construct relationship can be more explained. To perform testing on the construct, parameters that can improve analysis result accuracy need to be determined. Based on the notion further studies are required both in theoretical and empirical perspectives.

This article is subjective in nature hence some developments from relevant variables are possible. Green marketing concept is multi perspective and has consequence in dimension or indicator use. One of searches that can be done from green marketing implementation is the extent of the concept will add more value compared with competitor and to perform activities that are hard for competitors to imitate (Chen, and lin, 2011; Arseculeratne and Yazdanifard, 2014). Hence, green marketing concept search can be done by strategic approach since it aims to create competitive advantage for company.

## Reference

Akehurst, Gary, Carolina Afonso and Helena Martins Gonc¸alves. 2012. Re-examining Green Purchase Behaviour And The Green Consumer Profile: New Evidences. *Management Decision*, 50(*5*); 972–988. http://dx.doi.org/10.1108/00251741211227726.

Albaum, Gerald and Robert A. Peterson. 1984. Empirical Research in International Marketing: 1976-1982. Journal of International Business Studies,Vol. 15, No. 1, pp. 161 – 173.

Alderson, Wroe. 1952. Psychology For Marketing And Economics. Journal of Markeling : Vol. 17, No. 2, pp. 119 – 135.

Anderson, Lee K., James R. Taylor and Robert J. Holloway. 1966. The Consumer and His Alternatives: An Experimental Approach. Journal of Marketing Research, Vol. 3, pp. 62 – 67.

Arseculeratne, Dinuk and Rashad Yazdanifard. 2014. How Green Marketing Can Create a Sustainable Competitive Advantage for a Business. International Business Research; Vol. 7, No. 1. Pp. 130 – 137. doi: 10.5539/ibr.v7n1p130.

Arslan, B., and Gögce, H. 2013. In The Framework Of Green Marketing Activities : A Study To Determine The Tendencies Of University Students Towards Using Environment-Friendly Products, Vol. 19, pp. 16–27.

Bauer, P. T. and B. S. Yamey. 1954. The Economics of Marketing Reform . Journal of Political Economy, Vol. 62, No. 3. pp. 210-235.

Bansal, Pratima and Kendall Roth. (Why Companies Go Green: A Model of Ecological Responsiveness. The Academy of Management Journal, Vol. 43, No. 4, pp. 717-736.

Beard, Colin and Rainer Hartmann. 1997. Naturally enterprising - eco-design, creative thinking and the greening of business products. European Business Review, Vol. 97 Iss 5 pp. 237 – 243. http://dx.doi.org/10.1108/09555349710179852.

Biggadike, E. Ralph,. 1981. The Contributions of Marketing to Strategic Management. The Academy of Management Review, Vol. 6, No. 4. pp. 621-632.

Bogart, Leo. 1957. Notion Research and Marketing. The Public Notion Quarterly,Vol. 21, No. 1, Anniversary Issue Devoted to Twenty Years of Public Notion Research, pp. 129-140.

Boulding, William and Richard Staelin. 1990. Environment, Market Share, and Market Power. Management Science, Vol. 36, No. 10, Focussed Issue on the State of the Art in Theory and Method in Strategy Research, pp. 1160-1177.

Boztepe, Aysel. 2012. Green Marketing and Its Impact on Consumer Buying Behavior, Vol. 5 (1), pp. 5–21.

Calantone, Roger J., Jeffrey B. Schmidt and X. Michael Song. 1996. orgControllable Factors of New Product Success: A Cross-National Comparison. Marketing Science,Vol. 15, No. 4, pp. 341-358.

Camino, Jaime Rivera. 2007. Re-evaluating green marketing strategy: a stakeholder perspective. European Journal of Marketing Vol. 41 No. 11/12, pp. 1328-1358. DOI 10.1108/03090560710821206.

Cavallo, Marino and Piergiorgio Degli Esposti. 2012. Handbook of Green Communication and Marketing. Project Cofinanced by the European Regional Development Fund (ERDF). ISBN 978-88-568-4937-0.

Carroll, A.B. and Shabana, K.M. 2010. The business case for corporate social responsibility: a review of concepts, research and practice, International Journal of Management Reviews, Vol. 12 No. 1, pp. 85-105.

Chen, Chun-Shuo and Long-Yi Lin. 2011. A New Framework: Make Green Marketing Strategy go with Competitive Strategy. Journal of Global Business Management. Volume 7, Number 1.

Choudhary, Aparna and Samir Gokarn. 2013. Green Marketing: A Means For Sustainable Development. Journal of Arts, Science & Commerce. Vol. IV, Issue 3(3), pp. 26 – 32.

Clee, Mona A. and Robert A. Wicklund. 1980. Consumer Behavior and Psychological Reactance. Journal of Consumer Research, Vol. 6, No. 4, pp. 389 – 405.

Cronin, J. Joseph, Jr., Jeffery S. Smith, Mark R. Gleim, Edward Ramirez and Jennifer Dawn Martinez. 2010. Green marketing strategies: an examination of stakeholders and the opportunities they present. J. of the Acad. Mark. Sci. DOI 10.1007/s11747-010-0227-0.

Demirdjian, Z. S. 1983. Sales Effectiveness of Comparative Advertising: An Experimental Field Investigation. Journal of Consumer Research,Vol. 10, No. 3, pp. 362-364.

Eweje, G. 2011. A shift in corporate practice? Facilitating sustainability strategy in companies. Corporate Social Responsibility and Environmental Management, Vol. 18 No. 3, pp. 125-136

Finisterra do Paço, Arminda Maria and Rosa Reis. 2013. Factors Affecting Skepticism Toward Green Advertising. Journal of Advertising, vol. 41, no. 4, pp. 147–155. DOI: 10.2753/JOA0091-3367410410.

Gilbert, Andrew J. 2007. The Value of Green Marketing Education at the University of Wisconsin-La Crosse. Journal of Undergraduate Research X.

Glade, William P. and Jon G. Udell. 1968. The Marketing Concept and Economic Development: Peru. Journal of Inter-American Studies, Vol. 10, No. 4. pp. 533-546.

Grant, J. 2007. The green marketing manifesto. England: John Wiley & Sons Ltd.

Griffin, C. E., Melvin T. Copeland, F. E. Clark, Edward A. Filene, Theodore N. Beckman, Harry R. Tosdal and Carl N. Schmalz. 1928. Marketing. The American Economic Review, Vol. 18, No. 1, Supplement, Papers and Proceedings of the Fortieth Annual Meeting of the American Economic Association, pp. 17-28

Hammond, Kathy, A.S.C. Ehrenberg and G.J. Goodhardt. 1996. Market segmentation for competitive brands. European Journal of Marketing, Vol. 30 No. 12, 1996, pp. 39-49. http://dx.doi.org/10.1108/03090569610153291.

Haywood, Lorren Kirsty, Douglas Hartley Trotter, Kristy Faccer and Alan Colin Brent. 2013. The diversity of the practice of corporate sustainability An exploratory study in the South African business sector.

Jeuck, John E. 1953. Marketing Research Today: A Minority Report. The Journal of Business of the University of Chicago,Vol. 26, No. 2, pp. 84-90.

Johri, Lalit M. and Kanokthip Sahasakmontri. 1998. Green marketing of cosmetics and toiletries in Thailand. Journal of Consumer Marketing, Vol. 15 Iss 3 pp. 265 – 281. http://dx.doi.org/10.1108/07363769810219134.

Kahn, Kenneth B. and Matthew B. Myers. 2001. Framing marketing effectiveness as a process and outcome. www.sagepublications.com. Volume 5(4): 457–469 . DOI: 10.1177/1470593105058825. Online; http://mtq.sagepub.com/cgi/content/abstract/5/4/457.

Kalafatis SP, Pollard M, East R. and Tsogas M.H. 1999. Green Marketing and Ajzen's Theory of Planned Behaviour: A Cross-Marker Examination.The Journal of Consumer Marketing. 16(5): 441.

Kinoti, Mary Wanjiru. 2011. Green marketing Intervention Strategies and Sustainable Development: A Conceptual Paper. International Journal of Business and Social Science. Vol. 2, No. 23. Pp. 263 – 273.

Kirkpatrick, Jerry,. 1982. The Contributions of Marketing to Strategic Management. The Academy of Management Review, Vol. 6, No. 4. pp. 621-632.

Kotler, Philip. 2002. Marketing Management Millenium Edition Tenth Edition, Prentice-Hall, Inc. A Pearson Education Company Upper Saddle River, New Jersey.

Lehmann, Donald R., 2005. Journal Evolution and the Development of Marketing. Journal of Public Policy & Marketing. Vol. 24 (1). Pp. 137–142.

Lusch, Robert F., 2007. Marketing's Evolving Identity: Defining Our Future. American Marketing Association. Vol. 26 (2). Pp. 261–268.

Lyon, Leverett S., Edwin R. A. Seligman, Herbert P. Sheets, John G. Lonsdale,Harry R. Tosdal, Paul D. Converse and C. C. Hanch. 1927. Marketing. The American Economic Review, Vol. 17, No. 1, Supplement, Papers and Proceedingsof the Thirty-ninth Annual Meeting of the American Economic Association (Mar., 1927), pp.48-61

Mathur, L.K. and Mathur, I. 2000. An analysis of the wealth effects of green marketing strategies. Journal of Business Research, Vol. 50 No. 2, pp. 193-200.

Maxim, Andrei. 2009. Relationship Marketing – A New Paradigm In Marketing Theory And Practice. Analele Stiiniifice Ale Universităţii, Alexandru Ioan Cuza Din Iasi Tomul, LVI StiinNe Economice.

McKitterick. J. B. 1956. The Need for Basic Research in Marketing. Operations Research, Vol. 4, No. 4. pp. 460-467.

Mercer, A. 1969. Operational Marketing Research. The Journal of Industrial Economics,Vol. 18, No. 1, pp. 15 – 32.

Moini, H., Sorensen, O. J., Moini, H., Sorensen, O. J., & Szuchy-kristiansen, E., 2014. Adoption of green strategy by Danish firms. http://doi.org/10.1108/SAMPJ-01-2013-0003.

Mourad, Maha and Yasser Serag Eldin Ahmed., 2012. Perception of green brand in an emerging innovative market. European Journal of Innovation Management, Vol. 15 Iss 4 pp. 514 – 537. http://dx.doi.org/10.1108/14601061211272402.

Moisander, Johanna and Sinikka Pesonen., 2002. Narratives Of Sustainable Ways Of Living: Constructing The Self And The Other As A Green Consumer. Management Decision, Vol. 40 Iss 4 pp. 329 – 342. http://dx.doi.org/10.1108/00251740210426321.

Nanda, Rahul and Parul Khanna. 2011. A Historical Overview Of Marketing Strategies. International Journal of Multidisciplinary Research Vol.1 Issue 7.

Nandini and M. Deshpande. 2011. A Conceptual Framework on Green Marketing – A Tool For Sustainable Development. International Journal of Sales and Marketing Management. Vol. 1. Issue 1. Pp. 1 – 16.

Ottman, J., and Miller, D. S. 1999. Green Marketing. Electronic Green Journal.

Oyewole, Philemon. 2001. Social Costs of Environmental Justice Associated with the Practice of Green Marketing. Journal of Business Ethics, Vol. 29, No. 3, pp. 239-251.

Palmatier, Robert W. 2008. Relationship Marketing. Marketing Science Institute, 1000 Massachusetts Ave., Cambridge, MA.

Peattie, K. 1995. Environmental Marketing Management: Meeting the Green Challenge, Pitman, London.

Peattie,K. 2001. Towards sustainability: The third age of green marketing. The Marketing Review, 2(2), pp. 129-146.

Peattie, Ken and Andrew Crane. 2005. Green marketing: legend, myth, farce or prophesy?, Qualitative Market Research: An International Journal Vol. 8 No. 4, pp. 357-370. DOI 10.1108/13522750510619733.

Peter, J. Paul, Lawrence X. Tarpey and Sr. 1997. A Comparative Analysis of Three Consumer Decision Strategies. Journal of Consumer Research,Vol. 2, No. 1, pp. 29 – 37.

Polonsky, Michael Jay. 1994. An Introduction To Green Marketing. Electronic Green Journal, 1(2). UCLA Library, UC Los Angeles. Versi online: http://escholarship.org/uc/item/49n325b7.

Polonsky, M.J. 2011. Transformative green marketing: impediments and opportunities. Journal of Business Research, Vol. 64 No. 12, pp. 1311-1319

Porter, M.E. and van der Linde, C. 1995. Green and competitive, Harvard Business Review, September/October, pp. 120-34.

Pride W. M. and Ferrell O.C. 1993. Marketing 8th edition, Houghtun Mifflin Bostan M A

Preston L., 2001. Sustainability at Hewlett-Packard: from theory to practice. California Management Review, p. 26–36.

Richarme, Michael. 2005. Consumer Decision-Making Models, Strategies, and Theories, Oh My!. online; http://www.decisionanalyst.com/Downloads/ConsumerDecisionMaking.pdf.

Sarkar, Anirban. 2012. Green Marketing And Sustainable Developmentchallenges And Opportunities. International Journal of Marketing, Financial Services & Management Research. Vol.1 Issue 9.

Santiago, Andrea. 2013. On the road to sustainability entrepreneurship: Filipino case. World Journal of Entrepreneurship, Management and Sustainable Development Vol. 9 No. 4, 2013 pp. 255-271. DOI 10.1108/WJEMSD-01-2013-0002.

Saxena, Ravindra P. and Pradeep K. Khandelwal. 2008. Consumer attitude towards green marketing: an exploratory study. European Conference for Academic Disciplines. University of Wollongong in Dubai.

Schlegelmilch, Bodo B., Greg M. Bohlen and Adamantios Diamantopoulos. 1996. The Link Between Green Purchasing Decisions And Measures Of Environmental Consciousness. European Journal of Marketing, Vol. 30 No. 5, pp. 35-55.

Sheth, Jagdish N., 1967. A Review of Buyer Behavior. Management Science, Vol. 13, No. 12, Series B, Managerial. pp. B718-B756.

Sheth, Jagdish N. and Atul Parvatiyar. 1995. The Evolution of Relationship Marketing. International Business Review Vo|. 4, No. 4, pp. 397-418, 1995.

Shrivastava, Paul. 1995. Environmental Technologies and Competitive Advantage. Strategic Management Journal, Vol. 16, Special Issue: Technological Transformation and the New Competitive Landscape, pp. 183-200.

Straughan, Robert D. and James A. Roberts. 1999. Journal of Consumer Marketing, Vol. 16 Iss 6, pp. 558 – 575. http://dx.doi.org/10.1108/07363769910297506.

Wilson, Elizabeth J., Robert C. McMurrian and Arch G. Woodside. 2001. How Buyers Frame Problems: Revisited. Psychology & Marketing, Vol. 18(6):617-655.

Yakup, Durmaz and Zengin Sevil. 2011. Theoretical Approach To Concept Of Green Marketing. Interdisciplinary Journal Of Contemporary Research In Business. Vol. 3, No. 2. Pp. 1808 – 1814.

Yazdanifard, R., and Mercy, I. E. 2011. The impact of Green Marketing on Customer satisfaction and Environmental safety, International Conference on Computer Communication and Management. Vol. 5, pp. 637–641.