

## **GREEN MARKETING PERCEPTION AS AN ANTECEDENT FOR ORGANISATIONAL ENVIRONMENTAL IMAGE CREATION: A STUDY IN AN EMERGING ECONOMY**

Aindrila Biswas\* and Mousumi Roy

***Abstract:** The study intends to assess the close nexus between four studied variables – green choice behavior, green product image, organizational environmental reputation and green marketing awareness. The sample for the study has been collected from consumers at large retail stores (chain store) dealing only with green products bearing a green image. The responses have been collected through self-administered questionnaires. A structural equation modeling has been applied to test the validity of the proposed model. The findings suggest a close nexus among the studied variables and the positive impact of all the parameters in propagation of green marketing awareness and organizational image creation in a highly consumer driven market.*

***Keywords:** Green choice behavior, green product image, organizational environmental reputation, green marketing awareness*

### **INTRODUCTION**

The commencement of twenty-first century has witnessed an exponential growth in the environmental awareness among consumers recognizing the adversarial impact of consumption on environment engendering global warming and pollution (Leonidou *et al.*, 2010; Svensson and Wagner, 2012). The advancement in the pervasive consumer perception that environment-friendly consumption is an imperative in both day-to-day life and global communities have resulted into a new arena of marketing comprehensively termed as Green Marketing (Fisk, 1974). Urbanisation, economic growth and the impeding environmental threat have propagated assorted environmental demands in the emerging economies requisite for organizational volition for creation of green corporate image or reputation through un-coerced greening initiatives or claiming their products to be green (Berkhout and Rowlands, 2007; Carrete *et al.*, 2012). Such environment-friendly reputation or image is an essential dimension for both parent organizations by providing competitive advantage and for

---

\* Department of Management studies, National Institute of Technology, Durgapur-713209

consuming public as an essential tradeoff for green consumption (Roberts and Dowling, 2002; Carlisle and Faulkner, 2005). Researches essaying on green consumption intentions would channelize effective green marketing management and swaying corporate image by providing an environmental edge to entities practicing such environmental friendly endeavor (Rios *et al.*, 2006; Ko *et al.*, 2013). An effective green product image provides benefits to environmentally apprehensive consumers, thus necessitates the worth to explore how such green image would foster green marketing perceptions among consumers (Keller, 1993; Esch *et al.*, 2006).

Earlier literature on green consumption behavior have contemplated attitude-intention-behavior paradigm notwithstanding evolution of awareness-attitude-intention as a new paradigm (Fryxell and Lo, 2003; Mostafa, 2007). Therefore this study aims to apply attitude towards green image, green consumption behavior in moderating green consumption perceptions and creation of corporate image to build a comprehensive model. Since most of the researches on green marketing and impacting factors on green consumption behavior have been contemplated in USA and Western Europe, its transcendence in the backdrop of emerging economies require further reflection (Oh and Lee, 2004; Kim, 2007; Lim, Yoo, and Kwak, 2009; Chen, 2010; Carrete *et al.*, 2012). Equating with other economies such as China, research on environmental issues and emergent paradigms to tackle such downturn is still in the nascent stage in India despite reports suggesting India as a huge potential market for green products (Chen, 2010; Sally, 2013; Khare, 2015). Studies have mostly cited the green marketing initiatives taken by Indian companies (Nair and Menon, 2008; Sharma and Bagoria, 2012; Shrikanth and Raju, 2012; Agarwal, 2013). It can be posited that involvement of consumers' with green products in India will foster their perception about green marketing (Ishawini and Dutta, 2011). Such consumers have perceived environmental responsibility as a jurisdiction of companies however their apprehension for companies with green images or reputation needs further deliberation (Jain and Kaur, 2004; Mishra and Sharma, 2010; Khare, 2015).

As perceptual focus is on impact of green consumption behavior in augmentation of green marketing through propagation of green product image and corporate green reputation, this study explores perception of green marketing strategy in building corporate image to foster green consumption in the backdrop of an emerging economy. Specifically, the study transcends beyond assessing the underlying dimensions of corporate reputation from organizational perspective to the perspective of consumers as growth in market of green products can be propagated when consumers tend to develop a positive perception about the marketers of green products. It aims to estimate the relationship nexus among cognizance about green consumption behavior, green product image, green marketing perception and corporate image fortification. The theoretical framework of this study is underlined as conceptualization of green consumption behavior the second dimension illuminates the factors affecting green marketing perception with an integration and

model proposition in the third section. The subsequent sections describe methodology of the study with sample descriptions and data analysis techniques. Finally the results of the study have been discussed.

## REVIEW OF LITERATURE

### Green marketing

The first workshop held on ecological marketing by American Marketing Association (AMA) in 1975 purported the definition of green marketing with a consequential impact on the market explosion of green products. Green marketing inarguably identified as the major antecedent for green product discourse has been delineated as a holistic concept for responsible identification, and gratification of consumer needs through a long term orientation in a profitable, socially and environmentally friendly way (Chamorro and Banegil 2006; Prothero *et al.*, 2010; Ko *et al.* 2013). The evolution, growth and maturation of green marketing have been fragmented into three segments. The notion of green marketing had first evolved and was incorporated in industry since the 1980s. In the second stage the concept faced backlash where consumers' environmental apprehension did not reconcile into actual green purchase (Peattie and Crane, 2005). However in the third phase green marketing gained a higher momentum through both regulatory and self-reliant measures with enhancement in environmental awareness in the past decade. Past researches on green marketing encompassed market identification for green products, green positioning strategies, formulation of green marketing mix, identification of environmental issues in green purchase decision making (Akehurst *et al.*, 2012; Chen and Chang, 2012). Marketers have capitalized on this concept to attract new consumer segments, enhance green brand image of product, upliftment in willingness to pay for green and green consumption (Biswas and Roy<sup>a</sup>, 2015; Biswas and Roy<sup>b</sup>; Khare, 2015). Higher consumer involvement with green marketing strategies based on environmental perceptions will optimize the cognitive quest for green consumption (Hartmann and Ibanez, 2006). The impact of green consumption behavior in fostering green marketing perceptions through eventual building of corporate reputation and green product image creation needs further deliberation from the perspective of consumers.

### The green consumer

Environmentalism represents a core value of society that seeks happiness as well as psychological rewards through consumption (Huang and Rust, 2011). Product characteristics such as recyclability, non-toxic chemical content, energy efficiency, biodegradability tend to deploy favorable trade off on consumers' choice behavior over traditional substitutes (Leonidou *et al.*, 2010). Studies on delineation of the antecedents of green consumerism have been remarkably based on socio-demographic and psychographic variables such as gender, age (Diamantopoulos *et al.*, 2003).

### **Green product image**

Consumers associate green products with their pro-environmental self-image. Green products are always associated with their environment-friendly self-identity. Reviewing previous studies administered on consumers based on structured questionnaire surveys unveiled consumers' environmental concern to have an indispensable impact their green product image perceptions (Rios *et al.*, 2006). A similar study on consumers of Taiwan revealed a close connection corpus between green product image and consumers' trust on green and satisfaction from green consumption (Chen, 2010). A close probe and further deliberation on the relationship nexus between green consumption behavior or purchase intentions and green product image has been needed (Rios *et al.*, 2006; Chen, 2010). Creation of green product image requires vigorous communication, differentiation and vehemence of environmental friendly attributes from its traditional counterparts (Rios *et al.*, 2006). Success edge on positioning a product as green can be facilitated only at the discretion of consumers' and their expectation and trust on the valuable attributes, environmental predisposition and desire to associate themselves with such offerings (Rios *et al.*, 2006). Green product awareness is created through exposure and consumers' involvement with product image enhances their evaluative effort (Seitz *et al.*, 2010). Green marketing studies accentuate the effect of cognitive coaxing strategy that consumers' involvement with green products enhances with their enhanced perception about environmental issues and green brands (Mostafa, 2007; Huang *et al.*, 2013). Higher environmental apprehension reflected through environmental behavioral disposition improves their perception about green brands and product image (Aaker and Joachimsthaler, 2000). They tend to have a stronger reliance on the environmental friendly attributes of green products thereby facilitates the creation and corroboration of green product image among potential buyers of green (Aaker and Joachimsthaler, 2002; Patrick *et al.*, 2005). Consumers' perception of green product image and assessment of a relationship nexus between green consumption behavior and green product image perception needs further contemplation (Ko *et al.*, 2013).

### **Corporate Image**

Perceptions of corporate environmental reputation or image assessed in terms of the extent of voluntary environmental disclosures included in the annual financial reports or stand-alone corporate social responsibility reports are crucially impacted by consumers' green choice behavior. Corporate image provides legitimacy to an organization which extrapolates actions of that entity as proper, desirable and appropriate and ensures its transcendence into a socially and environmentally responsible entity among stakeholders and consumers (Ko *et al.*, 2013). An organization often undertakes endeavor to optimize this perception or image creation among perceived consumer segments (Unerman, 2008). Consumers' perception of green product image and green marketing endeavor may enable superior value and image of organisations among intended consumers (Ballou *et al.*, 2006; Gray, 2006).

### **Green choice behavior**

Green choice behavior is encroached by consumers' perceptions, needs and attitudes about the product as well as about its producer or marketer (Peattie and Crane, 2005). Despite the relevance of the topic green consumers' behavior and its orientation in augmentation of market for green products has been ambiguous (Fraj and Martinez, 2006; Tseng and Hung, 2013).

A heft of difference have always been witnessed between green choice behavior and actual green purchase in channelizing green marketing practices with consumers always posing a discretionary approach (Newing, 2011). The enduring paradoxes suggest the need for marketing research to accost the disconnection between green behavioral disposition and augmentation of green marketing (Cronin *et al.*, 2011).

Based on the above discussion the following hypotheses have been propounded:

- H1. Ceteris paribus, green choice behavior is positively related to green product image.
- H2. Ceteris paribus, green choice behavior directly influence consumers' perception of green marketing.
- H3a. Ceteris paribus, consumers' perception of green product image is positively related to organisational environmental image creation.
- H3b. Ceteris paribus, consumers' perceptions of green product image directly influence consumers' perception of green marketing.
- H4. Ceteris paribus, consumers' perceptions of green marketing directly influence organisational environmental image creation.

## **3. RESEARCH METHODOLOGY**

### **3.1. Measurement instrument**

A self-administered questionnaire was adapted and proposed for the study based on existing scales to assess consumers' perspective on the four dimensions of the study. The study has selected branches of chain stores of a company offering only green products such as herbal products or products with environmental friendly attributes and actively resorts to green management practices. The company is perceived as a leading manufacturer and retail distributor for a wide array of environment friendly wellness products in India having a millions of buyers. The popularity of the company and its products pertaining to the rising health awareness among consumers and choice preference for products with natural substances devoid of toxic chemicals (green) has been reckoned. In addition to consumers' descriptive and demographics, all other items were measured on a five-point scale arraying from very unlikely [1] to very likely [5]. The items in the questionnaire were adapted from a similar study conducted by Ko *et. al.*, 2013 in Korea. The focal point of the questionnaire is on consumers' perception of green marketing practices with regard to environmental management

consequence (Kim, 2009), items of corporate image encompassing green product image and organizational environmental reputation (Ko et al., 2013) and items of green choice behavior (Biswas and Roy, 2015<sup>b</sup>). Sample size ranging higher than 30 and less than 500 are appropriate for most consumer-centric research.

### 3.2. Data Collection

Data were collected across different outlets of the said departmental store dealing in environment friendly wellness products in India. The participants consisted of buyers and general consumers at those outlets contemplated over a period of three months. The valid sample comprised of 253 responses. General consumers were shoppers at four shopping malls at the two Indian cities while the students were attending management classes in a central university. In terms of demographics, about half (51%) were male and 84% had a high school or higher education. The frequency of their visit to such outlets was also registered in the survey instrument. The average age was 35 years. General consumer respondents held various occupational backgrounds; housewives, corporate managers, engineers, self-employed, school teachers, and others.

### 3.3. Data analysis

Cronbach's Alpha coefficient and composite reliability to assess internal consistency of the items and reliability of each dimension with confirmatory factor analysis followed by structural equation modeling for assessing model reliability and validity have been calculated.

## 4. RESULTS AND ANALYSIS

### 4.1. Model analysis

A two stage structural equation modeling was applied for evaluation of the hypothesized model structure (Anderson and Gerbing, 1988; Moser, 2015). At the initial stage a confirmatory factor analysis was conducted for evaluation of reliability and validity of the measurement model. In the following stage the full structural model was estimated to assess the overall model fit and the hypothesized relationships. For the assessment of Model fit the study resorted to GFI\_0.90; NFI\_0.90 CFI\_0.90 and RMSEA\_0.08 (Marsh *et al.*, 2004). Maximum likelihood algorithm using AMOS 20.0 was applied for the appraisal of both the measurement model and structural model (Moser, 2015). Testing of hypotheses was based upon standardized regression coefficients and *p*- values (Byrne, 2010).

#### 4.1.1. Measurement model: Confirmatory Factor Analysis

A Confirmatory factor analysis was applied to assess the potentiality of the measurement items in representing the model constructs (Ha and Janda, 2012). A first-order correlated four-factor measurement model was fitted to the data and evaluated

for reliability, convergent and discriminant validity. As shown in Table III, the CFA measurement model fit was acceptable based upon different fit indices (chi-square/df=2.50;  $p < 0.001$ ; GFI= 0.90; CFI=0.92; NFI=0.89; IFI=0.92; RMSEA=0.07) (Hu and Bentler, 1999; Sharma et al., 2005). Table I supports the adequacy of the measurement model. To determine the measurement model's reliability, discriminant and convergent validity, the composite reliability coefficient (CR), average variance extracted (AVE), the Average shared square variance (ASV) and the Maximum shared squared variance (MSV) has been applied. Table I reports the reliability and validity statistical measures of the model. The results indicate that the measurement model has been able to meet the required item reliability ( $CR > 0.70$ ) and supported the convergence validity ( $AVE > 0.50$ ) and discriminant validity ( $AVE > ASV$  and  $AVE > MSV$ ) (Anderson and Gerbing, 1988; Ha and Janda, 2012). Good reliability of the scale has been indicated with the Cronbach's Alpha coefficients. The factor loadings ranged from 0.68 to 0.86. Convergent validity was substantiated with the result of confirmatory factor analysis showing that each measure loaded significantly on the expected constructs and each indicator's path coefficient was highly significant ( $p < 0.001$ ) on the hypothesized construct.

Further average variance extracted which accounts for the amount of variance explained by a construct in the items loaded against it in comparison to measurement errors has been applied as a measure to affirm discriminant validity. The average variance extracted for all the constructs were equal or above the threshold value of 0.50. The inter-construct correlation matrix between the variables demonstrated that the square root of average variance extracted (on the diagonal) for each construct was higher than the corresponding inter-construct correlations as presented in Table II.

**Table 1**  
**Measurement Model results**

<i>Factors and items</i>	<i>Loading</i>	<i>Cronbach's alpha</i>	<i>AVE</i>	<i>CR</i>	<i>MSV</i>	<i>ASV</i>
Green Marketing Awareness		0.77	0.62	0.81	0.06	0.05
GMA1	.80					
GMA2	.82					
GMA3	.74					
Green Product Image		0.80	0.56	0.81	0.06	0.04
GPI1	.78					
GPI2	.79					
GPI3	.68					
GPI4	.74					
Green Choice Behavior		0.89	0.67	0.87	0.05	0.03
GCB1	.77					
GCB2	.86					
GCB3	.79					
GCB4	.84					
GCB5	.83					
Organisational Environmental Reputation		0.78	0.63	0.80	0.06	0.04
OER1	.75					
OER2	.81					
OER3	.82					

**Table II**  
Inter-construct correlation and Square root of AVE

	<i>GPI</i>	<i>GCB</i>	<i>OER</i>	<i>GMA</i>
<i>GPI</i>	0.75			
<i>GCB</i>	.323**	0.82		
<i>OER</i>	.367**	.164**	0.79	
<i>GMA</i>	.385**	.287**	.386**	0.79

The discriminant validity was further assessed with Maximum Shared Squared Variance (MSV) and the Average Shared Squared Variance (ASV) and both were found to be lower than the Average Variance Extracted (AVE) for all the constructs in scale (Hair *et al.*, 2010). The validation of the construct validity for the measurement model has been accomplished.

#### 4.1.2. Structural Model

A structural equation model was applied to test the model fit through the application of multiple fit indices in Table III ( $\chi^2/d.f. = 2.58$ ,  $p < 0.001$ , RMSEA= 0.08, CFI=0.92, IFI= 0.92, NFI=0.90, GFI=0.88) showed an adequate fit to the data (Table III). The significant chi-square is a common outcome as it is highly relative to sample size (Bagozzi and Yi, 2012; Moser, 2015). However the all remaining fit indices have reasonably surpassed the threshold values thus substantiating the acceptability of the structural model.

#### 4.2. Direct, indirect and total effects

The final estimated model represented in Table IV demonstrates the direct, indirect and total effects of the discussed relationship nexus. H1 (0.37) supports the proposition that green choice perceptions positively affects green product image creation thereby suggesting the inclination of environmentally apprehensive behavioral disposition to foster green product image through creation of positive perception about green product quality, environmental benefits and societal needs for consumption. The total effect of green choice behavior in prognosticating green marketing awareness and perceptions among consumers' is 0.34 which has been demarcated as direct effect and indirect effect (H2). Thus it can be stated that consumers' environmental apprehension and choice preference for products with green credential or environmental awareness will help in optimizing their green marketing perceptions in a two-fold way- by directly affecting their perceptions about the marketers and manufacturers of green and the benevolence of green products for tackling the impeding environmental threat and by virtue of formulation of positive green product image which thereby acts as a moderator in this relationship nexus. Likewise a positive image about green product facilitates consumers' trust on green marketing and the offerings of green marketers (H3b; 0.45) as green product image may exemplify superior product value in terms of quality, environmental compliance, better disclosure, improved functionality in terms of energy



saving, elongated life-span would foster behavioral intentions for such consumption. Eventually such green product image would foster consumers' perception of organizational environmental reputation (H3a; 0.47) as stronger consumers' faith in such products' quality and performance would explicate their faith on the manufacturers' of such products bestowing the organisations' environmental reputation. Likewise a positive perception about the green product offerings and green marketers would bestow consumers' faith in the organization manufacturing the same and help in building organizational environmental reputation as consumers' would consider the operations and offerings to be green (H4; 0.32). A significant indirect effect of green choice behavior on organizational environmental reputation through the mediation effect of green product image has been identified (0.23). Conclusively the results emphasize on potentiality of green choice behavior in boosting green product image and organizational reputation towards optimization of awareness and fostering green marketing practices (Handelman & Arnold, 1999; Yoon & Suh, 2003).

**Table III**  
Model fit indices for the overall model

<i>Index</i>	<i>Measurement model Value</i>	<i>Structural model Value</i>	<i>Recommended Value*</i>
$\chi^2$ /d.f.	2.50	2.58	<3
RMSEA	0.07	0.08	<0.10
GFI	0.90	0.90	$\geq 0.90$
CFI	0.92	0.92	$\geq 0.90$
IFI	0.92	0.92	$\geq 0.90$
NFI	0.89	0.87	$\geq 0.90$

**Table IV**  
Total, direct and indirect effect

<i>Path</i>		<i>Total effect</i>	<i>Direct effect</i>	<i>Indirect effect</i>
GCB → (H1)	GPI	0.37	0.37***	
GCB → (H2)	GMA	0.34	0.17***	0.17
GCB →	OER	0.23		0.23
GPI → (H3a)	OER	0.47	0.32***	0.14
GPI → (H3b)	GMA	0.45	0.45***	
GMA → (H4)	OER	0.32	0.32***	

## DISCUSSION AND CONCLUSIONS

A theoretical background for understanding the organizational environmental performance and green marketing studies will facilitate the understanding of consumers' perceptions about green product and thrust in the offerings of green marketers and facets of development of green marketing in the light of an emerging economy with huge consumer base, urbanization and growing GDP. However the irony lies with somewhat equal demand for conventional products among consumers' despite environmental benefits of a product or green image of a product forming an essential trade off.

The study propounded on the basis of the four studied variables deduced a positive relationship nexus among all the studied variables as evoked from consumers' perspective. Higher perceived image of green products would lead to consumers' enhanced purchase intentions for same along with augmentation in organizational reputation manufacturing the same. The finding is in concordance with Ginsberg and Bloom, 2004. It appears that awareness of green brands among consumers and their attention to buy environmentally branded products were influenced by their environmentally apprehensive choice behavior and inclination to protect the environment by purchase of green products. Regulation of green purchase intention by green product image perception is articulated by consumers' trust and confidence in such image based on which such environment friendly decision making is channelized. Since green product image perception is found to be important in influencing green marketing awareness, thus marketers and manufacturers of green should strictly resort to positive image creation for green products to trigger awareness and promotion of green marketing concept and paradigm in an emerging economy.

The implication of this study to governmental green policy formulation for regulation and providing incentives to the green product manufacturers and leveraging their green stance and leveraging consumers to buy product with green or eco labels. An endeavor to campaign to the usefulness of products to undermine the indispensable environmental downturn and elevate public awareness of green product image can exert significant influence in marketing of green products and create potential and prospective market for the same. This concurs that a positive green product image creation will sway green marketing awareness and help to propagate the market share of green products as contemplated from consumer perspective.

Overall, this study contributes to a better understanding of the inducers and inhibitors of consumer perception of green marketing in emerging economies. By showing that the main factors influencing green marketing awareness perceptions centering perspectives the following perspectives- direct impact of green choice behavior, green product image and perceived organisational reputation; impact of green choice behavior moderated through green product image perception and impact of green product image perception moderated through organizational reputation the finding may help policy makers and marketing practitioners to adapt their regulative actions, marketing offers, and communications accordingly. Green product image has been identified as a critical predictor, supporting the strong impact of consumers' reliance on product's perceived benefits and trade-offs such as improved functionality, environmental benefits that traditional substitutes.

Organisational reputation strongly affected by product image increases a consumer's purchase intention of the product. Enhancement in organizational reputation is fostered as consumers' reliance on image of green products would eventually develop reliance and confidence on the manufacturers and marketers of such products. Marketers should endeavor to reinforce their corporate image or

reputations by promoting campaign or events on a basis of social marketing. Green companies should concentrate their positioning efforts on the positive effects of green products and create brand differentiation in eco-friendly segments of the market (Laroche et al., 2001) as the market for green products is still in infancy in India, green marketing program is feasible to be successful in creating corporate image in a positive way. Consumers' perception of green marketing would effectively channelize and confer green title or reputation to the manufacturers endeavoring such initiatives to tackle the hostility of environmental deterioration in the form of product, process creation or superior services. Thus awareness of green marketing bestows environmentally friendly image to green marketers and such perception is thereby considered critical to sustain corporate image and foster the market for green than that of traditional counterparts in a consumer driven market. An image creation for green marketers would necessarily upheld the fate of green products in a market witnessing attitude behavior gap between expressing environmental apprehension and actual behavioral disposition to buy green.

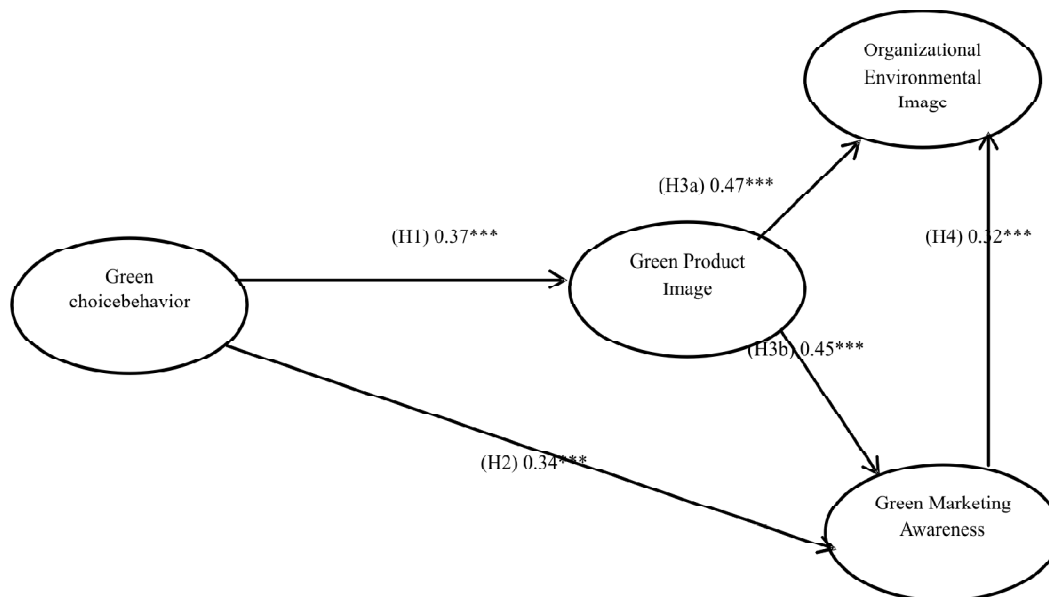


Figure I

### Reference

- Aaker, D.A. and Joachimsthaler, E. (2000), *Brand Leadership*, The Free Press, New York, NY
- Anderson, J.C. and Gerbing, D.W. (1988). Structural equation modeling in practice: a review and recommended two-step approach. *Psychological Bulletin*, 103(3), 411-423.
- Agarwal, P. (2013). Green marketing in India: emerging opportunities and challenges. *Global Journal of Commerce and Management Perspective*, 2(4), 85-88.

- Akehurst, G., Afonso, C. and Goncalves, M., H. (2012). Re-examining green purchase behaviour and the green consumer profile: new evidences. *Management Decision*, 50(5), 972-988.
- Ballou, B., Heitger, D.L. & Landes, C.E. (2006). The future of corporate sustainability reporting. *Journal of Accountancy*.
- Bagozzi, R.P. and Yi, Y. (2012). Specification, evaluation, and interpretation of structural equation models. *Journal of the Academy of Marketing Science*, 40(1), 8-34.
- Berkhout, T., & Rowlands, I. H. (2007). The Voluntary Adoption of Green Electricity by Ontario-Based Companies - The Importance of Organizational Values and Organizational Context. *Organization & Environment*, 20(3), 281-303.
- Biswas, A., Roy, M., (2015)<sup>a</sup>. Green Products: An Exploratory Study on the Consumer Behaviour in Emerging Economies of the East. *Journal of Cleaner Production*, 87, 463-468.
- Biswas, A., Roy, M., (2015)<sup>b</sup>. Leveraging factors for sustained green consumption behavior based on consumption value perceptions: testing the structural model. *Journal of Cleaner Production*, 95, 332-340.
- Byrne, B.M. (2010), *Structural Equation Modeling with Amos: Basic Concepts, Applications, and Programming, Multivariate Applications Series*, 2nd ed., Routledge, New York, NY.
- Carrete, L., Castano, R., Felix, R., Centeno, R., & Gonzales, E. (2012). Green consumer behavior in an emerging economy: Confusion, credibility, and compatibility. *Journal of Consumer Marketing*, 29(7), 470-480.
- Carlisle, Ysanne, Faulkner, David (2005). The strategy of reputation. *Strategic Change*, 14(8), 413-422.
- Chamorro, A., & Banegil, T. (2006). Green marketing philosophy: A study of Spanish firms with ecolabels. *Corporate Social Responsibility and Environmental Management*, 13(1), 11-24.
- Chen, Y. S. (2010). The drivers of green brand equity: green brand image, green satisfaction, and green trust. *Journal of Business Ethics*, 93(2), 307-319.
- Chen, S. Y. & Chang, S.C. (2012) Enhance green purchase intention: the roles of green perceived value, green perceived risk and green trust. *Management Decision*, 50 (3), 502-520.
- Cronin, J., Smith, J., Gleim, M., Ramirez, E., Martinez, J. (2011). Green marketing strategies: an examination of stakeholders and the opportunities they present. *Journal of the Academy of Marketing Science*, 39, 158-174.
- Diamantopoulos, Adamantios Bodo B. Schlegelmilch, Rudolf R. Sinkovics, Greg M. Bohlen (2003). Can socio-demographics still play a role in profiling green consumers? A review of the evidence and an empirical investigation. *Journal of Business Research*, 56, 465 - 480.
- Esch, F-R., Langer, T., Schmitt, B. H., & Geus, P. (2006). Are brands forever? How brand knowledge and relationships affect current and future purchases. *Journal of Product & Brand Management*, 15(20), 98-105.
- Fryxell, G.E., C. W. H. Lo (2003). The Influence of Environmental Knowledge and Values on Managerial Behaviours on Behalf of the Environment: An Empirical Examination of Managers in China. *Journal of Business Ethics* 46 (1), 45 - 69.
- Fisk G., (1974). *Marketing and Ecological Crisis*, Harper and Row: London.
- G. Svensson, Beverly Wagner, (2012). Business sustainability and E footprints on Earth's life and ecosystems: generic models. *European Business Review*, 24(6), 543 - 552.

- Gray, R. (2006). Social, environmental and sustainability reporting and organisational value creation?: Whose value? Whose creation?, *Accounting, Auditing & Accountability Journal*, 19(6), 793 – 819.
- Hair J, Black W, Babin B, Anderson R. *Multivariate Data Analysis* (2010) 7. Upper Saddle River, NJ, USA: Prentice Hall, Inc.
- Handelman, J. M., & Arnold, S. J. (1999). The role marketing actions with a social dimension: Appeals to the institutional environment. *Journal of Marketing*, 63(3), 33–38.
- Hartmann, P, Ibanez, VA (2006). Green value added. *Marketing Intelligence & Planning*, 24(7), 673-80.
- Hong-YoulHa.,SwinderJanda (2012). Predicting consumer intentions to purchase energy-efficient products.*Journal of Consumer Marketing*, 29(7), 461 – 469.
- Huang, M.-H., & Rust, R. T. (2011).Sustainability and consumption.*Journal of the Academy of Marketing Science*, 39(1), 40–54.
- Huang, Y.C., Minli Yang., Yu-ChunWang (2013). Effects of green brand on green purchase intention.*Marketing Intelligence & Planning*, 32(3), 250-268.
- Hu, L., Bentler, P.M. (1999). Cutoff criteria for fit indices in covariance structure analysis: conventional criteria versus new alternatives. *Structural Equation Modeling*, 6(1), 1-56.
- Ishawini and Datta, S.K. (2011).Pro-environmental concerns influencing green buying: a study on Indian consumers. *International Journal of Business and Management*, 6, 124-133.
- Jain, S.K. and Kaur, G. (2004). Green marketing: an attitudinal and behavioural analysis of Indian consumers. *Global Business Review*, 5(2), 187-205.
- Keller, K. L. (1993). Conceptualizing, Measuring, and Managing Customer-Based Brand Equity. *Journal of Marketing Research*, 29, 1-22.
- Khare, A., (2015). Antecedents to green buying behaviour: a study on consumers in an emerging Economy.*Marketing Intelligence & Planning*, 33(3), 309 – 329.
- Kim Jo-Seol (2007). Formation and development of the welfare state in the republic of Korea: Process of reform of the Public Assistance System. *The Developing Economies*, XLII-2, 146–75.
- Kim, J. H. (2009). A study on green consumptions strategy to make the nature-friendly firm image positioning.Unpublished master theses, SungkyunkwanUniversiry, Seoul, Korea.
- Ko, E., Yoo Kyung Hwang., Eun Young Kim., (2013). Green marketing' functions in building corporate image in the retail setting. *Journal of Business Research*, 66, 1709–1715.
- Leonidou, L.C., Katsikeas, C.S., Coudounaris, D.N. (2010). Five decades of business research into exporting: A bibliographic analysis. *Journal of International Management*, 16, 78–91.
- Lim, H.J. Seung-HoonYoo, Seung-Jun Kwak (2009). Industrial CO2 emissions from energy use in Korea: A structural decomposition analysis. *Energy Policy*, 37, 686–698.
- Marsh, H.W., Hau, K.T. and Wen, Z. (2004). In search of golden rules: comment on hypothesis-testing approaches to setting cutoff values for fit indexes and dangers in overgeneralizing Hu and Bentler's (1999) findings. *Structural Equation Modeling: A Multidisciplinary Journal*, 11(3), 320-341.
- Mishra, P. and Sharma, P. (2010). Green marketing in India: emerging opportunities and challenges. *Journal of Engineering, Science and Management Education*, 3(1), 9-14.

- Mostafa, M.M. (2007). Gender differences in Egyptian consumers' green purchase behaviour: the effects of environmental knowledge, concern and attitude. *International Journal of Consumer Studies*, 31, 220–229.
- Moser, A.K. (2015). Thinking green, buying green? Drivers of pro-environmental purchasing behavior. *Journal of Consumer Marketing*, 32(3), 167 – 175.
- Nair, S.R. and Menon, C.G. (2008). An environment marketing system- a proposed model based on Indian experience. *Business Strategy and the Environment*, 17(8), 467-479.
- Newing, H. (2011). *Conducting research in conservation: a social science perspective*. Routledge. 376.
- Oh, W., & Lee, K. (2004). Energy consumption and economic growth in Korea: Testing the causality relation. *Journal of Policy Modeling*, 26(8/9), 973–981.
- Patrick Hartmann, Vanessa Apoalaza Ibanez and F. Javier Forcada Sainz (2005). Green branding effects on attitude: functional versus emotional positioning strategies. *Marketing Intelligence & Planning*, 23(1), 9-29.
- Peattie, K., Andrew Crane, (2005). Green marketing: legend, myth, farce or prophecy? *Qualitative Market Research: An International Journal*, 8(4), 357 - 370.
- Prothero, A., Pierre McDonagh., Susan Dobscha., (2010). Is Green the New Black? Reflections on a Green Commodity Discourse. *Journal of Macromarketing*, 30(2), 147-159.
- Rios, F., Martinez, T., Moreno, F., & Soriano, P. (2006). Improving attitudes toward brands with environmental associations: An experimental approach. *Journal of Consumer Marketing*, 23(1), 26–34.
- Roberts, P.W., Dowling, G.R. (2002). Corporate reputation and sustained superior financial performance. *Strat. Mgmt. J.*, 23, 1077–1093.
- Sally, M. (2013). Increase in consumption of organic food products: ASSOCHAM Survey, available at: [http://articles.economicstimes.indiatimes.com/2013-05-23/news/39475623\\_1\\_organic-food-organic-products-organic-sector](http://articles.economicstimes.indiatimes.com/2013-05-23/news/39475623_1_organic-food-organic-products-organic-sector)
- Seitz, V., Razzouk, N. and Wells, D.M. (2010), "The important of brand equity on purchasing consumer durable: an analysis of home air-conditioning systems", *Journal of Consumer Marketing*, Vol. 27 No. 3, pp. 236-242.
- Seitz, V., Razzouk, N., Wells, D.M. (2010). The importance of brand equity on purchasing consumer durable: an analysis of home air-conditioning systems. *Journal of consumer marketing*, 27(3), 236-242.
- Seitz, V., Razzouk, N. and Wells, D.M. (2010), "The important of brand equity on purchasing consumer durable: an analysis of home air-conditioning systems", *Journal of Consumer Marketing*, Vol. 27 No. 3, pp. 236-242.
- Seitz, V., Razzouk, N. and Wells, D.M. (2010), "The important of brand equity on purchasing consumer durable: an analysis of home air-conditioning systems", *Journal of Consumer Marketing*, Vol. 27 No. 3, pp. 236-242.
- Sharma, S., Mukherjee, S., Kumar, A. and Dillon, W.R. (2005). A simulation study to investigate the use of cutoff values for assessing model fit in covariance structure models. *Journal of Business Research*, 58(7), 935-43.
- Sharma, S.C. and Bagoria, H. (2012). Green marketing: a gimmick or the real deal?, *International Journal of Research in Finance & Marketing*, 2(2), 406-414.

- Shrikanth, R. and Raju, D.S.N. (2012). Contemporary green marketing – brief reference to Indian Scenario. *International Journal of Social Sciences & Interdisciplinary Research*, 1(1), 26-39.
- Tseng, S.C., Hung, S.W., (2013). A framework identifying the gaps between customers' expectations and their perceptions in green products. *Journal of Cleaner Production*, 59, 174-184.
- Unerman, J., (2008). Strategic reputation risk management and corporate social responsibility reporting. *Accounting, Auditing & Accountability Journal*, 2008, 21(3), 362-364.
- Yoon, K., & Suh, S. (2003). The influence of corporate advertising and social responsibility activities on corporate image and brand attitudes. *Advertising Research*, 61, 47-72.

### Appendix

#### *Green Marketing Awareness*

- GMA1 This company distribute eco friendly products.
- GMA2 This company sell products with eco-labels.
- GMA3 This store and its outlets increase the sale of green products within the environment-friendly product range.

#### *Green Product Image*

- GPI1 This company makes an effort to increase satisfaction of customers' through green product offering.
- GPI2 The quality of the green products offered by the company is of superior quality.
- GPI3 The company charges reasonable price for the environmental benefits of the products offered in comparison to traditional products.
- GPI4 The products offered by this company are less harmful to the environment.

#### *Green Choice Behavior*

- GCB1 Consumption of green products offered by this company will help me contribute towards the environment.
- GCB2 Consumption of green products will improve the way I am perceived.
- GCB3 I shall consume environment-friendly products offered by environment-friendly companies.
- GCB4 I shall recommend products offered by environment-friendly companies to others.
- GCB5 I shall consume green products to limit the environmental downturn.

#### *Organisational Environmental Reputation*

- OER1 This company discharges its responsibilities towards environment through manufacturing environmentally benign products.
- OER2 This company has gained global competitiveness and appreciation for their environment friendly initiative.
- OER3 This company has its traditional and historical reputation of resorting to environment friendly process and practice.