



IMPACT OF GREEN MARKETING MIX ON CONSUMER PURCHASE INTENTION WITH SPECIAL REFERENCE TO CHENNAI SUPERMARKETS

Dr. A. Poornima¹, Dr. Sowmiya. M²

Article History: Received: 23.03.2023

Revised: 05.05.2023

Accepted: 19.06.2023

Abstract

The purpose of this article is to offer an overview of green marketing based on the marketing mix idea. The goal of green marketing is to incorporate environmental concerns into marketing operations. The aim is that marketers would supply customers with more information on the green features of the items on sale, which they will then use to make purchase decisions. As a result, corporations will be compelled to manufacture more environmentally friendly products. As a result, businesses have implemented several green marketing tactics to fulfil the expectations of environmentally conscious customers who are aware of what they are buying. Companies that utilise extreme green marketing completely integrate environmental concerns and responsibilities into their operations and handle environmental marketing mix challenges. The purpose of the study is to examine the influence of green marketing mix on customers' green purchasing intention with special reference to supermarkets in Chennai. A total of 200 responses were collected through a self-administered questionnaire based on the convenience sampling approach. The questionnaire was designed to study the impact of green product, green price, green place and green promotion on green purchase intention through customers' attitudes towards the environment. A conceptual model was derived and tested using Multiple Regression Analysis, SPSS and Amos. Findings revealed that there is a significant impact on green product, green price and green promotion on green purchase intention.

^{1,2}Assistant professor, SRM Institute of Science and Technology, College of Management, Ramapuram

DOI: 10.31838/ecb/2023.12.s2.358

1. Introduction

Consumers' environmental awareness has expanded significantly over the world in recent years. Environmental issues such as global warming and pollution have become global issues (Shirsavar and Fashkhamy, 2013), and with non-biodegradable solid waste, the harmful impact of pollutants, and so on, both marketers and consumers are becoming increasingly sensitive to the need to switch to green products and services. It is widely assumed that while the transition to "green" may appear to be costly in the near term, it is unquestionably vital and cost-effective in the long run. Environmental issues continue to be the most pressing concern for the entire planet and humanity. The primary environmental concerns that have emerged as a result of human activity include air pollution, conservatory impacts, and ecological imbalances (Sharma, 2011). One of the most serious issues with green marketing is the lack of academic research on environmental or green marketing. Previous research mostly concentrated on green marketing tactics (Devi Juwaheer et al., 2012; Awan, 2011; Fan and Zeng, 2011; Solvalier, 2010). Furthermore, numerous research investigated the association between green products and purpose (Iaroche et al., 2001; Paul and Rana, 2012; Lam and Mukherjee, 2005; Gan et al., 2008). Few research have explored green marketing mix and purchase intention; for example, Ansar (2013) evaluated green marketing mix as (ecological price, environmental advertisement, ecological packaging). Environmental issues continue to be the most pressing worry for the entire planet and humans. Air pollution, greenhouse effects, and ecological imbalances are the most serious environmental issues that have arisen as a result of human activity (Sharma, 2011). One of the most serious issues with green marketing is that there has been minimal academic research on environmental or green marketing. According to the United Nations Environment Program (UNEP), desertification threatens one-quarter of the world's land. Desertification is a process of land degradation in arid, semi-arid, and dry sub-humid areas caused by a variety of factors, including human actions (United National Chronicle, 2000). (Hai & Mai, 2012). Pollution is another significant environmental issue caused by economic expansion. Industrial waste from manufacturing facilities and untreated sewage, coal-fired power plants, gas-powered diesel automobiles, and so on. These are some of the basic sources of pollution (Shahnael, 2012). Sudanese manufacturing is one source of pollution.

An enormous number of general stores has been laid out because of the mass request. General store

deals in Sri Lanka are supposed to develop by 20% each year in the years ahead because of expanded buyer buying limit. The portion of grocery store deals is 15% of the complete retail market in the nation and the staying 85% is dealt with by the general exchange. Because of the modernized ways of life of the cosmopolitan populace the general store idea has become immovably settled furthermore, the pattern is developing quickly (Wanninayake and Randiwela, 2008). In a study did among the clients of a few chose grocery stores in Chennai locale, Fernando et al. (2017) proclaimed that clients can't distinguish whether Sri Lankan grocery stores have executed such green ideas. Thusly, this study is an endeavour to investigate whether green promoting blend components in a grocery store setting will impact customers' natural perspectives and buy goal. This study will give a figuring out about the impact of green advertising procedures on the green buy aim of clients in the general store industry. This is an endeavour to find out the hole between the exact advertising writing on the inclination of grocery store clients to move to green buying and the viable use of green promoting blend by the advertisers.

Literature Review and theoretical back ground

Green Marketing Mix

Green products are biologically derived products that can support, in general, the long-term objective of securing and preserving our environment. Typically, neighbourly products or natural concern products are identified as products designed to minimize the use of raw materials needed and to reduce adverse ecological impacts throughout the total life cycle of those goods. The product is the focal point of the marketing mix and the most important part of the entire strategy of green marketing. Anyway, what should be understood is that the greenness of the product is not restricted to the main object alone, but includes all things associated with the product, such as the raw materials utilized, the method of manufacturing, the product packaging, and etc. (Ansar, 2013).

Green products

Green products, sustainable, environmentally friendly, pro-environmental, eco-friendly, and ecological have all been used interchangeably by marketers in recent decades to advise and lure customers as part of green marketing. Environmentally friendly products or services are those that are not detrimental to the environment. However, the US Federal Trade Commission (FTC) has issued warnings regarding items or services labelled as environmentally friendly or safe for more than a decade. A green product is one that was created using toxic-free components and

ecologically friendly procedures and has been certified as such by a recognised authority. The product is the heart of the green marketing mix and the most important component of the overall green marketing strategy. The words "green product" and "environmental product" are commonly used in the business sector to refer to activities that conserve or improve the natural environment by saving energy and/or resources and minimising or eliminating the usage of noxious agents, pollution, and waste. Green products are defined by consumers as those that lessen environmental effect by being energy-efficient, recyclable, and of organic or natural origin (Tseng and Hung, 2013). A green product, according to Kumar and Ghodeswar (2015), is created utilising healthy components and ecologically beneficial processes. To optimise the sustainability of scarce resources, ecological development goals demand for reduced energy use, lower heat and pollutant emissions. Green products assist to protect and preserve the natural environment by conserving energy and resources, minimising or eliminating the use of harmful materials in manufacturing, and reducing emissions and waste (Ottman et al., 2006). In this regard, using 5 principles to product creation may be advantageous in order to enhance the product's environmental effect after usage. These are the 5Rs: reuse, reconditioning, repair, remanufacture, and recycling (Peattie and Crane, 2005). Businesses began to develop green products and apply green product policies when the hazardous content of a product became one of the elements that may influence customer purchasing decisions. As a result, the initial hypothesis is developed in its alternate version as follows.

Green product has an impact on green purchase intention

The green price is the cost of ecologically friendly items. Because of their environmentally friendly properties, such items may attract a greater price than standard products. Some clients are ready to pay more if they believe the product adds value (Hossain and Khan, 2018). When considering the product life cycle, eco-products are often more expensive. According to Larashati et al. (2012), the expense of adopting the environmental policy measures required by the company's rules and guidelines or other programmes in this respect will raise the price of green products. Green pricing is an important part of the green marketing mix. Many consumers may be ready to pay a premium if increased product trust is acknowledged. Green pricing, according to Hashem and Al-Rifai (2011), would also represent the expenditures that the organisation would have to bear in terms of environmental policies by being compelled and governed by regulations or firm instructions to stay

environmentally friendly. The cost which shopper pays is really the expense of an item. It is a basic component of the showcasing blend. Most of purchasers might be prepared to pay a premium in the event that there is a discernment on extra item esteem. This worth might be upgraded execution, capability, plan, visual allure, or taste. Green promoting ought to get this large number of realities into thought however charging a superior cost. The price which consumer pays is actually the cost of a product. It is a critical element of the marketing mix. The majority of consumers will only be ready to pay a premium if there is a perception on additional product value. This value may be enhanced performance, function, design, visual appeal, or taste. Green marketing should get all these facts into consideration though charging a premium price. Customers should be able to afford green products, which encourages them to buy. However, it is believed that the cost and price of green products will be greater at first, but will be lower in the long-term owing to learning by doing, incremental improvement in knowledge, and advanced and inexpensive technology. Green pricing takes into account people, the environment, and profit. In this way, it protects the health of employees and communities while also ensuring effective output. Its value may be increased by modifying its appearance, usefulness, and personalization, among other things. However, in certain circumstances, it is more expensive than the standard choices. If the customer's social and environmental costs are reviewed when determining the price and consider whether the consumer is prepared to pay that price, producers will be motivated to design the product to be more environmental friendly. Businesses incurring these costs and passing them on to the consumer are always faced with two risks: misreading the customer preferences and charging higher price than the competitors. Green price should be reasonable to stay competitive (Soonthonsmai, 2007). Moreover, Boztepe (2012) pointed out that for some consumers, a higher price than that of the competitors might be seen as a sign of higher quality and greenness of the goods. That is because many consumers see the price as an index of quality (Bloom and Novelli, 1981). Hence, the following hypothesis can be advanced.

Green price impacts on green purchase intention

Shil (2012) brought up Green spot is tied in with overseeing strategies to limit the transportation emanations, accordingly active targeting decreasing the carbon impression and in everyday natural contamination, is connected with appropriation entryways utilize that arrangement with green items, which are reasonable for clients, as far as working with their conveyance, and to get

cycling methodology directing inside ecological circumstances, norms and prerequisites (T.N. Hashem and N.A. Al-Rifai, 2011). It is beneficial to take note of that spot is definitely not an expense generator factor, it has various elements that can make incomes and certain results. This component of the promoting blend is managed "how-to-deal with distance" U. (Awan, 2011). The decision of where and when to make an item realistic by an association, will essentially affect the clients. Not many clients will make a special effort to purchase green items, (Y. Sharma, 2011) just for it. Green dispersion is an extremely sensitive activity. Clients should be ensured of the 'Ecological idea' of the item, (R. Yazdanifard and For example Kindness, 2011). Hardly any intrigued clients will make a special effort to purchase green items (G. Singh, 2011). Green distribution may be approached from both internal and external perspectives. Researchers analyse the corporation's internal environment in the internal approach, which must be a location where employees and management may discover environmental difficulties in the corporation's internal processes and the efficacy of the internal space in managing the product. It attracts clients because to its good employee behaviour and welcoming atmosphere. From an outside perspective Green Marketing Mix and Intention to Buy Green. According to Karunarathna et al. (2020) 133, writers choose green spaces that can provide products and services with minimum environmental impact (Vlosky et al., 1999). Product distribution should be based on proper marketing networks and should take place in an ecologically safe site free of pollutants. Green distribution is a process that is extremely sensitive to a variety of conditions. Furthermore, a well-designed environment can influence clients' purchasing behaviour even when they have no intention of purchasing (Solomon et al., 2010). As a result, the third hypothesis of the study is as follows.

Green place impacts on green purchase intention.

This relates to presenting accurate information about the items in a way that does not jeopardise the materialistic and moral interests of the customers (T.N. Hashem and N.A. Al-Rifai, 2011). Green advertising in the form of promotional messaging is an important promotional strategy that may appeal to the genuine desire of environmentally conscious consumers (G. Ankit and R. Mayur, 2013). The goal of green advertising is to influence customers' purchasing behaviour by encouraging them to buy items that do not harm the environment and to draw their attention to the beneficial effects of their purchasing behaviour,

both for themselves and for the environment (E. Rahbar and N.A. Wahid, 2011). The above is an example of marketing communication, which is classified as a cross-functional activity (L. Platel, 2009). Green marketing may have an influence on the chance that firms' statements are accurately checked. Green advertising is described by Zinkhan and Carlson as "the appeals that strive to fulfil customers' wants, aspirations surrounding environmental concern and health concerns from several angles including ecology, sustainability, and pollution-free messaging" (B. Zhu, 2012). (S.A. Stokes, 2009). Green advertising entails informing consumers about environmental commitments and efforts made by businesses (H. Fan and L. Zeng, 2011). Advanced green marketers should employ sustainable advertising and communication tactics and strategies (Larashati et al., 2012). Setting up promotional techniques such as ads, marketing facilities, posters, white papers, forums, sales promotions, public relations, social media marketing, and onsite promotions, as well as films and presentations, is part of green promotion (Shil, 2012). Green advertising entails providing interested customers with direct environmental information about the company's products. As a result, the firms' vow to protect natural resources will reach the intended audience (Shirsavar and Fashkhamy, 2013). According to Hashem and Al Rifai (2011), green advertising provides realistic information about items without upsetting the ethical consumer's sensitivities. The goal of green promotion is to influence customer purchasing behaviour by influencing them to buy environmentally friendly items (Shil, 2012). Green marketing employs environmentally friendly promotional approaches to lessen the environmental impact (Achola and Were, 2018). Green commercials require critical promotional instruments to send ideas that may be beneficial in meeting customers' requirements and wishes. Sustainable partnerships place a high value on excellent communication with customers, with the goal of raising awareness of the corporation's and its goods' environmental and social importance. This is generally accomplished through conveying marketing messages from the corporation and partnering or working with social or environmental groups. Advertisements cannot impact the green consumer's behaviour unless they promote the features of the green product. Green advertisements are classified into three types: those that explain the relationship between the product/service and the environment, those that promote a sustainable lifestyle by emphasising the environmental aspects of a product or service, and those that promote Green Marketing Mix and Green Purchasing Intention. Karunarathna et al. (2020) 134 advertises highlighting the company's environmental

stewardship (Wong et al., 1996). Green advertising seeks to influence customer purchasing behaviour by influencing them to choose environmentally friendly items and educating them of the benefits of their shopping decisions for themselves and the planet (Rahbar and Wahid, 2011). As a result, the following hypothesis is proposed.

Green promotion impacts on green purchase intention

Ajzen's (1991) Theory of Planned Behavior (TPB) has dominated the research agenda on sustainable consumption habits by allowing for the analysis of the antecedents of such sustainable consumption patterns. According to the TPB model, attitudes toward behaviour, subjective norms, and perceived behavioural control all influence purchase intention. The possibility that a consumer will buy a product or service in the future is described as intention to purchase (Arslan and Zaman, 2014). The cognitive variables influencing customers' green purchasing behaviour are represented by intention (Ramayah et al., 2010). Green purchasing behaviour shows a blend of moral decision-making

acts and is viewed as a socially responsible kind of production (Joshi and Rahman, 2015). Consumers' perceived behavioural issues, environmental knowledge, environmental worries, and green trust are the four Green purchase intention factors (Maichum et al., 2016). As a result, purchasing intent has a positive influence on the chance that a client would purchase eco-friendly items. When a purchase decision is made, there is a chance that the end result may produce a more or less sustainable consumption model. A higher level of purchase intent indicates a higher likelihood of purchase. Researchers can utilise 'purchase intent' as a primary indication to predict customer behaviour. When buyers have a good purchase intention, there is a high level of product engagement, which encourages them to take actual purchasing action (Wu et al., 2011).

Based on the literature review, a conceptual framework model, illustrated in Figure 1, was created. The study's independent variables were green product, green pricing, green location, and green promotion. Karunarathna and colleagues (2020).

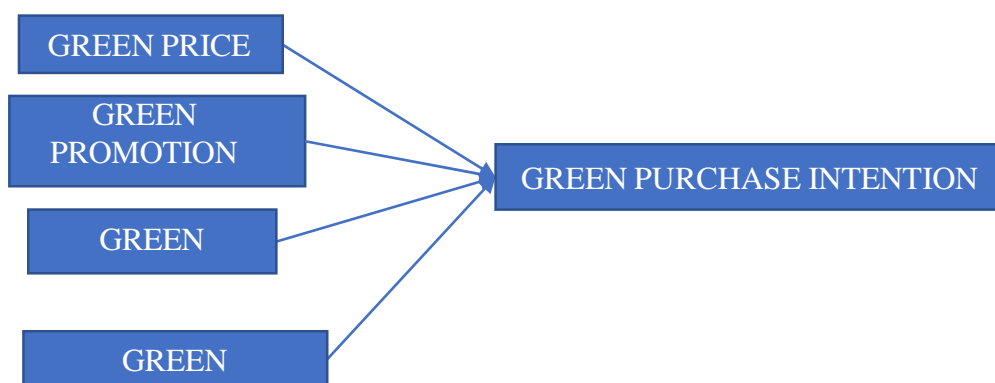


Figure 1: Conceptual Framework of Effect of Green Marketing Mix on Green Purchase Intention

2. Research Methodology

This study was based on the deductive approach as it acknowledges the need to investigate the relationship between variables. The current study selected the sample population from the customers of supermarkets in Chennai. The unit of analysis was the individual customer of the supermarket. This study employed the convenience sampling technique to select the sample. The difficulty in obtaining the demographic details of consumers who patronize the supermarkets has led to convenience sampling under the non-probability sampling technique for collecting data for the study. Etikan et al. (2016) described convenience sampling as a sampling technique in which samples are taken for the purposes of a research. This method is popular since it allows a large number of

survey participants to be tested in a relatively short time period. Many similar studies have employed convenience sampling as the sampling technique (Michaelidou and Hassan, 2008; Wanninayake and Randiwela, 2008; Fernando et al., 2017). 180 questionnaires were distributed to customers and researchers received 150 completed questionnaires yielding a response rate of 86.36%. The questionnaires were then tested for outliers, as a result of which 30 questionnaires were removed. The final sample size was 190 and that was used for the data analysis.

Measures

Figure 1 depicts the conceptual framework of the investigation. All of the variables included in the study were operationalized using indicators adopted from earlier studies (Table 1). The self-

administered, structured questionnaire elicited customer responses using a five-point Likert scale (strongly agree to strongly disagree).

Data Analysis and Presentation

Reliability Analysis

Reliability is an assessment of the degree of consistency between multiple measurements of variables (G. Rezai, P.K. Teng, Z. Mohamed, and M.N. Shamsudin, 2012) . To test reliability we used Cronbach’s alpha as a diagnostic measure, which

assesses the consistency of entire scale, since being the most widely used measure . According to Hair et al., the lower limit for Cronbach’s alpha is 0.70, although it may decrease to 0.60 in exploratory research. The results of the reliability analysis summarized in Table 2 confirmed that all the scales displayed satisfactory level of reliability (Cronbach’s alpha exceed the minimum value of 0.6). Therefore, it can be concluded that the measures have acceptable level of reliability.

Demographic Variables	Label	Frequency	Percent
Age	Below 25	84	56.0
	Between 25-35	37	24.7
	Above 35	29	19.3
	Total	150	100.0
Gender	Male	57	38.0
	Female	93	62.0
	Total	150	100.0
Education	Graduate	119	79.3
	Nongraduate	31	20.7
	Total	150	100.0
Income	Below 25,000	78	52.0
	Between 25,000 – 50,000	48	32.0
	Above 50,000	24	16.0
	Total	150	100.0

Descriptive Statistics

In this research, the analysis is carried out using SPSS software in which the Mean & Standard Deviations of Green Marketing mix , and Leadership styles and Effectiveness and Emotional

Intelligence competencies are calculated. The below Table 4.2 and Table 4.3 represents Leadership Styles, Emotional Intelligence competencies, and Leadership Effectiveness Mean and Standard Deviations values.

Factors	N	Mean	Std. Deviation
GREEN_PRO_1	150	2.73	0.802
GREEN_PRO_2	150	2.81	0.865
GREEN_PRO_3	150	2.62	0.849

GREEN_PRO_4	150	3.1	0.91
GREEN_PLA_1	150	2.71	0.87
GREEN_PLA_2	150	2.88	0.955
GREEN_PLA_3	150	2.78	0.961
GREEN_PLA_4	150	3.03	0.962
GREEN_PRODUCT_1	150	3.1	0.91
GREEN_PRODUCT_2	150	3.05	0.929
GREEN_PRODUCT_3	150	3.04	0.947
GREEN_PRODUCT_4	150	2.99	0.919
GREEN_PRICE_1	150	3.03	0.962
GREEN_PRICE_2	150	2.92	0.987
GREEN_PRICE_3	150	2.98	0.966
GREEN_PRICE_4	150	2.81	0.908
PUR_INT_1	150	2.34	0.88863
PUR_INT_2	150	2.1867	0.9224
PUR_INT_3	150	2.1067	0.94227
PUR_INT_4	150	2.0867	1.03585
PUR_INT_5	150	2.0267	0.94795

From the above table 1.2, the means of Green Marketing Mix (Green Price, Green Place, Green Promotion) ranges from 2.80 to 3.80 with standard

deviations 0.987 to 1.03. The Purchase Intension mean ranges from 2.08 to 2.18 and its standard deviation ranges from 0.8 to 1.03.

Items	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
GREEN_PRO_1	.352	.872
GREEN_PRO_2	.445	.868
GREEN_PRO_3	.479	.867
GREEN_PRO_4	.491	.866
GREEN_PLA_1	.407	.870
GREEN_PLA_2	.554	.864
GREEN_PLA_3	.523	.865
GREEN_PLA_4	.620	.860
GREEN_PRODUCT_1	.491	.866
GREEN_PRODUCT_2	.375	.871
GREEN_PRODUCT_3	.425	.869

GREEN_PRODU CT_4	.478	.867
GREEN_PRICE_1	.620	.860
GREEN_PRICE_2	.682	.857
GREEN_PRICE_3	.659	.859
GREEN_PRICE_4	.531	.865

Structural Equation Modeling

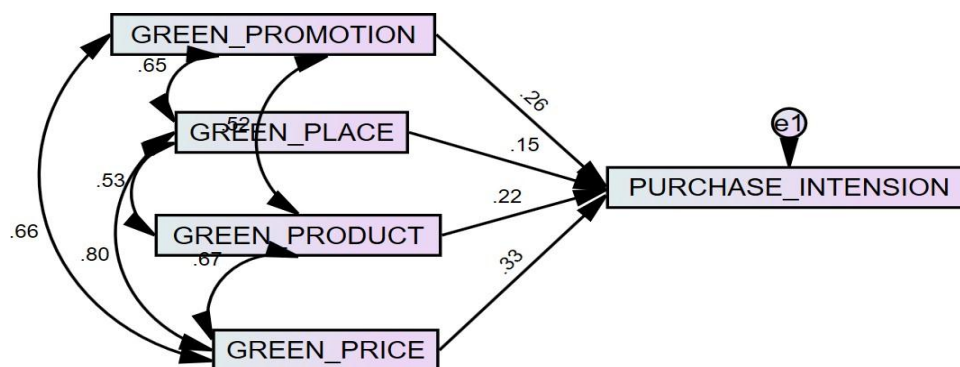


Figure 1.2. Structural Equation Modelling of Green Consumption and Purchase Intention

The above factors green consumption factor (price, promotion, place And product) which shows

influence on Purchase intention.

Table 1: Summary of the results

H	Predicted Effect	Decision
H1	Green product impacts on green purchase intention	Accepted
H2	Green price impacts on green purchase intention	Accepted
H3	Green place impacts on green purchase intention	Accepted
H4	Green promotion impacts on green purchase intention	Accepted

3. Discussion and Conclusion

Finding out how Chennai supermarket customers' purchasing intentions were affected by the green marketing mix was the main goal of this study. The major grocery companies in Chennai Super marks occasionally launch different ecologically friendly policies. How the green marketing practises of supermarkets impact the intention of customers to buy green was investigated. Current studies assert that green products significantly influence consumers' purchase intentions (Chen and Chai, 2010; Fernando et al., 2017). The results of this investigation are consistent with those of earlier studies. Making green products available to consumers will have a beneficial effect on their intention to make green purchases. The study also showed that the association between green items and green purchase intent is mediated by consumers' environmental attitudes. According to

Tanner and Kast (2003), consumer attitudes toward environmental protection have a significant impact on whether or not they choose to buy green foods. One of the biggest barriers to green consumption has been identified as cost (Gleim et al., 2013; Nasir and Karakaya, 2014). In opposition to this line of inquiry, study results show a strong influence of green price on green purchase intention. A recent study also shown that the association between green price and green buying intention is largely mediated by attitudes. This is consistent with Weisstein et al.'s research findings (2014). If consumers perceive that the prices are appropriate, they will purchase green products. Additionally, previous research has shown that consumers are willing to pay more for environmentally friendly products. High environmental awareness consumers are less price sensitive and are willing to pay more (Laroche et al., 2001; Tanner and Kast, 2003; Cronin et al., 2011). Consumer purchasing decisions and green

space have a high correlation, according to Wanninayake and Randiwela's (2008) research. By failing to demonstrate a substantial link between green place and customers' intention to make green purchases, the study's findings seem to be at odds with the earlier findings. Therefore, it is important to consider how customers' views would change while building any spaces to signify sustainability. A green location should be able to persuade clients of its greenness (Jeevandas et al., 2019). According to previous studies, using clever, smart advertising and promotional strategies would help buyers feel more inclined to make green product purchases (Ansar, 2013; Hartmann and Apaolaza-Ibanez, 2009). This is supported by recent research, the findings of which demonstrate that green promotion will significantly improve customers' propensity to make green purchases. However, findings further revealed that customer attitudes do not mediate this relationship. In order to convey to customers the obligation of society to switch to green products, effective advertising and promotional activities can be implemented. The "Body Shop" prominently leverages environmental issues to market its brand by putting products on display in its stores to educate customers about the environmental and social effects of their shopping decisions (Menon et al., 1999). Therefore, marketing initiatives should be potent enough to alter consumer perceptions on their own.

Implication to the Practice

This study offers some fresh recommendations for experts and practitioners. Therefore, it was underlined how much the various aspects of green marketing have an effect on customers' intentions to make green purchases through their attitudes. Furthermore, the majority of customers will be able to afford the products if the green pricing can be set at a normal level. Additionally, if the number of green spaces is raised to cover more ground, it will result in a much better distribution of goods in accordance with consumer demands, making it simpler to draw in the target market. Simply using green promotion won't work unless it's planned to get the point over to customers and have an impact on their views, which will then influence their green purchase.

Limitations

The study's limitations must be taken into account when interpreting the results because doing so will assist the researchers recommend future research in a more fruitful way. One of the study's limitations may be the fact that it was restricted to the South of Chennai. Future research may benefit from using a larger sample size that includes a wider geographic area. It is advised that the results of this study be cross-validated through the use of

surveys in other provinces or even other countries, as well as through cultural comparisons to look at how consumer behaviour varies depending on the location or context. All of the primary data used in the study came from surveys.

4. References

- Achola, G. O. and Were, S. (2018), "Influence of Marketing Strategies on Performance of Fast-Moving Consumer Goods Companies in Nairobi in Kenya", *Journal of Marketing and Communication*, Vol. 2 No.2, pp. 31-42.
- Ajzen, I. (1991), "The Theory of Planned Behaviour", *Organizational Behaviour and Human Decision Processes*, Vol. 50 No. 2, pp. 179-211.
- Ajzen, I. and Fishbein, M. (1980), *Understanding Attitude and Predicting Social Behaviour*, Prentice-Hall, Eaglewood Cliffs.
- Akehurst, G., Afonso, C. and Goncalves, M. (2012), "Re-examining Green Purchase Behaviour and the Green Consumer Profile: New Evidences", *Management Decision*, Vol. 50 No. 5, pp. 972-988.
- Ansar, N. (2013), "Impact of Green Marketing on Consumer Purchase Intention", *Mediterranean Journal of Social Sciences*, Vol. 4 No. 11, pp. 650- 655.
- Cronin, J.J., Smith, J.S., Gleim, M.R., Ramirez, E. and Martinez, J.D. (2011), "Green Marketing Strategies: An Examination of Stakeholders and the Opportunities they present", *Journal of Academy of Marketing Science*, Vol. 39 No. 1, pp. 158-174.
- Dagher, K.G. and Itani, O. (2014), "Factors Influencing Green Purchasing Behaviour: Empirical Evidence from the Lebanese Consumers", *Journal of Consumer Behaviour*, Vol. 13 No. 3, pp. 188-195.
- Danjelico, M.R. and Pujari, D. (2010), "Mainstreaming Green Product Innovation: Why and How Companies Integrate Environmental Sustainability", *Journal of Business Ethics*, Vol. 95, pp. 471-486.
- Etikan, I., Sulaiman, A.M. and Alkassim, R.S. (2016), "Comparison of Convenience Sampling and Purposive Sampling", *American Journal of Theoretical and Applied Statistics*, Vol. 5 No. 1, pp. 1-4.
- Fernando, V., Samarasinghe, D., Kuruppu, G. and Abeysekera, N. (2017), "The Impact of Green Attributes on Customer Loyalty of Supermarket Outlets in Sri Lanka", in *Proceedings of the 3rd International Conference, MERCon 2017*, University of Moratuwa. Moratuwa, Sri Lanka.

- Fisher, C., Bashyal, S. and Bachman, B. (2012), "Demographic Impact on Environmentally Friendly Purchase Behaviours", *Journal of Targeting, Measurement and Analysis for Marketing*, Vol. 20 No. 3, pp. 172-184.
- Gajanayake, R., Gajananyake, S. and Surangi, H.K. (2011), "The Impact of Selected Merchandising Techniques on Patronage Intentions in Supermarkets: Study Based on Colombo District", in *Proceedings of the 2nd International Conference on Business and Economic Research*, Langkawi, Malaysia.
- Gleim, M.R., Smith, J.S., Andrews, D. and Cronin, J.J. (2013), *Against the Green: a Multi Method Examination of the Barriers to Green Consumption*. *Journal of Retail*, Vol. 89 No. 1, pp. 44-61.
- Kumar, P. and Ghodeswar. B.M. (2015), "Factors Affecting Consumers' GreenProduct Purchase Decisions", *Market Intelligence and Planning*, Vol. 33 No. 3, pp. 330-347.
- Larashati, H., Hudrasyah, H. and Chandra, N. (2012), "7Ps of Green Marketing as Factors Influencing Willingness to buy Towards Environmentally Friendly Beauty Products", in *Proceedings of the International Conference on Business Management and Information Systems*.
- Laroche, M., Bergeron, J. and Barbaro-Forleo, G. (2001), "Targeting Consumers who are willing to Pay More for Environmentally Friendly Products", *Journal of Consumer Marketing*, Vol. 18 No. 6, pp. 503-520.
- Lu, L., Bock, D. and Joseph, M. (2013), "Green Marketing: What Millennial Buy", *Journal of Business Strategy*, Vol. 34 No. 6, pp. 3-10.
- Rahbar, E. and Wahid, A.N. (2011), "Investigation of Green Marketing Tools'Effect on Consumers' Purchase Behaviour", *Business Strategy Series*, Vol. 12.No. 2, pp. 73-83.
- Ramayah, T., Lee, W.J. and Mohamad, O. (2010), "Green Product Purchase Intention: Some Insights from a Developing Country", *Resources, Conservation and Recycling*, Vol. 54 No. 12, pp. 1419-1427.
- Vlosky, P.R., Ozanne, K.L. and Fontenot, J.R. (1999), "A Conceptual Model of US Consumer Willingness to Pay for Environmentally Certified Wood Products", *The Journal of Consumer Marketing*, Vol. 16 No. 2, pp. 122-40.
- Wanninayake, W. and Randiwela, P. (2008), "Consumer Attractiveness towards Green Products of FMCG Sector: An Empirical Study", in the *Proceedings of Oxford Business and Economics Conference Program*, University of Oxford. Oxford, UK.
- Weisstein, L., Asgari, M. and Siew, S. (2014), "Price Presentation Effects on Green Purchase Intentions", *Product and Brand Management*, Vol. 23 No.3, pp. 230-239.
- Wong, V., Turner, V. and Stoneman, P. (1996), "Marketing Strategies and Market Prospects for Environmentally Friendly Consumer Products", *British Journal of Management*, Vol. 7 No. 3, pp. 263-81.