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## Green Consumerism in Cross Cultural Perspective: Review of Literature

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### ABSTRACT

Sociology, Environmental studies and Human behavior are combined to give the new insights to the marketing paradigm in the standpoint of green purchase intention and behavior. Further, the concepts as the green purchase intention and behavior have been discussing among scholars in the globalized level since 1975. In this view, Green purchase intention is denoted as the probability and willingness of a person to give preference to the products that are having eco-friendly features over other traditional products in their purchase considerations. In line with the above facts, Green Consumerism and its evolution are reviewed empirically in this research work. Additionally, empirical evidences in North & South America, Europe, newly industrial countries like China, Singapore and Malaysia, South Asian Countries as India, Pakistan, Sri Lanka are used to examine the current status and levels of green purchase behavioral intention among different cultural perspective. Those empirical works enhance the fruitful ideas to design the conceptual model for the future researchers in the field of green consumerism.

**Keywords:** Green Consumerism, Cross Cultural Perspective, Review.

### 1. BACKGROUND

The term sustainability refers to “development that meets the needs of the present without compromising the ability of future generations to meet their own needs” (World Commission on Environment and Development, 1987). Organizations in the hyper competitive environment now focus on sustainability through strategies to obtain the economic benefits and also social & environmental benefits. Moreover, researches on sustainability are integrated with environmental, social and economic dimensions. Firstly, environmental dimension focuses on firm activities that do not erode natural resources through corporate environmental management (Hart, 1995 and Bansal, 2005). Secondly, the social dimension induces firms to

consider their impact on society and addresses issues akin to community relations, education support and charitable contributions (Elkington, 1998). Under the Social dimension, Corporate Social Responsibility (CSR) is recognized as one of the most prevalent topics concerning the social dimension studied in sustainability research (Lichtenstein et. al., 2004). Finally, the economic dimension concentrates on the value creation and enhanced financial performance of a firm's activities (Bansal, 2005). Research on the economic dimension in the sustainability receives the most attention. Relationship between among resources, capabilities, assets and performance are investigated by the previous studies under the sustainability concept.

Along the line of the above arguments, the concept as green consumerism is taken place in the marketing domain as the potential fact in terms of economic, social and environmental benefits at all. In this scenario, environmental problems such as global warming and pollutions are identified and rationalized as more important global issues and make both individuals and organizations take measures for the preservation of the environment (Shirsavar & Fashkhamy, 2013). These problems initiated the environmental issues with marketing, in which environmental management and marketing are integrated to focus on value creation in terms of product, image, services and personal especially in the hyper competitive environment. Moreover, Green marketing is focalized by researchers and practitioners as one of the newly-emerged and extensive concepts in marketing, which encompasses all marketing activities that are done to motivate and strengthen favorable environmental attitudes, intention and behaviors (Chen, 2010).

Sociology, Environmental studies and Human behavior are combined to give the new insights to the marketing paradigm in the standpoint of green purchase intention and behavior. Further, the concepts as the green purchase intention and behavior have been discussing among scholars in the globalized level since 1975 (Samarasinghe, 2012 b). In this view, Green purchase intention is denoted as the probability and willingness of a person to give preference to products that are having eco-friendly features over other traditional products in their purchase considerations (Nik Abdul Rashid, 2009). Further, Contemporary marketing literature provides the term "*societal marketing concept*" to cover social and environmental responsibilities (Kotler, 1985, 2011) and therefore environment is one of the social responsible marketing issues that have become key role to minimize natural environmental damage. Scholars in the pro environmental behavior document that, studies are necessary to explore the new insights in the developing countries since the studies in this regions seem to be the complicated one. Meantime, cultural values orientations in developing countries are different from those of developed countries (Diekmann & Franzen, 1999). In line with above discussions, there is a need to review the existing literatures with regards to green purchase intention and behavior to reveal the evidences in the cross cultural perspective.

### **Green Purchase Intention and Behavior in Different Cultural Perspective**

Empirical works in North and South America, Europe, Asia, South Asia and other countries are reviewed in the light of green consumerism to frame the conceptual model suited for the study. In this regard, studies are categorized and documented.

#### **North and South American Context**

Empirical studies in the United States of America, Canada and Brazil of the North and South American continent are selected and reviewed to get the supportive source under the empirical review. In this context, environmental concern, environmental attitude, willingness to pay for green, locus of control and value

action gap are critically argued with green purchase behavioral intention (Mainieri et. al., 1997; Roe et. al., 2001; Cleveland et. al., 2005; Saphores et. al., 2007; Han et. al., 2009 and Junior et. al., 2014).

The world has experienced several environmental problems, which create the adverse effect to the environment with regard to the depletion of natural resources, damage to the ozone layer and loss of agricultural land. In line with the above fact, Mainieri et. al., (1997) jointly examine the influence of environmental concern on consumer behavior among general people in the Los Angeles area of the United States of America. The Study surveys householders in middle-class urban communities, on the assumption that these consumers are most likely to be aware of the importance of environmental issues and to consider them in their household purchasing decisions. Findings remark that the middle-class urban respondents in the study are fairly high in their general pro-environment attitudes, lower in beliefs about their environmental responsibility as consumers, and lowest in their reported green-buying behaviors. To this end, specific consumer beliefs are the best predictor of several pro-environment behaviors and of general environmental attitudes, whereas these general attitudes are not in the position to predict most of the behavioral measures, which is called as value – action gap in the paradigm of green purchase behavior.

Consistent with value action gap, direct relationship between environmental concern and declared retail purchase of green products are not found in the Brazilian context (Junior et. al., 2014). Junior et. al., (2014) evaluate the influence of environmental concern in people's retail buying behavior of green products. A survey with 811 consumers from Brazil is undertaken on their perception as individuals and the manner in which they perceive people in the society. In addition, lack of availability causes the unawareness about the green products and its benefits to the individual. Even though, the study contributes towards the broadening of the investigative field on the evaluation of purchase intention and declared purchase on environmental concern. Further, they suggest that further study should be directed towards the antecedents of green purchase behavior with respect to behavioral, social and psychological factors.

To be consistent with above discussions, Saphores et. al., (2007) remark that willingness to pay for 'greener' electronics is somewhat low among California householders. Besides, findings expose that significant predictors of willingness to pay for 'greener' computers and cell phones include age, income, education, beliefs about the role of government for improving environmental quality, as well as environmental attitudes and behaviors. It is conjectured that consumers expect manufacturers to innovate to make their products more environmentally friendly without significantly increasing their prices as they may be accustomed to the falling prices and constant progress that characterizes electronics manufacturing (Menges et. al., 2005). Further than, poor knowledge about the toxicity of e-waste is thought as the main cause for low willingness to pay for green electronics. Researchers also mention that households should be informed of the potential environmental impacts of e-waste, which give the strategic cues to influence the purchasing behavior and prevent the improper disposal of e-waste. In this regard, the research gives insights on consumer willingness to pay for green electronics in California that are likely to be of interest to policy makers, local governments and electronics manufacturers.

Inconsistent with above empirical works, Roe et. al., (2001) concludes that many population segments are willing to pay for decreased air emissions even if there is no alteration in fuel source. Furthermore, several groups are willing to pay significantly more when emissions reductions stem from increased reliance upon renewable fuels. The study analyses US consumers' demand for environmental attributes of deregulated residential electricity services using results from a survey designed to elicit consumers' willingness to pay

for such attributes and using results from a hedonic analysis of actual price premiums charged for green electricity in several deregulated markets. In this regard, State governments in the United States initiate the steps to develop consumer-friendly information policies to enhance the awareness with reference to the green electricity and its benefits to the nation. Consistent with Roe et. al., (2001) work, Cleveland et. al., (2005) find that pro environmental behavior is influenced by environmental locus of control dimensions as biosphere-altruism, individual recycling efforts and economic motivation in the Canadian stand point. Moreover, they point that studies in environmental locus of control and its constructs give a better understanding about how locus of control influence on pro environmental behavior, which link the marketing strategy and consumer behavior to increase the pulse of the customers towards green products.

Differently, Han et. al., (2009) carry out the study an empirical investigation of the roles of attitudes toward green behaviors, overall image, gender and age in hotel customers' eco-friendly decision-making process. In this regard, this study focuses on the service sector. Generally services have different characteristics as tangibility, inseparability, perishability and variability in nature, comparing with products (Parasuraman et. al., 1988). In this regard, researchers select the variables as attitude toward green behaviors, overall image, visit intention, word-of-mouth intention and willingness to pay more. Study mainly focuses on general hotel customers in the United States. The relations between attitude toward green behavior and overall image is explored, the roles of attitude toward green behavior and overall image in building visit intention, word of mouth intention and willingness to pay more are analyzed. Results concludes that attitude toward green behavior among US consumers in the hotel industry positively influences the overall image. In line with this, visit intention, word of mouth intention and willingness to pay more are influenced by the overall image. To conclude, empirical works with regard to green consumerism in the North and South American continent strains the future researchers to focalize on the factors influencing on green buying behavior in terms of behavioral, social and psychological factors.

### **European Context**

Empirical studies in the United Kingdom, Spain and Portugal are selected and reviewed to get the supportive source under the empirical review especially in the European continent. Environmental and social values, socio-demographic variables, psychological factors, value action gap, green segmentation and ethical practices are studied in the light of green purchase behavior in the selected studies. In line with this, above mentioned studies are critically argued and documented below ( Carrigan & Attalla, 2001; Gilg et. al., 2005; Fraj & Martinez, 2007; Paco & Raposo, 2009; Young et. al., 2010 and Akehurst et. al., 2012).

Industrial revolution with technological advancement influences the quality of life and environmental preservation. Challenges with regard to global warming, acid rain, deforestation, fossil fuels, ozone layer exhaustion and water pollution create the unfavorable thought among the public against industrial development with high levels of pollution. In this view, Gilg et. al., (2005) examines green consumption in the context of an increasing focus on sustainable lifestyles. Moreover, researchers argue that green buying must be seen in the context of wider debates surrounding the development of sustainable ways of living that incorporate other environmental actions in a holistic conceptualization of sustainable lifestyles among people in the United Kingdom perspective. Environmental and social values, socio-demographic variables and psychological factors are identified as three constructs to influence green behavior. Findings with reference to the environmental and social values reveal that green consumers tend to hold more

pro-environmental and pro-social values. In contrast, non-environmentalists score the lowest on these measures.

To be reliable with above aspect, attitude – behavior gap or value action gap exists in both developed and developing countries. It simply means that people who have more environmental concern are less likely to purchase the green product. Based on the above mentioned stand point, Young et. al., (2010) investigate the purchasing process for green consumers in relation to consumer technology products in the UK. The result exposes that incentives and current energy rating labels lead to the consumers' concentration. Meanwhile, concepts like "Going Green" still has a long way to travel to show prosperity and better atmosphere among inhabitants in the world. Importantly, researchers document that social experiment to test out different information sources, motivational methods and policy scenarios in a range of different socio-economic and geographical locations should be used as different approaches to conduct further studies to bridge the value action gap.

To be consistent with above discussions, Fraj and Martinez (2007) states that people in Spain worry that major institutions address non ecological practices. Meanwhile, consumers have a positive attitude and want to behave in an environmentally friendly manner, but they cannot act properly because they do not have sufficient means to do so. In line with this, Fraj and Martinez (2007) examine the ecological consumer behavior among people in Spain. Results reveal that environmental attitude has a significant effect on ecological behavior. Further, people feel strongly about environmental problems (information, concern), but less involved in terms of their shopping habits and daily customs. With regards to the findings, researchers suggest that pertinent institutions in Spain should further strengthen their environmental information and educational programs.

To be reliable with above empirical works' suggestion, Paco and Raposo (2009) examine the study on green segmentation. The main aim of the study is to identify distinct market segments based on several environmental variables as environmental concern, affect, knowledge, environmentally friendly behaviors, information search, activism, green products buying behavior, sensitivity to price, waste separation/recycling, perceived efficiency and skepticism. Findings remark that certain environmental and demographic variable are significant for differentiating between the "greener" segment and the other segments. Further, environmental concern of the Portuguese is not directed to lead the behavior towards environmental issues. In addition, findings expose that joining with environmentalist association and participation in the policy making are not generally approached by the Portuguese. Furthermore, the study can make a contribution to the implementation of segmentation strategies based on specific environmental variables, by helping academics and practitioners to better understand, explain and predict patterns of consumer behavior.

To be consistent with the work of Paco and Raposo (2009), Carrigan and Attalla (2001) examine the ethical behavior of consumers in their purchasing activities and investigate the influence of good and bad ethical practices on consumer purchase behavior among people in the United Kingdom. Findings of the study clearly expose that most consumers pay little heed to ethical considerations in their purchase decision – making behavior. Further, prior researches in the social responsibility of the marketing approach document that ethical marketing policy and corporate responsibility have the potential to the corporate and social benefits in the long term perspective. Furthermore, they suggest that focusing the research on other stakeholders as shareholders, governments, employees and the wider community rather than consumers give the new insights to the marketing aspects in terms of holistic marketing concept. Meanwhile, those

parties are actively concerned with good ethical behavior. Perhaps in time, a new generation of consumers will not only think more ethically, but also act more ethically, and while product value, price and quality will always be key consumer issues, future consumers may also consider good ethics to be equally crucial (Carrigan & Attalla, 2001).

In contrast, Akehurst et. al., (2012) reveal that the psychographic variables as perceived consumer effectiveness and altruism are more relevant in explaining the ecologically conscious consumer behavior than socio-demographics. Further, ecologically conscious consumer behavior, green purchase intention and behavior are associated positively in the context of Portugal. In line with this, researchers suggest that managers should develop the right positioning strategies and an adequate marketing program after evaluating the attractiveness of the identified green segments. Further, they recommend that buying decision making process should be connected with ecological consciousness behavior to explore the green consumption barriers in the consumer's perspective. To summarize, value action gap exists among the people in the European context. It reflects that green consumption barriers should be studied with regard to socio-demographic variables, psychological factors and environmental factors, which are deeply rooted in the consumers' mind.

### **Asian Context**

Empirical studies related to green purchase behavior in China, Malaysia and Hong Kong are selected and reviewed to obtain the supportive basis for the empirical review especially in the Asian continent. Consumers in the Asian region are focused by international marketers for the following reasons: (1) environmental consciousness is on the increase among consumers in Asia. (2) Recent economic boom in the Asian region enhances the financial capabilities of consumers, who are willing to spend more than the previous generation. Along the line of this argument, China is considered as the newly industrialized country at the global level. Economic growth of this country makes a huge impact on the world economy. Meanwhile, china creates the competition with the United States and European countries. Those economic achievements make unfavorable issues in the environment concerning air, land and water resources. In addition, China has been paying a high ecological price for its rapid economic growth regarding worsening pollution and an accelerating depletion of many critical resources (Chen, 1998). In this line, Chan (2001) investigates the influence of various cultural and psychological factors on the green purchase behavior of Chinese consumers. Findings confirm that attitudes toward green purchase are influenced by the subjects' man-nature orientation, degree of collectivism, ecological affect and ecological knowledge. Further, green purchase intention mediates the relationship between attitudes toward green purchases and green purchase behavior. The Researcher also suggests that the Chinese government should provide the proper awareness about environmental issues through cultural values, which result in sustainable development.

In support of the above study, Suki (2013) conducts the study on Structural relationships of consumer ecological behavior in the Malaysian context. The study area is located in the Federal Territory of Labuan, Malaysia. Respondents of the study, who have experience in performing ecological behavior such as doing recycling, using unleaded petrol, organic vegetables, ozone friendly aerosols and any environmental related activities in the year of 2012. Findings expose and confirm that environmental knowledge is the most influential factor that affects consumer ecological behavior. Further, when consumers evaluate the products during the purchasing decision, environmental knowledge is used by the consumers heavily.

They also continuously update their knowledge about ecological products and show interest in the performance of ecological products. In contrast, ecological behavior is not influenced by healthy food and way of life in the Malaysian perspective. Furthermore, wording or statements as no animal testing, natural ingredient cosmetics, wood product from sustainable forest, organic vegetables, ozone friendly aerosols, biodegradability and unleaded petrol influence on purchasing decisions. Further, the researcher suggests that educational program should be directed toward the community at large especially for students, explaining the significance of environmental values and lifestyles as determining the factors of ecological consumer behavior in any consumer purchase decisions.

Along the line of the above empirical works, green marketing strategies should come up with new insights to give the awareness among people in both developed and emerging countries. On this stand point, Aman et. al., (2012) point out that inadequate information related to green purchase intention among consumers becomes a main impediment to both local and international marketers in developing a sound business and marketing strategies of green products. Based on it, Aman et. al., (2012) investigate the influence of environmental knowledge and concern on green purchase intention among consumers in Malaysia, and simultaneously examining the effect of attitude as a mediator. Findings expose that green purchase intention among consumers is influenced by environmental knowledge and environmental concern significantly. Importantly, relationship between environmental concern and green purchase intention is partially mediated by attitude. In contrast, attitude is found to have no mediating effect on the relationship between environmental knowledge and green purchase intention. Researchers also give the new path to the marketers to develop the marketing mix strategies in the green marketing field. In line with this, green product attributes such as organic, bio-chemical and energy saving are considered and suggested in the new product development process as key factors. Meanwhile, advertisements on green issues and environmental protection are recommended under the green promotional activities to inform and induce people towards green buying.

In addition to above empirical works, Lee (2009) examines how gender differs in environmental attitude, environmental concern, perceived seriousness of environmental problems, perceived environmental responsibility, peer influence, self-identity in environmental protection and green purchasing behavior of Hong Kong adolescent consumers. Study reveals that female adolescents score significantly higher in environmental attitude, environmental concern, perceived seriousness of environmental problems, perceived environmental responsibility, peer influence and green purchasing behavior than male adolescents in Hong Kong. In contrast, male adolescents' average score on self-identity in environmental protection is significantly higher than that of the female adolescents. Further, they strain that adolescents should be viewed and recognized as the potential target segment by the international green marketers to give the better level of awareness about the green product, which will result in sustainable development in the long term standpoint. In addition, adolescents have purchasing power, influencing power on their parents' and peers' purchase decision, innovative ideas and long life-span. These facts should be counted by the marketers in the local and international-context.

Interestingly, Harizanand Haron (2012) examines the green purchase behavior among Muslims in the Malaysian context. In Islam, human beings are made responsible at his/her best efforts in preserving the environment including practicing pro-environmental behavior. However, little attention is paid on relating green product purchase behavior with Islamic teachings. The study discusses the role of green products

purchase behaviors in reducing adverse environmental impacts and its relationship with Islamic teachings as mentioned in Al-Quran and As-Sunnah. The study suggests that in Islam, the environment is highly regarded as a gift from Allah to humans for their well-being in the world in order to perform *ibadah* (act of worship) to Allah. Therefore, it is important to preserve the environment in every way. By purchasing and consuming green products, human beings can contribute towards environmental improvement and perform *ibadah* to Allah. To this end, human beings should rethink their way of life in relation to recent climate changes and prevailing environmental problems. These issues have already made a huge impact on environmental condition of the world as a whole. In addition, these values, norms and customs are highly related to religion and its roots. It has some insights that behavioral activities can be altered favorably towards pro environmental behavior by the concepts in the religion and its roots. Those who have high doctrine and loyalty towards their religion can easily be changed to follow the new things that are beneficial to society in line with the related concepts in the religion.

To conclude, environmental knowledge, environmental attitude, environmental concern, perceived seriousness of environmental problems, perceived environmental responsibility, peer influence, self-identity in environmental protection are connected with green purchasing intention and behavior in the Asian stand point via fruitful research studies. Further, researchers strain the future researchers to conduct the study to bridge the value action gap in the emerging countries perspective.

### **South Asian Context**

Empirical studies related to green purchase behavior in India, Pakistan, Sri Lanka and Bangladesh are selected and reviewed separately to get the supportive basis under the empirical review especially in the South Asian context.

### **Indian Perspective**

In recent years, manufacturing and supply of sustainable products such as recyclable products, energy efficient appliances and organic food items are reaching a high-flying stage in both developed and developing countries (Midden et. al., 2007). Based on above statement, Kumar (2012) investigates the purchasing behavior for environmentally sustainable products using the framework of the Theory of Planned Behavior among postgraduate students in the Indian context. In addition, the study examines the determinants of the purchase intention for environmentally sustainable products leading to the purchase behavior of the same. Results exhibits that, environmental knowledge is significantly and positively associated with the attitude towards environmentally sustainable products. The strength of significant relationship between attitude and purchase intention is greater compared to the significant relationship between perceived behavioral control and purchase intention. Subjective norm is not found to be significantly related to purchase intention. A significant positive relationship is also found between purchases intention and purchase behavior. Further, Kumar (2012) concludes that future researchers in the emerging countries can apply this model to investigate the validity of Theory of Planned Behavior for the study on subjects related to environmental issues in other geographies including other cultural settings and behavioral determinants. Meanwhile, the findings such as insignificant impact of subjective norm on purchase intention could be a new thing for a collectivistic culture such as India; hence marketers may have to move away from the traditional way of managing marketing activities targeted exclusively on collectivistic nature of Indian culture.



To be reliable with the work of Kumar (2012), Mahesh and Ganapathi (2012) investigate the determinants of consumers' purchase behavior towards green products in Tamil Nadu, India. Findings disclose that green purchase attitude is positively and significantly associated with green purchase intention and green purchase behavior. Meanwhile, green purchase behavior is positively and significantly associated with perceived product price and quality. Further, moderating effect of perceived product, price and quality have higher and positive impact on green purchase behavior of consumers as compared to green purchase intention. Findings also confirm that there are many consumers who have positive and high intention to purchase green products, but due to higher price and poorer quality as compared to non-green products, they do not buy them. Hence, along with environmental aspects manufacturers should consider the prices and quality of green products to attract these consumers. Researchers also suggest that competitive pricing strategies along with strong green quality controls should be adopted by business organization.

### **Pakistan Perspective**

Green consumerism is referred to as "Recycling, purchasing and using environmentally friendly products that have minimal damage to the environment" (Roberts, 1996). In this way, consuming less power, using hybrid cars that emit less carbon dioxide, using solar and wind power to produce electricity and buying locally grown vegetables and fruits are viewed and considered as the pro environmental behavior in recent days (Rehman and Bin Dost, 2013). As such, businesses are concentrating on green issues and joining with green movement to save the planet with respect to their pro social activities or capitalize on the growing consumer demand for greener ways. In addition, understanding the environmental concern and behavior of consumers make the strategic cues to the marketers and this aspect becomes the most valuable concept in the new marketing paradigm as green marketing, which combines the environmental studies, human behavior and marketing to give the new path in line with green purchase behavior and its antecedents.

Based on above empirical arguments, Rehman and Bin Dost (2013) investigate the study on green purchase intention among university students (Bachelors, Masters and PhD students) in the Pakistan context. Four constructs as self-image, environmental concern, man- nature orientation and social influence are selected as the factors influencing on green purchase intention with the supportive pre tested models in the literature. Results of the study reveal that purchase intention is significantly influenced by social Influence, self - image and man-nature orientation. In contrast, purchase intention is not influenced by environmental concern in the Pakistan perspective. Based on the findings, researchers suggest that general public and potential customers should be informed and educated about the environmental issues. Social network can be used as the effective tool to share the information with regard to the sustainable developments and its benefits to the nation as whole.

### **Bangladesh Perspective**

Recent climate change issues come to the forefront. In Bangladesh, climate change is a global challenge. It is a threat to social and economic stability and sustainable human existence. There is no doubt that climate change affects the fundamental requirements for health – clean air, safe drinking water, sufficient green food and secured shelter. In line with this, Akter (2012) examines the study on consumer attitude towards green marketing in Bangladesh. Further, the researcher documents that, as a third world country, Bangladesh can place good phenomena in climate change through adapting consumer attitude towards green marketing.

Study divulges that consumers are very much sensitive to a few factors. These factors are: consumer's loyalty about green product, global warming, environmental safety, quality of product, concern about extra price, luxury and environmental awareness. Especially in the demographic segment, males are more aware and positive minded than the females in respect of different issues of green marketing in Bangladesh. Further, "50 years above" people have more favorable attitude than any other age group. Students are unconscious about the green practice and the impact for the future. Based on the above aspects, Akter (2012) advocates that this is the urgent time to generate the concept of green marketing among the young generation.

### **Sri Lankan Perspective**

Environmental sustainability should be viewed as the prominent concept for the long term development and its progress. Meanwhile, business organizations need to recognize the green marketing practices to enjoy the competitive advantages and business opportunities. In this stand point, Wanninayake and Randiwela (2008) examine the study on consumer attractiveness towards green products in the Sri Lankan context. Four value added areas such as product designing, packaging, place and promotion that lead towards the motivation of consumption are used as the predictor for consumers' attitudes and perception regarding eco-friendly fast moving consumer goods. Findings reveal that green products have substantial awareness among Sri Lankan customers and they are willing to pay something more on green products. The majority of customers consider that package is most important element of such products. In this view, researchers suggest the business organizations to focalize the green marketing strategies to enjoy the competitive advantage in respect of innovation, cost leadership and future safety.

To be reliable with the above work, Samarasinghe (2012 c) examines the influence of cultural values and environmental attitudes on green consumer behavior in the Sri Lankan context. Green consumer behavior varies in different cultures. Further, the cultural values are the better predictor to form the environmental beliefs/attitudes, which lead to the pro environmental behavior. The findings divulge that both collectivism and long-term orientation are the good predictors for formation of environmental attitudes in Sri Lanka. Cultural values are highly associated with environmental attitudes. Even though, green consumer behavior intention is negatively contributed by the environmental attitude. The main reason behind this negative impact is that, in recent days, Sri Lankan consumers have less awareness or willingness in environmentally friendly actions. Meantime, Green purchase behavior was not necessarily contributed by attitudes and different motives, which is named as the Value action gap. In which, other factors may influence the behavior towards green issues in Sri Lankan context (For Example low attention about the environment). In a supportive way, Diekmann and Franzen (1999) mention that the environmental issues in developing countries is more complicated. They show that when people from poorer countries are asked to rank the most pressing problems to them, environmental issues indeed rank lower. Further, the researcher advocates that governmental bodies and policy makers should focalize to develop the environmental education and awareness programs for Sri Lankan people to encourage green actions. To this end, the researcher documents that further studies are needed to explore the more strong cultural value predictors of green oriented behavior in the Sri Lankan context since the traditional western based environmental value predictors do not seem to be powerful enough to stand for Sri Lankan consumer dynamics.

To be consistent with the above empirical works in the Sri Lankan stand point, Samarasinhe (2012 d) further investigates and documents the effect of consumers' environmental awareness and responsibility

towards personal norms in shaping pro environmental behavior in the Sri Lankan perspective. Results elucidate that both environmental awareness and responsibility are not viewed as the powerful predictor constructs to determine the pro environmental behavior via personal norms. Further, the researcher mentions that the impact of environmental awareness and responsibility on pro-environmental behavior is not significantly contributed by the differences in income, education and occupation among Sri Lankan consumers. In contrast, differences in the marital status have significant influence on the relationship between environmental awareness and behavior towards green aspects. In which, the unmarried have a strong positive relationship between environmental awareness and behavior towards green aspects than the married in the Sri Lankan view point. In this context, researcher suggests that rather than depending on knowledge and responsibility for shaping pro – environmental behavior, emotional aspects and consumers' environmental norms can be practiced to enhance the pro environmental behavior in the Sri Lankan context, where, religious values, beliefs, customs and norms take a prominent place. In addition, findings imply that further studies should be conducted to explore the antecedents of environmental awareness of cognitive, emotional/affective and behavioral aspects in a developing country like Sri Lanka. It is also possible to develop the specific constructs and measures for Sri Lanka to explore the other unique and prominent factors affecting on green purchase intention and behavior.

To this end, consumers in the South Asian Region have favorable attitude and intention towards the green purchase. This should be a green signal to the marketers, who are really involved in the green business in the local and international level.

## 2. CONCLUSION

In globe, resources are limited and human needs are unlimited in nature. In this way, people are attempting to fulfill their needs and wants with limited resources. Due to that, conflicts take place between limited resources and unlimited needs. In line with above arguments, resources in the world should be utilized in proper way (Lee, 2008 and Akter, 2012). Environmental management and protection take prominent place in the globe, where environmental pollution already stressed the bio – diversity. In this way, Green Consumerism and its evolution are reviewed empirically in this research work, which aid to develop the conceptual frame work and its constructs. Additionally, empirical evidences in North & South America, Europe, newly industrial countries like China, Singapore and Malaysia, South Asian Countries as India, Pakistan, Sri Lanka are used to examine the current status and levels of green purchase behavioral intention among different cultural perspective. Those empirical works enhance fruitful ideas to design the conceptual model for the future researchers in the field of green consumerism.

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