

BAB V

PENUTUP

5.1 Pengantar

Pada bab lima penulis akan mengulas terkait kesimpulan dari hasil penelitian yang telah dilakukan. Pertama, akan diawali dengan kesimpulan mengenai temuan utama dalam penelitian ini. Selanjutnya, peneliti akan membahas tentang implikasi manajerial sebagai pertimbangan untuk pelaku bisnis dalam mengembangkan bisnisnya. Terakhir, peneliti akan membahas kendala atau keterbatasan dari penelitian yang dapat dijadikan sebagai saran untuk penelitian yang akan datang.

5.2 Kesimpulan

Pada bagian ini akan diuraikan kesimpulan topik yang telah diangkat dalam penelitian ini. Adapun variabel yang terpilih dalam penelitian ini adalah ecolabel, merek dan kemasan hijau, iklan hijau, harga hijau, menanamkan citra lingkungan, kepedulian dan keyakinan lingkungan, dan perilaku lingkungan konsumen. Tujuan penelitian ini adalah untuk menganalisis pengaruh ecolabel, merek dan kemasan hijau, iklan hijau, harga hijau, menanamkan citra lingkungan, dan kepedulian dan keyakinan lingkungan terhadap perilaku lingkungan konsumen.

Berdasarkan hasil penelitian yang telah dilakukan diperoleh responden sebanyak 141 orang responden yang telah memenuhi kriteria. Responden didominasi oleh perempuan sebanyak 134 orang dan laki-laki sebanyak 7 orang. Usia rata-rata responden dalam penelitian ini didominasi oleh responden yang

berusia 22-26 sebanyak 75 orang dan sisanya sebanyak 66 orang merupakan responden dengan rata-rata usia 17-21 tahun, 27-31 tahun, dan > 31 tahun. Berdasarkan rata-rata penghasilan atau uang saku per bulan didominasi oleh responden yang memiliki rata-rata penghasilan atau uang saku per bulan sebesar > Rp 2.000.000 yaitu sebanyak 48 orang. Peneliti menemukan ada sebanyak 141 orang responden yang mengetahui *Love Beauty and Planet* merupakan produk ramah lingkungan. Berdasarkan frekuensi pembelian atau penggunaan produk didominasi oleh responden yang membeli atau menggunakan produk *Love Beauty and Planet* sebanyak 1-3 kali sebesar 74,5%. Responden cenderung membeli produk sampo dengan persentase sebesar 68,8% dari keseluruhan jawaban.

Berdasarkan hasil penelitian yang telah dilakukan, peneliti menemukan bahwa variabel merek dan kemasan hijau berpengaruh positif dan memiliki signifikansi paling tinggi terhadap perilaku lingkungan konsumen. Hal ini menunjukkan bahwa merek hijau dan kemasan mudah terurai (biodegradable) yang dimiliki *Love Beauty and Planet* berhasil mendorong perilaku lingkungan konsumen untuk membeli produk tersebut. Variabel harga hijau juga berpengaruh positif dan signifikan terhadap perilaku lingkungan konsumen. Hal ini menunjukkan bahwa konsumen bersedia membayar harga yang lebih tinggi untuk produk *Love Beauty and Planet* karena diproduksi dengan cara ekologis dan sebagai bentuk kontribusi terhadap lingkungan. Variabel iklan hijau berpengaruh positif dan signifikan terhadap variabel perilaku lingkungan konsumen. Hal ini menunjukkan bahwa iklan hijau pada produk *Love Beauty and Planet* berhasil menunjukkan kredibilitasnya pada konsumen. Konten yang disampaikan melalui

iklan hijau terkait produk *Love Beauty and Planet* berkaitan dengan konsumen dan memberi kesan yang baik di benak konsumen sehingga mendorong konsumen untuk mengadopsi pola pembelian hijau.

Selain itu, peneliti juga menemukan beberapa variabel yang tidak mempengaruhi perilaku lingkungan konsumen. Pertama, variabel ekolabel tidak berpengaruh dan merupakan variabel yang sangat tidak signifikan terhadap perilaku lingkungan konsumen. Hal ini melaporkan bahwa sekalipun ekolabel pada produk *Love Beauty and Planet* memberi informasi yang jelas, akurat, menarik dan mengidentifikasi *Love Beauty and Planet* sebagai produk hijau kepada konsumen, namun tidak berhasil mendorong perilaku lingkungan konsumen untuk membeli produk tersebut. Kemudian, variabel menanamkan citra lingkungan tidak berpengaruh dan tidak signifikan terhadap perilaku lingkungan konsumen. Hal ini berarti visibilitas atau kejelasan tentang cara produk *Love Beauty and Planet* dipasarkan belum mampu mempengaruhi perilaku lingkungan konsumen dalam membeli produk. Terakhir, variabel kepedulian dan keyakinan lingkungan tidak berpengaruh dan tidak signifikan terhadap perilaku lingkungan konsumen. Hal ini menunjukkan bahwa kepedulian dan keyakinan lingkungan yang dimiliki konsumen belum dapat menggambarkan perilaku lingkungan konsumen pada produk *Love Beauty and Planet* karena konsumen mungkin sadar dan peduli pada lingkungan tetapi tidak ditunjukkan melalui tindakan.

5.3 Implikasi Manajerial

Berdasarkan hasil penelitian yang telah dilakukan, maka implikasi manajerial yang dapat diberikan adalah sebagai berikut:

1. *Love Beauty and Planet* harus meningkatkan kinerja pemasaran hijau melalui ekolabel. Hal ini disebabkan karena ekolabel tidak mempengaruhi perilaku lingkungan konsumen. Sebaiknya, informasi yang disampaikan pada ekolabel produk harus mudah dimengerti konsumen, relevan, dan akurat sehingga konsumen lebih mudah mengidentifikasikan *Love Beauty and Planet* sebagai produk ramah lingkungan. Cara pemasaran yang relevan dengan gaya hidup konsumen akan membuat dan mendorong niat beli konsumen untuk membeli produk *Love Beauty and Planet*.
2. *Love Beauty and Planet* harus mempertahankan kredibilitasnya terkait merek dan kemasan hijau yang telah diciptakan dengan menciptakan lebih banyak varian produk yang mudah didaur ulang, hemat energi, alami dan sesuai kebutuhan konsumen. Hal ini disebabkan karena hasil penelitian melaporkan bahwa merek dan kemasan hijau dapat mempengaruhi perilaku konsumen untuk membeli produk *Love Beauty and Planet*.
3. Karena iklan hijau berpengaruh positif dan signifikan terhadap perilaku lingkungan konsumen maka, *Love Beauty and Planet* harus membuat cara yang lebih efektif dan kreatif terkait iklan hijau. Pelaku bisnis dapat melibatkan tokoh publik dan *influencer* yang memang memiliki gaya hidup hijau untuk mempromosikan produknya. Hal ini dilakukan untuk menjaga kredibilitas iklan hijau dibenak konsumen.

4. *Love Beauty and Planet* sebaiknya mempertahankan keunggulan produknya melalui harga yang ditawarkan pada konsumen. Harga produk yang terjangkau dengan kualitas dan cara produksi yang ekologis mampu mendorong perilaku lingkungan konsumen karena konsumen berpikir bahwa tindakan yang dilakukan merupakan cara untuk berkontribusi pada lingkungan.
5. *Love Beauty and Planet* harus meningkatkan citra lingkungannya di mata konsumen. Hal ini disebabkan karena citra lingkungan yang dimiliki *Love Beauty and Planet* tidak mempengaruhi perilaku lingkungan konsumen. Sebaiknya, *Love Beauty and Planet* lebih menunjukkan visibilitas atau kejelasan tentang cara produk dipasarkan kepada konsumen.
6. Karena kepedulian dan keyakinan lingkungan tidak berpengaruh terhadap perilaku lingkungan konsumen, maka *Love Beauty and Planet* harus menciptakan cara yang kreatif untuk mengajak konsumen berkontribusi pada lingkungan seperti membuat kampanye lingkungan di sosial media untuk mengajak dan mengedukasi konsumen tentang pentingnya tindakan untuk memelihara kondisi lingkungan demi masa depan bumi.

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LAMPIRAN 1
PILOT STUDY

Pilot Study

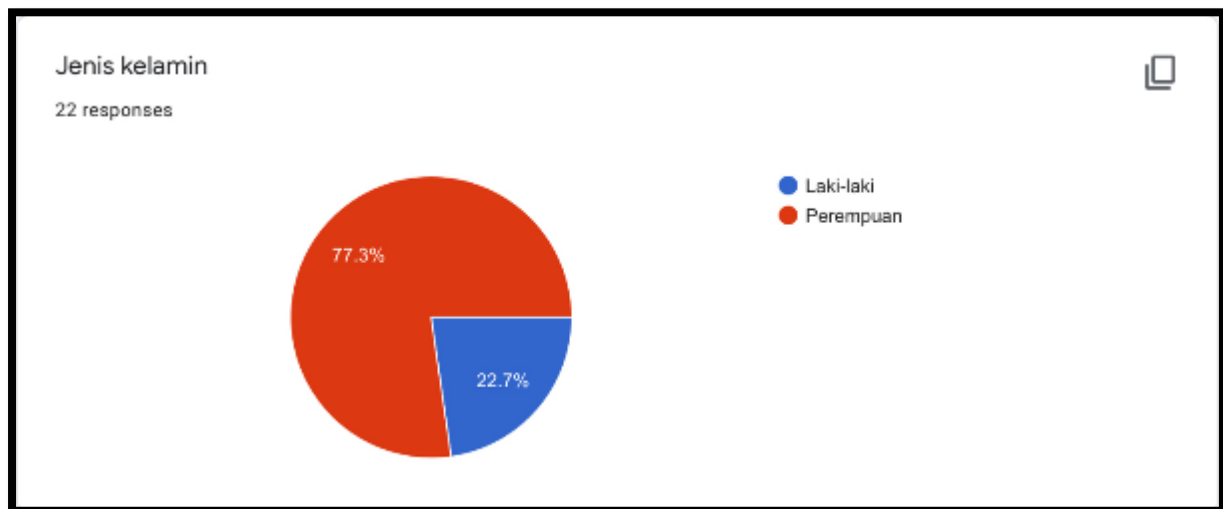
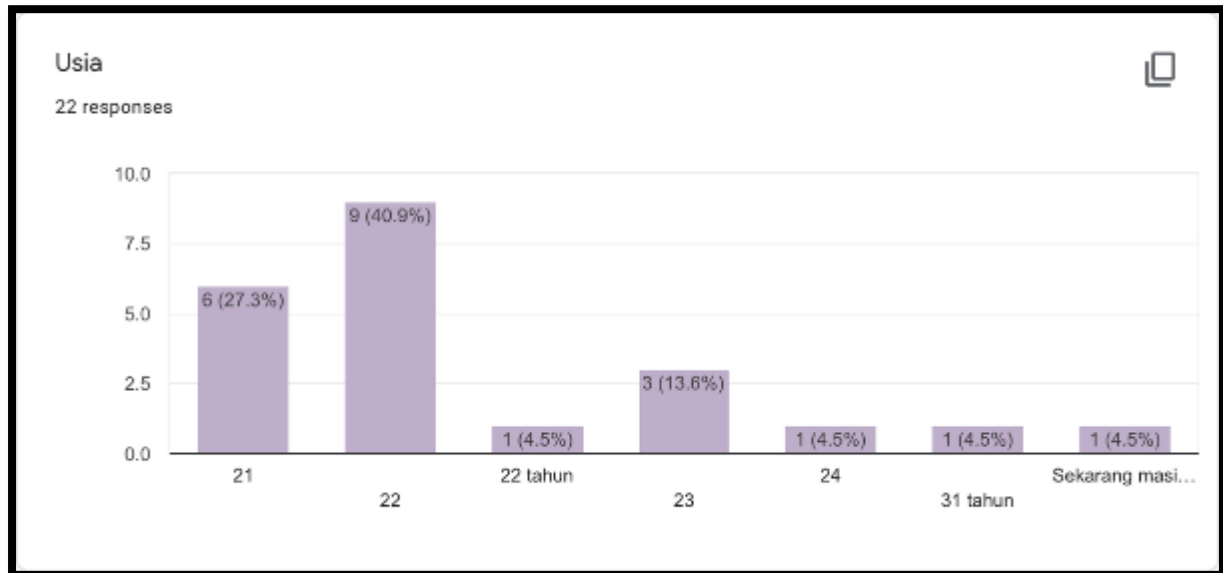
Tujuan dari *pilot study* ini adalah untuk mengetahui pengaruh ecolabel, merek hijau, iklan hijau, harga hijau, menanamkan citra lingkungan, dan kepedulian dan keyakinan lingkungan terhadap perilaku lingkungan konsumen pada produk *Love Beauty and Planet*. Berdasarkan hasil, terdapat 22 responden (17 perempuan dan 5 laki-laki) dengan kisaran usia 21 sampai 31 tahun. Dapat disimpulkan bahwa responden membeli/menggunakan produk *Love Beauty and Planet* karena produk mudah diidentifikasi sebagai produk ramah lingkungan melalui kemasan produk dan *brand image*. Responden membeli produk *Love Beauty and Planet* karena didorong oleh iklan hijau (*green advertising*) dan mereka rela membayar harga lebih tinggi untuk produk *Love Beauty and Planet* karena diproduksi dengan cara ekologis. Responden menyadari bahwa manusia harus hidup selaras dengan alam untuk bertahan hidup, tetapi tidak didorong oleh tindakan mereka untuk mendaur ulang produk. Jadi, ecolabel, merek hijau, iklan hijau, harga hijau, menanamkan citra lingkungan berpengaruh pada perilaku pembelian ramah lingkungan konsumen terhadap produk *Love Beauty and Planet*, sedangkan kepedulian dan keyakinan lingkungan tidak mempengaruhi perilaku lingkungan konsumen untuk membeli produk *Love Beauty and Planet*.

Pertanyaan:

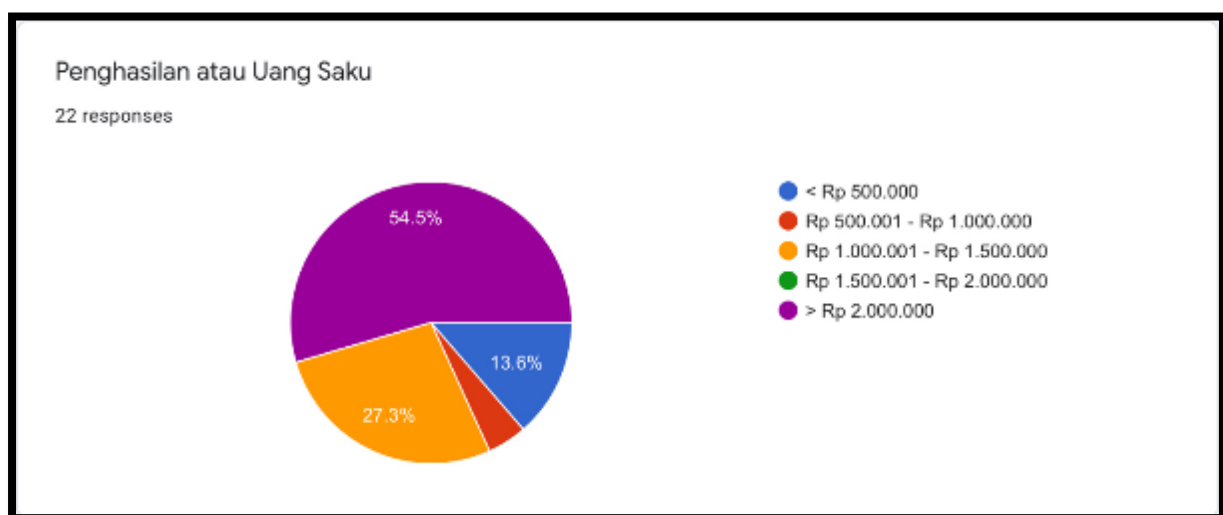
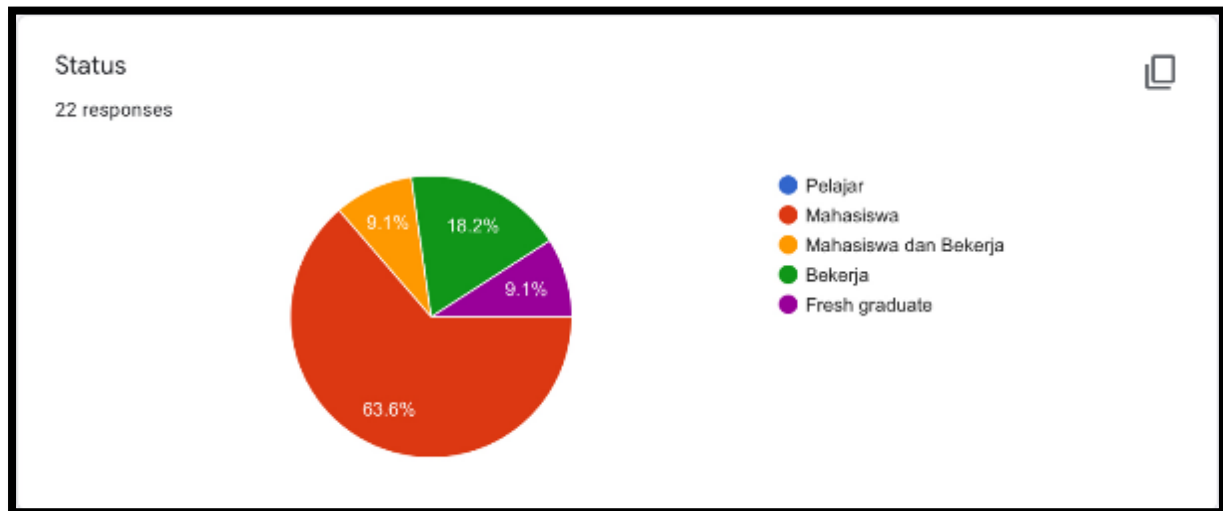
1. Usia :
2. Jenis kelamin :
 - a. Laki-laki
 - b. Perempuan
3. Status:
 - a. Pelajar
 - b. Mahasiswa
 - c. Mahasiswa dan Bekerja
 - d. Bekerja
4. Penghasilan atau Uang Saku :
 - a. < Rp 500.000
 - b. Rp 500.001 – Rp 1.000.000
 - c. Rp 1.000.001 – Rp 1.500.000
 - d. Rp 1.500.001 – Rp 2.000.000
 - e. > Rp 2.000.000
5. Berapa kali Anda menggunakan produk Love Beauty and Planet?
 - a. 1 kali
 - b. 2 kali
 - c. 3-5 kali
 - d. > 5 kali
6. Berapa kali Anda membeli produk Love Beauty and Planet?
 - a. 1 kali
 - b. 2 kali
 - c. 3-5 kali
 - d. > 5 kali
7. Apa alasan Anda membeli/menggunakan produk Love Beauty and Planet?
8. Apakah menurut Anda produk Love Beauty and Planet merupakan produk ramah lingkungan?
 - a. Ya
 - b. Tidak

9. Apakah mudah bagi Anda untuk mengidentifikasi Love Beauty and Planet sebagai produk ramah lingkungan?
 - a. Ya
 - b. Tidak
10. Apakah menurut Anda mengetahui informasi pada pengemasan produk Love Beauty and Planet merupakan kriteria penting?
 - a. Ya
 - b. Tidak
11. Apakah iklan hijau atau green advertising mendorong Anda untuk membeli produk Love Beauty and Planet?
 - a. Ya
 - b. Tidak
12. Apakah Anda rela membayar produk Love Beauty and Planet dengan harga yang lebih tinggi karena diproduksi dengan cara ekologis?
 - a. Ya
 - b. Tidak
13. Apakah menurut Anda produk Love Beauty and Planet harus memiliki citra lingkungan?
 - a. Ya
 - b. Tidak
14. Apakah menurut Anda manusia harus hidup selaras dengan alam untuk dapat bertahan hidup?
 - a. Ya
 - b. Tidak
15. Apakah Anda mendaur ulang kemasan Love Beauty and Planet?
 - a. Ya
 - b. Tidak

Berdasarkan hasil, terdapat 22 responden (17 perempuan dan 5 laki-laki) dengan kisaran usia 21 sampai 31 tahun



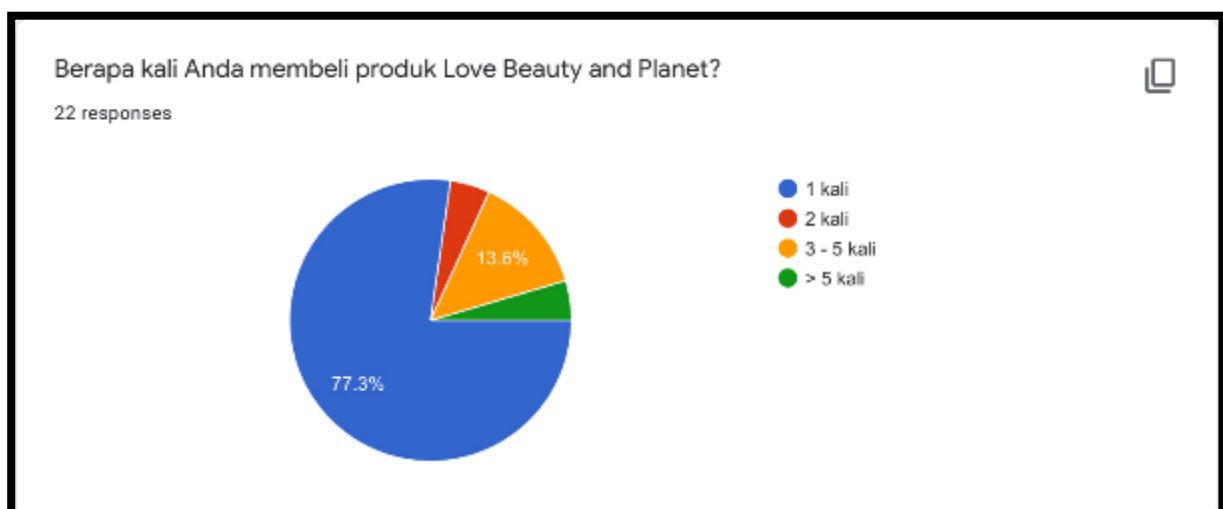
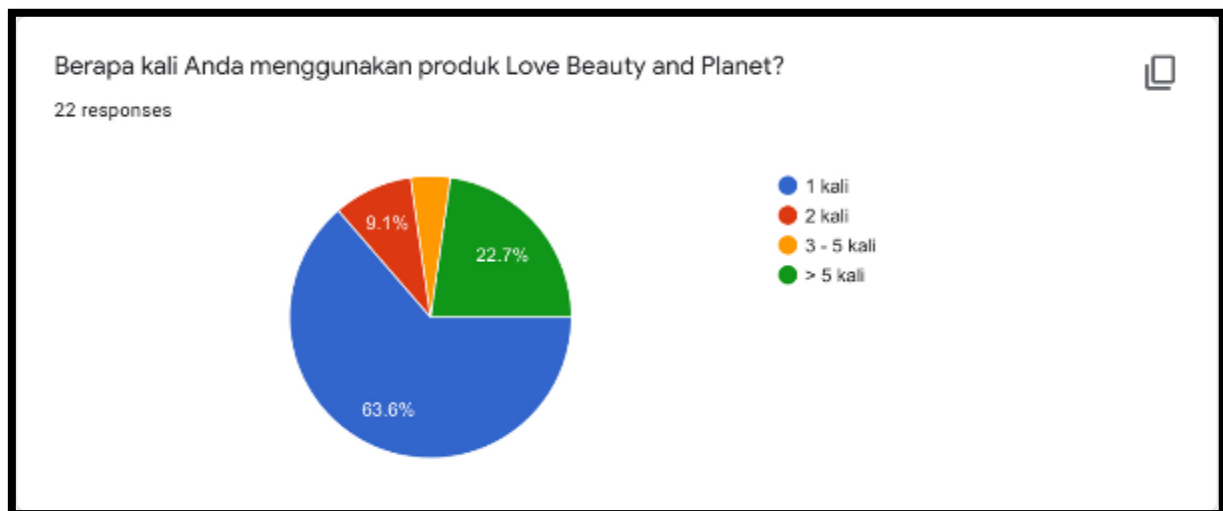
Dari 22 responden, sebagian besar ialah mahasiswa (63,6%). Kemudian responden dengan status bekerja (18,2%), mahasiswa dan bekerja (9,1%) dan *fresh graduate* (9,1%). Sebagian besar responden memiliki penghasilan atau uang saku per bulan > Rp 2.000.000 (54,5%)



Ada sebanyak 63,6% responden yang menggunakan produk Love Beauty and Planet sebanyak 1 kali

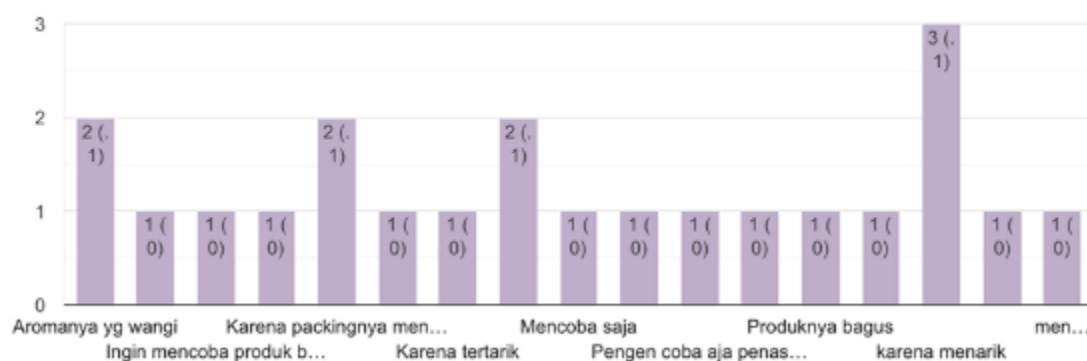
Ada sebanyak 77,3 % responden yang membeli produk Love Beauty and Planet sebanyak 1 kali.

Alasan responden membeli/menggunakan produk Love Beauty and Planet ialah karena aroma produk wangi, rasa penasaran mencoba produk, kualitas produk, dan produk menarik.



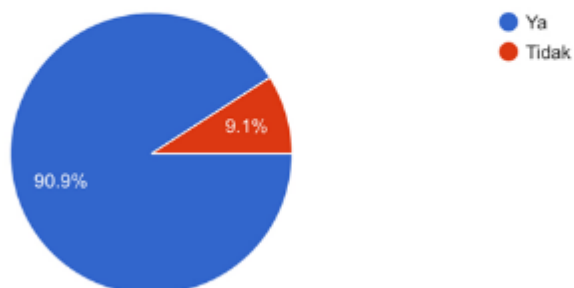
Apa alasan Anda membeli/menggunakan produk Love Beauty and Planet?

22 responses



Apakah menurut Anda produk Love Beauty and Planet merupakan produk ramah lingkungan?

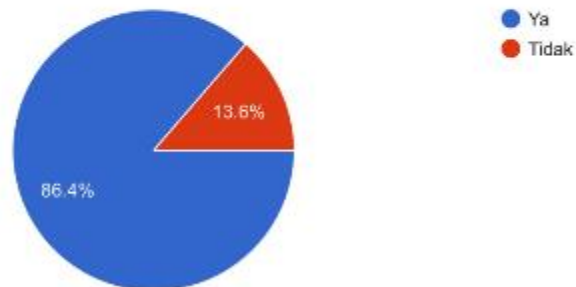
22 responses



Apakah mudah bagi Anda untuk mengidentifikasi produk Love Beauty and Planet sebagai produk ramah lingkungan?



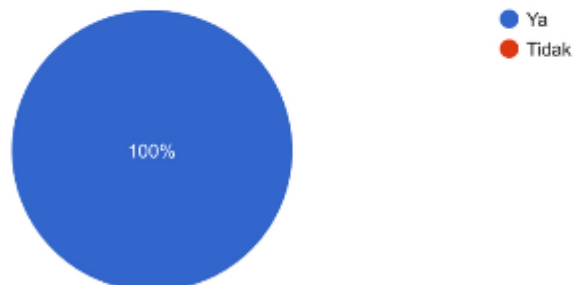
22 responses



Apakah menurut Anda mengetahui informasi pada pengemasan produk Love Beauty and Planet merupakan kriteria penting?

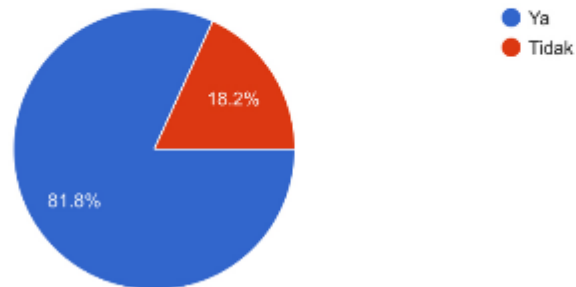


22 responses



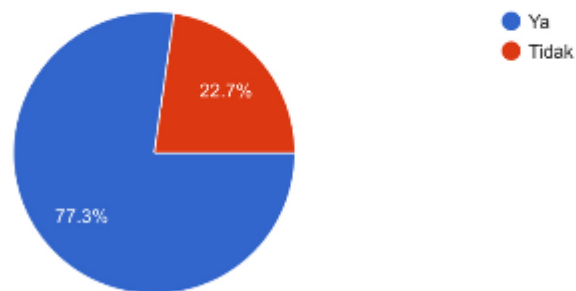
Apakah iklan hijau atau green advertising mendorong Anda untuk membeli produk Love Beauty and Planet?

22 responses



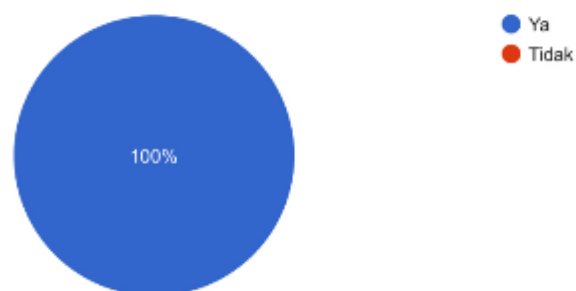
Apakah Anda rela membayar produk Love Beauty and Planet dengan harga yang lebih tinggi karena diproduksi dengan cara ekologis?

22 responses

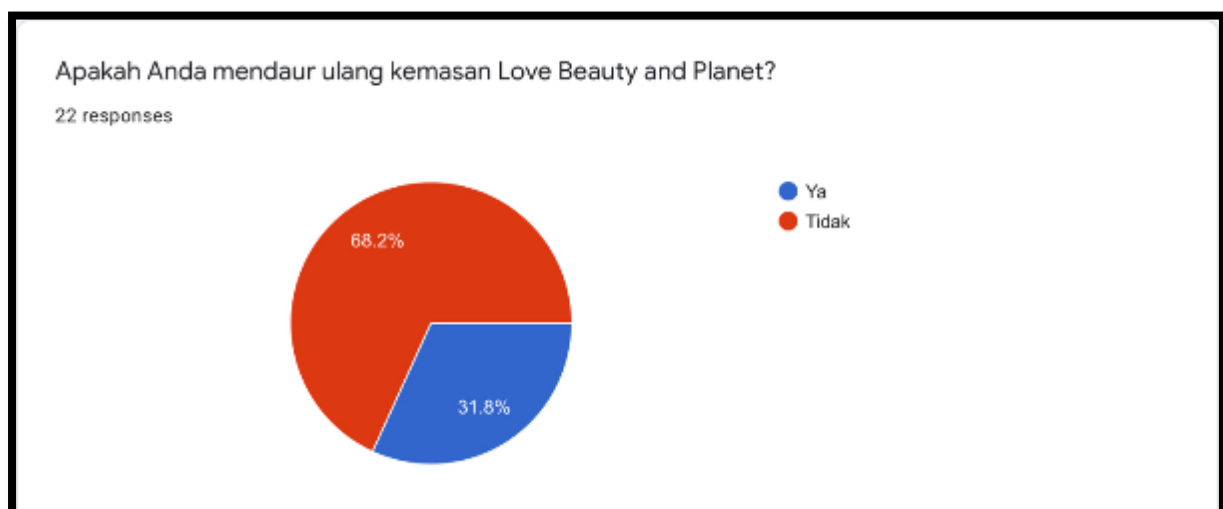


Apakah menurut Anda produk Love Beauty and Planet harus memiliki citra lingkungan?

22 responses



Sebanyak 95,5% responden menyatakan “Ya” bahwa manusia harus hidup selaras dengan alam untuk bertahan hidup. Namun, terdapat hanya 31,8 % yang mendaur ulang kemasan Love Beauty and Planet. Ada 68,2 % responden yang memilih tidak mendaur ulang kemasan Love Beauty and Planet.



LAMPIRAN 2

KUESIONER

KUESIONER

Bagian I: Profil Responden

1. Usia :
 - a. 17-21 tahun
 - b. 22-26 tahun
 - c. 27-31 tahun
 - d. > 31 tahun
2. Jenis kelamin :
 - a. Laki-laki
 - b. Perempuan
3. Pekerjaan:
 - Pelajar
 - Mahasiswa
 - Karyawan Swasta
 - Wiraswasta
 - Pegawai Negeri
 - Lainnya
4. Rata-rata penghasilan atau uang saku per bulan :
 - a. $\leq$ Rp 500.000
 - b. Rp 500.001 – Rp 1.000.000
 - c. Rp 1.000.001 – Rp 1.500.000
 - d. Rp 1.500.001 – Rp 2.000.000
 - e. > Rp 2.000.000

Bagian II: Pertanyaan Umum/Filter

Berikut ini adalah beberapa produk *Love Beauty and Planet*



Sumber : www.narrativeofbeauty.com

1. Apakah anda mengetahui produk *Love Beauty and Planet*?
 - a. Ya
 - b. Tidak (jika tidak silakan berhenti sampai di sini)



Sumber: lovebeautyandplanet.com

2. Apakah anda mengetahui bahwa produk *Love Beauty and Planet* merupakan produk ramah lingkungan?
 - a. Ya
 - b. Tidak
3. Apakah anda pernah membeli/menggunakan produk *Love Beauty and Planet*?
 - a. Ya
 - b. Tidak

4. Berapa kali Anda pernah membeli/menggunakan produk *Love Beauty and Planet*?
- 1-3 kali
 - 4-6 kali
 - > 6 kali
5. Apa saja jenis produk *Love Beauty and Planet* yang pernah anda beli?
- Sampo
 - Kondisioner
 - Sabun mandi (Body Wash)
 - Losion Badan (Body Lotion)
 - Pembersih wajah (Cleansers)
 - *Scrub*
 - *Sheet mask*
 - *Hand cream*

Bagian III: Pertanyaan mengenai variabel penelitian

NO.	Pernyataan	STS	TS	N	S	SS
Ekolabel						
1.	Ekolabel pada produk <i>Love Beauty and Planet</i> menarik perhatian saya					
2.	Tersedia informasi yang cukup tentang ecolabel pada produk <i>Love Beauty and Planet</i>					
3.	Saya merasa ecolabel pada produk <i>Love Beauty and Planet</i> mudah dibaca					
4.	<i>Love Beauty and Planet</i> dipasarkan dengan cara yang menarik dan relevan dengan gaya hidup saya					
5.	Informasi tentang ecolabel pada produk <i>Love Beauty and Planet</i> akurat					
6.	Mudah untuk mengidentifikasi produk <i>Love Beauty and Planet</i> sebagai produk hijau					
Merek dan Kemasan Hijau						
1.	Informasi pada kemasan produk <i>Love Beauty and Planet</i> merupakan kriteria penting bagi saya					

2.	Penting bagi saya untuk mendaur ulang kemasan produk <i>Love Beauty and Planet</i> setelah digunakan					
3.	Kemasan <i>biodegradable</i> (mudah terurai) pada produk <i>Love Beauty and Planet</i> merupakan pertimbangan penting bagi saya					
4.	Saya merasa senang membeli produk <i>Love Beauty and Planet</i> yang membantu mengurangi kerusakan lingkungan					
5.	Saya percaya pada produk-produk bermerek hijau yang terkenal seperti <i>Love Beauty and Planet</i>					
Iklan Hijau						
1.	Iklan hijau harus mempromosikan produk <i>Love Beauty and Planet</i> dengan cara yang kredibel					
2.	Konten iklan lingkungan pada produk <i>Love Beauty and Planet</i> menawarkan hal yang berkaitan dan mengesankan bagi saya					
3.	Iklan lingkungan yang menarik akan mendorong saya untuk mengadopsi pola pembelian hijau					
4.	Saya mengakui bahwa iklan lingkungan pada produk <i>Love Beauty and Planet</i> tidak berlebihan atau dibesar-besarkan					
Harga Hijau						
1.	Saya menerima kebenaran bahwa sebagian dari harga produk <i>Love Beauty and Planet</i> ditujukan untuk mengatasi permasalahan lingkungan untuk lingkungan yang layak					
2.	Produk <i>Love Beauty and Planet</i> penting untuk mengatasi lingkungan					
3.	Hal yang pantas membayar harga yang lebih tinggi untuk produk <i>Love Beauty and Planet</i> yang diproduksi dengan cara ekologis					

Menanamkan Citra Lingkungan					
1.	Produk <i>Love Beauty and Planet</i> harus memiliki citra lingkungan				
2.	Harus ada lebih banyak visibilitas atau kejelasan tentang cara produk <i>Love Beauty and Planet</i> dipasarkan				
Kepedulian dan Keyakinan Lingkungan					
1.	Bumi mendekati batas jumlah orang yang dapat dihidupinya				
2.	Keseimbangan alam sensitif dan mudah terganggu				
3.	Manusia berhak mengubah lingkungan alam sesuai dengan kebutuhan manusia				
4.	Campur tangan manusia dengan alam sering kali menimbulkan bencana				
5.	Pada dasarnya, tumbuhan dan hewan ada untuk digunakan oleh manusia				
6.	Manusia harus mengendalikan pertumbuhan industri untuk mempertahankan ekonomi yang sehat				
7.	Manusia harus hidup selaras dengan alam agar dapat bertahan hidup				
8.	Manusia perlu beradaptasi dengan lingkungan alam				
9.	Ada batasan-batasan untuk pelaku industri dapat berkembang				
10.	Umat manusia menyalahgunakan lingkungan				
Perilaku Lingkungan Konsumen					
1.	Saya menggunakan <i>Love Beauty and Planet</i> dengan alasan dapat terurai secara hayati				
2.	Saya menghindari membeli produk yang mengandung aerosol				
3.	Saya membaca label <i>Love Beauty and Planet</i> untuk melihat apakah isinya aman bagi lingkungan				
4.	Saya membeli <i>Love Beauty and Planet</i> dengan alasan dibuat dan dikemas dengan material yang dapat didaur ulang				

5.	Saya membeli <i>Love Beauty and Planet</i> dengan alasan kemasannya dapat diisi ulang					
6.	Saya membeli produk dari perusahaan yang bertanggung jawab terhadap lingkungan					
7.	Saya mendaur ulang botol/kemasan <i>Love Beauty and Planet</i>					
8.	Saya membawa tas sendiri ketika membeli <i>Love Beauty and Planet</i> ke supermarket					
9.	Saya membeli <i>Love Beauty and Planet</i> sebagai bentuk tidak langsung dengan menyumbangkan uang untuk masalah lingkungan					

LAMPIRAN 3
KUESIONER DARING

Dampak Pemasaran Hijau pada Pola Pembelian Konsumen dan Pengambilan Keputusan pada Produk Love Beauty and Planet

Halo!

Perkenalkan, saya Dayana Mareta Sidabutar, mahasiswi program studi Manajemen, Fakultas Bisnis dan Ekonomika Universitas Atma Jaya Yogyakarta. Saat ini, saya sedang melakukan penelitian mengenai "Dampak Pemasaran Hijau pada Pola Pembelian Konsumen dan Pengambilan Keputusan pada Produk Love Beauty and Planet".

Berikut kriteria responden yang dibutuhkan untuk mengisi kuesioner ini:

1. Usia > 17 tahun
2. Mengetahui produk Love Beauty and Planet sebagai produk ramah lingkungan
3. Pernah membeli atau menggunakan produk Love Beauty and Planet

Saya berharap saudara/i bersedia meluangkan waktunya untuk mengisi kuesioner ini. Apabila terdapat pertanyaan terkait penelitian ini, saudara/i dapat menghubungi peneliti melalui instagram : @daymareta

Terima kasih

Next



Profil Responden

Usia *

- ☐ 17 - 21 Tahun
- ☐ 22 - 26 Tahun
- ☐ 27 - 31 Tahun
- ☐ > 31 Tahun

Jenis Kelamin *

- ☐ Laki-laki
- ☐ Perempuan

Pekerjaan *

- ☐ Pelajar
- ☐ Mahasiswa
- ☐ Karyawan Swasta
- ☐ Wiraswasta
- ☐ Pegawai Negeri
- ☐ Other: _____

Rata-rata penghasilan atau uang saku per bulan *

- ☐ ≤ Rp 500.000
- ☐ Rp 500.001 – Rp 1.000.000
- ☐ Rp 1.000.001 – Rp 1.500.000
- ☐ Rp 1.500.001 – Rp 2.000.000
- ☐ > Rp 2.000.000



Pertanyaan Umum/Filter

Love Beauty and Planet merupakan produk body care dengan konsep ramah lingkungan dari Unilever. Produk ini diciptakan menggunakan bahan kandungan yang natural, tidak membahayakan atau membunuh hewan (cruelty free), bebas paraben dan silikon, mudah terurai (biodegradable), dan memiliki formulasi vegan yang disertifikasi oleh The European Vegetarian Union (EVU).

Berikut ini adalah beberapa produk Love Beauty and Planet



Apakah anda mengetahui produk Love Beauty and Planet? *

- ☐ Ya
- ☐ Tidak (jika tidak silakan berhenti sampai di sini)



Apakah anda mengetahui bahwa produk Love Beauty and Planet merupakan produk ramah lingkungan? *



- ☐ Ya
- ☐ Tidak

Apakah anda pernah membeli/menggunakan produk Love Beauty and Planet? *

- ☐ Ya
- ☐ Tidak

Berapa kali Anda pernah membeli/menggunakan produk Love Beauty and Planet? *

- ☐ 1 - 3 kali
- ☐ 4 - 6 kali
- ☐ > 6 kali



and Planet? *

- ☐ Ya
- ☐ Tidak

Berapa kali Anda pernah
membeli/menggunakan produk Love Beauty
and Planet? *

- ☐ 1 - 3 kali
- ☐ 4 - 6 kali
- ☐ > 6 kali

Apa saja jenis produk Love Beauty and
Planet yang pernah Anda beli/gunakan? *

- ☐ Sampo
- ☐ Kondisioner
- ☐ Sabun mandi (Body Wash)
- ☐ Losion Badan (Body Lotion)
- ☐ Pembersih wajah (Cleansers)
- ☐ Scrub
- ☐ Sheet Mask
- ☐ Hand cream



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Ekolabel

Deskripsi Skala Likert:

- 1 - Sangat Tidak Setuju
- 2 - Tidak Setuju
- 3 - Netral
- 4 - Setuju
- 5 - Sangat Setuju

Ekolabel pada produk Love Beauty and Planet menarik perhatian saya *

1	2	3	4	5
☐	☐	☐	☐	☐

Tersedia informasi yang cukup tentang ekolabel pada produk Love Beauty and Planet *

1	2	3	4	5
☐	☐	☐	☐	☐

Saya merasa ekolabel pada produk Love Beauty and Planet mudah dibaca *

1	2	3	4	5
☐	☐	☐	☐	☐



Love Beauty and Planet dipasarkan dengan cara yang menarik dan relevan dengan gaya hidup saya *

1	2	3	4	5
☐	☐	☐	☐	☐

Informasi tentang ecolabel pada produk Love Beauty and Planet akurat *

1	2	3	4	5
☐	☐	☐	☐	☐

Mudah untuk mengidentifikasi produk Love Beauty and Planet sebagai produk hijau *

1	2	3	4	5
☐	☐	☐	☐	☐

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Merek dan Kemasan Hijau

Deskripsi Skala Likert:

- 1 - Sangat Tidak Setuju
- 2 - Tidak Setuju
- 3 - Netral
- 4 - Setuju
- 5 - Sangat Setuju

Informasi pada kemasan produk Love Beauty and Planet merupakan kriteria penting bagi saya *

1	2	3	4	5
☐	☐	☐	☐	☐

Penting bagi saya untuk mendaur ulang kemasan produk Love Beauty and Planet setelah digunakan *

1	2	3	4	5
☐	☐	☐	☐	☐

Kemasan biodegradable (mudah terurai) pada produk Love Beauty and Planet merupakan pertimbangan penting bagi saya *

1	2	3	4	5
☐	☐	☐	☐	☐



Saya merasa senang membeli produk Love Beauty and Planet yang membantu mengurangi kerusakan lingkungan *

1 2 3 4 5

☐ ☐ ☐ ☐ ☐

Saya percaya pada produk-produk bermerek hijau yang terkenal seperti Love Beauty and Planet *

1 2 3 4 5

☐ ☐ ☐ ☐ ☐

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Iklan Hijau

Deskripsi Skala Likert:

- 1 - Sangat Tidak Setuju
- 2 - Tidak Setuju
- 3 - Netral
- 4 - Setuju
- 5 - Sangat Setuju

Iklan hijau harus mempromosikan produk Love Beauty and Planet dengan cara yang kredibel *

1	2	3	4	5
☐	☐	☐	☐	☐

Konten iklan lingkungan pada produk Love Beauty and Planet menawarkan hal yang berkaitan dan mengesankan bagi saya *

1	2	3	4	5
☐	☐	☐	☐	☐



Iklan lingkungan yang menarik akan mendorong saya untuk mengadopsi pola pembelian hijau *

1	2	3	4	5
☐	☐	☐	☐	☐

Saya mengakui bahwa iklan lingkungan pada produk Love Beauty and Planet tidak berlebihan atau dibesar-besarkan *

1	2	3	4	5
☐	☐	☐	☐	☐

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Section 7 of 10

Harga Hijau

Deskripsi Skala Likert:

1 - Sangat Tidak Setuju

2 - Tidak Setuju

3 - Netral

4 - Setuju

5 - Sangat Setuju

Saya menerima kebenaran bahwa sebagian dari harga produk Love Beauty and Planet ditujukan untuk mengatasi permasalahan lingkungan untuk lingkungan yang layak

1	2	3	4	5
☐	☐	☐	☐	☐

Produk Love Beauty and Planet penting untuk mengatasi

1	2	3	4	5
☐	☐	☐	☐	☐

Hal yang pantas membayar harga yang lebih tinggi untuk produk Love Beauty and Planet yang diproduksi dengan cara ekologis

1	2	3	4	5
☐	☐	☐	☐	☐

After section 7 Continue to next section

Section 8 of 10

Menanamkan Citra Lingkungan

Deskripsi Skala Likert:

1 - Sangat Tidak Setuju

Menanamkan Citra Lingkungan

Deskripsi Skala Likert:

- 1 - Sangat Tidak Setuju
- 2 - Tidak Setuju
- 3 - Netral
- 4 - Setuju
- 5 - Sangat Setuju

Produk Love Beauty and Planet harus memiliki citra lingkungan *

1	2	3	4	5
☐	☐	☐	☐	☐

Harus ada lebih banyak visibilitas atau kejelasan tentang cara produk Love Beauty and Planet dipasarkan *

1	2	3	4	5
☐	☐	☐	☐	☐

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Kepedulian dan Keyakinan Lingkungan

Deskripsi Skala Likert:
1 - Sangat Tidak Setuju
2 - Tidak Setuju
3 - Netral
4 - Setuju
5 - Sangat Setuju

Bumi mendekati batas jumlah orang yang dapat dihidupinya *

1	2	3	4	5
☐	☐	☐	☐	☐

Keseimbangan alam sensitif dan mudah terganggu *

1	2	3	4	5
☐	☐	☐	☐	☐

Manusia berhak mengubah lingkungan alam sesuai dengan kebutuhan manusia *

1	2	3	4	5
☐	☐	☐	☐	☐



Campur tangan manusia dengan alam
sering kali menimbulkan bencana *

1	2	3	4	5
☐	☐	☐	☐	☐

Pada dasarnya, tumbuhan dan hewan ada
untuk digunakan oleh manusia *

1	2	3	4	5
☐	☐	☐	☐	☐

Manusia harus mengendalikan pertumbuhan
industri untuk mempertahankan ekonomi
yang sehat *

1	2	3	4	5
☐	☐	☐	☐	☐

Manusia harus hidup selaras dengan alam
agar dapat bertahan hidup *

1	2	3	4	5
☐	☐	☐	☐	☐



Manusia perlu beradaptasi dengan lingkungan alam *

1	2	3	4	5
☒	☐	☐	☐	☐

Ada batasan-batasan untuk pelaku industri dapat berkembang *

1	2	3	4	5
☐	☐	☐	☐	☐

Umat manusia menyalahgunakan lingkungan *

1	2	3	4	5
☐	☐	☐	☐	☐

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Perilaku Lingkungan Konsumen

Perilaku pembelian ramah lingkungan penting untuk dianalisis. Hal ini bertujuan untuk mengidentifikasi faktor-faktor pendorong pola pembelian konsumen, termasuk niat membeli dan perilaku pembelian aktual produk ramah lingkungan.

Deskripsi Skala Likert:

1 - Sangat Tidak Setuju

2 - Tidak Setuju

3 - Netral

4 - Setuju

5 - Sangat Setuju

Saya menggunakan Love Beauty and Planet dengan alasan dapat terurai secara hayati *

1	2	3	4	5
☐	☐	☐	☐	☐

Saya menghindari membeli produk yang mengandung aerosol *

1	2	3	4	5
☐	☐	☐	☐	☐

Saya membaca label Love Beauty and Planet untuk melihat apakah isinya aman bagi lingkungan *

1	2	3	4	5
☐	☐	☐	☐	☐



Saya membeli Love Beauty and Planet dengan alasan dibuat dan dikemas dengan material yang dapat didaur ulang *

1	2	3	4	5
☒	☐	☐	☐	☐

Saya membeli Love Beauty and Planet dengan alasan kemasannya dapat diisi ulang *

1	2	3	4	5
☐	☐	☐	☐	☐

Saya membeli produk dari perusahaan yang bertanggung jawab terhadap lingkungan *

1	2	3	4	5
☐	☐	☐	☐	☐

Saya mendaur ulang botol/kemasan Love Beauty and Planet *

1	2	3	4	5
☐	☐	☐	☐	☐



Saya membawa tas sendiri ketika membeli Love Beauty and Planet ke supermarket *

1 2 3 4 5

☐ ☐ ☐ ☐ ☐

Saya membeli Love Beauty and Planet sebagai bentuk tidak langsung dengan menyumbangkan uang untuk masalah lingkungan *

1 2 3 4 5

☐ ☐ ☐ ☐ ☐

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LAMPIRAN 4

KUESIONER ASLI

Effectiveness of eco-labelling and green products identification	
Pertanyaan	Sumber
Eco-labels are eye catching on green products	(Jaju, 2016)
Sufficient information is provided on eco-labels	(Jaju, 2016)
I believe that eco-labels are easy to read	(Jaju, 2016)
Information on eco-labels is accurate for green products	(Jaju, 2016)
Green products are marketed to me in a way which I really on eco-labels is accurate for green products	(Jaju, 2016)
It is easy for me to identify green products in India	(Jaju, 2016)

Intensity of green packaging and branding for ecological customers	
Pertanyaan	Sumber
I acknowledge that the information on packaging is an important criterion	(Jaju, 2016)
It is important to reuse or recycle the packaging after use	(Jaju, 2016)
Biodegradable packaging is an important consideration for green customers	(Jaju, 2016)
I feel good about buying brands which are less damaging to the environment	(Jaju, 2016)
I trust well-known green branded products in India	(Jaju, 2016)

Environmental advertisement and green consumption patterns	
Pertanyaan	Sumber
Green advertisements should promote environmental friendly products in a credible manner	(Jaju, 2016)
The content of environmental advertisements should offer pertinent emotional relevance for green customers	(Jaju, 2016)
Attractive environmental advertisements will encourage me to adopt green purchasing patterns	(Jaju, 2016)
I acknowledge that environmental advertisements are not exaggerated for green products in India	(Jaju, 2016)

Importance of green products and premium green pricing	
Pertanyaan	Sumber
I accept as true that a portion of the price for green products goes to a worthy environmental cause	(Jaju, 2016)
I consider that green products are very important in the context of India	(Jaju, 2016)
I think that it is reasonable to pay a higher price for products that are produced in an ecological way	(Jaju, 2016)

Embedding an eco-image in marketing of green products	
Pertanyaan	Sumber
I share the opinion that the green products should bear an eco-image in India	(Jaju, 2016)
There should be more visibility in the way in which green products are marketed in India	(Jaju, 2016)

Environmental concerns and beliefs in India	
Pertanyaan	Sumber
The earth is approaching the limit the number of people it can support	(Jaju, 2016)
The balance of nature is very delicate and easily upset	(Jaju, 2016)
Human have the right to modify the natural environmental to suit their needs	(Jaju, 2016)
The humans' interference with nature often has disastrous consequences	(Jaju, 2016)
Plants and animals exist primarily to be used by humans	(Jaju, 2016)
Humans have to control industrial growth to maintain a healthy economy	(Jaju, 2016)
Human must live in harmony with nature in order ti survive	(Jaju, 2016)
Human need to adapt to natural environment because they can remake it to suit their own needs	(Jaju, 2016)
There are limits to which the industrialized society can expand	(Jaju, 2016)
Mankind is severely abusing the environment	(Jaju, 2016)

Environmental Behaviour of Customers	
Pertanyaan	Sumber
Use of biodegradable soaps or detergents	(Jaju, 2016)
Avoid buying aerosol products	(Jaju, 2016)
Read labels to see if contents are environmentally safe	(Jaju, 2016)
Buy products made or packaged in recycled materials	(Jaju, 2016)
Buy products in packages that can be refilled	(Jaju, 2016)
Avoid buying products from companies who are environmentally responsible	(Jaju, 2016)
Recycle bottles, cans or glass	(Jaju, 2016)
Consumers taking their own bags to the supermarket	(Jaju, 2016)
Contribute money to environmentak causes	(Jaju, 2016)

LAMPIRAN 5
DATA RESPONDEN DAN JAWABAN PERTANYAAN

Nomor	Usia	Jenis Kelamin	Pekerjaan	Rata-rata penghasilan atau uang saku per bulan	Apakah anda mengetahui produk Love Beauty and Planet?	Apakah anda mengetahui bahwa produk Love Beauty and Planet merupakan produk ramah lingkungan?	Apakah anda pernah membeli/menggunakan produk Love Beauty and Planet?	Berapa kali Anda pernah membeli/menggunakan produk Love Beauty and Planet?	Apa saja jenis produk Love Beauty and Planet yang pernah anda beli?
1	17 - 21 Tahun	Perempuan	Mahasiswa	Rp 1.000.001 – Rp 1.500.000	Ya	Ya	Ya	1 - 3 kali	Sampo, Kondisioner
2	17 - 21 Tahun	Perempuan	Mahasiswa	Rp 1.500.001 – Rp 2.000.000	Ya	Ya	Ya	4 - 6 kali	Sampo, Kondisioner, Sabun mandi (Body Wash)
3	22 - 26 Tahun	Perempuan	Tidak bekerja	≤ Rp 500.000	Ya	Ya	Ya	1 - 3 kali	Sampo, Sabun mandi (Body Wash)
4	22 - 26 Tahun	Perempuan	Karyawan Swasta	> Rp 2.000.000	Ya	Ya	Ya	> 6 kali	Sabun mandi (Body Wash), Losion Badan (Body Lotion)
5	22 - 26 Tahun	Perempuan	Fresh graduate	> Rp 2.000.000	Ya	Ya	Ya	1 - 3 kali	Losion Badan (Body Lotion)
6	22 - 26 Tahun	Perempuan	Mahasiswa	> Rp 2.000.000	Ya	Ya	Ya	1 - 3 kali	Losion Badan (Body Lotion)
7	22 - 26 Tahun	Perempuan	Mahasiswa	Rp 1.500.001 – Rp 2.000.000	Ya	Ya	Ya	1 - 3 kali	Sampo, Sabun mandi (Body Wash)
8	17 - 21 Tahun	Perempuan	Mahasiswa	Rp 500.001 – Rp 1.000.000	Ya	Ya	Ya	4 - 6 kali	Sampo, Kondisioner
9	22 - 26 Tahun	Perempuan	Wiraswasta	Rp 1.000.001 – Rp 1.500.000	Ya	Ya	Ya	1 - 3 kali	Sampo, Losion Badan (Body Lotion)
10	17 - 21 Tahun	Perempuan	Mahasiswa	Rp 1.000.001 – Rp 1.500.000	Ya	Ya	Ya	1 - 3 kali	Sampo

11	22 - 26 Tahun	Perempuan	Wiraswasta	Rp 1.000.001 – Rp 1.500.000	Ya	Ya	Ya	1 - 3 kali	Kondisioner, Sabun mandi (Body Wash)
12	22 - 26 Tahun	Perempuan	Karyawan Swasta	> Rp 2.000.000	Ya	Ya	Ya	> 6 kali	Sampo, Sabun mandi (Body Wash)
13	27 - 31 Tahun	Laki-laki	Wiraswasta	> Rp 2.000.000	Ya	Ya	Ya	1 - 3 kali	Losion Badan (Body Lotion)
14	22 - 26 Tahun	Perempuan	Mahasiswa	Rp 1.000.001 – Rp 1.500.000	Ya	Ya	Ya	1 - 3 kali	Losion Badan (Body Lotion)
15	22 - 26 Tahun	Perempuan	Mahasiswa	Rp 1.500.001 – Rp 2.000.000	Ya	Ya	Ya	4 - 6 kali	Sampo, Kondisioner, Sabun mandi (Body Wash), Sheet mask, Hand cream
16	22 - 26 Tahun	Laki-laki	Mahasiswa	> Rp 2.000.000	Ya	Ya	Ya	1 - 3 kali	Sampo, Sabun mandi (Body Wash), Pembersih wajah (Cleansers)
17	17 - 21 Tahun	Perempuan	Mahasiswa	Rp 500.001 – Rp 1.000.000	Ya	Ya	Ya	1 - 3 kali	Sampo, Kondisioner
18	17 - 21 Tahun	Perempuan	Mahasiswa	Rp 1.500.001 – Rp 2.000.000	Ya	Ya	Ya	1 - 3 kali	Sampo, Kondisioner
19	22 - 26 Tahun	Perempuan	Mahasiswa	Rp 1.500.001 – Rp 2.000.000	Ya	Ya	Ya	> 6 kali	Sampo, Kondisioner, Sabun mandi (Body Wash), Losion Badan (Body Lotion), Scrub, Hand cream
20	17 - 21 Tahun	Perempuan	Mahasiswa	Rp 500.001 – Rp 1.000.000	Ya	Ya	Ya	1 - 3 kali	Losion Badan (Body Lotion), Scrub, Hand cream

21	22 - 26 Tahun	Perempuan	Mahasiswa	> Rp 2.000.000	Ya	Ya	Ya	1 - 3 kali	Sampo
22	22 - 26 Tahun	Perempuan	Mahasiswa	Rp 1.000.001 – Rp 1.500.000	Ya	Ya	Ya	1 - 3 kali	Losion Badan (Body Lotion)
23	22 - 26 Tahun	Perempuan	Mahasiswa	Rp 1.000.001 – Rp 1.500.000	Ya	Ya	Ya	4 - 6 kali	Sampo, Sabun mandi (Body Wash), Losion Badan (Body Lotion)
24	17 - 21 Tahun	Perempuan	Mahasiswa	≤ Rp 500.000	Ya	Ya	Ya	1 - 3 kali	Losion Badan (Body Lotion)
25	17 - 21 Tahun	Perempuan	Mahasiswa	≤ Rp 500.000	Ya	Ya	Ya	1 - 3 kali	Losion Badan (Body Lotion)
26	17 - 21 Tahun	Perempuan	Mahasiswa	≤ Rp 500.000	Ya	Ya	Ya	1 - 3 kali	Sampo
27	22 - 26 Tahun	Perempuan	Mahasiswa	Rp 1.000.001 – Rp 1.500.000	Ya	Ya	Ya	4 - 6 kali	Sampo, Kondisioner, Sabun mandi (Body Wash), Losion Badan (Body Lotion)
28	17 - 21 Tahun	Perempuan	Pelajar	≤ Rp 500.000	Ya	Ya	Ya	1 - 3 kali	Sampo, Kondisioner
29	22 - 26 Tahun	Perempuan	Karyawan Swasta	> Rp 2.000.000	Ya	Ya	Ya	4 - 6 kali	Sampo, Sabun mandi (Body Wash)
30	22 - 26 Tahun	Perempuan	Mahasiswa	Rp 1.000.001 – Rp 1.500.000	Ya	Ya	Ya	1 - 3 kali	Sampo, Kondisioner, Sabun mandi (Body Wash)
31	17 - 21 Tahun	Perempuan	Mahasiswa	≤ Rp 500.000	Ya	Ya	Ya	1 - 3 kali	Sampo
32	17 - 21 Tahun	Perempuan	Mahasiswa	≤ Rp 500.000	Ya	Ya	Ya	1 - 3 kali	Losion Badan (Body Lotion)
33	17 - 21 Tahun	Perempuan	Mahasiswa	≤ Rp 500.000	Ya	Ya	Ya	1 - 3 kali	Sampo, Sabun mandi (Body Wash)

34	17 - 21 Tahun	Perempuan	Mahasiswa	> Rp 2.000.000	Ya	Ya	Ya	1 - 3 kali	Sampo, Kondisioner
35	17 - 21 Tahun	Perempuan	Mahasiswa	> Rp 2.000.000	Ya	Ya	Ya	1 - 3 kali	Sampo, Kondisioner
36	17 - 21 Tahun	Perempuan	Mahasiswa	Rp 500.001 – Rp 1.000.000	Ya	Ya	Ya	4 - 6 kali	Sampo, Kondisioner, Sabun mandi (Body Wash), Losion Badan (Body Lotion)
37	17 - 21 Tahun	Laki-laki	Mahasiswa	Rp 1.000.001 – Rp 1.500.000	Ya	Ya	Ya	1 - 3 kali	Sabun mandi (Body Wash), Losion Badan (Body Lotion)
38	17 - 21 Tahun	Perempuan	Mahasiswa	> Rp 2.000.000	Ya	Ya	Ya	4 - 6 kali	Sampo, Sabun mandi (Body Wash), Losion Badan (Body Lotion), Scrub
39	17 - 21 Tahun	Perempuan	Mahasiswa	Rp 500.001 – Rp 1.000.000	Ya	Ya	Ya	1 - 3 kali	Sampo
40	17 - 21 Tahun	Perempuan	Mahasiswa	Rp 500.001 – Rp 1.000.000	Ya	Ya	Ya	> 6 kali	Sampo, Losion Badan (Body Lotion)
41	22 - 26 Tahun	Perempuan	Mahasiswa	Rp 500.001 – Rp 1.000.000	Ya	Ya	Ya	1 - 3 kali	Sampo, Kondisioner
42	17 - 21 Tahun	Perempuan	Mahasiswa	≤ Rp 500.000	Ya	Ya	Ya	1 - 3 kali	Losion Badan (Body Lotion)
43	17 - 21 Tahun	Perempuan	Mahasiswa	Rp 500.001 – Rp 1.000.000	Ya	Ya	Ya	1 - 3 kali	Sabun mandi (Body Wash)
44	17 - 21 Tahun	Perempuan	Mahasiswa	> Rp 2.000.000	Ya	Ya	Ya	> 6 kali	Sampo, Sabun mandi (Body Wash), Hand cream
45	17 - 21 Tahun	Perempuan	Mahasiswa	≤ Rp 500.000	Ya	Ya	Ya	> 6 kali	Sampo, Kondisioner, Sabun mandi (Body Wash)

46	17 - 21 Tahun	Perempuan	Mahasiswa	Rp 1.000.001 – Rp 1.500.000	Ya	Ya	Ya	> 6 kali	Sampo, Kondisioner, Sabun mandi (Body Wash), Losion Badan (Body Lotion)
47	22 - 26 Tahun	Perempuan	Mahasiswa	Rp 1.000.001 – Rp 1.500.000	Ya	Ya	Ya	> 6 kali	Sampo, Kondisioner, Sabun mandi (Body Wash), Losion Badan (Body Lotion)
48	17 - 21 Tahun	Perempuan	Mahasiswa	≤ Rp 500.000	Ya	Ya	Ya	1 - 3 kali	Sabun mandi (Body Wash)
49	22 - 26 Tahun	Perempuan	Mahasiswa	Rp 500.001 – Rp 1.000.000	Ya	Ya	Ya	1 - 3 kali	Sampo, Kondisioner
50	22 - 26 Tahun	Perempuan	Mahasiswa	Rp 1.000.001 – Rp 1.500.000	Ya	Ya	Ya	1 - 3 kali	Sampo, Hand cream
51	22 - 26 Tahun	Perempuan	Mahasiswa	Rp 500.001 – Rp 1.000.000	Ya	Ya	Ya	1 - 3 kali	Sampo, Kondisioner
52	17 - 21 Tahun	Perempuan	Mahasiswa	> Rp 2.000.000	Ya	Ya	Ya	> 6 kali	Sampo, Sabun mandi (Body Wash), Hand cream
53	17 - 21 Tahun	Perempuan	Mahasiswa	Rp 500.001 – Rp 1.000.000	Ya	Ya	Ya	1 - 3 kali	Sampo, Sabun mandi (Body Wash)
54	17 - 21 Tahun	Perempuan	Mahasiswa	Rp 1.000.001 – Rp 1.500.000	Ya	Ya	Ya	1 - 3 kali	Sampo, Kondisioner
55	22 - 26 Tahun	Perempuan	Mahasiswa	Rp 1.000.001 – Rp 1.500.000	Ya	Ya	Ya	1 - 3 kali	Sampo, Sabun mandi (Body Wash), Losion Badan (Body Lotion)
56	22 - 26 Tahun	Perempuan	Mahasiswa	Rp 500.001 – Rp 1.000.000	Ya	Ya	Ya	1 - 3 kali	Sampo, Sabun mandi (Body Wash), Losion

									Badan (Body Lotion)
57	17 - 21 Tahun	Perempuan	Mahasiswa	> Rp 2.000.000	Ya	Ya	Ya	1 - 3 kali	Sampo, Kondisioner
58	22 - 26 Tahun	Perempuan	Mahasiswa	≤ Rp 500.000	Ya	Ya	Ya	1 - 3 kali	Sabun mandi (Body Wash), Losion Badan (Body Lotion)
59	22 - 26 Tahun	Perempuan	Mahasiswa	≤ Rp 500.000	Ya	Ya	Ya	1 - 3 kali	Sabun mandi (Body Wash)
60	17 - 21 Tahun	Perempuan	Mahasiswa	Rp 500.001 – Rp 1.000.000	Ya	Ya	Ya	1 - 3 kali	Sampo, Kondisioner
61	22 - 26 Tahun	Perempuan	Mahasiswa	Rp 500.001 – Rp 1.000.000	Ya	Ya	Ya	1 - 3 kali	Sampo, Sabun mandi (Body Wash), Losion Badan (Body Lotion)
62	22 - 26 Tahun	Perempuan	Wiraswasta	Rp 1.500.001 – Rp 2.000.000	Ya	Ya	Ya	1 - 3 kali	Sabun mandi (Body Wash)
63	22 - 26 Tahun	Perempuan	Karyawan Swasta	Rp 1.500.001 – Rp 2.000.000	Ya	Ya	Ya	1 - 3 kali	Sampo, Sabun mandi (Body Wash)
64	27 - 31 Tahun	Laki-laki	Karyawan Swasta	> Rp 2.000.000	Ya	Ya	Ya	1 - 3 kali	Sampo, Sabun mandi (Body Wash), Losion Badan (Body Lotion)
65	22 - 26 Tahun	Perempuan	Pegawai Negeri	> Rp 2.000.000	Ya	Ya	Ya	1 - 3 kali	Sampo, Sabun mandi (Body Wash), Losion Badan (Body Lotion)
66	22 - 26 Tahun	Laki-laki	Mahasiswa	≤ Rp 500.000	Ya	Ya	Ya	1 - 3 kali	Sampo
67	17 - 21 Tahun	Perempuan	Mahasiswa	≤ Rp 500.000	Ya	Ya	Ya	1 - 3 kali	Losion Badan (Body Lotion), Pembersih

									wajah (Cleansers)
68	17 - 21 Tahun	Perempuan	Mahasiswa	Rp 500.001 – Rp 1.000.000	Ya	Ya	Ya	1 - 3 kali	Sampo, Sabun mandi (Body Wash)
69	22 - 26 Tahun	Perempuan	Mahasiswa	Rp 1.000.001 – Rp 1.500.000	Ya	Ya	Ya	1 - 3 kali	Sabun mandi (Body Wash)
70	17 - 21 Tahun	Perempuan	Mahasiswa	> Rp 2.000.000	Ya	Ya	Ya	4 - 6 kali	Sampo, Kondisioner, Losion Badan (Body Lotion)
71	17 - 21 Tahun	Perempuan	Mahasiswa & karyawan swasta	> Rp 2.000.000	Ya	Ya	Ya	1 - 3 kali	Sampo, Kondisioner
72	17 - 21 Tahun	Perempuan	Karyawan Swasta	> Rp 2.000.000	Ya	Ya	Ya	1 - 3 kali	Sampo, Kondisioner
73	17 - 21 Tahun	Perempuan	Mahasiswa	Rp 500.001 – Rp 1.000.000	Ya	Ya	Ya	4 - 6 kali	Losion Badan (Body Lotion)
74	22 - 26 Tahun	Perempuan	Mahasiswa	Rp 1.000.001 – Rp 1.500.000	Ya	Ya	Ya	1 - 3 kali	Sampo, Kondisioner, Sabun mandi (Body Wash), Losion Badan (Body Lotion)
75	22 - 26 Tahun	Perempuan	Mahasiswa	> Rp 2.000.000	Ya	Ya	Ya	1 - 3 kali	Sampo, Kondisioner
76	22 - 26 Tahun	Perempuan	Karyawan Swasta	Rp 500.001 – Rp 1.000.000	Ya	Ya	Ya	1 - 3 kali	Sampo, Scrub
77	22 - 26 Tahun	Perempuan	Karyawan Swasta	> Rp 2.000.000	Ya	Ya	Ya	1 - 3 kali	Sabun mandi (Body Wash)
78	22 - 26 Tahun	Perempuan	Karyawan Swasta	> Rp 2.000.000	Ya	Ya	Ya	1 - 3 kali	Sabun mandi (Body Wash)
79	27 - 31 Tahun	Perempuan	Karyawan Swasta	> Rp 2.000.000	Ya	Ya	Ya	> 6 kali	Sampo, Sabun mandi (Body Wash), Losion Badan (Body Lotion)

80	17 - 21 Tahun	Perempuan	Mahasiswa	≤ Rp 500.000	Ya	Ya	Ya	1 - 3 kali	Sampo
81	22 - 26 Tahun	Perempuan	Mahasiswa	Rp 1.500.001 – Rp 2.000.000	Ya	Ya	Ya	1 - 3 kali	Sampo, Kondisioner, Sabun mandi (Body Wash)
82	22 - 26 Tahun	Perempuan	Pegawai Negeri	Rp 1.500.001 – Rp 2.000.000	Ya	Ya	Ya	1 - 3 kali	Sampo, Kondisioner, Sabun mandi (Body Wash)
83	17 - 21 Tahun	Perempuan	Mahasiswa	≤ Rp 500.000	Ya	Ya	Ya	1 - 3 kali	Sampo, Kondisioner, Sabun mandi (Body Wash)
84	17 - 21 Tahun	Perempuan	Mahasiswa	> Rp 2.000.000	Ya	Ya	Ya	> 6 kali	Sampo, Kondisioner, Sabun mandi (Body Wash), Losion Badan (Body Lotion)
85	22 - 26 Tahun	Perempuan	Pegawai Negeri	Rp 1.500.001 – Rp 2.000.000	Ya	Ya	Ya	1 - 3 kali	Losion Badan (Body Lotion)
86	17 - 21 Tahun	Perempuan	Mahasiswa	Rp 500.001 – Rp 1.000.000	Ya	Ya	Ya	1 - 3 kali	Sampo
87	17 - 21 Tahun	Perempuan	Mahasiswa	≤ Rp 500.000	Ya	Ya	Ya	1 - 3 kali	Sabun mandi (Body Wash), Losion Badan (Body Lotion)
88	22 - 26 Tahun	Perempuan	Mahasiswa	> Rp 2.000.000	Ya	Ya	Ya	4 - 6 kali	Sampo
89	22 - 26 Tahun	Perempuan	Pegawai Negeri	> Rp 2.000.000	Ya	Ya	Ya	1 - 3 kali	Sabun mandi (Body Wash)
90	17 - 21 Tahun	Perempuan	Mahasiswa	Rp 1.000.001 – Rp 1.500.000	Ya	Ya	Ya	1 - 3 kali	Sabun mandi (Body Wash)
91	17 - 21 Tahun	Perempuan	Mahasiswa	≤ Rp 500.000	Ya	Ya	Ya	> 6 kali	Sampo, Kondisioner
92	17 - 21 Tahun	Perempuan	Mahasiswa	Rp 1.500.001 – Rp 2.000.000	Ya	Ya	Ya	1 - 3 kali	Sampo, Kondisioner,

									Sabun mandi (Body Wash), Losion Badan (Body Lotion)
93	22 - 26 Tahun	Perempuan	Karyawan Swasta	Rp 500.001 – Rp 1.000.000	Ya	Ya	Ya	1 - 3 kali	Pembersih wajah (Cleansers), Hand cream
94	22 - 26 Tahun	Perempuan	Karyawan Swasta	> Rp 2.000.000	Ya	Ya	Ya	1 - 3 kali	Sampo
95	22 - 26 Tahun	Perempuan	Mahasiswa	Rp 1.500.001 – Rp 2.000.000	Ya	Ya	Ya	> 6 kali	Sampo, Sabun mandi (Body Wash), Losion Badan (Body Lotion)
96	22 - 26 Tahun	Perempuan	Mahasiswa	Rp 500.001 – Rp 1.000.000	Ya	Ya	Ya	1 - 3 kali	Sampo
97	17 - 21 Tahun	Perempuan	Karyawan Swasta	> Rp 2.000.000	Ya	Ya	Ya	1 - 3 kali	Sampo, Sabun mandi (Body Wash), Losion Badan (Body Lotion)
98	22 - 26 Tahun	Perempuan	Mahasiswa	≤ Rp 500.000	Ya	Ya	Ya	1 - 3 kali	Losion Badan (Body Lotion)
99	22 - 26 Tahun	Perempuan	Mahasiswa	Rp 500.001 – Rp 1.000.000	Ya	Ya	Ya	1 - 3 kali	Sampo, Kondisioner, Sabun mandi (Body Wash), Losion Badan (Body Lotion)
100	22 - 26 Tahun	Perempuan	Karyawan Swasta	> Rp 2.000.000	Ya	Ya	Ya	1 - 3 kali	Sampo, Sabun mandi (Body Wash)
101	22 - 26 Tahun	Perempuan	Karyawan Swasta	> Rp 2.000.000	Ya	Ya	Ya	4 - 6 kali	Sampo, Kondisioner, Losion Badan (Body Lotion)

102	> 31 Tahun	Perempuan	Karyawan Swasta	> Rp 2.000.000	Ya	Ya	Ya	1 - 3 kali	Sampo, Losion Badan (Body Lotion)
103	17 - 21 Tahun	Perempuan	Mahasiswa	≤ Rp 500.000	Ya	Ya	Ya	1 - 3 kali	Sampo, Kondisioner
104	17 - 21 Tahun	Perempuan	Mahasiswa	Rp 500.001 – Rp 1.000.000	Ya	Ya	Ya	1 - 3 kali	Sabun mandi (Body Wash), Scrub
105	22 - 26 Tahun	Perempuan	Karyawan Swasta	> Rp 2.000.000	Ya	Ya	Ya	1 - 3 kali	Sampo, Kondisioner, Sabun mandi (Body Wash)
106	22 - 26 Tahun	Perempuan	Wiraswasta	Rp 500.001 – Rp 1.000.000	Ya	Ya	Ya	1 - 3 kali	Sampo, Kondisioner, Sabun mandi (Body Wash), Losion Badan (Body Lotion)
107	17 - 21 Tahun	Perempuan	Mahasiswa	≤ Rp 500.000	Ya	Ya	Ya	1 - 3 kali	Sabun mandi (Body Wash)
108	17 - 21 Tahun	Perempuan	Mahasiswa	≤ Rp 500.000	Ya	Ya	Ya	1 - 3 kali	Losion Badan (Body Lotion)
109	27 - 31 Tahun	Laki-laki	Karyawan Swasta	> Rp 2.000.000	Ya	Ya	Ya	1 - 3 kali	Sabun mandi (Body Wash)
110	17 - 21 Tahun	Perempuan	Mahasiswa	Rp 1.000.001 – Rp 1.500.000	Ya	Ya	Ya	1 - 3 kali	Sampo, Sabun mandi (Body Wash)
111	22 - 26 Tahun	Perempuan	Mahasiswa	Rp 500.001 – Rp 1.000.000	Ya	Ya	Ya	1 - 3 kali	Sampo, Kondisioner
112	22 - 26 Tahun	Perempuan	Mahasiswa	Rp 1.000.001 – Rp 1.500.000	Ya	Ya	Ya	> 6 kali	Sampo, Kondisioner, Sabun mandi (Body Wash)
113	27 - 31 Tahun	Perempuan	Karyawan Swasta	> Rp 2.000.000	Ya	Ya	Ya	1 - 3 kali	Sampo, Kondisioner, Sabun mandi (Body Wash)

114	22 - 26 Tahun	Laki-laki	Wiraswasta	> Rp 2.000.000	Ya	Ya	Ya	4 - 6 kali	Sabun mandi (Body Wash)
115	22 - 26 Tahun	Perempuan	Mahasiswa	Rp 1.000.001 – Rp 1.500.000	Ya	Ya	Ya	1 - 3 kali	Sampo, Kondisioner
116	22 - 26 Tahun	Perempuan	Mahasiswa	Rp 1.000.001 – Rp 1.500.000	Ya	Ya	Ya	4 - 6 kali	Sampo, Kondisioner
117	17 - 21 Tahun	Perempuan	Mahasiswa	Rp 1.500.001 – Rp 2.000.000	Ya	Ya	Ya	1 - 3 kali	Sampo, Sabun mandi (Body Wash), Losion Badan (Body Lotion)
118	22 - 26 Tahun	Perempuan	Mahasiswa	Rp 1.000.001 – Rp 1.500.000	Ya	Ya	Ya	1 - 3 kali	Sampo, Kondisioner, Sabun mandi (Body Wash)
119	22 - 26 Tahun	Perempuan	Wiraswasta	> Rp 2.000.000	Ya	Ya	Ya	1 - 3 kali	Sampo
120	17 - 21 Tahun	Perempuan	Mahasiswa	Rp 1.000.001 – Rp 1.500.000	Ya	Ya	Ya	4 - 6 kali	Sampo, Losion Badan (Body Lotion)
121	22 - 26 Tahun	Perempuan	Pegawai Negeri	> Rp 2.000.000	Ya	Ya	Ya	1 - 3 kali	Sabun mandi (Body Wash)
122	22 - 26 Tahun	Perempuan	Karyawan Swasta	> Rp 2.000.000	Ya	Ya	Ya	1 - 3 kali	Sabun mandi (Body Wash), Losion Badan (Body Lotion), Hand cream
123	22 - 26 Tahun	Perempuan	Wiraswasta	> Rp 2.000.000	Ya	Ya	Ya	1 - 3 kali	Sampo, Kondisioner, Sabun mandi (Body Wash), Losion Badan (Body Lotion), Pembersih wajah (Cleansers), Scrub, Sheet

									mask, Hand cream
124	22 - 26 Tahun	Perempuan	Mahasiswa	> Rp 2.000.000	Ya	Ya	Ya	> 6 kali	Sampo, Kondisioner
125	22 - 26 Tahun	Perempuan	Mahasiswa	> Rp 2.000.000	Ya	Ya	Ya	1 - 3 kali	Sampo, Kondisioner
126	22 - 26 Tahun	Perempuan	Pegawai Negeri	> Rp 2.000.000	Ya	Ya	Ya	4 - 6 kali	Sabun mandi (Body Wash), Losion Badan (Body Lotion), Pembersih wajah (Cleansers)
127	22 - 26 Tahun	Perempuan	Karyawan Swasta	> Rp 2.000.000	Ya	Ya	Ya	1 - 3 kali	Losion Badan (Body Lotion)
128	17 - 21 Tahun	Perempuan	Mahasiswa	≤ Rp 500.000	Ya	Ya	Ya	1 - 3 kali	Losion Badan (Body Lotion)
129	17 - 21 Tahun	Perempuan	Mahasiswa	≤ Rp 500.000	Ya	Ya	Ya	1 - 3 kali	Sabun mandi (Body Wash)
130	22 - 26 Tahun	Perempuan	Freelance Illustrator	Rp 500.001 – Rp 1.000.000	Ya	Ya	Ya	> 6 kali	Sampo, Kondisioner, Sabun mandi (Body Wash)
131	22 - 26 Tahun	Perempuan	Karyawan Swasta	> Rp 2.000.000	Ya	Ya	Ya	> 6 kali	Sampo, Kondisioner, Sabun mandi (Body Wash), Losion Badan (Body Lotion), Hand cream
132	17 - 21 Tahun	Perempuan	Karyawan Swasta	> Rp 2.000.000	Ya	Ya	Ya	1 - 3 kali	Sampo, Sabun mandi (Body Wash)
133	22 - 26 Tahun	Perempuan	Mahasiswa	≤ Rp 500.000	Ya	Ya	Ya	1 - 3 kali	Sampo
134	17 - 21 Tahun	Perempuan	Mahasiswa	Rp 500.001 – Rp 1.000.000	Ya	Ya	Ya	1 - 3 kali	Sabun mandi (Body Wash),

									Losion Badan (Body Lotion)
135	17 - 21 Tahun	Perempuan	Mahasiswa	≤ Rp 500.000	Ya	Ya	Ya	1 - 3 kali	Sabun mandi (Body Wash)
136	22 - 26 Tahun	Perempuan	Karyawan Swasta	> Rp 2.000.000	Ya	Ya	Ya	> 6 kali	Sabun mandi (Body Wash), Losion Badan (Body Lotion)
137	22 - 26 Tahun	Perempuan	Mahasiswa	> Rp 2.000.000	Ya	Ya	Ya	1 - 3 kali	Losion Badan (Body Lotion)
138	22 - 26 Tahun	Perempuan	Mahasiswa	Rp 1.500.001 – Rp 2.000.000	Ya	Ya	Ya	4 - 6 kali	Sampo, Kondisioner, Losion Badan (Body Lotion)
139	22 - 26 Tahun	Perempuan	Mahasiswa	Rp 500.001 – Rp 1.000.000	Ya	Ya	Ya	> 6 kali	Sampo, Kondisioner, Sabun mandi (Body Wash), Losion Badan (Body Lotion)
140	22 - 26 Tahun	Perempuan	Karyawan Swasta	> Rp 2.000.000	Ya	Ya	Ya	1 - 3 kali	Sampo
141	17 - 21 Tahun	Perempuan	Mahasiswa	≤ Rp 500.000	Ya	Ya	Ya	1 - 3 kali	Sampo

NO	Ekolabel (X1)						Tota l X1	Merek dan Kemasan Hijau (X2)					Tota l X2
	X1. 1	X1. 2	X1. 3	X1. 4	X1. 5	X1. 6		X2. 1	X2. 2	X2. 3	X2. 4	X2. 5	
1	4	4	4	4	4	3	23	4	4	4	4	4	20
2	5	5	5	5	5	5	30	5	5	5	5	5	25
3	5	4	4	5	5	4	27	5	3	5	5	5	23
4	4	3	4	2	4	4	21	4	4	2	4	4	18
5	4	4	4	3	4	4	23	4	3	3	5	4	19
6	5	4	5	5	4	5	28	4	5	3	4	5	21
7	5	5	5	5	5	5	30	5	4	5	5	5	24
8	5	5	5	4	4	5	28	5	4	4	5	5	23
9	4	4	4	4	4	4	24	4	2	3	3	3	15
10	5	5	5	4	4	4	27	5	4	2	5	5	21
11	4	3	3	4	3	4	21	4	4	3	4	4	19
12	5	4	4	5	5	4	27	4	3	4	4	4	19
13	5	5	5	5	5	5	30	5	4	5	5	5	24
14	4	4	4	4	4	4	24	4	3	4	4	4	19
15	5	5	5	5	5	5	30	5	5	5	5	5	25
16	5	5	5	5	5	5	30	5	5	5	5	5	25
17	5	5	5	5	5	5	30	5	5	5	5	5	25
18	4	4	4	4	4	4	24	4	4	4	4	4	20
19	4	4	4	4	4	5	25	4	3	4	5	5	21
20	5	3	5	5	4	3	25	5	3	3	3	5	19
21	5	4	4	3	4	3	23	5	4	4	4	4	21
22	3	4	4	4	4	4	23	3	3	3	3	4	16
23	5	4	4	4	4	4	25	4	5	5	5	4	23
24	5	5	5	4	4	4	27	5	5	5	5	5	25
25	3	3	4	4	3	4	21	3	4	4	4	4	19
26	5	5	5	5	5	5	30	5	5	5	5	5	25
27	4	4	5	5	4	3	25	4	5	4	4	4	21
28	3	3	4	4	3	3	20	3	3	4	5	3	18
29	5	5	5	5	5	5	30	5	5	5	5	5	25
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31	5	5	5	5	5	5	30	5	5	5	5	5	25
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Iklan Hijau (X3)					Harga Hijau				Menanamkan Citra Lingkungan (X5)		
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LAMPIRAN 6
HASIL OLAH DATA SPSS

UJI VALIDITAS

Variabel	Item	r-hitung	r-tabel	Keterangan
Ekolabel (X1)	X1.1	.455	.278	Valid
	X1.2	.475	.278	Valid
	X1.3	.375	.278	Valid
	X1.4	.419	.278	Valid
	X1.5	.491	.278	Valid
	X1.6	.403	.278	Valid
Merek dan Kemasan Hijau (X2)	X2.1	.462	.278	Valid
	X2.2	.537	.278	Valid
	X2.3	.492	.278	Valid
	X2.4	.512	.278	Valid
	X2.5	.398	.278	Valid
Iklan Hijau (X3)	X3.1	.598	.278	Valid
	X3.2	.676	.278	Valid
	X3.3	.562	.278	Valid
	X3.4	.647	.278	Valid
Harga Hijau (X4)	X4.1	.630	.278	Valid
	X4.2	.626	.278	Valid
	X4.3	.503	.278	Valid
Menanamkan Citra Lingkungan (X5)	X5.1	.376	.278	Valid
	X5.2	.290	.278	Valid
Kepedulian dan Keyakinan Lingkungan (X6)	X6.1	.340	.278	Valid
	X6.2	.309	.278	Valid
	X6.3	.361	.278	Valid
	X6.4	.303	.278	Valid
	X6.5	.385	.278	Valid
	X6.6	.323	.278	Valid
	X6.7	.308	.278	Valid
	X6.8	.433	.278	Valid
	X6.9	.311	.278	Valid
	X6.10	.422	.278	Valid
Perilaku Lingkungan Konsumen (Y)	Y.1	.814	.278	Valid
	Y.2	.693	.278	Valid
	Y.3	.748	.278	Valid
	Y.4	.801	.278	Valid
	Y.5	.759	.278	Valid
	Y.6	.740	.278	Valid
	Y.7	.798	.278	Valid
	Y.8	.700	.278	Valid
	Y.9	.720	.278	Valid

RELIABILITAS EKOLABEL

Reliability Statistics	
Cronbach's Alpha	N of Items
.856	6

RELIABILITAS MEREK DAN KEMASAN HIJAU

Reliability Statistics	
Cronbach's Alpha	N of Items
.796	5

IKLAN HIJAU

Reliability Statistics	
Cronbach's Alpha	N of Items
.894	4

HARGA HIJAU

Reliability Statistics	
Cronbach's Alpha	N of Items
.826	3

MENANAMKAN CITRA LINGKUNGAN

Reliability Statistics	
Cronbach's Alpha	N of Items
.762	2

KEPEDULIAN DAN KEYAKINAN LINGKUNGAN

Reliability Statistics	
Cronbach's Alpha	N of Items
.836	10

PERILAKU LINGKUNGAN KONSUMEN

Reliability Statistics	
Cronbach's Alpha	N of Items
.899	9

ANALISIS STATISTIK DESKRIPTIVE

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Ekolabel	141	13	30	24.79	3.478
Merek dan Kemasan Hijau	141	14	25	20.88	2.885
Iklan Hijau	141	10	20	16.59	2.444
Harga Hijau	141	7	15	12.26	2.006
Menanamkan Citra Lingkungan	141	6	10	8.79	1.188
Kepedulian dan Keyakinan Lingkungan	141	30	50	41.69	5.200
Perilaku Lingkungan Konsumen	141	20	45	34.74	6.179
Valid N (listwise)	141				

HASIL ANALISIS REGRESI LINIER BERGANDA

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	Kepedulian dan Keyakinan Lingkungan, Harga Hijau, Menanamkan Citra Lingkungan, Ekolabel, Merek dan Kemasan Hijau, Iklan Hijau ^b	.	Enter
a. Dependent Variable: Perilaku Lingkungan Konsumen			
b. All requested variables entered.			

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.755 ^a	.569	.550	4.144
a. Predictors: (Constant), Kepedulian dan Keyakinan Lingkungan, Harga Hijau, Menanamkan Citra Lingkungan, Ekolabel, Merek dan Kemasan Hijau, Iklan Hijau				

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2523.762	1	2523.762	124.352	.000 ^b
	Residual	2821.046	139	20.295		
	Total	5344.809	140			
2	Regression	2822.857	2	1411.429	77.233	.000 ^c
	Residual	2521.951	138	18.275		
	Total	5344.809	140			
3	Regression	2941.393	3	980.464	55.889	.000 ^d
	Residual	2403.415	137	17.543		
	Total	5344.809	140			
a. Dependent Variable: Perilaku Lingkungan Konsumen						
b. Predictors: (Constant), Merek dan Kemasan Hijau						
c. Predictors: (Constant), Merek dan Kemasan Hijau, Harga Hijau						
d. Predictors: (Constant), Merek dan Kemasan Hijau, Harga Hijau, Iklan Hijau						

Coefficients ^a											
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	4.013	2.782		1.442	.151					
	Merek dan Kemasan Hijau	1.472	.132	.687	11.151	.000	.687	.687	.687	1.000	1.000
2	(Constant)	.974	2.745		.355	.723					
	Merek dan Kemasan Hijau	1.072	.159	.501	6.725	.000	.687	.497	.393	.617	1.621
	Harga Hijau	.928	.229	.301	4.046	.000	.611	.326	.237	.617	1.621
3	(Constant)	-.659	2.762		-.239	.812					
	Merek dan Kemasan Hijau	.835	.181	.390	4.611	.000	.687	.367	.264	.459	2.177
	Harga Hijau	.700	.241	.227	2.903	.004	.611	.241	.166	.535	1.868
	Iklan Hijau	.566	.218	.224	2.599	.010	.642	.217	.149	.443	2.260
a. Dependent Variable: Perilaku Lingkungan Konsumen											

Excluded Variables ^a								
Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics		
						Tolerance	VIF	Minimum Tolerance
1	Ekolabel	.263 ^b	3.351	.001	.274	.573	1.744	.573
	Iklan Hijau	.315 ^b	3.820	.000	.309	.510	1.962	.510
	Harga Hijau	.301 ^b	4.046	.000	.326	.617	1.621	.617
	Menanamkan Citra Lingkungan	.055 ^b	.704	.483	.060	.618	1.617	.618
	Kepedulian dan Keyakinan Lingkungan	.232 ^b	3.340	.001	.274	.734	1.363	.734
2	Ekolabel	.173 ^c	2.119	.036	.178	.499	2.003	.498
	Iklan Hijau	.224 ^c	2.599	.010	.217	.443	2.260	.443
	Menanamkan Citra Lingkungan	-.024 ^c	-.313	.755	-.027	.577	1.733	.504
	Kepedulian dan Keyakinan Lingkungan	.173 ^c	2.503	.013	.209	.687	1.456	.557

LAMPIRAN 7
JURNAL ACUAN PERTAMA

**A study of the Impact of Green Marketing on Consumer Purchasing Patterns
and Decision Making in Telangana, India**

Aditi Jaju

MSc in Management

National College of Ireland

Submitted to the National College of Ireland, August 2016.

Abstract

The purpose of this study is to investigate the impact of Green Marketing on Consumer Purchasing Patterns and Decision Making in India. The study was concentrated particularly on the Telangana State in India. The research was used a quantitative approach with survey as the research instrument. The survey included basic socio-demographic questions followed by questions on consumers' environmental beliefs and their environmental behaviour. The results were then analysed using descriptive, regression analysis and correlations from SPSS. The significant findings show that intensity of green packaging and green branding, importance of green products and premium green pricing have a significantly positive impact on consumer behaviour leading to green purchases. Associations between place of residence and some of the environmental belief factors were found. Correlations were found between eco-labelling, green branding and green pricing and the environmental behaviour of consumers.

Keywords: Green marketing, consumer purchase patterns, developing nations, India, strategies of green marketing, consumer beliefs, environmental behaviour

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(Thesis/Author Declaration Form)**

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Degree for which thesis is submitted: MSc in Management

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Figure 2 Correlation Coefficient values

1. Introduction

Green marketing is on the rise and a rather new area acknowledged for research. There is not one universal definition of green marketing and the definition generally varies according to the researcher's viewpoint. Dahlstorm (2011) and Ottman (2011) have characterized green marketing as an integration of ecological concerns into marketing aspects including production, distribution and logistics, promotion and packaging along with marketing communications. Green marketing associates with identifying the consumer needs and satisfying those needs in valuable and sustainable manner (Peattie, 1995). For this research, the definition adopted states that green marketing can also be used as a strategy that points the consumers towards the benefits of environmentally friendly products to influence their purchasing patterns (Harrison, 1993). Green marketing helps in brand differentiation of companies that in turn focuses on the environmentally aware consumers willing to buy green products (Chan, 2004). It can be inferred from various literature that green marketing basically bridges the communication between environmentally conscious firms and consumers, in turn strengthening their relationship. A green consumer, as stated by Elkington (1994), is indulgent in using environmentally friendly products including the ones using green manufacturing and production methods and the ones that are against animal cruelty and so on. Such green consumers are compelling companies to differentiate themselves by going green and consequently making a new market segment adding to the economies of different nations globally (Juwaheer et al., 2012).

Empirical researches have recognised that issues regarding sustainability, awareness about environmental issues and green brands are becoming a focal point in developed and developing nations, with added consciousness from the government and population in general. Studies have been conducted on green buying behaviour and attitudes of the different population and it was noted that green marketing was gaining prominence in developing nations (Khare, 2014). In the context of developing countries, studies concluded that green consumption was becoming popular and different elements that influenced green consumptions include, awareness and knowledge about green products, trust in eco-labels and brands, consumers' concern towards environment's degradation and their altruistic values, consumers were also found to be more socially integrated and have a cosmopolitan approach and favourable attitude towards green products (Mosafa, 2009, Rahbar and Wahid, 2011 and Juwaheer et al., 2012). India was appraised as a relatively new segment for further research in green marketing in contrast to the other developing nations (Khare, 2014).

Due to the increasing recognition of green marketing especially in emerging nations, the key focus of this study is to investigate the impact of green marketing on consumer purchasing patterns and decision making in Telangana, India.

1.2 Context and Rationale

To make the market segment for green products more conventional, it is essential to research the factors that persuade green behaviour in consumers leading to green purchases. A consumer's

decision-making process is influenced by numerous factors, most importantly, a consumer's awareness and knowledge about green products dictates the decision-making (Carlson et al., 1993). Various other studies have been pursued on green marketing and the strategies used for communication in order to influence the consumer purchase behaviour. It is observed that a correlation exists between consumers' environmental beliefs and their confidence on the performance of green products (Pickett-Baker and Ozaki, 2008). Researches state that consumers' values/beliefs and their behaviour are the driving factors that shape their perceptions of environmentally friendly products, and that this is guided by means effective marketing (Pickett-Baker and Ozaki, 2008). It was also identified that Indian consumers were affected by green brands and price, which influenced their behaviour (Khare et al., 2013). Khare (2014) affirmed that there is an upsurge in eco-awareness in urban consumers, but there is still a need for extending and multiplying the same among more number of people. As per the reviewed literature it was observed that eco-labelling encroaches on the consumer purchasing patterns of green products. Researchers have also found that brands can also influence consumer behaviour towards ecological product consumption (Pickett-Baker and Ozaki, 2008). There are contradictory studies in terms of the effect of green advertisements on consumers, based on various research papers. Juwaheer et al. (2012), also put forward that consumers have started becoming more conscious about being eco-friendly, this has furthermore resulted in demand for such eco-friendly products, and this in turn is offering companies a chance to exploit the need and create a new market segment.

The literature suggests that consumer is the biggest stakeholder and hence there is a need for more research around the consumer. Several studies revealed that consumers are now well informed about ecological benefits and issues, thus leading to their growing environment concerns.

1.3 Research aim and objectives

There is a lot of published literature in the area of green marketing and consumer behaviour, although the consumer purchasing patterns influenced by different green marketing strategies for developing countries is yet to be discovered in detail (Juwaheer et al., 2012). Therefore, to bridge this literature gap, taking up the current research may lead to consumer perceptions and comprehensions that would be of interest. It would be interesting to look at socio-demographics to see if there are any associations with respect to consumers' beliefs.

There are different factors under consumer beliefs that may act as drivers of green behaviour (Juwaheer et al., 2012). A questionnaire based on the same factors has been adopted for this research.

This study aims to investigate the impact of green marketing on consumer purchasing patterns and decision making in India. In particular, this research is concentrated on the Telangana state in India.

Sub-Objective 1: To investigate the direction and strength of the relationship between the six distinct environmental belief factors and environmental behaviour, while controlling for key socio-demographic factors.

Sub-Objective 2: To investigate significant associations between the environmental behaviour, the six environmental belief factors and key socio-demographic variables including gender, age, education and place of residence

Sub-Objective 3: To analyse the correlations between environmental belief factors (eco-labelling, green branding and packaging, environmental advertisements, green pricing, embedding an eco-image, environmental concerns and beliefs) and the environmental behaviour of consumers

1.4 Outline of the research

Chapter 1 provides a background of the research

Chapter 2 will highlight the existing literature in the area of green marketing further pointing to the research aim and objectives.

Chapter 3 will focus on the research methodology that will be used to investigate the research aim and objectives.

Chapter 4 will included all the analysis of the research objectives followed by stating the results and findings.

Chapter 5 will emphasize the findings leading to a discussion, implications and suggestions for future research.

Chapter 6 will conclude the research paper.

2. Literature Review

2.1 Introduction

Green marketing is becoming a popular research area and many theories have been proposed in the context of green marketing and consumer behaviour. This chapter will focus on the key literature that has been studied surrounding the research topic. The key aspects of green marketing, green consumer behaviour and consumer responsiveness on eco labelling, green advertising and green branding will be explained primarily based on the impact of green marketing on consumer purchase patterns in India.

2.2 Green Marketing

The definition of green marketing has evolved considerably since its origination in the 1970. One of the earliest definitions of Green Marketing includes the aspects of marketing activities, both positive and negative, studying the depletion of energy and non-energy sources, pollution and so on (Henoin, 1972). The most recent definition of green marketing has completely progressed in terms of its variables. It states that green marketing involves the marketing strategies used to achieve a firm's financial as well as strategic goals while reducing its negative impact on the environment (Leonidou et al., 2013). Dahlstorm (2011) and Ottman (2011) have characterized green marketing as an integration of ecological concerns into marketing aspects including production, distribution and logistics, promotion and packaging along with marketing communications. On the other hand, Prakash (2002) regards green marketing as an environmentally considered strategy that consists of disclosing information to consumers at different levels like industry, firm and product level. Welford (2000) and Peattie (1995) describe green marketing as a management process of identifying, anticipating and satisfying the consumers' needs and wants while being sustainable as well as profitable. Despite the growing body of literature focusing on green marketing, a universal definition remains elusive with many heterogeneous definitions remaining in use, depending on the researcher's perspective. For the purpose of this study, the researcher will focus on the definition advocated by Harrison (1993), which defines green marketing as a marketing strategy involved in pointing consumers at the benefits of green products in a way that it influences consumer purchase decisions.

2.2.1 Green Consumer

In order to understand the concept of green marketing, it is necessary to understand a green consumer. Elkington (1994) defines a green consumer as an individual who indulges in avoiding the use of products that endanger the environment due to their manufacturing or disposing methods, or products that involve animal cruelty or products that are obtained from threatened species. Numerous green marketing research papers, which are based on consumer behaviour, include factors that impact green purchase, different consumer segments in green marketing, consumer's decision based on their willingness to pay and consumer profiling (Peattie, 2001). In line with the same, in a study conducted by Laroche (2001), it was identified that most green consumers are very likely to be educated young

adults, who spend money on both green and non-green products in anticipation that they work just as efficiently and effectively (Laroche et al., 2001). From the findings of another recent study, it was observed that the knowledge consumers have about environmentally friendly products is one of the contributing factors that influence their decisions to purchase green products (Khare et al., 2013). These studies show that different consumers have different approaches and drivers for green purchase.

Ottman (1993) and Peattie (2001), classify green consumer needs in four categories including having knowledge and information, preserving their choice of lifestyle, desires to be substantive and the desire to control. These needs are classified in a way that they are met by what the market has to offer. To understand how people are motivated in their decisions to achieve their needs, Maslow's Hierarchy of needs includes motivational needs at different hierarchical levels in a pyramid. They can be classified as, physiological, safety, love and belongingness, esteem and self-actualization needs (Maslow, 1943 and 1954).



Figure 1: Maslow's Hierarchy of needs

Maslow's Hierarchy of needs can be integrated with green consumer needs, therefore suggesting that, green consumers buy green products to contribute to a safe environment while adding to their good health. This meets their physiological and safety needs. At further levels, certain green consumers meet their love and belongingness need by giving it back to the environment, hence creating belongingness to a community that loves the environment. This in turn can lead to high esteem and self-actualization.

On the basis of this theory, in a research on choosing the right green marketing strategy, conducted by Ginsberg and Bloom (2004), the findings suggest that green consumers, who have decided to purchase green products, are more likely to not compromise on the quality of the product as long as the product influences the consumers' self-interest and at the same time promoting its environmental benefits. Okada and Mais (2010), also suggest that green consumers are more likely to overlook the cost as long as the product aids their convenience. On the other hand, based on a study about consumer's willingness to pay, it can be argued that, consumers would be reluctant to pay extra unless they have

satisfactory information about green products (Michaud and Llerena, 2011). The key findings here suggest contradictory views, therefore it can be interesting to learn more about the patterns that influence consumers' decision making to buy green products.

2.2.2 Need for Green Marketing

The literature in the area of green marketing abundantly consists of studies examining the need for green marketing particularly inclining upon the consumer requirements and environmental considerations. Stafford (2003) and Ottman et al. (2006), through their researches have acutely concluded that as the concern regarding the environment is growing globally and continually, green marketing has gained more popularity. Overtime, numerous researchers have stimulated further investigations on environmental issues and conservation with regard to marketplaces across the globe (Mintel, 2006). In 2006, the green industry was projected at 200 billion dollars (Gupta and Ogden, 2009). In a report from 2011 on 'Green marketing: A Global Strategic Business Report', it was ascertained that by the year 2017, the green marketing industry would have a market worth \$3.5 trillion (Global Industry Analysts Inc., 2011). The report further suggests that awareness about ecological issues amongst government, firms and consumers is the primary reason for the huge potential market. McKinsey (2007), conducted a survey in which it was found that 87% of men and women, from different developing nations like Brazil, India, China and developed nations like, Canada, UK, France and the US have inclined themselves in decreasing their negative impact on the ecosystem (McKinsey, 2007). This shows that there is an increase in environmental awareness, therefore supporting the rise in the market share of green industries.

Later in 2011, after examining the literature in marketing, operations and management, researchers pointed opportunities for investigation in various fields like green processes, green performance, green associations, green performance and green consumers (Cronin et al., 2011). According to D'Souza et al. (2006), as the number of green consumers is accelerating, firms are trying to understand consumers' purchase intention when it comes to green products. This shows that, there is a need to further explore the area of consumer purchase patterns of green products.

2.3 Green buying behaviour

It is essential to analyse green buying behaviour of green consumers in order to identify the factors that are driving the consumer purchase patterns, including the intention of purchase and actual purchase behaviour of green products. Grob (1995) defines behaviour in environmental context as actions that have a direct effect on the ecosystem. There are multiple green practices that are gaining momentum. Some of them include recycling, saving paper and electricity, avoiding the use of aerosols, encouraging the use of biodegradable products, use of organic food and so on (Gillg et al., 2005). Consumer demand in terms of green movement is gradually sloping upwards (Han et al., 2010). The reason for this shift towards green purchases could be a result of consumers' realization of the impact their behaviour has on the environment.

Carlson et al. (1993) point that a consumer's decision-making process is influenced by numerous factors, most importantly, a consumer's awareness and knowledge about green products dictates the decision-making. Various other studies have been pursued on green marketing and the strategies used for communication in order to influence the consumer purchase behaviour. Pickett-Baker and Ozaki (2008) observed that a correlation exists between consumers' environmental beliefs and their confidence on the performance of green products. There was no linear relationship between consumers' environmental behaviour and their environmental beliefs.

In studies carried out by Straughan and Roberts (1999), it was concluded that pro-environment and eco-friendly attitude might be influenced by personal factors as well as peer viewpoint. Ajzen's Theory of Planned Behaviour (TPB), validates that, the intention of buying is influenced by beliefs that shape attitudes to behaviour (Ajzen, 1991). In a study by Mathur et al (2008) where TPB is used, the consumption behaviour was compared between 2nd and 3rd generation Indians living in the USA and India. The Indians living in America were found to be extremely influenced by the green values and the green culture there and it was observed that this was more evident on the Indian youth compared to the other consumption groups. In the context of developing countries, studies based on countries like Egypt, Malaysia, Singapore and Mauritius, it was found that green consumption was becoming popular and different elements that influenced green consumptions include, awareness and knowledge about green products, trust in eco-labels and brands, consumers' concern towards environment's degradation and their altruistic values, consumers were also found to be more socially integrated and have a cosmopolitan approach and favourable attitude towards green products (Mostafa, 2009, Rahbar and Wahid, 2011 and Juwaheer et al., 2012). In a research on consumers in Ghana, a low level of ecological awareness was found which, directly impacted the green purchase decision of Ghanaian consumers. Another factor that influenced green purchases was price (Braimah and Tweneboah-Koduah, 2011). On the other hand, when the Ajzen's Theory of Planned Behavior (TPB) was applied to a study on consumers from developed countries like UK and Greece, in order to examine the different factors that influence their intention to purchase green products, the results were completely different for both UK and Greece. In UK, it was found that the consumers were more inclined towards social norms and acceptance from society. And thus, social norms were directly proportional to purchase intentions of consumers. On the contrary, in Greece, consumers were not influenced by social norms but believed in control. They felt that their knowledge and awareness about green products has an impact on the ecological behaviour (Kalafatis et al., 1999). On the basis of these studies, it can be observed that Ajzen's theory of planned behaviour is well suited to know the intention behind consumer purchase of green products. However, Mangnsson et al. (2003) validate that TPB is less suitable to explain ethical behaviour because the consumer affective element that influences consumer ethical behaviour is not accounted for in TPB.

Although, there are theories that support that behaviours are influenced by attitudes of individuals, in the case of green consumerism, researchers are still debating the ability to predict attitude. According to Mainieri et al., (1997), the correlation amid consumers' green behaviour and their attitude was found to be low. Tracy and Oskamp (1984), also suggest the same where as Spruyt et al. (2007), proposed

that the prediction of an individual consumer's behaviour is dependent on the individual's attitude. Therefore, the measure of attitudes to predict consumer behaviour should be concentrated on specific categories like purchasing of environmentally friendly products (Wulf and Schröder, 2003). Young et al. (2010) suggested that there is an "attitude-behaviour" gap in translating consumers' ecological concerns into behaviour. Green purchases are not necessarily led by consumers' interest in being ecologically safe (Young et al., 2010).

Based on studies about consumer's behavioural patterns, it was concluded that a green consumer is likely to be a confused consumer (Crane, 2000 and Davis, 1993). From the findings in different developing nations, it was observed that consumers' awareness, knowledge, environmental concerns and so on are the drivers behind their green purchases. However, in the case of India, contradictory views have been presented by different researchers. In a paper by Singh and Pandey (2012), it was noted that the Indian consumers were showing an increased interest in green products, and if the consumers are well informed about the price, quality and features, performance and other benefits of different green products through green marketing, it will lead to a sharp increase in the use of such products. According to their research, Singh and Pandey (2010), found that the consumers in India, however, lack awareness of other green products including recyclable products, organic food and so on; hence, there is a need of building green products and brand awareness (Singh and Pandey, 2012). On the contrary, a study by Mishra and Sharma (2010) showed that, Ayurveda and herbal products have been popular in India for many decades. These products were considered important as they consisted natural elements and medicinal aids. Indian consumers have been relying on these products and using them over many years (Mishra and Sharma, 2010). Indian consumers trust that both Ayurveda as well as herbal products do not have any side effects, thus, encouraging them to use these products at home for beauty benefits (Mishra and Sharma, 2010). Globalization has influenced consumption patterns which has in turn altered the lifestyles of consumers. Taking into account the evidence from the literature, further investigation on the Indian consumer segment by identifying the relationship between consumer belief and behaviour may lead to interesting insights.

2.4 Consumer Responsiveness and Eco-labelling

Eco-labelling is a key factor that will be incorporated in this research paper. Eco-labelling impinges on the purchasing patterns of green products. An eco-label recognizes the complete environmental preference of a product or service inside a product classification with respect to its life cycle (Global Ecolabelling Network, 2004). Organizations could use Eco labels as a proof to illustrate to their consumers that they have used environmentally profound production as well as distribution methods (Bruce and Laroia, 2007). Eco labelling is supported by "perspective criteria as well as standardization of principles" for products that are eco-friendly, thus differentiating the product from others to ensure consumers of its standards (Boström and Klintman, 2008, p.28). The producers of eco labelling schemes are most likely to be licensed through independent third parties (state or private agency) who inspect whether or not the producers are complying by the labelling standards (Boström and Klintman, 2008, p.28). Cherion and Jacob (2012) state that there are over 30 eco-labelling methods currently and

Germany was the first nation to introduce eco-labelling scheme called Blue Angel.

Eco-labels carry major significance in improving market shares by demonstrating affirmative social and ecological impact (Michalko, 2010). Such eco labels are called "winners". Eco labels that determine little or no impact despite being popular amongst consumers are called "green washers". Eco labels that demonstrate positive ecological results with less market recognition are called "wallflowers". Eco labels that have no significance in either dimension are called "weeds" (Purohit, 2012).

Eco-labelling might be an important factor in convincing consumers to buy green products. Eco-labelling can influence consumers to pay a premium price by showing additional benefits of the products such as quality, ecologically safe, non-hazardous, more efficient and so on (Renfro, 2010). In a Malaysian research including 526 respondents, Rashid (2009) pointed that consumers have a positive outlook and reaction to green purchases and green marketing as a result of their awareness of eco-labels. Another study by Kuhn (1999), supports the findings from Rashid (2009). According to Kuhn (1999), the market share of a company that uses ecological manufacturing methods and sustainable marketing strategies can be improved by promoting their eco-friendly activities using eco labels. On the contrary, Leire and Thidell (2005) identified that consumers' green purchases are not driven by their eco label awareness. They used a framework developed by the US-EPA to measure the effectiveness of eco-labelling. As a result, it was found that consumers acknowledge eco-labels but they don't necessarily buy those products or that they don't necessarily follow the information they specify in the survey (Leire and Thidell, 2005). Lye (1999) has informed that consumers' lack trust when eco labels are concerned. Cherian and Jacob (2012) suggest that the reason behind this consumer distrust is not understood to its full potential. The perception that is understood suggests that eco labels attract consumers by explaining the product's environmental impact (Cherian and Jacob, 2012).

These conflicting views by various researchers point to a literature gap and hence further investigation is required to understand the consumer responsiveness towards eco-labels. Empirical research has suggested a need in investigating the different ways, which will have a direct impact on intentions behind consumers' green purchase with the use of eco labels (D'Souza et al., 2006). Sammer and Wüstenhagen (2006), also suggest that it is necessary to explore the direct impact of eco-labelling on consumer's ecological attitude and decision-making. The current research will explore this interesting area using a validated questionnaire that has been underutilized in the literature to date in an interesting population within a developing country.

2.5 Green Branding

Researchers who studied concepts of brands and their effect on consumers' attitude and consumers' behaviour, have offered various internal and perceptual factors leading to purchase behaviour by influencing consumers' attitudes. There are three perceptual factors identified in "Managing Brand Equity", namely, Brand awareness, associations and quality perception (Aaker, 1991). Banytė & Gadeikienė (2008) believe that in the recent past, Green Marketing is coming to light as an instrument

contributing to sustainable development and adding value to the brand image. Marketing of products that are eco-friendly is not commercially feasible to infiltrate the marketplace if there is lack of communication of the brand attributes (Meffert and Kirchgeorg, 1993).

One of the most significant elements of green branding strategies is green positioning which can further be classified into functional or emotional. Elements that are classified as emotional are considered more important compared to functional elements of branding and green positioning of products (Meffert and Kirchgeorg, 1993). According to Sarkar (2012), when green positioning is used in terms of a corporate strategy, it can be based on different emotional brand benefits such as selflessness associated with emotion of well-being, benefits including auto-expression that are a result of using socially recognizable green brands and nature related benefits (Sarkar, 2012, p. 47). Green positioning has a positive influence on brand attitudes, proposing that the green product purchases are a result of communication of effective branding with the marketplace (Hartmann et al., 2005). Brands can influence consumer behaviour towards ecological product consumption (Pickett-Baker and Ozaki, 2008). One of the important factors for a firm to gain competitive advantage in its marketplace is packaging of consumer products (Barber, 2005). A low-key investment in packaging can lead to accelerating brand sales in comparison to advertising and promotion of products (Barber, 2010). For example, Dell uses green branding of their eco-friendly products using "Go Green with Dell" as their branding strategy. They also use packaging that is eco-friendly. Apart from this, Dell focuses on efficient and green innovations. On the other hand, certain companies use green marketing as their tool for popularity, which induces lack of trust in consumers in terms of green initiatives. This arises doubts in consumers about the credibility of firms green activities (Raska and Shaw, 2012).

Kinner and Taylor (1973) investigated green brand issues using a quantitative analysis with 500 respondents. Their findings showed that buyers' ecological concerns had an apparent effect on their perception of the brand. Later in 2005, on application of the experimental design method, Patrick et al. (2005), found a positive effect on the brand because of consumers' perception of green brand positioning. Similar researches were carried out in other nations and it was found that consumers have a negative perception of eco-friendly products. They believe there is a marked trade off among the functional brand performance and environmental effects. It was also found that emotional brand benefits act as a vital encouraging factor for green purchases by influencing consumer behaviour (Cherain and Jacob, 2012). The literature on green branding demonstrates that there is an effect of green branding on consumers' perception, but in order to explore if this perception has an effect on green purchases, there is a need for further analysis.

2.6 Green Advertising

Green advertisements first incepted in late 1960s as a result of concerns brought up by consumer activism, public and scientific communities and others about firms using anti-environmental practices (Easterling et al., 1996). Over the years, green advertising decreased because of false claims via advertisements, exaggeration in the advertisement content and it was found that consumers' were

perplexed about the terminologies used (Polonsky et al., 1997). Yin and Ma (2009) state that green advertising caught momentum again in 2000s, with developments in international legislations, global support, renewed interest among consumers and so on, therefore starting the sustainable age (Belz and Peattie, 2009). Green advertisements refer to adverts including sustainability of the environment, eco-friendly content, substance targeting needs and desires of green consumers and other stakeholders (Zinkhan and Carlson, 1995).

Lutz (1985) interprets that, advertising is one of the vital factors contributing to consumers' attitude and consumer responsiveness to any products or services. Baldwin (1993) suggested that green advertisements contribute in translating consumer's perceived value of green products into purchases. However, contrary to this, in a research by Chase and Smith (1992), it was found that only about 70% of the respondents were influenced with green messages from advertising and eco-labelling. The same study further reported that more than 50% of the respondents didn't pay enough attention to green messages from the advertisements because of its exploited use, making these advertisements less credible (Chase and Smith, 1992). Chan (2004), points that the core reasons for less credibility observed in terms of green advertisements may be as follows:

- a. The country that is advertising the green product does appear as eco-friendly
- b. The manufacturer of the product does not appear eco-friendly
- c. The asserted eco-friendly nature of the product does not meet consumers' experience with the product

Pooley and O'Connor (2000), report that providing consumers with ecological information might not inspire positive green attitude in them. However, emotional content in green advertisements might attract consumers' attention to them (Hawkins et al., 1998). These studies indicate a need for further investigation about the impact of green advertisements on consumer purchases.

2.7 Conclusion

Green Marketing is rising in its popularity and becoming a widespread research area. Green Marketing had been prevalently researched in developed countries for decades but is only drawing interest from developing nations in the recent past. The literature suggests that consumer is the biggest stakeholder and hence there is a need for more research around the consumer. Several studies revealed that consumers are now well informed about ecological benefits and issues, thus leading to their growing environment concerns. However, different researches suggest that even though consumers are more environmentally concerned, they do not necessarily indulge in using green products. This has been contradicted by other studies and a significant gap is found between consumers' concern for environment and their green purchases, thus encouraging further investigation.

Various studies show that there is more environmental awareness in the developed nations, but in the recent times, there has been an inclination in awareness in the developing nations as well, India being

one such nation. However, it fails to acknowledge whether this awareness is leading to an increase in the use of sustainable and green products. There have been conflicting results about consumers' green attitude and their behaviour as a consequence.

Evidence suggests that green packaging, branding and eco-labelling have positive impact on consumers leading to increased green purchases in some cases, and unaffected green purchases in others. The results for such researches have varied for different nations, demographics and so on. Evidence from the literature review point that in the developed countries, green marketing has been extensively researched while in the developing countries, there appears to be a lack of research in this area. Studies suggest consumers from developing nations have been showing greater interest in eco-friendly activities and green products. It is therefore appropriate to undertake the analysis of the impact of green marketing on the consumer purchase patterns and decision making in a developing nation where green consumers are rapidly emerging. Furthermore, this research will emphasize on the key tenants of green consumers purchasing patterns in Telangana, India. These include investigating if there is a correlation between consumers' green attitude and their green behaviour and the impact of green packaging, branding and eco-labelling on green purchases. All of these factors have a significant impact on green consumer purchase patterns as highlighted in the literature. For the purpose of this research, a questionnaire that has been applied to another developing nation (Mauritius) by Juwaheer et al., (2012) will be utilized. The main focus of this questionnaire is on characteristics like effectiveness of eco-labelling in green products identification, intensity of green packaging and branding on green consumers, green advertisements and consumption patterns, importance of green products and premium green pricing, embedding an eco-image and environmental concerns and beliefs which will facilitate the researcher in examining the unique relationship between consumers' environmental beliefs and their environmental behaviour, therefore leading to interesting insights about the research area.

3. Research Methodology

3.1 Introduction

This chapter will summarize the method and approaches adopted for this research. It will include the research aims and objectives, the research philosophy, the research design and approach, the research strategy, the research instrument used in this study. It will also provide justification for the method used for the study and provide details about the research tool that is used, the survey design, the sample selection, ethical considerations, and analysis of the data along with the limitations of the approach. This research is based on the research framework proposed by Saunders et al. (2009), called the research onion giving the research an organized structure and procedure.

3.2 Research Aim and Objectives

The overall research aim for this study is to investigate the impact of Green Marketing on Consumer Purchasing Patterns and Decision Making in Telangana, India. The sub objectives of this research are:

Sub-Objective 1: To investigate the direction and strength of the relationship between the six distinct environmental belief factors and environmental behaviour, while controlling for key socio-demographic factors.

- Hypothesis 1(a): There is a positive relationship between eco-labelling and environmental behaviour of consumers
- Hypothesis 1(b): There is a positive relationship between green branding and packaging and the environmental behaviour of consumers
- Hypothesis 1(c): There is a positive relationship between green advertising and the environmental behaviour of consumers
- Hypothesis 1(d): There is a positive relationship between green pricing and the environmental behaviour of consumers
- Hypothesis 1(e): There is a positive relationship between embedding and eco-image and the environmental behaviour of consumers
- Hypothesis 1(f): There is a positive relationship between environmental concerns and beliefs and the environmental behaviour of consumers

Sub-Objective 2: To investigate significant associations between the environmental behaviour, the six environmental belief factors and key socio-demographic variables including gender, age, education and place of residence

Sub-Objective 3: To analyse the correlations between environmental belief factors (eco-labelling, green branding and packaging, environmental advertisements, green pricing, embedding an eco-image, environmental concerns and beliefs) and the environmental behaviour of consumers

- In all cases the null hypothesis was that there is no correlation between environmental belief factors and the environmental behaviour of consumers
- The alternative hypotheses states that there is a positive correlation between each environmental belief factors and the environmental behaviour of consumers.

3.3 Research Philosophy

Research philosophy consists of important assumptions in the researcher's viewpoint underpinning the research strategy and approach. According to Saunders et al., (2009), Research philosophy 'relates to the development of knowledge and the nature of knowledge' (p. 107). There are two ways in which research philosophy can be reflected, namely Ontology and Epistemology. Both Ontology and Epistemology influence the research process differently to enhance the understanding of the technique to approach the study. Ontology focuses on the nature of reality containing attributes of objectivism, subjectivism and constructionism (Saunders et al., 2009). According to Quinlan (2011), Epistemology focuses on conventional knowledge and the process it is obtained from in any research area. Epistemology involves attributes like positivism, interpretivism and realism (Saunders et al., 2009).

This research uses the philosophy of positivism. The primary aim of this research is to analyse the impact of Green marketing on consumer purchasing patterns in India. To investigate this, existing theory, as mentioned in the literature review, is being used to build the hypothesis. When using the positivism philosophy, the researcher works with an 'observable social reality' (Remenyi et al., 1998, p. 32). According to Saunders et al. (2009) an existing theory is used to develop new hypothesis and research strategy that is further tested and confirmed, which in turn develops the theory. According to Gill and Johnson (2002), it is more likely for a research using the philosophy of positivism to use a more structured methodology to ease replication. They are likelier to emphasize on quantitative data for statistical analysis (Saunders et al., 2009). The researcher concentrates on applied functional research so that different perspectives can be integrated to interpret the data.

3.4 Research Approach

There are two types of research approaches involving Inductive approach and Deductive approach. In the case of an inductive approach data is accumulated and analysing this data contributes in developing a theory as a result. However, one limitation in this case is, if the researcher does not have sufficient knowledge of the research area, it might be difficult to build a hypothesis. In case of a deductive approach, according to Robson (2002), a hypothesis is developed and tested using the research strategy. This happens in five stages involving developing a hypothesis, operationalizing it by indicating the variables and concepts to be measured, testing it and investigating the outcome therefore leading to modification of existing theory (Saunders et al., 2009). It can be suggested that deduction might lead to alternative theories that are within the structured design limits, deduction also helps in determining

causal relationships or correlations between variables using quantitative data (Saunders et al., 2009). It can also be observed that deduction is connected to the philosophy of positivism.

3.5 Research Design and Strategy

Research design used to examine the research strategy in order to obtain suitable results (Cameron and Price, 2009). When studies explain if there is a causal relationship between variables, it is known as explanatory research. Such research may include statistical analysis of quantitative data in a way that relationships between variables may be rationalized (Saunders et al., 2009). In this research, the relationship between Green marketing and consumer purchase patterns is investigated. Hence, this research is an explanatory research.

Data research can be done using two different methods that involve qualitative and quantitative analysis. The data can be analysed using a mono method where in a single technique is used for data collection and analysis where as in multiple methods, data can be collected and analysed using more than one technique. In qualitative data analysis, non-numerical data like perspective, beliefs, stories, and video clips and so on, are used (Quinlan, 2011). Qualitative usually involves data collection in the form of interviews, which is analysed by categorizing it furthermore (Saunders et al., 2009). In contrast to qualitative data, quantitative data is numeric data that uses statistics, graphs and charts to analyse the data. Quantitative data analysis usually involves a deductive approach using philosophy of positivism (Saunders et al., 2009).

For this study, qualitative research would be the ideal alternate consideration as it aids better understanding of perspectives of people and how the perspectives are formed depending on culture, social and physical environments (Maxwell, 2013). However, one of the biggest limitations of this method would be the limited sample size. According to the literature mentioned in the previous chapter, most studies justify the use of quantitative analysis for studies related to green marketing and consumer behaviour, as perspectives of a larger sample will be taken into account.

Rationale for quantitative analysis:

This research involves quantitative analysis using the mono method where in the data is collected using a survey. Quantitative data analysis usually involves several methods like experimental strategy, Survey, Case study and so on (Saunders et al., 2009). Quantitative analysis was considered rather suitable for this research for the following reasons

- (a) The relationship between green marketing and consumer purchase patterns could be better explained by means of using different hypothesis.
- (b) Another reason is the large sample and time constraints made qualitative analysis not as suitable.
- (c) This method allowed all respondents to answer the same set of questions rather quickly in comparison to qualitative analysis.
- (d) Lastly, as the research was based in India, conducting an online survey was more fitting.

A survey is more commonly associated with the deductive approach. Surveys often in the form of questionnaires helps in large amount of data collection, which helps in easy comparison, as the data is very standardized. Usually, analysis of such quantitative data can be done with the help of descriptive and inferential statistics (Saunders et al., 2009).

An electronically managed, self-administered questionnaire is used as a part of this research for the purpose of data collection. In order to investigate the research aim and objectives, this research uses modern, reliable and valid scales as part of the statistical measures. This research uses the survey method as most of the previous studies as discussed in the literature review have used the same approach. The benefit of using quantitative approach to analyse the impact of Green Marketing on consumer purchase patterns and decision making in India is that views of more number of people can be analysed.

3.6 Research Instrument

Questionnaires provide the researcher an opportunity to collect data from a large sample size with a low possibility of the responses' distortion (Saunders et al., 2009). With an intention to collect large amount of data with negligible distortion of responses, this research has adopted the Questionnaire instrument for this quantitative study. According to Saunders et al. (2009), questionnaire is generally a term used to collect data in large amounts where in every respondent responds to the same group of questions in a pre-set order. To analyse the green views of different Indian consumers, and for the purpose of determining their purchasing patterns this technique can be considered as most appropriate based on the literature.

Due to the geographical difference between Ireland and India, and because of the large target sample, the data for this study was collected using an online questionnaire. Although, interviews was an alternate approach for this study, the time constrains made it difficult to conduct interviews for the large target sample. An online survey is considered as an effectively universal technique by Quinlan (2011) for people with technological and skill access.

The questionnaire used in this research is adapted from a study by Juwaheer et al. (2012), which analysed the impact of green marketing on consumer purchase patterns in Mauritius. The questionnaire consists of 7 factors as mentioned below. The factors under environmental beliefs are weighed against the environmental behaviour. Environmental beliefs include effectiveness of eco-labelling in green products identification, intensity of green packaging and branding on green consumers, green advertisements and consumption patterns, importance of green products and premium green pricing, embedding an eco-image and environmental concerns and beliefs, which are scored on a 5-point Likert scale between 1 and 5 (where, 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree and 5=Strongly Agree). For this scale, there are 29 questions in total further divided among the aforementioned factors.

Therefore, the highest score would be 150 while the lowest score would be 29. In terms of the environmental behaviour, there are 9 questions scored on a frequency scale between 1 and 4 (where, 1=Never, 2=Sometimes, 3=frequently and 4=Always). The highest score for this scale is 36 while the lowest score is 9. Various socio-demographic factors like gender, age, education and place of residence were considered using the Indian Census form.

A Pilot study was conducted by distributing the questionnaire to 12 individuals in order to ascertain the understanding and generality of the questionnaire and to address any issues or concerns regarding the questionnaire. As a result of this Pilot study, it was observed that the researcher needed to make a few modifications to ensure correctness.

Q8. Effectiveness of eco-labelling and green products identification	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1. Eco-labels are eye catching on green products 2. Sufficient information is provided on eco-labels 3. I believe that eco-labels are easy to read 4. Green products are marketed to me in a way which I really find engaging and relevant to my lifestyle 5. Information on eco-labels is accurate for green products 6. It is easy for me to identify green products in India					
Q9. Intensity of green packaging and branding for ecological customers					
1. I acknowledge that the information on packaging is an important criterion 2. It is important to reuse or recycle the packaging after use 3. Biodegradable packaging is an important consideration for green customers 4. I feel good about buying brands which are less damaging to the environment 5. I trust well-known green branded products in India					
Q10. Environmental advertisement and green consumption patterns					
1. Green advertisements should promote environmental friendly products in a credible manner 2. The content of environmental advertisements should offer pertinent emotional relevance for green customers 3. Attractive environmental advertisements will encourage me to adopt green purchasing patterns 4. I acknowledge that environmental advertisements are not exaggerated for green products in India					
Q11. Importance of green products and premium green pricing					
1. I accept as true that a portion of the price for green products goes to a worthy environmental cause 2. I consider that green products are very important in the context of India 3. I think that it is reasonable to pay a higher price for products that are produced in an ecological way					
Q12. Embedding an eco-image in marketing of green products					

1. I share the opinion that the green products should bear an eco-image in India					
2. There should be more visibility in the way in which green products are marketed in India					
Q14. Environmental concerns and beliefs in India					
1. The earth is approaching the limit the number of people it can support					
2. The balance of nature is very delicate and easily upset					
3. Human have the right to modify the natural environment to suit their needs					
4. The humans' interference with nature often has disastrous consequences					
5. Plants and animals exist primarily to be used by humans					
6. Humans have to control industrial growth to maintain a healthy economy					
7. Human must live in harmony with nature in order to survive					
8. Human need to adapt to the natural environment because they can remake it to suit their own needs					
9. There are limits to which the industrialized society can expand					
10. Mankind is severely abusing the environment					

Table 1: Environmental Beliefs – Questionnaire

Q13. Environmental behaviour of consumers	Never	Sometimes	Frequently	Always
1. Use of biodegradable soaps or detergents				
2. Avoid buying aerosol products				
3. Read labels to see if contents are environmentally safe				
4. Buy products made or packaged in recycled materials				
5. Buy products in packages that can be refilled				
6. Avoid buying products from companies who are environmentally responsible				
7. Recycle bottles, cans or glass				
8. Consumers taking their own bags to the supermarket				
9. Contribute money to environmental causes				

Table 2: Environmental Behaviour – Questionnaire

Sample:

There are two types of techniques that can be used for sampling, namely, probability and non-probability sampling. In probability sampling, interpretations are made from the sample concerning a population to address the aim and objectives of the research following different rules in the sample selection (Saunders et al., 2009). On the other hand, non-probability sampling uses alternative techniques for sample selection based on the researcher's subjective judgment (Saunders et al., 2009). For the purpose of this research, non-probability sampling is used, in particular convenient sampling. In the

case of convenient sampling, random selection is done to easily obtain the sample and the process is carried on until the desired sample size is reached (Saunders et al., 2009). India is a developing country, and the concept of green marketing is comparatively new, therefore a full target population using probability sampling (alternate sampling method) could not be used. Since the research was associated with buying behaviour of consumers with regard to green marketing, the participants included regular supermarket visitors from different gender, age groups, education qualification and place of residence. The gender was coded as Female=1 and Male=2. The age group was further divided into tertiles (18-23=1, 23-38=2, and 39-62=3). The highest education level was divided into three and coded as Intermediate=1, Graduate=2 and Masters=3. The place of residence was coded as Urban=1 and Rural=2. To facilitate the research, 100 surveys were sent out to participants from Telangana State, India, of which 80 complete responses were received.

3.7 Ethical Considerations

According to Saunders et al., (2009), the researchers should be responsible to protect the rights of all individuals who are a part of their research. Ethical conduct is a combination of anonymity and confidentiality of the participants involved in a research. Quinlan (2011) refers to anonymity and confidentiality of the participants as a declaration by the researcher to protect their identity and data keeping it private and confidential.

This research has thoroughly considered and followed all ethical guidelines stated by National College of Ireland. This research involved quantitative data collection in the form of an online survey. For the purpose of data safety, there was no documentation of names. The participants were informed that the study is anonymous and their consent to participate in the survey was taken. The participants were also informed that they could withdraw from the survey at any given time. The survey results were not accessible to anyone but the researcher.

3.8 Data Analysis

The first segment of data analysis includes exporting the responses from Survey Monkey to Microsoft Excel in order to code it as mentioned earlier. These coded responses are then exported to SPSS for analysing the data.

Before analysing the data to address the research question, it is essential to analyse the internal consistency of the questionnaire itself. The factors involving the environmental beliefs include effectiveness of eco-labelling and green products identification, intensity of green packaging and branding for ecological customers, environmental advertisement and green consumption patterns, importance of green products and premium green pricing, embedding an eco-image in marketing of green products and consumers' perceptions on environmental concerns and beliefs in India. For this

research, the internal consistency of the different factors and scales namely, Environmental Beliefs and Environmental behaviour were measured using the Cronbach's alpha. The internal consistency is used to measure the correlation of responses between the different questions of the questionnaire. Cronbach's alpha (>0.7) is considered as a reliable technique to measure the internal consistency of questionnaires with multiple items (Giem and Gliem, 2003). For this research, the Cronbach's alpha was calculated for all the factors (Table 3) and it was observed that while the Cronbach alpha for the whole questionnaire was 0.826 which is greater than 0.7, making the questionnaire reliable, all the factors individually did not have Cronbach's alpha greater than 0.7. Detailed Cronbach's alpha results can be found in **Appendix A**.

Variable	Cronbach's alpha
Effectiveness of eco-labelling and green products identification	.717
Intensity of green packaging and branding for ecological customers	.752
Environmental advertisement and green consumption patterns	.598
Importance of green products and premium green pricing	.498
Embedding an eco-image in marketing of green products	.838
Consumers' perceptions on environmental concerns and beliefs	.452
Environmental behaviour of consumers	.807
Overall Questionnaire	.826

Table 3: Test of internal consistency of the questionnaire

Following the internal consistency test, the composite scores for all the factors are calculated and used for consequent analysis. The analysis for this research was done in 3 parts. The first part included statistical tests for normality followed by tests of difference to check for significant associations. In order to investigate the relationships between variables, the second part included the correlation analysis of the factors and the third part involved regression analysis of the factors.

Test of Normality and Test of Difference:

To analyse the descriptive statistics, test of normality is done using the Shapiro-Wilk test and distributions of histograms. Depending on the normality or the deviation from it, statistical tests on different groups are carried out. The p value shows the significance level and for $p < 0.05$, the null hypothesis is rejected and for $p > 0.05$, the null hypothesis is accepted.

There are two groups of statistical tests of difference, namely, parametric and non-parametric. Parametric tests are used when the numerical data is normally distributed (Saunders et al., 2009). When normality is assumed, parametric tests are done, therefore, to compare means, between two independent groups assuming normality, Levene's T-test for equal variance is done and to compare means between k independent groups assuming normality, one-way ANOVA test is done. The independent t-test compares the means between two groups using spread of scores as the measure.

If there is a low likelihood of difference between the two groups, it is represented using a large t statistic where the $p < 0.05$ meaning it is statistically significant (Saunders et al., 2009). One-way analysis of variance (ANOVA) test is used when the data is distributed in 3 or more groups. The variance is analysed using ANOVA both within and between the groups by comparing the means. The F-ratio as a result would represent the differences, and when there is a low likelihood of difference between groups, F statistic is large with $p < 0.05$ showing statistical significance (Saunders et al., 2009).

Non-parametric tests are used when the numerical data is not normally distributed (Saunders et al., 2009). When deviation from normality is assumed, non-parametric tests are done. For difference between two independent groups, where the data is not normally distributed, a Mann-Whitney U test is appropriate. If there is low likelihood of difference between the two groups, a large U statistic along with $p < 0.05$ shows the statistical significance (Saunders et al., 2009). This test is non-parametric equivalent of the parametric independent t-test (Saunders et al., 2009). Similarly, a Kruskal-Wallis H-test is done for more than two independent groups.

Correlation Analysis

A bivariate correlation analysis for all the factors of environmental beliefs and environmental behaviour to measure the relationship between the variables is done using Spearman's rank order correlation, as it is non-parametric. The Spearman's rank order correlation is used to measure the level and strength of the relationship between the variables (Saunders et al., 2009). The correlation coefficient (r) helps in quantifying the strength of the relationship and lies between -1 and +1 (Saunders et al., 2009). The figure 2 below shows the level of relationship on the basis of the r value. The p value shows the statistical significance of the variables and if $p < 0.05$ or in certain cases $p < 0.01$ shows statistical significance, therefore, the null hypothesis is rejected.

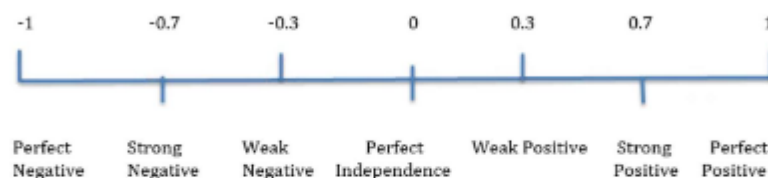


Figure 2: Correlation Coefficient values

Correlation and regression analysis are both used to analyse the relationships between variables, however, correlation analysis shows the degree of association while regression analysis shows the relationship between dependent and independent variables.

Regression Analysis

Regression analysis consists of measuring the coefficient of determination as well as the regression equation using independent variables (Saunders et al., 2009). For this study, a linear regression analysis is done with environmental behaviour, environmental beliefs and the different factors as well as the socio-demographics. The controlled variables include the socio-demographics, while the not controlled variables include the different factors of environmental beliefs with environmental behaviour as the dependent variable.

In regression analysis, the values of dependent variable can be predicted using values of independent variables, resulting in a regression equation (Saunders et al., 2009). The regression equation for this analysis is as follows:

$$\text{Environmental behaviour} = a + \beta_{EL} + \beta_{GBP} + \beta_{EAd} + \beta_{GP} + \beta_{EI} + \beta_{ECB} + e$$

Where,

Environmental behaviour is the dependent variable

a- intercept

β coefficient- measures the effect of independent variables

EL- eco-labelling

GB- green branding and packaging

EAd- environmental advertising

GP- green pricing

EI- embedding an eco-image

ECB- environmental concerns and beliefs

e- error

There are four principal assumptions justifying linear regression. They are linearity and additivity, statistical independence, homoscedasticity and normality of error distribution (Saunders et al., 2009). On the basis of the assumption, the researcher has undertaken diagnostic tests. A Durbin-Watson statistic is used to test the auto-correlation. The Durbin-Watson statistic lies between 0 and 4, where, values towards 0 indicate positive correlation, value of 2 indicates no autocorrelation and value towards 4 indicates negative correlation (Saunders et al., 2009). In this analysis, the Durbin-Watson analysis was found to be 2.179, therefore suggesting no autocorrelation (Appendix 3).

The coefficient of determination (R^2), shows the variation of independent variables on the dependent variable based on the equation and the Adjusted R^2 takes account of the number of independent variables from the equation (Saunders et al., 2009).

3.9 Limitations of research methodology

The first limitation of this methodology is that the questionnaire consisted of closed-ended questions, which are easy for the respondents to answer but if a question is misinterpreted, the researcher is likely to overlook it. The Cronbach's alpha of some of the individual factors was not greater than 0.7 even though the overall Cronbach's alpha value was greater than 0.7, is a prominent limitation. The rural sample is very small compared to the urban sample. Therefore, the conclusions drawn might not be completely accurate due to the lack of sample size. Also, the 20% of non-respondents could have influenced the insights of the research, therefore adding to the limitations. Another limitation is the convenient sampling method, as the flaws in this method cloud the conclusions drawn from the sample, therefore, possibly leading to incomplete conclusions.

4. Results

This chapter consists of the basic exploratory results, test of normality for all factors followed by the parametric and non-parametric tests, results for correlations and the regression analysis. The questionnaire received an 80% response rate with 80 participants.

4.1 Exploratory Results

An exploratory study was done and the frequency data is summarized in **Table 4**. The majority participants were female (45%) compared to male (35%). The participants' age ranged between 18 and 62 years. The mean, SE, 95% confidence interval and range for all of the factors is also presented in the table below.

Table 4: Frequencies and Descriptive Statistics

Variable	Frequency	Valid %	-	-	-
Categorical variables					
Gender					
Female	45	56.3			
Male	35	43.8			
Age					
18-23	26	32.5			
23-38	27	33.8			
39-62	27	33.8			
Highest Education Level attained					
Intermediate	20	25			
Graduate	38	47.5			
Masters	22	27.5			
Place of Residence					
Urban	69	86.3			
Rural	11	13.8			
Exploratory variables	M	SE	95% Confidence Interval	Range	
Effectiveness of eco-labelling and green products identification	20.86	0.33	20.19 - 21.52	14-29	
Intensity of green packaging and branding for ecological customers	20.46	0.29	19.88 - 21.04	13-25	
Environmental advertisement and green consumption patterns	15.38	0.22	14.94 - 15.83	6-20	
Importance of green products and premium green pricing	11.23	0.20	10.81 - 11.63	6-15	
Embedding an eco-image in marketing of green products	8.23	0.13	7.96 - 8.51	2-10	
Environmental concerns and beliefs in India	37.15	0.37	36.41 - 37.89	30-49	
Environmental behaviour of Consumers	23.21	0.52	22.17 - 24.25	12-36	

4.2 Tests of Normality and Difference

The summary of all results of the test of Normality for all factors based on Shapiro-Wilk is presented in **Table 5**. The detailed case summary and descriptive results along with the normality results for individual factors can be referred to in **Appendix B**.

From the table below, it can be observed that data for all the socio-demographic factors for eco-labelling, age for green branding, gender and education for environmental behaviour appear to be distributed normally ($p>0.05$) while for all of the remaining factors the data is deviated from normality ($p<0.05$).

Table 5: Test of Normality (Shapiro-Wilk Test)

Variable	Gender	Age	Education	Place of Residence
Effectiveness of eco-labelling and green products identification	Normal	Normal	Normal	Normal
Intensity of green packaging and branding for ecological customers	Deviated	Normal	Deviated	Deviated
Environmental advertisement and green consumption patterns	Deviated	Deviated	Deviated	Deviated
Importance of green products and premium green pricing	Deviated	Deviated	Deviated	Deviated
Embedding an eco-image in marketing of green products	Deviated	Deviated	Deviated	Deviated
Consumers' perceptions on environmental concerns and beliefs	Deviated	Deviated	Deviated	Deviated
Environmental behaviour of consumers	Normal	Deviated	Normal	Deviated

*All normality tests are based on Shapiro-Wilk test

In the cases where there is lack of deviation from normality parametric tests like independent t test and one-way ANOVA tests have been relied on, however, in the cases where there is deviation from normality, non-parametric tests like Mann-Whitney U test and Kruskal-Wallis test have been considered for each of the factors.

Effectiveness of eco-labelling and green products identification

Table 6 includes a summary of all independent t-test and ANOVA for all of the socio-demographic variables. For full results, please refer **Appendix C**.

Table 6: Results of Independent t-test and ANOVA for eco-labelling

Demographic Variables	n	Mean	SD	SE	F	Sig	t	Sig. (Two-tailed)
Gender					.013	.911	-.285	.776
Female	45	20.77	3.06	.457				
Male	35	20.97	2.93	.496				
Age					.247	.782		
18-23	26	20.53	3.82					
23-38	27	21.11	2.20					
39-63	27	20.92	2.85					
Education					1.756	.180		
Intermediate	20	19.80	3.50					
Graduate	38	21.13	2.88					
Master	22	21.36	2.53					
Place of residence					1.623	.206	1.474	.144
Urban	69	21.05	3.05	.365				
Rural	11	19.63	2.33	.704				

Gender:

The Levene's Test for equal variance (**F=.013, p=.911**) specifies that there is not enough evidence to reject the assumption of equal variances, hence, equal variances can be assumed. The result of the independent t-test states that there is insufficient evidence that perception of Female participants (**M=20.77, SD=3.06, SE=.457, n=45**) and Male participants (**M=20.97, SD=2.93, SE=.496, n=35**) is different (**t(78) = -.285, p=.776**).

Age:

Based on the ANOVA results ($F=2.247$, $p=.782$) from Table 6, it can be observed that there are no significant differences between age group 18-23 ($M=20.53$, $SD=3.82$), 23-38 ($M=21.11$, $SD=2.20$) and 39-62 ($M=20.92$, $SD=2.85$).

Education:

Based on the ANOVA results ($F=1.756$, $p=.180$), it can be observed that there are no significant differences between Education level of participants, Intermediate ($M=19.80$, $SD=3.50$), Graduate ($M=21.13$, $SD=2.88$) and Masters ($M=21.36$, $SD=2.53$).

Place of Residence:

The Levene's Test for equal variance ($F=1.623$, $p=.206$) specifies that there is not enough evidence to reject the assumption of equal variances, hence, equal variances can be assumed. The result of the independent t-test states that there is insufficient evidence that perception of Urban participants ($M=21.05$, $SD=3.05$, $SE=.367$, $n=69$) and Rural participants ($M=19.63$, $SD=2.33$, $SE=.704$, $n=11$) is different ($t(78) = 1.474$, $p=.144$) as shown in Tables 6.

Intensity of green packaging and branding for ecological customers

Table 7 includes a summary of all Mann-Whitney U test, ANOVA and Kruskal-Wallis test for all of the socio-demographic variables. For full results, please refer Appendix D.

Gender:

The Mann-Whitney U test shows that there is no statistical significant difference of perception among female and male participants with mean ranks of 41.86 and 38.76 respectively ($U=726.500$, $p=.549$).

Age:

Based on the ANOVA results ($F=2.352$, $p=.102$) from Table 7, it can be observed that there are no significant differences between age group 18-23 ($M=21.30$, $SD=2.37$), 23-38 ($M=19.81$, $SD=3.13$) and 39-62 ($M=20.29$, $SD=1.99$).

Education:

The Kruskal-Wallis test ($X^2(2) = .784$, $p=.676$) from Table 7, shows that there is no statistical significant difference between the participants of different education level, Intermediate ($M \text{ rank}=37.03$), Graduate ($M \text{ rank}= 40.72$) and Masters ($M \text{ rank} =43.27$).

Place of residence:

The Mann-Whitney U test suggests that there is a statistical significance in difference of perception among urban and rural participants with mean ranks of 43.32 and 22.82 respectively ($U=185.000$, $p=.006$).

Table 7: Results of Mann-Whitney U-test, Kruskal-Wallis test and ANOVA for green branding

Demographic Variables	n	Mean	SD	Mean Rank	F	Sig.	U	X ² (2)	Sig. (Two-tailed)
Gender							726.500		.549
Female	45			41.86					
Male	35			38.76					
Age					2.352	.102			
18-23	26	21.30	2.37						
23-38	27	19.81	3.13						
39-63	27	20.29	1.99						
Education								.784	.676
Intermediate	20			37.03					
Graduate	38			40.72					
Master	22			43.27					
Place of residence							185.000		.006
Urban	69			43.32					
Rural	11			22.82					

Environmental advertisement and green consumption patterns

Table 8 includes a summary of all Mann-Whitney and Kruskal-Wallis test for all of the socio-demographic variables. For full results, please refer **Appendix E**.

Gender:

The Mann-Whitney U test (**Table 8**) shows that there is no statistical significance in difference of perception among female and male participants with mean ranks of **39.97** and **42.47** respectively (**U=718.000, p=.494**).

Age: The Kruskal-Wallis test (**X² (2)= 1.173, p=.556**) from **Table 8**, shows that there is no statistical significant difference between the participants of different age groups, 18-23 (**M rank=38.90**), 23-38 (**M rank= 38.20**) and 39-62 (**M rank =44.33**).

Table 8: Results of Mann-Whitney U-test and Kruskal-Wallis test for environmental advertising

Demographic Variables	n	Mean Rank	U	X ² (2)	Sig. (Two-tailed)
Gender			718.000		.494
Female	45	39.97			
Male	35	42.47			
Age				1.173	.556
18-23	26	38.90			
23-38	27	38.20			
39-63	27	44.33			
Education				1.247	.536
Intermediate	20	35.68			
Graduate	38	42.58			
Master	22	41.30			
Place of residence			362.000		.803
Urban	69	40.25			
Rural	11	42.09			

Education:

The Kruskal-Wallis test ($X^2(2) = 1.247$, $p = .536$) from **Table 8**, shows that there is no statistical significant difference between the participants of different education level, Intermediate (**M rank=35.68**), Graduate (**M rank= 42.58**) and Masters (**M rank =41.30**).

Place of Residence:

The Mann-Whitney U test (**Table 8**) shows that there is no statistical significance in difference of perception among urban and rural participants with mean ranks of **40.25** and **42.09** respectively (**U=362.000**, $p = .803$).

Importance of green products and premium green pricing

Table 9 includes a summary of all Mann-Whitney and Kruskal-Wallis test for all of the socio-demographic variables. For full results, please refer **Appendix F**.

Table 9: Results of Mann-Whitney U-test and Kruskal-Wallis test for green pricing

Demographic Variables	n	Mean Rank	U	X ² (2)	Sig. (Two-tailed)
Gender			783.500		.968
Female	45	40.59			
Male	35	40.39			
Age				3.680	.159
18-23	26	41.62			
23-38	27	34.11			
39-63	27	45.81			
Education				1.801	.406
Intermediate	20	34.60			
Graduate	38	42.53			
Master	22	42.36			
Place of residence			184.000		.005
Urban	69	43.33			
Rural	11	22.73			

Gender:

The Mann-Whitney U test suggests that there is no statistical significance in difference of perception among female and male participants with mean ranks of **40.59** and **40.39** respectively (**U=783.500**, **p=.968**).

Age:

The Kruskal-Wallis test (**X² (2)= 3.680**, **p=.159**), shows that there is no statistical significant difference between the participants of different age groups, 18-23 (**M rank=41.62**), 23-38 (**M rank= 34.11**) and 39-62 (**M rank =45.81**).

Education:

The Kruskal-Wallis test ($X^2(2) = 1.801$, $p = .406$) from Table 9, suggests that there is no statistical significant difference between the participants of different education level, Intermediate (**M rank=34.60**), Graduate (**M rank= 42.53**) and Masters (**M rank =42.36**).

Place of residence:

The Mann-Whitney U test (Table 9) illustrates that there is a statistical significance in difference of perception among urban and rural participants with mean ranks of **43.33** and **22.73** respectively (**$U=184.000$, $p=.005$**).

Embedding an eco-image in marketing of green products

Table 10 includes a summary of all Mann-Whitney and Kruskal-Wallis test for all of the socio-demographic variables. For full results, please refer **Appendix G**.

Gender:

The Mann-Whitney U test (Table 10) demonstrates that there is no statistical significance in difference of perception among female and male participants with mean ranks of **38.52** and **43.04** respectively (**$U=698.000$, $p=.351$**).

Age:

The Kruskal-Wallis test ($X^2(2) = 3.425$, $p = .180$) from Table 10, shows that there is no statistical significant difference between the participants of different age groups, 18-23 (**M rank=45.62**), 23-38 (**M rank= 34.78**) and 39-62 (**M rank =41.30**).

Education:

The Kruskal-Wallis test ($X^2(2) = .147$, $p = .916$), illustrates that there is no statistical significant difference between the participants of different education level, Intermediate (**M rank=40.50**), Graduate (**M rank= 39.62**) and Masters (**M rank =42.02**).

Place of Residence:

The Mann-Whitney U test (Table 27) suggests that there is a statistical significance in difference of perception among urban and rural participants with mean ranks of **43.04** and **24.55** respectively (**$U=204.000$, $p=.008$**).

Table 10: Results of Mann-Whitney U-test and Kruskal-Wallis test for eco-image

Demographic Variables	n	Mean Rank	U	$\chi^2(2)$	Sig. (Two-tailed)
Gender			698.500		.351
Female	45	38.52			
Male	35	43.04			
Age				3.425	.180
18-23	26	45.62			
23-38	27	34.78			
39-63	27	41.30			
Education				.147	.916
Intermediate	20	40.50			
Graduate	38	39.62			
Master	22	42.02			
Place of residence			204.000		.008
Urban	69	43.04			
Rural	11	24.55			

Consumers' perceptions on environmental concerns and beliefs

Table 11 includes a summary of all Mann-Whitney and Kruskal-Wallis test for all of the socio-demographic variables. For full results, please refer **Appendix H**.

Gender:

The Mann-Whitney U test (**Table 11**) shows that there is no statistical significance in difference of perception among female and male participants with mean ranks of **37.81** and **41.69** respectively (**U=673.500, p=.450**).

Table 11: Results of Mann-Whitney U-test and Kruskal-Wallis test for environmental concerns

Demographic Variables	n	Mean Rank	U	$\chi^2(2)$	Sig. (Two-tailed)
Gender			673.500		.450
Female	44	37.81			
Male	34	41.69			
Age				2.613	.271
18-23	26	43.37			
23-38	26	33.79			
39-63	26	41.35			
Education				.660	.719
Intermediate	20	35.98			
Graduate	37	40.65			
Master	21	40.83			
Place of residence			296.500		.298
Urban	67	40.57			
Rural	11	32.95			

Age:

The Kruskal-Wallis test ($\chi^2(2) = 2.613$, $p = .271$) from **Table 11**, shows that there is no statistical significant difference between the participants of different age groups, 18-23 (**M rank=43.37**), 23-38 (**M rank= 33.79**) and 39-62 (**M rank =41.35**).

Education:

The Kruskal-Wallis test ($\chi^2(2) = .660$, $p = .719$) illustrates that there is no statistical significant difference between the participants of different education level, Intermediate (**M rank=35.98**), Graduate (**M rank= 40.65**) and Masters (**M rank =40.83**).

Place of Residence:

The Mann-Whitney U test (**Table 11**) shows that there is no statistical significance in difference of perception among urban and rural participants with mean ranks of **40.57** and **32.95** respectively (**U=296.500, p=.298**).

Environmental behaviour of consumers

Table 12 includes a summary of all independent t-test, ANOVA, Mann-Whitney and Kruskal-Wallis test for all of the socio-demographic variables. For full results, please refer **Appendix I**.

Table 12: Results of independent t-test, ANOVA, Kruskal-Wallis test and Mann-Whitney U-test for environmental behaviour

Demographic Variables	n	Mean	SD	SE	Mean Rank	t	F	Sig.	U	X ² (2)	Sig. (Two-tailed)
Gender						2.239	.001	.978			.022
Female	44	24.27	4.51	.680							
Male	35	21.88	4.53	.766							
Age										.404	.817
18-23	26				40.75						
23-38	27				37.78						
39-63	26				41.56						
Education							.012	.989			
Intermediate	20	23.30	3.81								
Graduate	37	23.24	5.28								
Master	22	23.09	4.38								
Place of residence									367.000		.921
Urban	69				39.90						
Rural	11				40.64						

Gender:

The Levene's Test for equal variance ($F=.001$, $p=.978$) specifies that there is not enough evidence to reject the assumption of equal variances, hence, equal variances can be assumed. The result of the independent t-test ($t(77) = 2.329$, $p=.022$) as shown in Table 12 states that there is a significant difference in the perception of Female participants ($M=24.27$, $SD=4.51$, $SE=.680$, $n=44$) and Male participants ($M=21.88$, $SD=4.53$, $SE=.766$, $n=35$).

Age:

The Kruskal-Wallis test ($X^2(2) = .404$, $p=.817$) suggests that there is no statistical significant difference between the participants of different age groups, 18-23 ($M \text{ rank}=40.75$), 23-38 ($M \text{ rank}= 37.78$) and 39-62 ($M \text{ rank}=41.56$).

Education:

Based on the ANOVA results ($F=.012$, $p=.989$) from Table 12, it can be observed that there are no significant differences between Education level of participants, Intermediate ($M=23.30$, $SD=3.81$), Graduate ($M=23.24$, $SD=5.28$) and Masters ($M=23.09$, $SD=4.38$).

Place of Residence

The Mann-Whitney U test illustrates that there is no statistical significance in difference of perception among urban and rural participants with mean ranks of 39.90 and 40.64 respectively ($U=367.000$, $p=.921$).

4.3 Correlations

Table 13 represents a summary of the correlation between the distinct factors of environmental beliefs and environmental behaviour using spearman's rho. It can be noted that there are distinct shifts in both the R values and p values, even though the correlation in most cases remains positive but weak. The detailed correlation analysis for each of the factors can be referred to in **Appendix J**.

Table 13: Correlations between factors of environmental beliefs and environmental behaviour

Variables	R	Sig.
Effectiveness of eco-labelling and green products identification	.250*	.027
Intensity of green packaging and branding for ecological customers	.318**	.004
Environmental advertisement and green consumption patterns	.120	.291
Importance of green products and premium green pricing	.365**	.001
Embedding an eco-image in marketing of green products	.065	.572
Consumers' perceptions on environmental concerns and beliefs	.026	.819

All correlations are made with environmental behaviour as dependent variable using spearman's rho.
(**Correlation is significant at 0.01 and *Correlation is significant at 0.05)

In the case of the correlation between effectiveness of eco-labelling and green product identification and environmental behaviour, it can be observed that there is a very weak positive correlation between the variables ($R=.250$), however, it is statistically significant ($p=.027$). Similarly, correlation between importance of green products and premium green pricing and the environmental behaviour is positive but weak and statistically significant ($R=.365$, $p=.001$). In the case of green branding, correlation is significant at 0.01. So, considering the correlation between intensity of green packaging and branding and the environmental behaviour, a statistically significant and positive weak correlation can be found ($R=.318$, $p=.004$). There is no correlation or statistical significance between embedding an eco-image in marketing of green products ($R=.065$, $p=.572$), green advertisements ($R=.120$, $p=.291$) or consumers' perceptions on environmental concerns and beliefs ($R=0.26$, $p=.819$) and environmental behaviour.

4.4 Regression

Table 14 represents a summary of the regression analysis with environmental behaviour as the dependent variable and factors of environmental beliefs and the controlled socio-demographic variables as independent. The exhaustive regression model can be found in **appendix k**.

Table 14: Regression analysis

	Coefficients ^a				
	R ²	Adjusted R ²	β	p	Tolerance
Model 1	.094	.017			
Model 2	.303	.175			
Sex(Gender)			-.204	.069	.878
Place of Residence			.203	.104	.709
Group 1			-.046	.774	.415
Group 3			-.070	.590	.638
Edu 1			.075	.612	.494
Edu 3			-.013	.915	.748
Eco labelling			.119	.305	.804
Intensity Green Branding			.358	.013	.542
Environmental Advertising			-.013	.925	.597
Green Pricing			.326	.034	.470
Eco Image			-.160	.329	.404
Environmental concern			-1.319	.192	.743

(^a) is dependent variable: Environmental Behaviour)

Group 1, Group 3, Edu 1, Edu 3 are dummy variables for Age and Education respectively.

From the regression model, the adjusted R² for model 1 with the controlled socio-demographic variables shows that **1.7%** of environmental behaviour change is explained by changes in the independent variables. The adjusted R² for model 2 consisting of the factors of environmental beliefs infers that **17.5%** of environmental behaviour change is explained by the factors of environmental beliefs. The tolerance for all the factors is greater than 0.1, therefore showing that there is no collinearity between the variables.

From the results, it can be observed that consumer perception of intensity of green branding ($\beta=.358$, $p=.013$) is significantly positively associated with the environmental behaviour, showing that every 1 unit increase in green branding causes are .358 increase in environmental behaviour on scale 12-36. The consumer perception of green pricing ($\beta=.326$, $p=.034$), is also significantly positively associated with the environmental behaviour, showing that every 1 unit increase in green pricing causes .326 increase in environmental behaviour.

Environmental advertisements ($\beta=-.013$, $p=.925$), eco-image ($\beta=-.160$, $p=.329$) and environmental concerns ($\beta=-1.319$, $p=.192$) have shown negative but not statistically significant effect on environmental behaviour. Eco-labelling ($\beta=.119$, $p=.305$) on the other hand, shows positive but not significant effect on environmental behaviour.

Male perceptions ($\beta=-.204$, $p=.069$), difference in perceptions of different age groups ($\beta=-.046$, $\beta=-.070$, $p=.774$, $p=.590$) and education level, Masters in particular ($\beta=-.013$, $p=.612$) are all negatively but not statistically significantly associated with environmental behaviour, however, place of residence shows a positive but not significant effect ($\beta=.203$, $p=.104$).

5. Discussion

5.1 Introduction

This chapter will present a discussion of the key findings with the literature of the research topic and explore if the findings fit with the previous researches. This chapter will also include the implications of the study, suggestions for further research and limitations of the study.

This overall research aim for this paper was to investigate the impact of green marketing on the green purchasing behaviour of consumers. As discussed earlier, the area of green marketing has been gaining momentum especially in developing nations like India, so knowing about green perceptions of consumers would be interesting to build better green marketing strategies. To understand what influences consumers' environmental behaviour, for this research, a regression model was made using the environmental belief factors and socio-demographic variables. The study was concentrated on the Telangana region in India, where green marketing is becoming more popular and there is a rise in awareness among people. Apart from the regression model, to analyse the supportive objectives, descriptive analysis along with correlation analysis using Spearman's rho was undertaken.

5.2 Intensity of green packaging and branding for ecological customers

The primary objective of the research was to investigate the direction and strength of the relationship between the six distinct environmental belief factors and environmental behaviour, while controlling for key socio-demographic factors. The first key finding was that the perception of green packaging and branding has a significant and positive effect on the environmental behaviour of consumers. Some of the underlying questions of the factor measure how good the consumers feel about buying green brands and how they trust well-known brands in India and whether biodegradable packaging is an important consideration for them or if they believe in reusing and recycling the products they buy. From the response frequencies for all of these questions, it was found that most of them agree and strongly agree to these underlying questions. This means that increase in green branding would lead to an increase in environmental behaviour in turn increasing the green purchases. In the sense, from the response frequencies for environmental behaviour, it is found that majority of the people buy biodegradable products, they also buy products that can be re-used. This forms a direct link between the two factors. Another finding from supporting objectives of the study shows that there is a weak but positive correlation between consumers' perception of green branding and their environmental behaviour. It was also found that there are associations with green branding on the basis of consumers' place of residence and a significant difference in their mean scores were found. The mean score for the urban consumers was almost double the score of rural consumers.

The green buying behaviour of consumers from the past literature shows that consumers' perceptions of green branding is affecting their green buying behaviour. Aaker (1991) identified brand awareness,

associations and quality perception as key factors influencing consumer's behaviour. On the basis of a conceptual framework, it was suggested that the literature supports that the brand benefits accounts as an encouraging factor for green purchases, therefore influencing consumer's environmental behaviour (Cherain and Jacob, 2012). On exploring the functional attributes by means of a quantitative analysis, it was found that there is also a positive effect on the brand because of consumers' perception of green brand positioning (Patrick et al., 2005). Based on a quantitative study, using regression analysis, with a sample of women who were frequent visitors of supermarkets in London, it was found that brands can influence consumer behaviour towards ecological product consumption (Pickett-Baker and Ozaki, 2008). Therefore, it can be inferred that the current findings for green branding are in line with the previous literature findings, however, the demographic significance about change in urban and rural perceptions is the an additional finding in this study compared to others.

Future work should concentrate on a larger sample spread across different urban and rural locations to add more insight to the generalisability of the current findings. The results from this study point towards policy implications such as increase in government funding as there is a direct significant and positive link of green branding on consumer behaviour. India is predicted to be in the top third ranks of growing economies and manufacturing destinations, most likely by the year 2020 (Make in India). Additional government funding on brands that use green manufacturing methods could be beneficial and probably lead to even further growth. Green branding should also be further concentrated upon in terms of corporate marketing strategies as this can be termed as a driver of green purchases. The findings from this study suggest that there was a major difference in the urban and rural perceptions, so investment of potential money in the rural area to increase the market segment there would be a rational option.

5.3 Importance of green products and premium green pricing

In support of the primary research objective, another key finding is that there is a significantly positive effect of consumer perception about the importance of green products and premium green pricing and the environmental behaviour of the consumers. Some of the underlying questions of the importance of green products and premium green pricing factor include the perception of consumers about how important they consider green products, how strongly they believe that a portion of the price of green products is used for a worthy environmental cause, and whether they think it is reasonable to pay higher for green products. The response frequencies by majority of them in the case of importance of green products was agree and strongly agree, however, in terms of the price-related questions, majority of the urban consumers responded positively while most rural consumers disagreed. This entails that green pricing has a direct link to the environmental behaviour of consumers, thus adding to the green purchases. The findings from the sub-objectives show that there is a significant positive correlation between green pricing and the environmental behaviour of consumers, nevertheless, there was a significant difference in consumer perceptions of people from urban and rural areas. While consumers from both the locations were influenced by green pricing, the mean scores of urban consumers was found to be about double than that of the rural consumers.

The literature states that consumers can be influenced to pay a premium price by showing them the additional benefits of eco-friendly products, such as quality, ecologically safe, non-hazardous, more efficient and so on, therefore increasing green purchases (Renfro, 2010). Khare et al. (2013), conducted a quantitative study on 6 cities in India using a sample of 500 participants, where in it was observed that Indian consumers' green attitude was influenced by the brand and price of the product (Khare et al., 2013). The scale used in the previous study was adapted by Lee (2009), while this research adopts the scale from Juwaheer et al. (2012), which is fairly new and constructed keeping in mind a developing economy (Mauritius). Effective marketing strategies influence consumers to pay a premium price for green products therefore increasing green purchase patterns of consumers (Ottman, 1998). It can be seen that the findings of the research for green pricing are in support of the previous literature and show interesting comprehension of Indian consumers like how green products are important to them and how their environmental behaviour is impacted by green brands and pricing. Also, on the basis of the literature, it can be noted that the Indian market for green consumers is marginally underexploited (Khare, 2014), green brands and importance of green products and premium green pricing should be made use of in marketing strategies and so on for increasing green purchases.

5.4 Effectiveness of eco-labelling and green products identification

From the results, it was found that consumer perception of eco-labelling has a positive effect on the green purchasing behaviour, but there was not enough evidence from the sample size to show the statistical significance of this effect. It can also be inferred from the results that there is a positively significant correlation between the effectiveness of eco-labelling and identification of green products and the environmental behaviour of consumers. However, there was no significant difference in perceptions across the socio-demographics.

Preceding literature in this area has identified contradictory views in general where some researchers have stated that green purchases are not driven by eco-labels while others have stated that eco-labels do attract consumers therefore influencing their green purchases (Leire and Thidell, 2005 and Cherion and Jacob, 2012). Both of these studies, however were based on reviewing literature using different frameworks, while Cherion and Jacob (2012), used a conceptual framework, Leire and Thidell (2005) used a Nordic framework. The findings from the current research support that green purchases are positively impacted by eco-labelling but its statistical significance could not be stated.

5.5 Environmental advertisement and green consumption patterns

Environmental advertisement and green consumption patterns have been identified to be one of the contributing factors to consumers' attitude and behaviour by some previous literature while others have

proved contradicting results showing that consumers were influenced by green advertisements but did not have a resulting impact on their behaviour (Lutz, 1985 and Chase and Smith, 1992). While Lutz (1985), used a conceptual framework, Chase and Smith (1992), used a quantitative study where 70% of the respondents did not find messages in these advertisements very influencing while over 50% of them did not pay enough attention to these messages as according to them, they lacked credibility. Pooley and O'Connor (2000), have added to this by reporting that green messages do not necessarily inspire a positive green attitude in consumers. The findings from this research have shown that environmental advertisements and eco-image have a negative effect on environmental behaviour of consumers, however, this result was not statistically significant. From the response frequency, it was found that consumers feel that environmental advertisements should be presented in credible manner, but about 70% of the respondents feel that these environmental advertisements are exaggerated. It is interesting that despite the finding that green branding drives green purchase behaviour, green advertisements don't influence green purchases positively. It can be observed that the findings of the research partially support the aforementioned literature as it can be concluded that environmental advertisements don't impact the behaviour of consumers in a way that adds to the green purchases.

5.6 Consumers' perceptions on environmental concerns and beliefs

Consumers' perceptions on environmental concerns and beliefs and its impact on green buying behaviour has been a widely studied area with results varying depending on the place, culture and ethics. Empirical studies on developed nations showed positive findings but the drivers varied for each nation while for most of the developing nations, the primary driver of green purchases was found to be environmental concerns and beliefs of consumers. McKinsey (2007), conducted a survey in which it was found that 87% of men and women, from different developing nations like Brazil, India, China and developed nations like, Canada, UK, France and the US have inclined themselves in decreasing their negative impact on the ecosystem (McKinsey, 2007). In the case of India, Singh and Pandey found results that are contradictory to other studies. Using a comprehensive literature review, it was found that Indian consumers lacked brand awareness of green products which did not fit with their concerns and beliefs (Singh and Pandey, 2012). On the other hand, another study based on a conceptual framework stated that there is awareness amongst consumers which is encouraging green behaviour (Mishra and Sharma, 2010). The findings from the current research point that Indian consumers are aware but their environmental concerns and beliefs do not increase their environmental behaviour, which is a combination of the two contradictory studies. It was found that environmental concerns had no correlation with environmental behaviour, however, it had a negative effect on environmental behaviour. But, because of the small sample size, the finding was not statistically significant. Although this study has bridged the gap in the Indian context to an extent, future work could contemplate this relationship with a different and bigger sample size spread across India as the results may be different based on the locations as well.

5.7 Future Research

The future research could take a new approach to this study by using mixed approach using survey to collect the quantitative data complemented with qualitative data by means of in-depth interviews, to study the drivers of green consumer behaviour like green branding and premium green pricing, over a period of time. Studies could be undertaken to identify why green advertising has a negative impact on environmental behaviour of consumers even though green branding has found to have a positive impact on the same. According to Jankowicz (2005), using multiple methods research design is a better way of getting more accurate results. Questionnaires can be complemented with either semi-structured or in-depth interviews giving more detailed and accurate results. The research can also be concentrated more on the socio-demographic front, especially the Urban versus Rural perceptions, as this study showed many interesting results with regard to the same.

5.8 Limitations

This research has provided interesting insights on the impact of green marketing on consumer purchase patterns in India, nonetheless, there are certain limitations of this study. One of the fundamental limitations of the study includes the limited sample size especially the rural sample, which would give a better understanding about consumer perception in different parts of India. Another limitation is that the study was concentrated on Telangana state alone. The lack in sampling frame and the method of data collection through convenient sampling is another drawback, as convenience sampling is not considered as robust as simple random sampling. Also, the response rate for the study was 80% but the 20% of non-respondents could have influenced the insights of the research, therefore adding to the limitations. This research also includes limitations in terms of the theories and concepts of green marketing, as this is a rather new area of research in emerging markets, especially India, so there were limited predetermined predictors or hypothesis to elaborate on. Another drawback of this study is that there was no confirmatory factor analysis performed on the scale used and it was not specific to Indian population.

5. Conclusion

The research was carried out to bridge the gap in the literature about how consumer purchasing patterns are influenced by different green marketing strategies in the context of developing countries. While green marketing has become a widely researched area, it has only gained resonance in the case of India in the recent past.

The purpose of this research was to investigate the impact of green marketing on consumer purchasing patterns and decision making in India. The sample concentrated particularly on the Telangana state in India. The overall purpose of the research was contained by sub-objectives that contributed to finding the direction and strength of the relationship between the six distinct environmental belief factors and environmental behaviour, while controlling for key socio-demographic factors. Other sub-objectives included investigation of significant associations between the environmental behaviour, the six environmental belief factors and key socio-demographic variables including gender, age, education and place of residence and the analysis of correlations between environmental belief factors (eco-labelling, green branding and packaging, environmental advertisements, green pricing, embedding an eco-image, environmental concerns and beliefs) and the environmental behaviour of consumers

The significant findings of the study harmonised with the literature that had been reviewed previously, while the larger significant addition to the findings was about the urban and rural socio-demographic results. The first key significant finding was that consumer perception of the intensity of green packaging and green branding had a significant and positive effect on the environmental behaviour of consumers therefore initiating a direct link between branding and consumer behaviour and adding to the green purchase patterns. From the literature, it can be inferred that there is a positive impact of green branding on consumer behaviour, hence impacting their purchase decisions. It was found that people tend to trust known brands easily. The second key finding was that consumers felt the importance of green products and the premium green pricing also had a direct positive yet significant impact on the green behaviour of consumers, further leading to their purchase patterns. In terms of correlations, weak but significant positive correlations were found between consumer perceptions of effectiveness of eco-labelling and green consumer behaviour. This study has confirmed the findings from previous literature. Correspondingly, intensity of green packaging and branding was also found to be correlated to the environmental behaviour of consumers. The regression analysis furthered this theory for Indian consumers. Also, importance of green products and premium green pricing and environmental behaviour were found to be correlated. There were significant associations found in terms of eco-image, green branding and green pricing with regard to the socio-demographics of place of residence. A significant difference in the perception of urban and rural participants was found. Previous researchers have suggested that the impact of socio-demographics on the environmental behaviour might be restricted (Diamantopoulos et al., 2003). Therefore, the current research is augmenting the previous research by showing significant associations.

Apart from this, some other interesting results were found but were not statistically significant. Based on the results, it was gathered that effectiveness of eco-labelling had a positive effect on the consumers' environmental behaviour. It was also observed that environmental advertising had a negative effect on environmental behaviour, similar result was found in terms of environmental concerns and beliefs of consumers and its relationship to the environmental behaviour. This shows that consumers are concerned about the environment, but they are reluctant to purchase green products.

In terms of correlations also, no significant correlation was found between the environmental concerns of consumers, environmental advertising and eco-image and the environmental behaviour of consumers. Further research, with a bigger sample size might be able to shed more significant insights with regard to these findings.

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Analysing the impact of green marketing strategies on consumer purchasing patterns in Mauritius

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Abstract

Purpose – The purpose of this paper is to analyse the impact of green marketing strategies on consumer purchasing patterns in Mauritius. The present research also explores the possibility of introducing greener patterns of consumption into contemporary lifestyles in the current context where green products are increasingly available.

Design/methodology/approach – This paper reviews the theory of green marketing to identify how customers are persuaded to purchase greener products. It also reports the empirical results of a consumer survey on green marketing strategies by the questionnaire method. The survey questionnaires were administered to 150 respondents visiting various hypermarkets and supermarkets. The questionnaires were processed and analysed with the statistical programme SPSS, using descriptive, correlation and factor analysis.

Findings – The findings provide some interesting clues regarding customers' perceptions on environmental concerns and green products. Further findings suggest that most consumers have expressed a great interest in the protection of the environment and they are strongly concerned about the environment and its degradation. Hence, business executives should host workshops and seminars so as to educate customers on environmental protection and environmental-friendly products. Results also indicated an overall positive correlation between effective green marketing strategies and customers' purchasing patterns for green products. Therefore, there is a powerful urge for companies to promote green branding, eco-labelling and green packaging strategies in order to encourage a greener pattern of consumption among consumers in Mauritius.

Practical implications – The paper suggests a stepping approach to consumer purchasing patterns for greener products could be exploited more within consumer groups that have strong environmental concerns and beliefs in Mauritius. The results also offer precious knowledge on the effectiveness of green marketing strategies which can assist both private and public enterprises in developing and designing appealing green products that will be favoured by customers.

Originality/value – Although green marketing has been an important research topic for several decades, hardly any research has been focused on the impact of green marketing strategies on consumer purchasing patterns in the context of developing countries. This paper has analysed the strength of environmental concerns and beliefs and has provided some insights on green marketing strategies and the various managerial implications have been fully addressed in order to favour the consumption of greener products in Mauritius.

Keywords Mauritius, Developing countries, Consumer behaviour, Marketing strategy, Green customers, Green marketing strategies, Green consumer purchasing patterns

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Introduction

Green marketing has been an important academic research topic for at least three decades (Peattie, 1995; Polonsky and Mintu-Wimsatt, 1995; Schlegelmilch *et al.*, 1996; Fuller, 1999; Kalafatis *et al.*, 1999; Hartmann *et al.*, 2005). Similarly, as pointed out by

Papadopoulos *et al.* (2010), green consumers have become a driving force behind how companies do business, and these ecological customers are creating a new economy around the globe. Indeed, the "green consumer" concept was the epicentre of the environmental marketing strategies as well as a key concept, on which prominent marketing academicians and professionals focused at the end of 1980s and in the early 1990s (Diamantopoulos *et al.*, 1994; Elkington, 1994; Shrivastava, 1995; Porter and Van der Linde, 1995; Chan and Lau, 2000). Throughout the 1990s, researchers continued to aver that the "green market appeared to be real and growing" (Menon and Menon, 1997), and "expanding at a remarkable rate" (Schlegelmilch *et al.*, 1996). In a similar vein, many green products have regained consumer confidence in the 2000s (Gur   and Ranchhod, 2005).

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 (Mintel, 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).

The present study therefore explores green marketing strategies and its influence on consumer purchasing patterns in Mauritius. Several research works have explored the concept of green marketing and consumer buying behaviour in developed countries (Polonsky, 1994; Peattie, 1995; Welford, 2000; Kotler *et al.*, 2005). Indeed, green marketing and consumer buying behaviour have been over-researched as separate concepts in the field of marketing. Generally, there is an increase in the ecological conscience of consumers which results in the increased demand for green products, a phenomenon that is well exploited by a great number of enterprises offering green products and services (Vandermerwe and Oliff, 1990; Salzman, 1991; Ottman, 1992; Peattie and Ratnayaka, 1992; Chan, 1999). No doubt, considerable literature on green marketing and consumer buying behaviour is available worldwide, but there is limited research which sheds light on green marketing strategies and its impact on green consumer purchasing patterns in the context of developing countries. Hence, this study aims to fill the gap in the existing body of literature pertaining to both green marketing strategies and green consumer purchasing patterns by choosing Mauritius as a case study. Thus, the results of this study will give a new impetus to the findings of previous studies on green marketing and green consumer purchasing patterns in Mauritius.

Objectives of the study

The primary objective of the research is to investigate the extent to which green marketing strategies influence the consumption of green products in Mauritius. The main objectives of the study are outlined below:

- To analyse the relationship between customers environmental beliefs and their environmental behaviours in Mauritius.
- To examine the extent to which green packaging and branding can promote consumption of green products in Mauritius.
- To investigate whether green advertising can introduce a greener pattern of consumption amongst consumers in Mauritius.

Literature review

Green marketing and strategic greening of products

Today's marketplace is increasingly attractive for marketers of green products. Consumers are expected to double their spending on "green" products, reaching \$500 billion in 2009 (CBS News, 2008) and many consumers state that they are willing to pay a price premium for these products (Wüstenhagen, 1998; Vlosky *et al.*, 1999; Veisten, 2007). Recent studies indicate that 93 per cent of consumers stated they have participated in tremendous efforts to sustain environment (Hartmann Group, 2007), 37 per cent felt highly concerned about the environment (California Green Solutions, 2007). Kals *et al.* (1999) identified that the motivational instrument that protects the natural environment is the human feeling of nature. Green marketing includes a variety of activities such as product modification, changes in the production process, packaging changes and as well as modifying advertising (Polonsky, 1994). Likewise, Peattie (1995) and Welford (2000) described green marketing as being the management process that identifies, anticipates and satisfies the needs and wants of customers and society in a profitable and sustainable way. Corporations will have to find solutions to environmental challenges through marketing strategies to develop ecologically safer products, recyclable and biodegradable packaging, better pollutions controls and more energy-efficient operations in order to remain competitive (Czinkota and Ronkainen, 1992; Richards, 1994; Kotler and Armstrong, 1995). Environmentally friendly products are products which intend to reduce negative impacts on the environment and these products provide considerable enhancements all over the whole product life cycle (Hindle *et al.*, 1993; Shrivastava, 1995; Pujari and Wright, 1996). Various researchers in the area of green marketing have also questioned the influence of practicing environmentalism in business (Drumwright, 1994; Wasik, 1996), consequent to accelerating the number of green consumers globally, marketers have continued to grapple with the question of understanding consumer's buying intention towards green products (D'Souza *et al.*, 2006).

Consumer beliefs and environmental behaviour

The environmental problems seem to concern all active citizens, enterprises and institutions all over the world much more than 30 years ago (Papadopoulos *et al.*, 2010). International researchers show that the consumers worry more about the environment and have gradually changed their behaviour (Arbuthnot, 1977; Simon, 1992). Thus, a new market for green or sustainable products has emerged, which is further strengthened by active consumers, since it is a way to contribute to the protection of

the environment (Cornwell and Schepker, 1995; Cleveland *et al.*, 2005). Furthermore, consumer values and beliefs need to be thought about when exploring the influences affecting purchasing decisions (Hoyer and MacInnis, 2004). Values are considered as stable beliefs that a given behaviour is desirable or good as put forward by Pickett-Baker and Ozaki (2008) and one example of desirable behaviour is to value the environment. Environmental behaviour is entailed by the environmental values which can influence personal norms significantly and guide consumers for environmental behaviours (Stern, 2000; Reser and Bentrupperbaumer, 2005). Correspondingly, the Theory of Planned Behaviour proposed by Ajzen's (1991) demonstrates that the environmental beliefs shape attitudes towards behaviour, which in turn is translated into buying intentions. Research has also shown that the consumers who are interested in environmental matters reject excellent technical products because they are conscious of the damaging consequences in the environment (Peattie, 1995, 1999; Bernstein, 1992; Drucker, 1973).

However, Pickett-Baker and Ozaki (2008) have argued that people who are environmentally conscious do not necessarily behave in an ecological manner. Consumers purchasing decisions on environmental grounds is highly debatable as it is suspected that claims of strong views on environmental issues are not necessarily translated into direct actions relating to purchasing behaviour of green products and services (Louchran and Kangis, 1994). Empirical evidence from past studies have shown that despite pro-environmental attitudes, intention to recycle, concern about car pollution and willingness to pay more for environmentally friendly products, few consumers have translated these attitudes into regular green buying behaviour (Mintel, 2006). For marketers of green products, the gap between pro-environmental attitudes and green purchase behaviour is a daunting challenge where, research in environmental consumerism has produced inconclusive evidence in support of consumer attitude theory with mixed results that support both a positive relationship between attitude towards the environment and behaviour (Arbuthnot, 1977; Kellgren and Wood, 1986) as well as weak relationships (Wicker, 1969; Webster, 1975; Mainieri *et al.*, 1997; Tanner and Kast, 2003).

Understanding customers' responsiveness towards green packaging and eco-labelling

As argued by Barber (2010), as people are becoming more aware of the damage caused to the environment, environmental concerns of the industry have been identified as a critical issue that packaging companies must contend with (Amorim, 2009; Nomacorc, 2008). The concept of being environmentally friendly or green will have an effect on all parts of the business from the conception of products to the use and subsequent disposal of the products by customers (Prahalad and Hamel, 1994). According to Delia (2010), packaging can be considered ecological depending on the degree of environment pollution. Furthermore, Morris *et al.* (1995) have stated that specific products claims on product labels like "eco-friendly", "recyclable", "biodegradable" and "ozone friendly" used by marketers enabled companies to communicate the environmental benefits of products to their customers. Packaging is one of the key components that can provide a competitive advantage in the marketplace for many consumer products and even a low investment in changing the package can drive significant gains in brand sales compared to advertising and promotion activities (Barber, 2005, 2010).

Thorgersen (2002) and Rashid (2009) have stated that eco-labels are valued as an input to purchase result and eco-labels are considered as an important factor that will

influence consumers in their purchasing patterns. However, research has also shown that consumers expressed confusion and confused about various green terminologies which are used on product labels (Robertson and Marshall, 1987; Muller, 1985; West, 1995; Casewell and Modjuszka, 1996; Wessells *et al.*, 1999). Yet, D'Souza *et al.* (2006) affirmed that environmental labelling on products is an effective way of communicating to the customer the specific benefits and characteristics of the product and the claim of product safety. Increasingly, the ability of recycling packaging elements is of key concern to both retailers and consumers. For example, in the USA, there are more than 300 million cases of wine bottles sold each year; virtually none of those bottles is reused, with an estimated 75 per cent ending up in landfills (*Wine Business Monthly*, 2009).

Indeed, Laroche *et al.* (2001) suggested that ecologically conscious consumers will try to protect the environment in different ways, like for example, checking that a package is made of recycled material and engaging only in the purchase of green products. Certain key markets such as Canada, where distribution is controlled by government monopolies, have mandatory targets to achieve in terms of environmentally friendly packaging and glass recycling. For example, this is prompting the wine sector to respond with innovation and adopt packaging solutions that include tetra packs, cans and other sustainable alternatives to glass (CBO, 2006). Moreover, consumers have also indicated a lack of trust and growing confusion over the plethora of government, corporate and third-party eco-symbols on products (Bhaskaran *et al.*, 2006; Terrachoice Environmental Marketing, 2009). Adding to the confusion are the increasing numbers of companies developing their own proprietary labels in order to differentiate themselves in the marketplace. There is a growing call for clearer communication about consumer benefits on green products (Pickett-Baker and Ozaki, 2008). The recent State of Green Business Forum (2010) reported that green information needed to be accessible in an easily understandable manner right at the point of purchase (Mazur, 2010). However, a recent *Wall Street Journal* article entitled "As eco-seals proliferate, so do doubts" describes "the increasing confusion among consumers about the veracity of green marketing promises" (Bounds, 2009). The large number of symbols currently used, new descriptive terms such as "sustainable" and "low-carbon footprint", and the questionable validity of some green claims can only add to consumer scepticism (Borin *et al.*, 2011).

The effect of green branding on consumer buying patterns

According to First and Khatriwal (2008), the concept of green branding is almost unexplored by green marketers. Yet, several studies demonstrate that the growing environmental awareness of consumers have encouraged them to be more inclined towards brands that seemed to be environmental friendly (Eagly and Kulesa, 1997; Swenson and Wells, 1997). Brands can change consumer attitudes to greener consumption (Travis, 2000; Pickett-Baker and Ozaki, 2008). Likewise, Ottman (1998) has stated affective marketing has the power to shift passive green consumers who are keen to pay premium prices for environmental products to greener consumption patterns. Effective green positioning involves brand communication and differentiation based on functional attributes and emotional benefits (Aaker, 1996; Hooley *et al.*, 1998; Kotler, 2000; Hartmann *et al.*, 2005). According to Pickett *et al.* (1995), if green brand attributes are not well communicated, environmentally sustainable products will not be commercially successful. Similarly, other researchers have suggested that green positioning is an important element in the success of green

branding strategies (Coddington, 1993; Meffert and Kirchgeorg, 1993). A car brand, for example, may be considered environmentally sound if the models cause significantly lower emissions than competitors.

Several studies have addressed the value perception of selected environmental product attributes (Roozen and De Pelsmacker, 1998; Wustenhagen and Bilharz, 2006) and earlier research in western countries supported that consumers have positive green perceptions on eco-branded products such as Body Shop and Green Energy in the USA and Germany (Wustenhagen and Bilharz, 2006). Furthermore, functional positioning strategies can have some general disadvantages, for example, they can often be easily imitated, they assume rational buyer decisions and they may reduce the flexibility of brand differentiation (Kroeber-Riel, 1991; Aaker, 1996). However, several studies have shown that consumers tend to have a negative response towards green products due to a perceived trade-off between functional performance of the brand and its effects on the environment (Schlegelmilch *et al.*, 1996; Fuller, 1999). Indeed, the significant factor motivating consumers to change actual purchase behaviour to buy eco-friendly products is emotional brand benefits (Hartmann *et al.*, 2006).

The effect of green advertising on consumer purchasing patterns

Pickett-Baker and Ozaki (2008) found that, except for cleaning products, most consumers cannot identify greener products. This may be because most green messages labels are falling flat and not making an impression in the minds of shoppers (Green Biz Staff, 2009). Hence, green communication is a major area of weakness for green marketers. Carlson *et al.* (1993) have affirmed a parallel rise in environmental advertising accompanied by greater consumer interest in the environment. In fact, advertising terms such as "recyclable, environmentally friendly, ozone safe, biodegradable" can be seen regularly in green advertisements and consumers are often exposed to such messages, whilst some of these messages also pertained to consumer resistance (D'Souza, 2005). Likewise, Kilbourne (1995) has argued that the credibility of green advertisements is relatively low. Nevertheless, Mathur and Mathur (2000) and Habib *et al.* (2010) argued that consumers are more positive towards environmental friendly products due to the fact that environmental messages in advertisements are more credible. Besides, D'Souza *et al.* (2006) have outlined that marketers have the responsibility to publicize environmental information as customers seek more concrete and authenticated product information from these advertisements to guide them in their purchasing decision (Chan, 2004). It has also been found that providing information on environmental issues does not necessarily encourage positive environmental attitudes as pointed out by Pooley and O'Connor (2000) but the emotional content in advertisements can also increase customers' attention towards these advertisements (Hawkins *et al.*, 1998). Green branding communication strategies should be aimed at associating the brand with pleasant, emotional imagery of nature, while presenting information on environmentally sound product attributes. However, Rose (2002) has affirmed that although some manufacturing companies cannot influence consumer choice towards green products, yet, they can shape green consumption patterns in the way the products are being offered and marketed. Similarly, marketers should emphasize the ecological knowledge in their organizations, their products offerings and their advertising campaigns in order to achieve the goal of changing consumer purchasing behaviour (Mendleson, 1994).

The above literature review has provided an insightful review of green marketing and strategic greening of products. Several concepts like green packaging, eco-labelling

and green branding strategies have been fully discussed and the significance of green purchasing patterns has been stressed in the light of the changing greener consumption patterns among customers.

Research methodology

In line with this study's main objective of analysing the impact of green marketing strategies on consumer purchasing patterns in Mauritius, a questionnaire comprising of several sections was developed. The various sections of the questionnaire relates to the influence of general environmental beliefs and behaviour on green consumption patterns, customers' perceptions on green branding, eco-labelling and environmental packaging, consumers exposure on environmental advertisements and its impact on green consumption behaviour and the last part of the questionnaire has focused on the demographic characteristics of respondents. In this study, consumers' perceptions on green marketing strategies were measured on a five-point Likert Scale (1 = strongly disagree to 5 = strongly agree) and the range of responses for general environmental beliefs was never, sometimes, frequently and always (1 = never to 4 = always). Statistical techniques were used to process the data using descriptive, correlation and factor analysis with the statistical programme SPSS 16.

Factor analysis was carried out on all the statements on customers' perception on green marketing strategies found in the questionnaire relating to customer opinions on green products, pricing strategies of green products, customer opinions on eco-labelling, customers' preferences on green packaging and customers' perceptions on green advertisements. Prior to data collection for the green marketing survey, a pilot test was conducted to ensure comprehensiveness, clarity and reliability of the questionnaire. The pre-testing of the questionnaire was done among ten customers randomly chosen in one hypermarket, resulting in some minor modifications of the wordings of some survey items on eco-labelling and green advertisements. Internal consistency and reliability of the scale was measured by the use of Cronbach's α (Hair *et al.*, 2000).

Sampling plan

The targeted population of the study consisted of customers who are above 18 years in Mauritius. The reason is customers above this age are familiar with purchasing of products and they are also empowered in their decisions for choosing the right products between many available choices, therefore, they are more considerate to environmental issues while engaging in their purchasing decisions. The target population sampled was the customers visiting hypermarkets and supermarkets of Mauritius. Owing to the need for a relatively large sample size while at the same time keeping the research costs down, the sample size of this study amounted to 150 customers through the judgemental sampling technique. The response rate for the present study was 77 per cent and face to face interviews were carried with the respondents in specific hypermarkets and supermarkets across the nine districts of Mauritius.

Internal consistency of the questionnaire

The Cronbach's α overall value for the entire questionnaire was 0.821 and such a high figure indicates that the questionnaire is a good indicator of what the researcher wants to investigate. According to Hair *et al.* (1995), a coefficient of < 0.6 indicates marginal to low internal consistency and a value of 0.60 or more indicates satisfactory internal consistency reliability (Churchill, 1979).

Testable hypotheses of the study*Customers' beliefs and green consumption patterns*

According to Reser and Bentrupperbaumer (2005), environmental behaviour is entailed by the environmental values that can influence and guide consumers for environmental behaviours. Moreover, as stated by Schultz and Zelezny (1999) and Stern (2000), environmental attitudes and environmental behaviour are related to people's values, which may provide a basis for the formation of attitudes and act as guidelines for purchasing behaviour. Krarup and Russell (2005) affirmed that strong attitudes regarding a social issue and product category can encourage sustainable buying patterns among customers (Arcury, 1990; Kollmuss and Agyeman, 2002; Barber *et al.*, 2009). Hence, the first hypothesis of the study is listed below:

- H1. There is a significant relationship between customers' beliefs and behaviours towards green consumption patterns in Mauritius.

Green labelling and consumer purchasing patterns

Thorgersen (2002) and D'Souza *et al.* (2006) have stated that environmental labelling on products is an effective way of communicating the product associated benefits. Customers have also perceived eco-labelled products with positive environmental messages better than non-green product alternatives (Rex and Baumann, 2007; Rashid, 2009; Borin *et al.*, 2011). It has equally been anticipated that environmental labels can encourage ecological consumption patterns (Carlson *et al.*, 1993; Casewell and Modjuszka, 1996). Indeed, Nik Abdul Rashid's (2009) study has also shown that awareness of eco-label has positive effect between knowledge of green product and consumer's intention to purchase ecological products. Hence, the second hypothesis of the study is listed below:

- H2. There is a significant relationship between green labelling and consumer purchasing patterns in Mauritius.

Green branding and consumer purchase intentions

According Travis (2000) and Pickett-Baker and Ozaki (2008), brand can change consumer attitudes to green consumer purchasing patterns. As pointed out by Ottman (1998), affective marketing could change passive green consumers who are keen to pay premium prices for environmental products to greener consumption patterns. Rahbar and Wahid (2011) have affirmed that green brands should be used to help consumers differentiate green brands from other non-green brands with the same functions and as highlighted by Hartmann *et al.* (2005), emotional brand benefits associated with green products will persuade customers to purchase eco-friendly products. In this context, the third hypothesis of the study reads as follows:

- H3. There is a significant relationship between green branding and green purchase intention of consumers in Mauritius.

Green advertising and green purchase intention

According to Chan (2004), customers seek credible product information from green advertisements to guide them in their ecological purchasing decisions. Indeed, green advertisements can influence consumers' purchase behaviour by encouraging them to purchase products that do not harm the environment (D'Souza *et al.*, 2006; Rahbar and

Wahid, 2011). Similarly, according to Baldwin (1993), environmental advertisements help to form consumer's values and further translate these values into the purchase of green products. Chase and Smith (1992) and Davis (1994) have also stated that environmental messages in green advertisements can influence the consumer purchasing decisions. Hence, the fourth hypothesis of the study reads as follows:

H4. There is a significant relationship between green advertisements and purchase intentions of consumers in Mauritius.

Empirical findings

Part A: Demographic profile of respondents (Figures 1-4)

Part B: Factor analysis and green marketing strategies impacting on consumer purchasing patterns

A factor analysis was carried on all the statements found in the questionnaire in order to test the dimensionality of the survey instrument. A principal component analysis with Varimax rotation was conducted on 22 items. Only factors with



Figure 1.
Occupational
classification

Notes: In terms of occupational classification, 53 per cent of respondents representing the majority were professionals, followed by students (25 per cent), self-employed (6 per cent), household duties (6 per cent), manual workers (5 per cent) and retired (5 per cent)

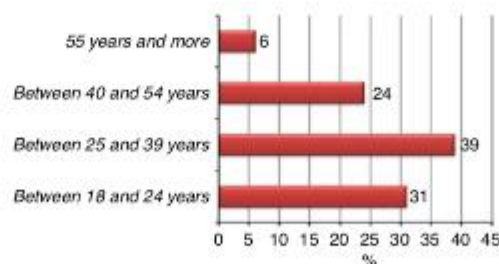
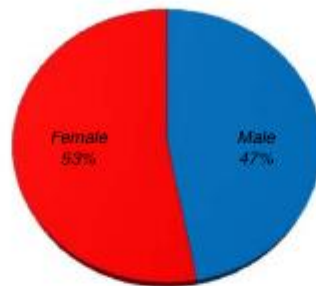


Figure 2.
Age classification

Notes: As regards to the age classification of respondents, 39 per cent were between 25 and 39 years, followed by 31 per cent between 18 and 24 years, 24 per cent between 40 and 54 years and 6 per cent were above 55 years or more



Notes: From a gender perspective, 53 per cent which represent the majority are female and 47 per cent are male

Figure 3.
Gender



Notes: In terms of geographical location, 66 per cent of respondents were from urban region and 34 per cent of respondents were from rural region of Mauritius

Figure 4.
Geographical location

eigenvalue ≥ 1 were considered significant and chosen for interpretation. A variable with factor loadings of 0.40 was considered, that is, items < 0.40 were excluded. The Kaiser-Meyer-Olkin measure of sampling adequacy is 0.686 and it can be thus deduced that the sample is adequate. In addition, the Bartlett's Test of Sphericity has a significance of 0.00. In summary, it would mean that all the variables correlates fairly well with all others and none of the correlation coefficients are particular large. Therefore, both the Keiser-Meyer-Olkin measure of sampling adequacy and Bartlett's Test of Sphericity shows that Factor analysis will be useful with the data. From the Varimax rotated matrix, five factors representing 57.76 per cent of the explained variance were extracted from the 21 statements as shown in Table I and some explanations are given regarding the labels assigned to them and one statement was eliminated due to a negative loading.

Factor 1 – effectiveness of eco-labelling and green products identification

Factor 1 has an eigenvalue of 4.81 and explains 21.87 per cent of variance. This factor groups six attributes pertaining to the effectiveness of eco-labelling and green products identification in Mauritius. These factors broadly evaluate the importance of eco-labels and the research has depicted that "eye-catching eco-labels" (loading = 0.862), "sufficiency of information on eco-labels" (loading = 0.796), "eco-labels are easy to

Table I.
Factor items and loadings

Factor items	Loadings	Eigenvalues	% of variance explained	Cronbach's α
<i>Factor 1 – effectiveness of eco-labelling and green products identification</i>		4.81	21.87	0.742
Eco-labels are eye catching on green products	0.882			
Sufficient information is provided on eco-labels	0.796			
I believe that eco-labels are easy to read	0.790			
Green products are marketed to me in a way which I really find engaging and relevant to my lifestyle	0.773			
Information on eco-labels is accurate for green products	0.744			
It is easy for me to identify green products in Mauritius	0.488			
<i>Factor 2 – intensity of green packaging and branding for ecological customers</i>		2.82	12.84	0.837
I acknowledge that the information on packaging is an important criterion	0.833			
It is important to reuse or recycle the packaging after use	0.831			
Biodegradable packaging is an important consideration for green customers	0.794			
I feel good about buying brands which are less damaging to the environment	0.781			
I trust well-known green branded products in Mauritius	0.518			
<i>Factor 3 – environmental advertisement and green consumption patterns</i>		2.13	9.66	0.593
Green advertisements should promote environmental friendly products in a credible manner	0.811			
The content of environmental advertisements should offer pertinent emotional relevance for green customers	0.666			
Attractive environmental advertisements will encourage me to adopt green purchasing patterns	0.596			
I acknowledge that environmental advertisements are not exaggerated for green products in Mauritius	0.415			
<i>Factor 4 – importance of green products and premium green pricing</i>		1.62	7.37	0.696
I accept as true that a portion of the price for green products goes to a worthy environmental cause	0.781			
I consider that green products are very important in the context of Mauritius	0.734			
I think that it is reasonable to pay a higher price for products that are produced in an ecological way	0.613			
<i>Factor 5 – embedding an eco-image in marketing of green products</i>		1.10	6.02	0.538
I share the opinion that the green products should bear an eco-image in Mauritius	0.511			
There should be more visibility in the way in which green products are marketed in Mauritius	0.489			
Total		12.48	57.76	

read" (loading = 0.790), "accuracy of information on eco-labels for green products" (loading = 0.774) are important determinants to influence green purchasing behaviour in Mauritius. Similarly, "adding greater relevance to customers' lifestyles through marketing of green products in an engaging manner" (loading = 0.773) and "easy identification of green products" (loading = 0.468) are other considerations for green consumer purchasing patterns in the context of Mauritius.

Factor 2 – intensity of green packaging and branding for ecological customers

Factor 2 has an eigenvalue of 2.82 and explains 12.4 per cent of variance. This dimension groups five items which are related to the intensity of green packaging and branding for ecological customers in Mauritius. Consumers have acknowledged that information on packaging is an important criterion for their purchasing decisions in Mauritius (loading = 0.833), they feel it is equally important that packaging can be reused or recycled after use (loading = 0.831). "Biodegradable packaging" (loading = 0.794), "purchase of brands which are less damaging to the environment" (loading = 0.781) and "trust in well-known green-branded products" (loading = 0.518) are other factors to promote greener consumption patterns in Mauritius.

Factor 3 – environmental advertisement and green consumption patterns

Factor 3 has an eigenvalue of 2.13 and explains 9.66 per cent of variance. This factor groups four attributes which explains the effectiveness of environmental advertisements towards greener consumption patterns. Consumers share the view that green advertisements should promote environmental friendly products in a credible manner (loading = 0.811), they feel that the content of environmental advertisements should offer pertinent emotional relevance for green customers (loading = 0.666), they will consider attractive environmental advertisements for their purchasing decisions in Mauritius (loading = 0.595) and in turn, they strongly acknowledge that environmental advertisements should not be exaggerated for green products in Mauritius (loading = 0.415).

Factor 4 – importance of green products and premium green pricing

Factor 4 has an eigenvalue of 1.62 and explains 7.37 per cent of variance. This dimension groups three attributes which concerns importance of green products and premium pricing for green products. Consumers accept as true that a portion of the price for green products goes to a worthy environmental cause (loading = 0.781), they have highlighted the growing significance of green products in the context of Mauritius (loading = 0.734) and they think that it is reasonable to pay a higher price for products that are produced in an ecological way in Mauritius (loading = 0.613).

Factor 5 – embedding an eco-image in marketing of green products

Factor 5 has an eigenvalue of 1.10 and explains 6.02 per cent of variance. The two attributes under this dimension have an impact on green purchasing patterns in Mauritius. Consumers feel that green products should bear an eco-image in Mauritius (loading = 0.541). Moreover, there should be more visibility from various companies in the way in which green products are marketed in Mauritius (loading = 0.489) in order to promote ecological consumption patterns in Mauritius.

Customers perceptions on environmental concerns and beliefs in Mauritius

Survey findings have shown that respondents share favourable views on environmental concerns and beliefs in the context of Mauritius and as outlined by

Papadopoulos *et al.* (2010), environmental problems seem to concern all active citizens, enterprises and institutions all over the world much more than 30 years ago. Survey findings have shown that respondents have expressed high environmental concerns on the following: "Human must live in harmony with nature in order to survive" (mean = 4.48); "The balance of nature is very delicate and easily upset" (mean = 4.08) and "Human have to control industrial growth to maintain a healthy economy" (mean = 4.06). Thus, these empirical findings have revealed that the respondents are concerned about the environment in Mauritius. However, respondents have expressed unfavourable views on the following statements pertaining to "Human have the right to modify the natural environment to suit their needs" (mean = 2.24) and "Plants and animals exist primarily to be used by humans" (mean = 2.47) despite being environmental conscious. Likewise, Pickett-Baker and Ozaki (2008) have confirmed that people who are environmentally conscious do not necessarily behave in an ecological manner. In a similar vein, the respondents have shared favourable views on "Humans' interference with nature often has disastrous consequences" (mean = 3.93) and "Human need to adapt to the natural environment because they can remake it to suit their own needs" (mean = 3.83). Survey findings have shown that respondents have quite favourable opinions pertaining to "The earth is approaching the limit the number of people it can support" (mean = 3.31). Therefore, it can be further implied that people are strongly concerned about the environment and its degradation in Mauritius as shown in Table II.

Environmental behaviour of consumers in Mauritius

It is important to note that the range of responses for this section has varied from mean 1 representing "never" to mean 4 representing "always". Respondents have expressed favourable opinions on environmental behaviour as they usually take their own bags to supermarkets (mean = 3.97). The survey findings have also proved that respondents rarely make use of biodegradable soaps or detergents (mean = 2.66) and they rarely make financial contribution to environmental causes in Mauritius (mean = 2.66). Empirical evidence has also proved that customers will avoid purchasing products from companies that are not environmentally responsible (mean = 2.79) and they will frequently read labels to see if contents are environmentally safe (mean = 2.89). Thus, it can be deduced that respondents exhibit positive environmental behaviour in

Table II.
Environmental concerns
and beliefs in Mauritius

Environmental concerns and beliefs in Mauritius	Mean	SD
The earth is approaching the limit the number of people it can support	3.31	1.06
The balance of nature is very delicate and easily upset	4.08	1.16
Human have the right to modify the natural environment to suit their needs	2.24	1.32
The humans' interference with nature often has disastrous consequences	3.93	1.19
Plants and animals exist primarily to be used by humans	2.47	1.27
Humans have to control industrial growth to maintain a healthy economy	4.06	1.16
Human must live in harmony with nature in order to survive	4.48	1.02
Human need to adapt to the natural environment because they can remake it to suit their own needs	3.83	1.09
There are limits to which the industrialized society can expand	4.06	1.04
Mankind is severely abusing the environment	4.22	1.15

Mauritius. Based on the survey findings, customers frequently engage in the purchase of products in packages that can be refilled (mean = 3.03), they also recycle bottles, cans or glass in Mauritius (mean = 3.03) and they avoid the purchase of aerosol products on a frequent basis (mean = 3.04) as illustrated in Table III. However, Mintel (2006) have argued that few consumers have translated pro-environmental attitudes into regular green buying behaviour despite earlier research has shown high environmental concerns from consumers on car pollution, their willingness to pay more for green products and their intention to recycle.

Hypothesis testing 1

Customers' beliefs and green consumption patterns

- H1.* There is a significant relationship between customers' beliefs and behaviours towards green consumption patterns in Mauritius.

The present survey findings demonstrate a weak but positive relationship between customers' beliefs and green consumption patterns as regards to the use of biodegradable soaps/detergents ($r = 0.072$; $p < 0.01$); the purchase of products made from recycled materials ($r = 0.132$; $p < 0.01$); purchase of products from environmentally responsible companies ($r = 0.138$; $p < 0.01$); financial contribution to environmental causes ($r = 0.034$; $p < 0.01$) and consumers taking their own bags to supermarkets ($r = 0.124$; $p < 0.01$). Hence, *H1* should be accepted. However, research in environmental consumerism has also produced inconclusive evidence between attitude towards the environment and behaviour (Arbuthnot, 1977; Kellgren and Wood, 1986) as well as positive and weak relationships between attitude towards the environment and behaviour (Wicker, 1969; Webster, 1975; Mainieri *et al.*, 1997; Tanner and Kast, 2003). It can be further implied that green purchase behaviour represents a great challenge for marketers and policy makers in Mauritius.

Hypothesis testing 2

- H2.* There is a significant relationship between green labelling and consumer purchasing patterns in Mauritius.

Environmental behaviour of consumers	Mean	SD
Use of biodegradable soaps or detergents	2.66	1.25
Avoid buying aerosol products	3.04	1.25
Read labels to see if contents are environmentally safe	2.89	1.45
Buy products made or packaged in recycled materials	2.88	1.12
Buy products in packages that can be refilled	3.03	1.24
Avoid buying products from companies who are environmentally responsible	2.79	1.28
Recycle bottles, cans or glass	3.03	1.30
Consumers taking their own bags to the supermarket	3.97	1.37
Contribute money to environmental causes	2.66	1.28

Table III.
Respondents' environmental behaviour in Mauritius

The present study has established a weak correlation between customers' willingness to buy products from environmentally responsible companies and the ease of reading eco-labels ($r = 0.212$; $p < 0.01$). Moreover, there exists a positive relationship between the purchase of products made from recycled materials and the ease of reading the eco-labels in these specified products ($r = 0.331$; $p < 0.01$). In a similar vein, there is a positive association between purchase of products made from recycled materials and the accuracy of information provided on the eco-labels of products made from recycled materials ($r = 0.421$; $p < 0.01$). Hence, *H2* should be accepted. Likewise, as stated by Morris *et al.* (1995), specific products claims on product labels like "eco-friendly", "recyclable", "biodegradable" and "ozone friendly" can further enable companies to communicate the environmental benefits of those products to their customers. D'Souza *et al.* (2006) has also outlined that that environmental labelling is an effective way of communicating to the customer the specific benefits of green products.

Green branding and consumer purchase intentions

H3. There is a significant relationship between green branding and green purchase intention of consumers in Mauritius.

Survey findings demonstrate a positive relationship between customers perceptions on brands that are less damaging to the environment and their green purchasing intentions ($r = 0.410$; $p < 0.01$). Hence, *H3* should be accepted. Similarly, marketers should take into consideration that green branding can change consumer attitudes to a more sustainable greener consumption patterns. As highlighted by Travis (2000) and Pickett-Baker and Ozaki (2008), brand can change customer attitudes towards greener consumption patterns. In a similar vein, earlier research supported that consumers engage positively towards eco-branded products (Wustenhagen and Bilharz, 2006).

Green advertising and green purchase intention

H4. There is a significant relationship between green advertisements and purchase intentions of consumers in Mauritius.

Empirical survey findings have proved that there is a fairly positive correlation between customers level of preference towards green advertisements and their green purchase intentions ($r = 0.213$; $p < 0.01$) as suggested by Hawkins *et al.* (1998), the emotional content in advertisement can also increase customers' attention towards these advertisements. Hence, *H4* should be accepted. Similarly, customers seek more concrete and authenticated product information from these advertisements to guide them in their purchasing decisions (Chan, 2004). In this respect, marketers should ensure that green advertising is effective in order to encourage customers towards greener purchasing patterns by ensuring greater accuracy of information in the green product advertisements.

Managerial implications and recommendations

The paper has highlighted various aspects of consumer purchasing patterns and shown that consumer preference for environmental friendly products can be influenced by effective green marketing strategies. Some major implications concerning green

marketing strategies in Mauritius can be drawn from the findings of the present research. In order to gain green competitive advantage and achieve success, business executives and marketers should ensure that sustainable green marketing strategies are developed and implemented in both public and private companies. Likewise, empirical findings of the present study have revealed that the respondents are concerned with the environment in Mauritius. Therefore, business executives and marketers should emphasize on the importance of environmental concerns in Mauritius. Managers should organize different workshops and seminars to educate its internal and external public on environmental protection. Various exhibitions and fairs should be organized in close collaboration with non-governmental organizations to educate people on the different green products that are presently available in Mauritius and the underlying benefits associated with green consumer purchasing patterns.

Another significant implication of the study relates to the importance of eco-labels as an input for green buying behaviour. Likewise, Rashid (2009) has suggested that eco-label is an important factor that would enable consumers to make the right purchase choice. Therefore, marketers should emphasize on green product strategies and in turn, eco-labels should be viewed as an essential marketing tool in promoting green consumption as there is enough empirical evidence in the present study demonstrating that green labelling has a positive impact on consumer purchasing behaviour. In a similar vein, business executives should ensure that eco-labels are comprehensible and equally, the type and format of information provided on eco-labels should be easy to understand, which in turn, will help customers in their green product selection as empirical survey findings depicts a positive association between customers' willingness to buy products from environmentally responsible companies and the ease of reading eco-labels ($r = 0.212$; $p < 0.01$).

Based on the inferential survey findings, there exists a positive relationship between the purchase of products made from recycled materials and the ease of reading the eco-labels ($r = 0.331$; $p < 0.01$). Thus, marketers should be cautious and at the same time, they should avoid the use of chemical code names and technical terms which could lead to adverse environmental impacts. Hence, one plausible solution would be to graphically identify and devote some pertinent information on the environmental safety aspect of the green products as far as ecological product labelling is concerned. Indeed, it is important to note that over exaggeration of these terms could lead to negative attitudes towards label claims (Chase and Smith, 1992).

The survey findings have also demonstrated that green packaging is an essential factor impacting on consumer purchasing patterns in Mauritius with a positive correlation between purchase of products made from recycled materials and the accuracy of information provided on the eco-labels of products made from recycled materials ($r = 0.421$; $p < 0.01$). Hence, marketers should further ensure continuous improvement in packaging design. Likewise, green packaging is a strategic weapon and it is perceived as an effective marketing tool for marketers to promote green purchasing behaviour among customers in Mauritius.

As pointed out by Swenson and Wells (1997), customers are more inclined towards environmental friendly brands because of their growing environmental concerns. Therefore marketers should develop emotional green branding strategies to sell their products. Green brands can evoke positive emotions by showing the nature-related advantages stemming from sensations and feelings (Kals *et al.*, 1999). The present study has also established that customers will consider green brands as a crucial aspect while engaging in ecological purchasing decisions. Research findings have

depicted green branding as being effective to engage customers in ecological consumer purchasing patterns ($r = 0.410$; $p < 0.01$). Results of the study also underlined consumers' trust in well-known green-branded products (loading = 0.518) as a significant factor to promote greener consumption patterns and consumers feel that green products should bear an eco-image in Mauritius (loading = 0.541). Hence, green marketers should embed positive eco-image while marketing green products. The eco-image of green products should be well differentiated from non-green product alternatives in order to create a green unique selling proposition of green products in Mauritius.

Moreover, marketers should ensure that green advertisements are more pleasant, attractive and convincing in the context of Mauritius. Marketers should capitalize on creativity and originality in order to enhance the appeal of green advertisements and equally, differentiate the green advertisements from other non-green advertisements in Mauritius. Empirical findings have shown that green advertising can lead to greener consumption patterns in Mauritius and consumers have highlighted significant concerns pertaining to high credibility of green advertisements in promoting environmental friendly products (loading = 0.811), greater emotional relevance in the various contents of environmental advertisements for green customers (loading = 0.666) and attractive environmental advertisements to promote green purchasing patterns in Mauritius (loading = 0.595). Hence, green advertisements should be more effective to ensure a sustainable increase in the number of green consumers in Mauritius. Consumers are more positive towards environmental friendly products due to the fact that environmental messages in advertisements are more credible as outlined by Mathur and Mathur (2000) and Habib *et al.* (2010). In addition, marketers should emphasize on emotional appeal in the green advertisements (Hawkins *et al.*, 1998; Pooley and O'Connor, 2000) as emotional content in green advertisements can also increase customers' attention towards these advertisements.

Conclusion and directions for future research

There is a powerful urge for companies to re-orient their existing marketing strategies towards greener marketing strategies. Far from having reached its pinnacle, green marketing has still a long road to travel in both research and practice. The present study has highlighted the importance of environmental concerns among customers in Mauritius. There is equally strong empirical evidence in the study concerning favourable customer values and beliefs towards the environment. Yet, it has been found that there is some degree of reluctance from the customers to engage in green purchasing patterns despite greater consideration has been given to environmental concerns. It is highly recommended that effective green marketing strategies are further developed and implemented in both private and public organizations and, in turn, marketers should capitalize on green branding, packaging, labelling and advertising to create an upsurge for the demand of green products in Mauritius. The research results will also form useful and practical tools for the policy makers who are responsible for creating and marketing green products in Mauritius.

Limitations of the research

The present study has analysed the impact of green marketing strategies on consumer purchasing patterns in Mauritius. The study had some potential limitations as focus was only on perceptions of customers in Mauritius and the underlying perceptions of business executives and marketers on green marketing strategies have not yet been

tapped. The findings need to be further validated as the empirical results have provided a broad investigation on the effectiveness of green marketing strategies. Specific constructs and predictors for promoting green consumer purchasing patterns have not been predetermined and thus, the research has some conceptual limitations in the arena of green marketing.

Future research

In this respect, further research is clearly needed in order to enhance the understanding of green marketing strategies on consumer purchasing patterns in Mauritius. Research should extend to business executives and managers in order to allow a comparative analysis of the green marketing strategies impacting on consumer purchasing patterns in Mauritius. Future qualitative studies could focus on specific green-branded products such as energy saving light bulbs to deepen customers' understanding and their ability to compare eco-branded and non-eco-branded products in Mauritius. Moreover, supplementary qualitative research in terms of focus group discussions with green and non-green customers can provide additional evidence to support the existing findings relating to the effectiveness of green marketing strategies on consumption patterns.

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