

Consumer Purchasing Behaviour and Environment Label - A Bibliography



**CERC-ENVIS RESOURCE PARTNER
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Consumer Purchasing Behaviour and Environment Label: A Bibliography

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Introduction

In recent years the businesses are being encouraged to adopt more environmentally friendly business practices. Consumers are increasing today. The increase in consumer concern in relation to their surrounding natural environment has started to show off their consumption behaviour. It leads to the creation of a new group of consumers as the green consumers who prefer and are willing to buy these products. Consumers have different buying behaviour and these behaviours are constantly changing as a result of the availability of better alternatives to choose from.

Consumer behaviour is a dynamic factor in order to cope up with; new strategies and ideas are developed from the part of manufacturing to sustain in the highly competitive market.

An environmental label is affixed to a product or service , that complies with certain pre-determined environmental and social criteria. It thus makes a positive statement about the environmental aspects of a product, and is a reward for the environmental leadership in material form in such a product. Eco-labels are policy instrument that attempts to communicate distinctions in similar products based on their relative environmental impact.

Many institutes, research scientists, NGOs, international and national organisations have undertaken research to know consumers' environmental attitudes, preferences and purchases. The understanding of consumer behaviour helps in identifying the weak points and also reflects the positive aspect of any business. These studies/case studies help policy makers, manufacturing units, business to take decision on products and services. They can draw conclusions for sustainable marketing, and policy.

In order to fill the information gap on the subject “**Environment Label and Consumer Purchasing Behaviour**” the CERC-ENVIS Resource Partner has collected information from secondary sources. It is bringing out in an annotated bibliography.

This bibliography will be useful as background information on research projects, as reference tools and information tools. It will make readers aware of recent research on the subject to facilitate the writing of reports or publications. It will be a good collection for libraries. It will make librarians or information officers aware of existing material on the subject. It covers the Master and Bachelor thesis, research articles, discussion papers and books indexed from 2000 to 2018.

We welcome comments and suggestions from users. It will assist us in continually improving.

The Effect of Green Marketing Strategies on Consumer Purchasing Patterns in Kenya

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A Research Project Report, Spring 2018, 87p.

In the 21st century, the concepts of “sustainability” and “environmental impact” are fundamental in regard to a business entity's outlook and strategy formation. In the recent past, there has been a change in consumer attitudes towards leading a sustainable lifestyle; people are consciously making an effort towards leading a lifestyle that has a minimal to no negative impact on the environment through engaging in green consumerism. Green consumerism refers to the preferential consumption of eco-friendly products; green products, over other non-green product alternatives. The overall purpose of the study was to investigate the effect of green marketing strategies on consumer purchasing patterns in Kenya.

The study employed descriptive research and was based in USIU-Africa targeting a population of 6,508 students. Stratified random sampling was utilized to select a sample size of 138 subjects. A structured questionnaire with a five point Likert scale was used to collect data from respondents. SPSS version 23 was used to analyze collected data and generate descriptive and inferential statistics. The first objective investigated the effect of eco-literacy on consumer purchasing patterns in Kenya. Findings indicated the coefficient for the relationship between eco-literacy and consumer purchasing patterns to be positive and significant. The positive relationship indicates that a one unit increase in access to eco-literacy will result in a 0.531 increase in consumer purchasing patterns.

The second objective determined how eco-branding influences consumer purchasing patterns in Kenya. Findings indicated that the coefficient for the relationship between eco-branding and consumer purchasing patterns was positive and significant. The positive relationship indicates that a one unit increase in access to eco-branding will result in a 0.267 increase in consumer purchasing patterns. The third objective investigated the effect of eco-advertising on consumer purchasing patterns. The coefficient for the relationship between eco-advertising and consumer purchasing patterns was positive and significant. The positive relationship indicates that a one unit increase in access to eco-advertising will result in a 0.196 increase in consumer purchasing patterns.

The study concluded that eco literacy can account for 59% of the variance in the consumer purchasing patterns. Hence eco-literacy was deemed to be the most influential factor in the study that accounts for more than half of the consumer purchasing variance. Eco-branding can account for 27% of the variance in the consumer purchasing patterns in Kenya and was therefore considered as the second most influential factor in the study. Eco advertising was the least influential determinant in the study as it accounts for 20% of the variance in the consumer purchasing patterns in Kenya.

In the study more than 70% of respondents agreed that it's important that the products they purchase should not harm the environment, however 80% of respondents also agreed

that there should be more visible on the way eco-friendly products are marketed. These findings suggest that ineffective green marketing strategies are a contributing factor to the existence of a value action gap. The study recommends that marketing managers should employ informative and factual green marketing communication strategies in order to improve consumer knowledge and product visibility, which will facilitate in bridging the value-action gap. Marketers who intend to capitalize on the nascent green market and build robust credible green brands should develop green brand positioning strategies that not only accentuate ecofriendly product attributes but associate said offerings with an environmental cause. Policy makers should develop legislation that protects consumers from products and firms that falsely claim to be to be eco-friendly through charging offenders with penalties and/or fines. The legislation should clearly outline the environmental criteria a product should meet in order to be considered a green product and such a threshold should be met before a product is marketed as environmentally friendly.

Further research on green consumer purchasing patterns can be conducted with a population that represents general consumers in Kenya and is not limited to students. Moreover, there is need for further research on specific green product categories to clearly stipulate how eco literacy, eco-branding and eco-advertisements impact the purchase of specific products. Lastly, further research should sample marketing practitioners in order to determine their perspective on how effectively green marketing strategies influence sales and consumer purchasing patterns.

Keywords: Ecofriendly, Eco-Labels, Consumers, Eco branding, Eco advertisement, Buying Behaviour, Ecolabels, Consumer

The Shadow of the Consumer: Analyzing the Importance of Consumers to the Uptake and Sophistication of Ratings, Certifications, and Eco-Labels

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Why has the market uptake and sophistication of information-based environmental governance (IBEG) programs like eco-labeling increased despite mixed signals on the willingness and ability of individual consumers to support such programs? We argue that the extant literature on IBEG focuses too narrowly on individual consumer purchasing decisions to the exclusion of other mechanisms through which consumers, both as individuals and as an imagined collective, exert influence. As a corrective, we present a novel conceptual framework that highlights the different causal mechanisms through which consumers contribute to the uptake and sophistication of IBEG. We call our framework “the shadow of the consumer” since it suggests a more latent and indirect role for consumers than voting-with-one's-wallet. Our analysis adds nuance and complexity to accounts of consumer agency vis-à-vis environmental ratings, standards, certifications,

and eco-labels and helps explain the proliferation and growing sophistication of such programs despite the variability of individual consumer support.

Keywords: Ratings, Certifications, Standards, Eco-Labels, Consumers, Information-Based Environmental Governance, Corporate Social Responsibility, Buying Behaviour, Ecolabels

Consumer's Attitude Towards Green Fmcg Products In Indian Consumer Market

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Proceedings of Academics World 99th International Conference, Paris, France, 25th -26th September 2018, 25-26p.

This research aims on focusing upon consumers' attitudes towards Green FMCG products and how they are beneficial towards conservation of the environment. A primary study was conducted to find out people's attitude towards the Green FMCG product. These days' people have become concerned towards the environment and know the consequences which has led them to shift towards Greener products with minimal effect towards the environment or to nature.

Keywords: Green, Eco friendly Products, Environment, Consumer Behaviour, Purchasing Behaviour, Ecolabel Green Products, Environment, Consumers

Eco-labeling in the Fresh Produce Market: Not All Environmentally Friendly Labels are Equally Valued

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ISSN: 0921-8009

Previous research indicates that consumers have a higher willingness to pay (WTP) for food products grown using sustainable production methods due to the perceived environmental benefits. Fresh produce can be produced using numerous sustainable methods, but it remains unclear which method is valued the most by consumers. In this study, we estimate consumer preferences for fresh strawberries with various sustainable claims: two based on production techniques (reduced pesticides and less fertilizer use) and three based on outcomes associated with ecosystem services (reduced negative impacts on air, soil, or water). While consumers are willing to pay more for fresh strawberries produced with sustainable practices, the premiums differ by the production method. Consumers are willing to pay the highest price premium for fresh strawberries produced with reduced pesticide use, followed by those produced with reduced impacts on water

quality. Demographic variables (such as income), purchase habits (such as price normally paid for strawberries), and perception variables (such as importance rating of strawberry attributes) are significant factors affecting consumer preference for strawberries produced using environmentally friendly techniques. Consumers who have a better knowledge of GMO fresh strawberries in the market are willing to pay significantly less for all types of eco-labeled fresh strawberries.

Keywords: Eco-Labels, Environmentally Friendly, Sustainable Techniques, Ecosystem Services, Willingness-To-Pay, Fresh Produce, Consumer, Buying Behaviour, Consumer Behaviour, Ecolabels

Crafting Next Generation Eco-Label Policy

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Eco-labels present a promising policy tool in the effort to achieve sustainable consumption. Many questions remain, however, about the extent to which eco-labels can contribute to sustainability efforts and how to maximize their effectiveness. This Article deploys research from evolutionary psychology, behavioral law and economics, and norm theory to offer specific insights for the design and implementation of eco-labels to enhance their influence on sustainable consumer choice. Notably, this research suggests possibilities for ecolabels to shape or expand consumer preferences for green goods, and thereby enhances eco-label influence on consumer behavior by extending it beyond eco-minded consumers. We suggest that public exposure of the label (so that people see it) and the exposure of the purchasing behavior (so that other people can see that you have bought the product) are key elements to the success of eco-labels—the social context around product purchasing may be as important as the ecolabel itself. We recommend that behavioral insights be used to improve eco-labeling as traditionally about behavioral tendencies into label design so as to allow for more accurate matching of consumers' preexisting environmental preferences to eco-labeled goods, and develop next-generation ecolabeling policy with the potential to significantly expand the market for eco-labeled goods. Specifically, 1) Eco-labels could be purposefully designed and implemented to attract consumers motivated by social norms; 2) Eco-labels could appeal to a wider range of abstract norm alternate more broadly or locally accepted and strong abstract that are stronger and/or more broadly accepted or locally-salient; and 3) Ecolabels could highlight private, near and near-term benefits.

Keywords: Consumer, Consumption, Eco-Label, Sustainability, Consumer Behaviour, Purchasing Behaviour, Ecolabel

Eco-Friendly and Fair: Fast Fashion and Consumer Behaviour

Mark Heuer and Carolin Becker-Leifhold, Editors

Series: Textile Institute Series: Responsibility and Sustainability
London: Routledge (Taylor and Francis), May 2018, 224 p.

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The make-take-waste paradigm of fast fashion explains much of the producer and consumer behavior patterns towards fast fashion. The evolution from a two-season fashion calendar to fast fashion, characterized by rapid product cycles from retailers and impulse buying by consumers, presents new challenges to the environment, workplace and labour practices.

This book provides a comprehensive overview of new insights into consumer behaviour mechanisms in order to shift practices toward sustainable fashion and to minimize the negative impacts of fast fashion on the environment and society. Concepts and techniques are presented that could overcome the formidable economic drivers of fast fashion and lead toward a future of sustainable fashion.

While the need for change in the fashion industry post-Rana Plaza could not be more obvious, alternative and more sustainable consumption models have been under-investigated. The paucity of such research extends to highly consumptive consumer behaviours regarding fast fashion (i.e. impulse buying and throwaways) and the related impediments these behaviours pose for sustainable fashion.

Written by leading researchers in the field of sustainable fashion and supported by the Textile Institute, this book evaluates fashion trends, what factors have led to new trends and how the factors supporting fast fashion differ from those of the past. It explores the economic drivers of fast fashion and what social, environmental and political factors should be maintained, and business approaches adopted, in order for fast fashion to be a sustainable model. In particular, it provides consumer behaviour concepts that can be utilized at the retail level to support sustainable fashion.

Keywords: Green Economy, Fashion, Sustainability, Consumer Behavior, Consumer Economics, Consumer, Green Products, Environment Friendly Products, Fast Fashion

Green Economy – Customers' Choice?

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This paper interlinks the concept of the Green Economy with consumer behavior with the goal to answer the question whether the consumer is in the position to push the actual market towards sustainability. At first the authors give a brief outline of the concept, its

relevance and targets. Subsequently the theory of consumer behavior is explained with a focus on the basic factors of purchase decisions of users. The theory is based on a literature review. As conscientious consumerism is not a novelty but already in progress, the authors show the status quo for Europe. Lastly, the fields are interlinked in order to prove false the public opinion that the industry is the promoter of the Green Economy. The consumer has the power to change the market towards more sustainability, although this approach is faced by certain challenges to set the ball rolling. The conclusion includes opportunities to eliminate these difficulties and provide further research approaches.

Keywords: Green Economy, Conscientious Consumerism, Sustainability, Consumer Behavior, Consumer Economics, Consumer, Green Products, Environment Friendly Products Economics, Consumer, Green Products, Environment Friendly Products

Social Influence and Eco-Label Factors Towards Purchase Intention of Home Products: A PLS Approach

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Consumers today are more aware of environmental issues. This rise in ecologically conscious consumer behavior sometimes known as green consumers has seen an increase in many studies on the nature of green consumers in different markets. This study examines the attitude-behavior relationship that integrates two factors, namely: social influence and knowledge of eco-labels to examine their influence in the intention to purchase green home electronic products. The green home electronic products for this study are airconditioner, television and refrigerator. Using convenience sampling, 251 self-administered questionnaires were acquired from the consumers. The result indicates that social influence and eco label are significant influencers on the green purchase intention of home electronic products. The results of this study will support marketers to have an all-inclusive marketing plan and promotional approaches to attract consumers to participate in buying green products. Implication for marketers is further discussed.

Keywords: Social Influence, Eco-Label, Home Electronics Products, Green Consumers, Consumer, Purchasing Behaviour, Consumer Behaviour

Analysis of Green Marketing Tools towards Consumer Purchase Intention in Kathmandu

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The main purpose of this study is to examine the impact of green marketing tools on product choice and how green initiatives influence purchase intention of consumers. The research also attempts to examine the relationship between age, income, education, and occupation with consumer purchase intention in association with green marketing tools. The study is descriptive in nature and focuses on hypothesis testing using structured questionnaire and interviews. Structured questionnaire is used to collect primary data from a sample size of 120 respondents focusing on employed, self-employed, students and homemakers. These groups are assumed to represent a green purchase in today's society. However, opinions of marketing professionals have also been considered. The survey population represents the people who go for shopping; data have also been collected from the point of purchase. The Green purchase intention was seen to be incremental considering the increase in the level of education of individuals. Green marketing tools, i.e., environmental belief, green packaging, green branding, green advertisement, green labelling has been taken into account to observe its significance towards consumer purchase intention. Likert scale questions with five-scale rating was used to do the hypothesis testing. The questions included statements in conjunction with the measure of green marketing tool's influence over consumer purchase intention. The research revealed that green marketing tools played a significant role in inducing a positive purchase intention towards green products. While there exists a growing preference towards green products, price plays a major role in product purchase.

Keywords: Eco-brand, Green Product, Environmental Responsibility, Green Marketing, Consumer, Consumer Behaviour, Purchasing Behaviour

Analysis of eco-friendly preference and eco-friendly product quality; their implications to customer satisfaction

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IOP Conference Series: Materials Science and Engineering, Volume 434, Number 1, 2018, 8p.

The purpose of this study aims at analysing eco-friendly preference and eco-friendly product quality and their implications on the customer satisfaction either partially or simultaneously. The research method used was a quantitative method with multiple linear regression analysis. Three variables measured were eco-friendly preference and eco-friendly product quality as independent variable (X) and customer satisfaction as the

dependent variable (Y). The object of this research was a modern market customer as the unit of analysis. Technique of data collection used saturated random sampling with 100 respondents of modern market customers in Bandung. The statistical analysis used Classical Assumption Test and hypothesis testing test of Z, T and F with significant level (α) 5% and calculated by EvIEWS program. The result indicated implications Eco-friendly preference and eco-friendly product quality significant positive effect on Customer Satisfaction. This result obtained because the statistical test showed that the eco-friendly preference and eco-friendly product quality increases then implications customer satisfaction will increase. Both variables that were Eco-Friendly Preference and Eco-Friendly Product Quality have effects on their implications Customer satisfaction either partially or simultaneously. The paper was presented during the 3rd Annual Applied Science and Engineering Conference (AASEC 2018).

Keywords: Ecolabel Product, Behavior Intention, Consumer Behaviour, Purchasing Behaviour, Environmentally Friendly Products, Ecofriendly Products, Customer Satisfaction, Ecolabel

Consumer Purchasing Behaviour towards Eco-Environment Residential Photovoltaic Solar Lighting Systems

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The present study focuses on consumer behaviour towards decision-making about residential photovoltaic (PV) technology and motivates them to adopt renewable energy sources in place of conventional resources. The study focuses on the six significant factors of customer attribute related to environmental concern which stimulate the purchase behaviour to adopt residential PV technology. Therefore, the study considers various factors of environmental concerns, retrieved from a previous literature review by the researchers. For obtaining the results, structural equation modelling (SEM) has been utilized to examine the 269 customers' data, collected by the researchers. The result indicates that the environmental concern factors such as social influence, environmental attitude, environmental knowledge, environmental responsibility and government initiative have significant positive influence on customer intention to adopt residential PV technology. However, the factor awareness of environmental problem shows insignificant influence on intention to adopt. Thus, the outcome of the study will provide some valuable insights to the policy makers, marketers and government for further expansion of solar energy market by using various promotional programmes and strategies, consciousness and sharing responsibility towards saving our environment from detrimental effects of conventional energy resources.

Keywords: Residential PV System, Intention, Adoption, Customers, Environment, Consumer Behaviour, Purchasing Behaviour

Understanding the Consumers' Behavior Intention in Using Green Ecolabel Product through Pro-Environmental Planned Behavior Model in Developing and Developed Regions: Lessons Learned from Taiwan and Indonesia

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An ecolabel product is an environmentally friendly substance that can be selected to maintain environmental sustainability. Both developed and developing regions are promoting the use of green products. The current study aimed to know the behavior intention on ecolabel product usage from citizens in developing and developed regions. The extended Theory of Planned Behavior, known as Pro-Environmental Planned Behavior Model (PEPB), was used as the assessment model. Two questionnaire surveys were conducted to extract the necessary information for analyzing user's behavior intention in two different regions. Taiwan and Indonesia were selected as case studies of developed and developing regions, respectively. Structural Equation Modeling (SEM) was used to analyze the proposed model and the result reveals that the model explains 49% of behavior intention to use ecolabel product in Taiwan's case and 72% in Indonesia's case. The findings revealed that attitude (AT) is the key factor to determine the behavioral intention (BI) in both Taiwan and Indonesia. Several practical recommendations based on the finding can be considered as input for the governments and related agencies to persuade manufacturing companies to produce more ecolabel products. Increased citizens' intention to use ecolabel products help the company to reach broader target market and provide incentives to manufacturing companies to produce more environmentally friendly products.

Keywords: Ecolabel Product; Behavior Intention; Citizens; Indonesia; Taiwan, Consumer Behaviour, Purchasing Behaviour, Environmentally Friendly Products

Third-Party Certification, Sponsorship, and Consumers' Ecolabel Use

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While prior ecolabel research suggests that consumers' trust of ecolabel sponsors, is associated with their purchase of ecolabeled products, we know little about how third-party certification might relate to consumer purchases when trust varies. Drawing on cognitive theory and a stratified random sample of more than 1200 consumers, we assess how third-party certification relates to consumers' use of ecolabels across different program sponsors. We find that consumers' trust of government and environmental NGOs to provide credible environmental information encourages consumers' use of ecolabels sponsored by these entities, and consumers do not differentiate between certified versus uncertified ecolabels in the presence of trust. By contrast, consumers' distrust of private business to provide credible environmental information discourages their use of business association-sponsored ecolabels. However, these ecolabels may be able to overcome consumer distrust if their sponsors certify the ecolabels using third-party auditors. These findings are important to sponsors who wish to develop ecolabels that are more credible to consumers, and thus encourage more widespread ecolabel use.

Keywords: Ecolabel, Environmental Label, Ecolabel Sponsor, Consumer Perceptions, Ecolabel Credibility, Third-Party Certification, Verification, Consumer Behaviour, Buying Behaviour, Purchasing Behaviour

Impact of Green Marketing Tools on Consumer Buying Behaviour

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Asian Journal of Management, Volume 9, Issue 1, 2018, 168-174p.

ISSN: 0976-495X | 2321-5763

Green marketing refers to the marketing of products and services that are presumed to be environmentally safe. Green marketing is different from traditional marketing, as green marketing focuses on promoting environmental friendly products. It is also known as Environmental or Ecological marketing. These activities are rapidly growing across the globe and have an important role in creating awareness among the consumers regarding the eco-friendly products and their impact on the environment which helps the consumers in their buying decisions. This paper attempts to analyze the impact of green

marketing tools, i.e. eco-labeling, eco-branding and environmental advertising, on consumers buying behavior. The Linear Regression technique has been used to analyse the objective. Results show that eco-labels, eco-brands and environmental advertising show a positive and significant impact on consumer buying behavior.

Keywords: Green Marketing, Eco-labels, Eco-brands, Environmental Advertising, Consumer Buying Behavior, Eco-friendly Products, Ecolabels

The impact of Consumer Awareness on buying behavior of green products

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International Journal of Scientific Research and Management, Volume 6, Number 4, 2018, 250-255p.

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Consumer awareness towards the organic, eco-friendly or green products is important in guiding them towards the purchase intention and further favors the buying behavior. This study aims to identify the influence of the consumer's environmental concerns, awareness of green product, and brand image on their buying decision of eco-friendly products. Companies try to produce natural products to meet the need and the satisfaction of the people. Major determinants that impacts consumer awareness and further leads them to buy green products are safety, income, ecological concern, knowledge, age, gender, attitude, values, brand labelling, packaging, etc. This study provides valuable insights into the consumer buying behavior by studying the consumer awareness. Compared to consumer awareness in developed countries Indian consumers are still less aware of the environmental issues. This paper reviews the work of researches and aims to define the impact consumer awareness have on the purchasing behavior of the organic or green products.

Keywords: Consumer Buying Behaviour, Green Products, Brand Labelling, Ecolabelling, Ecolabel, Purchasing Behaviour, Consumer Behaviour

A Study on Impact of Eco-Labelling On Consumer Buying Behavior of Personal Care Product in Tiruchirappalli Regional

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International Journal of Research, Volume 7, Issue VI, JUNE/2018, 24-30p.

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Packaging perform a central role as a standard in the marketing mix, in specifying the character of the new products, in promotional campaigns, as a pricing pattern, and as a tool

to create shelf impact. Packaging is usually careful as the greatest form of advertising at the very crucial point of fullness in the journey of purchasing: the point of purchase." It reflects the level of creativity, innovation, modernism, progressive behavior the brand capacity possesses. The place of packaging in marketing has become entirely major since it is one of the channel companies can arrest consumers to take notice of products. The intention of this study is to agree on that how the package characteristics do (color, size, shape and labeling) influence on the consumer buying behavior in standpoint of .Research is conducted in Tiruchirappalli. This research is aimed to find out that how much the sovereign variables control the dependent variable (consumer buying behavior). There is a huge effect of packaging and its fundamentals on consumer buying behavior. The theoretical framework was conventional on the secondary data (books and articles). A structured questionnaire with used to collect primary data. Dependability test is carried out for questionnaire's compatibility and then to compose the correlation in between dependent variable and independent variables linear regression analysis is performed.

Keywords: Consumer Buying Behaviour, Packaging Elements, Marketing Mix, Ecolabelling, Personal Care Product, Ecolabel

Impact of 'Green' Product Label Standards on Consumer Behaviour: A Systematic Review Analysis.

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ISSN: 2222-6990

There have been controversies surrounding the actual effect of 'green' product labels in influencing consumers towards eco-friendly behaviours. While some claim that the proliferation of private business standards are confusing rather than assisting eco-friendly consumers in their green purchasing decisions, others posit that it has had a significant positive effect in influencing consumers towards 'green' purchasing. Still yet, some others found a neutral effect of 'green' labels on consumer behaviour. The objective of this critical review is to determine if available evidence based studies on the use of 'green' labels support or contradict the above claims, using a systematic review approach. This review adopted an analytical framework developed by Gupta et al. (2006) for modeling the impact of business programs on customer lifetime value (CLV). The result of the analysis confirmed, varied effect of eco labels among different classes of consumers and for different products in developed and developing economies. Further evidence abounds of both positive impacts (customer acquisition and sustained patronage of eco-labelled products) and negative impacts (confusing/discouraging consumers due to generic information or high price of eco-labelled products). There is also little evidence of no impact, which suggests that eco-labels alone may not be sufficient to influence consumer

behaviour. Further empirical research on the impact of eco-labels on product utilization and disposal was recommended.

Keywords: Eco-labels, Consumer Behaviour, Environmental Impacts, Systematic Review Approach, Consumer Life Time Value, Eco-Friendly Consumers

Investigating the impact of green marketing on consumer's purchasing behaviour towards eco-friendly products

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In Malaysia, a green marketing strategy that had been used for such a long time, it does not bring any consumer purchasing patterns significant changes. Any exchange to satisfy human wants or needs that related to a green marketing minimal impact on the natural environment. The implementation of green concept or eco-friendly innovation in company's product or services would be a costly development and would bring no benefits to company if consumer does not fully understand or accept it. Thus, the research study aimed to understand the extent of impact of these concepts and strategy on consumer's purchasing behaviour towards buying eco-friendly product. Based on the results of the research, Environmental Awareness had a significant impact in affecting consumer purchasing behaviour while both Green Branding and Eco Labelling did not impact consumer's purchasing behaviour in significant extents. This result was due to consumer's lack of understanding on the purpose of corporate Green Branding and Eco Labelling been implemented into eco-friendly product.

Keywords: Green Marketing, Consumer Purchasing Behaviour, Green Branding, Eco Labelling, Environmental Awareness, Eco-Friendly, Ecolabel

Marketing Approaches for a Circular Economy: Using Design Frameworks to Interpret Online Communications

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Department of Design, Faculty of Architecture and Design, NTNU Norwegian University of Science and Technology, 7491Trondheim, Norway Sustainability, Volume 10, 2070, 2018, 27p.

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The Circular Economy has been posited as a solution to the rise of environmental decimation with growing global economic prosperity, by introducing new systems of production, consumption, and disposal. Current literature has explored circular economy business models, such as product service systems (PSSs), and has identified some issues

that represent both behavioral barriers and motivating factors when it comes to consumer acceptance of these new models. However, there are few studies that incorporate a marketing and communications perspective on the circular economy or which focus on the ways in which businesses providing circular products or services currently use communications to market their offerings and influence consumer behavior. This paper represents an initial, exploratory study that identifies ten groups of concerns or 'factors' from the literature that affect consumer acceptance of circular value propositions. It then uses two models from the field of design (Dimensions of Behavior Change and Design with Intent) to interpret examples of web communications from four retailers of circular products and services, and to suggest future marketing and communications strategies for use in business and research. It finds that design frameworks can provide a relevant and comprehensive means to analyze marketing strategies and suggest less binary approaches than for instance green marketing.

Keywords: Circular Economy, Communication, Sustainability, Design, Marketing, Design For Sustainable Behaviour (Dfsb), Green Marketing, Ecolabel

Consumers' Perception of Eco-labels in South Africa

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ISSN: 2241-794X

This study explores South African consumers' perceptions of eco-labels on products by investigating consumers' awareness of eco-labels, consumers' ability to evaluate label information and consumers' degree of environmental concern. Over the past 20 years, eco-labels have been one of the most widely used voluntary instruments to indicate eco-friendly products. Eco-labels further help to foster and develop consumer awareness of their impact on the environment. Eco-labelling plays an important part in the consumer decision-making process because consumers are presented with the knowledge of products being environmentally friendly. Labels on products are powerful marketing tools that act as essential communication conveyers between businesses, public authorities and consumers. Environmental labels convey to consumers a sense of environmental consideration on the part of the manufacturer. Although past research has shown consumers easily adopt eco-labels and actively care about the environment, not much research has been done in the South African context. A quantitative study was employed to empirically investigate a sample of 120 respondents who completed a self-administered, structured questionnaire. The results showed that most respondents recognised the European Union energy label. Concerning eco-labels on deodorants, most respondents

recognised the Ozone Friendly eco-label whereas the least respondents recognized the ALU aluminium recycling eco-label. Sufficient evidence was found that consumers are generally aware of the environmental impact of products. Consumers, however, often struggle to identify environmentally friendly goods and are unable to verify the environmental claims made by these goods. As this was an exploratory study, the results indeed assisted in identifying areas for future research.

Keywords: Eco-Labels, Environment, Consumer, Purchasing Behaviour, Ecolabel, Consumer, Buying Behaviour, South Africa

Consumer Preference for Eco-Labeled Seafood in Korea

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ISSN: 2071-1050

In Korea, fishery managers, eco-labeled program operators, and the government needs detailed information regarding individual-level preferences for eco-labeled seafood. This study aims to identify the determinants of consumer preference for such seafood. Specifically, an ordered probit model is estimated by using micro-survey data obtained from interviews of 2773 randomly selected Korean households. Overall, the estimation results reveal that the chosen model is appropriate to analyze consumer preference for eco-labeled seafood. The coefficients of consumption frequency, the importance of price, the confirmation of origin, residential area, and household income are statistically meaningful. If consumers consider price an important factor, their consumption of eco-labeled seafood may decrease. Moreover, consumers with an interest in the origin of seafood are more likely to accept eco-labeled seafood. To increase the consumption of eco-labeled seafood, it is recommended to develop products designed specifically for segmented markets and promote functional features. The findings can provide a valuable guideline for marketing managers and policy makers for designing effective strategies regarding eco-labeled seafood.

Keywords: Consumer Preference, Eco-Labeled Seafood, Ordered Probit Model, Korea, Consumer, Ecolabel, Buying Behaviour, Consumer Behaviour

The Role Of Eco Labels On Consumers' Purchase Decision – A Study With Respect To Electronic Home Appliances

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International Journal for Research in Engineering Application & Management, Volume 4,
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ISSN: 2454-9150

The present study aims to provide information about the effect of eco labels on consumers' purchasing behavior. The increase in public concern in relation to their surrounding natural environment has started to show off their consumption behaviors and led to the creation of a new group of consumers - the green consumers. Green production and consumption are a necessity of this century because of dreadful environmental degradation and changing consumer behaviour. Consumer behaviour is a dynamic factor in order to cope up with; new strategies and ideas are developed from the part of manufacturers to sustain in the highly competitive markets.

Keywords: Consumer Behaviour, Eco Awareness, Eco Labels, Green Consumer, Ecolabel, Consumer, Buying Behaviour, Purchasing Behaviour

Exploring the Consumer Behavior of Intention to Purchase Green Products in Belt and Road Countries: An Empirical Analysis

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Sustainability, Volume 10, 854, 2018, 18p.

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This study explored the consumer behavior of intention to purchase green products based on a decision-making model that integrates cognitive attributes, affective attributes, and behavioral intentions in Belt and Road countries. The questionnaires were collected from customers who previously purchased green products; this study distributed the questionnaires at the appliance section of the department stores and collected 227 valid responses. Environmental attitude, product attitude, social influence, and perceived monetary value positively affected purchase intention; among these attributes, product attitude most substantially affected purchase intention. Cognitive values (collective and individual) significantly and positively affected environmental and product attitudes. Regarding individual environmental literacy, objective knowledge did not significantly

affect environmental attitude, whereas subjective knowledge positively and significantly affected product attitude. In addition, both environmental awareness and government role (extrinsic motivating attributes) significantly and positively affected environmental and product attitudes for sustainable consumption. Media exposure also exerted a significant positive effect on environmental attitude for reducing, reusing and recycling emissions.

Keywords: Decision-Making Model, Individual Environmental Literacy, Perceived Monetary Value, Sustainable Consumption, Reduce, Reuse and Recycle, Ecolabel, Consumer, Buying Behaviour, Purchasing Behaviour

Sustainable Consumption – Policy Approaches for Systems Change

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October 2018, 28p.

This Policy paper is produced for the Think 2030 Conference. This policy paper discusses the role of the EU in driving sustainable consumption towards and beyond 2030. It identifies challenges for doing so and potential opportunities for overcoming them. Five policy themes are suggested as particularly promising to pursue for advancing systems change and deliver necessary progress toward Agenda 2030 and other internal and external commitments and goals related to sustainability.

Keywords: Think 2030 Conference, Agenda 2030, EU, Sustainable Consumption, Ecodesign, Ecolabel, Consumer, Buying Behaviour, Purchasing Behaviour

A Qualitative Study On Consumers' Attitude and Behaviour towards Green Marketing Practices

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IOSR Journal of Business and Management, Volume 20, Issue 3, Version IX, March 2018,26-30p.

ISSN: 2278-487X | 2319-7668

Increasing awareness on the various environmental problems has led a shift in the way Consumers go about their life. There has been a change in consumer attitudes towards a green lifestyle. People are actively trying to reduce their impact on the environment. However, this is not widespread and is still evolving. Organizations and business, however, have seen this change in consumer attitudes and are trying to gain an edge in the competitive market by exploiting the potential in the green market industry. This paper highlights the consumers' perception and preferences towards green marketing Practices and products with the help of a structured questionnaire. A study was conducted on 106 Respondents. High level of awareness about green marketing practices and products was

found among the Consumers. Green values were also found to be high among the respondents. Research has given good Insights for marketers of the green products and suggests the need of designing the marketing Communication campaigns promoting green products due to high green value among the consumers. Results of regression analysis reveal the view that overall green values, awareness about green products And practices and the perception regarding the seriousness of marketing companies towards green marketing had a positive significant impact on consumer persuasion to buy and prefer green products over conventional products.

Keywords: Green Values, Consumers perception, Ecodesign, Ecolabel, Consumer, Buying Behaviour, Purchasing Behaviour

Sustainable Consumption: A Multi-Level Perspective of A Systematic Transition

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Department of Policy, Research and Statistics, United Nations Industrial Development Organization, Vienna Working Paper 16/2018, 60p.

This paper reviews current and future trends in sustainable consumption. Specifically, it analyses the multiple roles consumers play in the ongoing systemic transition. The paper frames the analysis within the multi-level perspective (MLP). Using the MLP, surveys, case studies and previous research on sustainable consumption can be analysed within a coherent analytical framework that illustrates the different roles consumers can play in promoting a shift towards a sustainable socio-technical regime. This study demonstrates that environmental awareness and demand for sustainable products is increasing; at the same time, however, policies and producers are not doing enough to meet consumers' demands and to help them in their consumption choices. Specifically, no concrete policy action has yet been taken to promote a rapid transition towards a circular economy paradigm. Finally, a review of several surveys and case studies indicates that environmental concerns and demand for sustainable and (healthy) products are even more urgent for consumers who reside in developing countries. Hence, sustainable and healthy products are not luxury goods demanded only by a bunch of wealthy consumers, but are in fact also primary goods for people who live in developing countries, who are particularly exposed to environmental degradation, are less empowered and feel more discouraged.

Keywords: Sustainable Consumption, Consumers' Perception, Ecodesign, Ecolabel, Consumer, Buying Behaviour, Purchasing Behaviour, Sustainable Products

A Study on the Impact of Green Marketing on Consumer Buying Behavior in Automobile Industry

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International Journal of Advance Research and Development, Volume 3, Issue 1, 2018, 286-290p.

ISSN: 2455-4030

The paper helps us identify know the effect of green marketing practices of automobile manufacturing companies on consumers. It is imperative and important for the researcher to know how "Green" the consumers are in terms of their knowledge, their attitudes and behaviour. Environmental attitude or green attitude is identified as the judgement of an individual towards the protection and promotion of the environment. It has always been believed by consumer behaviour scientists that an individual's actions or behaviour can be predicted by their attitudes. Research and in-depth study was carried out to understand the awareness, attitude and behaviour of consumers in terms of environment more specifically related to automobile sectors.

Keywords: Green Marketing, Buying Behaviour, Consumer Awareness, Green Product, Consumer's Laziness, GDP, Automobile Industry, Ecolabel, Consumer, Buying Behaviour, Purchasing Behaviour, Sustainable Products

How Can We Motivate Consumers to Purchase Certified Forest Coffee? Evidence From a Laboratory Randomized Experiment Using Eye-trackers

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Ecological Economics, Volume 150, August 2018, 107-121p.

ISSN: 0921-8009

By conducting a laboratory experiment, we investigate how consumers' purchasing behavior for certified forest coffee is affected by consumers' interest in environmental issues, the provision of information, and product labels. We contribute to the literature in the following three ways. First, we conduct a randomized controlled trial (RCT) to control biases due to endogeneity. Second, we utilize eye-trackers to examine how different product labels result in different visual attention. The combination of an RCT and eye-tracking techniques is new in the literature on purchasing behavior for environmentally friendly products. Third, our experiment measures participants' purchasing behavior that incurs actual costs rather than examining their willingness-to-pay (WTP) based on hypothetical questions. We find that concerns regarding environmental issues do not promote purchases of certified forest coffee. Information about certification programs does not have any effect on purchasing certified forest coffee unless information is provided to prior purchasers of certified forest coffee. By contrast, illustrations of forests on certified forest coffee labels attract participants' visual attention and further stimulate actual purchases of certified forest coffee, suggesting that a 1-second increase in visual attention increases the likelihood of purchasing certified forest coffee by 22 percentage points.

Keywords: Eye-Tracking, Visual Attention, Social Experiment, Randomized Controlled Trial, Sustainability, Labels, Coffee, Certification, Ecolabel, Consumer, Buying Behaviour, Purchasing Behaviour

Sustainable Seafood: Improving Environmental Attitudes, Not Increasing Product Information, Can Lead to Greater Willingness to Pay

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Undergraduate Honors Theses, 2018, 59p.

Marine fish stocks and associated ecosystems are currently in a grave state, with 90% of worldwide fisheries considered fully fished or overfished. Due to policy and legislation proving timely and expensive, a market-based solution is needed to expedite sustainable change. Unfortunately, eco-labels, such as Marine Stewardship Council (MSC) and Dolphin Safe have not been effective in eliciting a greater consumer willingness to pay (WTP) for sustainable products. I distributed an online experimental survey to over 529 U.S. consumers to test whether providing concise, explanatory information on product packaging would elicit a higher WTP than products that just contained the traditional MSC label. In addition, I tested how environmental attitude, industry knowledge, and socio-demographic characteristics influence WTP. I found that there was no difference in WTP among products whose packaging included only a traditional MSC label, explanatory information, or a combination of the two. In contrast, environmental attitude played a significant role in predicting WTP: the more pro-environmental a consumer's attitude was, the more they were WTP for sustainable shrimp and salmon products. Like many other studies have found, product price was a main barrier in WTP. Improving consumers' environmental attitudes while focusing marketing campaigns on consumers that already hold pro-environmental attitudes may help boost sales and demand for sustainable seafood products, helping expedite vital sustainable change to the commercial fishing industry.

Keywords: Marine fish, Marine Stewardship Council, MSC, Labels, Coffee, Certification, Willingness to Pay, Ecolabel, Consumer, Buying Behaviour, Purchasing Behaviour

Determinants of Green Marketing Leading to Sustainable Competitive Advantage for Retailers Within the Delhi Region

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Greenhouse gases released in the atmosphere are responsible for the prevalent alarming situation around the globe. To combat this situation, green marketing was adopted by the entire supply chain. Retailers being a part of the supply chain retaliated by introducing green products in their product line. They pressurized intermediaries and manufacturers to upgrade their upstream performance of green marketing as well as influenced consumers to buy environment friendly and sustainable products. Their role as mediators between manufacturers and consumers created a positive response towards green marketing, which is evident in the literature. However, there was an existing gap regarding which factors provide the retailers a sustainable competitive advantage for selling green products. The rationale for the study was to pin down the factors that resulted in a

sustainable competitive advantage for retailers. A survey was conducted with a structured questionnaire using the 5 - point Likert scale. Out of 575 respondents who participated in the study, 496 validated responses were obtained from Delhi region. The data were analyzed by using confirmatory factor analysis. The findings of the research revealed 10 factors that resulted in sustainable competitive advantage for retailers within the Delhi region. The factors identified are: Eco Friendly Procurement, Green Communication, Eco Friendly Positioning, Eco Friendly Design, Eco Friendly Packaging, Green Pricing, Green Consumer, Green Label, Packaging Material, and Accessibility. The outcomes of the research are competent for the entire supply chain, especially the retailers. They should strategically work on the factors obtained from this study to achieve profits and satisfied consumers, protect the environment, and attain a sustainable competitive advantage.

Keywords: Environment, Awareness, Retailer, Consumer, Green Products, Competitive Advantage, Eco Friendly, Ecolabel, Consumer, Buying Behaviour, Purchasing Behaviour

Consumer Buying Preference Based on Green Marketing and Green Product Development

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International Journal of Advanced Multidisciplinary Scientific Research, Volume 1, Issue 7, September, 2018, 89-98p.

ISSN:2581-4281

In today's global scenario ecological issue is getting worse, the consumers' are more concerned about the environmental protection, with the change in consumer buying approach in the steering of an immature lifestyle. As a consequence, firms are implementing potential ecological approaches in the green market industry. Green marketing and green product development are constructive techniques, which are applied by firms to raise competitive advantages and gain the satisfaction of consumers in order to accomplish the firm's mission and vision. Green marketing and green product development have a variety of benefits to firms in terms of promoting the sustainable environmental benefits and to increase the awareness of brand image of the house. This work concentrates on the concept of green marketing and green product development, the different consumer consumption in regards to green marketing and green product development, and lastly examines the problems that firms have faced when they have neglected to go through green marketing and green product development.

Keywords: Green marketing, green product development, expenditure, environmental benefits, Ecolabel, Consumer, Buying Behaviour, Purchasing Behaviour

Consumer Confusion and Attitudes: A Study of Eco-Labels

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Master Thesis, 2018, 64p.

It was discovered that the respondents were confused by eco-labels and eco-labelled

products regarding all the three dimensions of the conceptualized model of consumer confusion. However, the fact that the attitudes towards eco-labels and eco-labelled products were very positive, led to a rejection of all the three hypotheses. Consequently, supportive questions from the questionnaire and the demographic details of the sample served as additional support to further discuss the results of the study

This study showed that the conceptualized model of consumer confusion also applies to eco-labels. However, the consumers still had positive attitudes towards eco-labels and eco-labelled products which could be seen as contradictory. Nevertheless, positive beliefs about eco-labels and its effects and demographic details were found to have an impact on the positive attitudes.

Keywords: Eco-labels, Confusion, Ambiguity, Information Overload, Similarity, Attitudes, Consumer, Ecolabel, Consumer Behaviour, Purchasing Behaviour

Identification of Factors Influence to Complétion of Adoption Procès of Ecolabel in Fisheries Product

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This study aims to determine what factors affect consumers in the process of adoption of eco-label on fishery products and provide program recommendations to improve eco-label adoption. The study used primary data through the questionnaire in a Likert scale 1-5 to 200 respondents in Semarang City, Central Java, Indonesia. The process of adoption of eco-label is divided into two phases: initiation of the adoption process and completion of the adoption process, the discussion focus on completion phase. Hypothesis testing is done by multiple linear regression analysis. The results indicate that in the phase of completion of the adoption process, consumer buying intention and consumer experience is moderator variable that has the greatest influence to accelerate the completion of the adoption process.

Keywords: Eco-labels, Consumer, Ecolabel, Consumer Behaviour, Purchasing Behaviour, Fisheries

Clothing Production and Consumption: A View Through the Lens of Sustainability

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Journal of Family & Consumer Sciences, Volume 110, Number 1, Winter 2018, 13-18p.

ISSN 1082-1651 | 2331-5369

Sustainability, a buzzword that has permeated popular culture in recent years, is really at the heart of what Ellen Swallow Richards envisioned in the early days of the home economics profession. With shifts toward a more sustainable future within government, business, and society at large, each field within family and consumer sciences (FCS) must envision a sustainable future within its own realm. In 2015, the United Nations (2015)

created goals for sustainable development by 2030. Among these goals was Goal 12: Ensure sustainable consumption and production patterns. The purpose of this article is to address sustainable apparel production and consumption with an eye toward what needs to be considered as we position the discipline to address emerging issues and to prepare young professionals for the future. Given that apparel production and distribution occurs through a complex, global supply chain before reaching the consumer, this paper is organized into two main sections based on (1) the global soft goods supply chain, and (2) the clothing consumption process. How both the supply chain and consumption can be viewed through the lens of sustainability is discussed. Where appropriate, reference is made to the subgoals of Goal 12 of the United Nations 2030 agenda.

Keywords: Eco-labels, Consumer, Ecolabel, Consumer Behaviour, Purchasing Behaviour, Agenda 2030, United Nation, Textile, Sustainability

Environmental-friendly Eco-labeling Matters: Evidences From an ERPs Study

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Frontiers in Human Neuroscience, Volume 12, Article 417, 12 October 2018, 9p.

ISSN: 1663-4365

Nowadays, the international community is becoming increasingly concerned about the sustainable utilization of natural resources. In order to protect the environment and reward sustainable practices, eco-labeling that signifies the environmental friendliness of the labeled food is already widely promoted in many regions around the world. Thus, it is of great importance for researchers to study consumers' attitudes toward eco-labeled food as food is supposed to satisfy consumers' needs. This study employed the event-related potentials (ERPs) approach to investigate consumers' attitudes toward eco-labeled food by comparing their neural processing of visual stimuli depicting eco-labeled and non-labeled food. Our results showed that behaviorally, participants preferred to buy eco-labeled food rather than non-labeled one. At the neural level, we observed markedly smaller P2 and N2 amplitudes when pictures of eco-labeled food were presented. Furthermore, we also found that amplitudes of P2 were negatively correlated with participants' purchase intention. Therefore, our current findings suggest that, while the environmental-friendly, eco-labeling was not to one's own interests, it might still be evocative, which induce consumers' positive emotion, bring less cognitive conflict to the purchase decision-making and then result in a greater purchasing intention. This effect might be the result of the delivered value of social desirability.

Keywords: Eco-labeling, ERPs, P2, N2, Emotion, Purchase Intention, Eco-labels, Consumer, Ecolabel, Consumer Behaviour, Purchasing Behaviour

Consumers' Perception of Barriers Effecting Green Purchase Behavior: Instrument Assessment

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SHS Web of Conferences 56, 02008, 2018, 9p.

With the emergence of green consumerism, the trend of “going green” has now prolonged to the Asian region, including Malaysia. Despite most of Malaysians have shown great concern for environmental issues; however, the green buying behavior among Malaysians is not encouraging. The study focuses on the barriers that trigger the green purchasing gap and; identify which barriers are perceived as the most relevant in acquiring eco-friendly home appliances. The paper examines the measurement instrument (questionnaire) for validity and reliability, for the purpose of data analysis.

Statistical techniques used for validity and reliability were Exploratory Factor Analysis and Cronbach's Alpha. Exploratory Factor Analysis was performed on individual dimension for the purpose of explaining variation among items and their reduction to form a meaningful construct.

Keywords: Consumer, Ecolabel, Consumer Behaviour, Purchasing Behaviour, Eco-friendly, Consumption Barriers, Green Purchasing Gap, Malaysian Consumers, Exploratory Factor Analysis

Sustainable Development Behavior in the Eco-Label Business Community

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Biomedical Journal of Scientific & Technical Research, Volume 7, Issue 1, 2018, 6p.

ISSN: 2574-1241

Changing market mechanisms by focusing on clean technologies and reducing the consumption of nonrenewable resources is an objective of the Europe 2020 strategy of the European Commission. Achieving this objective will require not only more restrictive legislation targeting polluting industries and technologies, but also the introduction of new models of consumption oriented toward “green” products. Consumers' preferences for nonpolluting products can be enhanced by credible and persuasive marketing instruments, such as the EU Ecolabel. A survey of Romanian businesspeople found that they are aware of the environmental and economic principles underlying the use of eco-labels and are interested in implementing them.

Keywords: Behavior, Consumers, Green Marketing, Ecolabel, Clean Technologies, Sustainable Development, Consumer, Ecolabel, Consumer Behaviour, Purchasing Behaviour

Green Purchase Behavior: Mitigating Barriers in Developing Countries

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Strategic Direction, Volume 33, Issue 8, 2017, 4-6p.

ISSN: 0258-0543

This study highlights the key barriers that prevent the consumer purchase of eco-friendly products in developing countries, namely high price, scarce product availability, low level of credibility of eco-labels, and inadequate information. The article aims to identify the key barriers preventing the consumer purchase of eco-friendly products in developing countries and later suggests intervention strategies to mitigate such barriers. Key barriers to purchasing green products include their high price, scarce product availability, low level of credibility of eco-labels, and inadequate information. Mitigating these obstacles requires effective government leadership, social initiatives, and marketing strategies, some of which are discussed in this paper. This paper would be of interest to key stakeholders, including policymakers, marketers, and social-environmental organizations in the development of more effective green strategies.

Keywords: Vietnam, Developing Countries, Marketing Strategies, Barriers, Green Purchase, Intervention Strategies, Consumer, Ecolabel, Purchasing Behaviour

The Green Brand: Explicit and Implicit Framing Effects of Ecolabelling on Brand Knowledge

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– Agentur für Marken GmbH Applied Psychology, 18 May 2017

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An increasing number of brands rely on ecolabelling as an associative branding strategy for communicating their sustainability performance. Specifically, associative branding aims to link a brand to an ecolabel to embed sustainability into brand knowledge to provide an added value for consumers. In this regard, the present study applies a combined measurement approach that examines both implicit and explicit information processing to assess consumers' brand associations related to sustainability. Specifically, a pre/post-testing is conducted to evaluate the framing effect of ecolabel exposure in a brand advertisement on the enhancement of brand knowledge. The results of the current study provide evidence that in particular implicit brand sustainability is a favorable brand association that positively affects consumers' decision-making and preferences. Furthermore, the results reveal a relevant framing effect of ecolabelling on the enhancement of brand knowledge, on both implicit and explicit levels. In addition, the study results indicate the existence of three efficacy parameters that influence brand knowledge transfer: adequate ecolabel-brand fit, early ecolabel recognition time, and distinct implicit-explicit knowledge acquisition.

Keywords: Brand Knowledge, Framing Effect, Brand Leveraging, Sustainability, Advertising, Ecolabeling, Implicit Measures, Reaction Time Measurement, Universal Structure Modeling, Consumer Psychology, Marketing Research, Brand Management, Consumer Behaviour, Marketing Communications, Ecolabel, Consumer

Impact of Demographic Variables For Purchase of Green Products

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Indian Journal of Commerce & Management Studies, Volume VIII, Issue 1, January 2017, 69-76p.

ISSN: 2249-0310 | 2229-5674

As the concern for the environment is increasing day-by-day, a shift in consumption pattern can be witnessed among consumers. They are following sustainable consumption practice. The consumers are demanding the products which are pro-environmental in the product production process, consumption process, communication process as well as disposable process. The manufacturers have also responded to the demands of consumers. The concept of the green marketing is evolving over a period of time in India and manufacturers are following green practices to make their product greener. The current study has focused on understanding the impact of demographic variables (gender, age, income, and education) on the purchase of the green products among Indian consumers.

The research methodology followed a survey method to collect data from 509 respondents from Delhi-NCR. Analysis of Variance (ANOVA) and Multianalysis of Variance (MANOVA) was conducted to test the hypotheses and results were interpreted. Limitation of the study was discussed and future research scope was discussed.

Keywords: Green products, Consumer Behavior, Theory of Planned Behavior, Demographic variables, Ecolabel, Consumer, Buying Behaviour

Green Marketing and Its Impact on Consumer Buying Behaviour on Green Products with Special Reference to Selected Districts of Tamilnadu

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IOSR Journal of Humanities and Social Science, Volume 22, Issue 11, Version 3, November 2017, 78-82p.

ISSN: 2279-0837 | 2279-0845

Green marketing is going to be proactive topic with it steps into the world of the consumers where consumers are not only aware of the multiple brands and their perceived quality,

but also they have started to pay more attention to the environment and thereby becoming more eco friendly. Therefore the companies are also exploring the various ways of communicating with the customers so that customers can be retained as loyal for long by adopting green marketing. The aim of the study is how consumer buying behaviour is affected by the green marketing. How demand could be enhanced by pursuing the green strategies. The results from this illustrates that companies need to increase their communication with the customers for going green, and that attributes like price and quality are more important than "environmental responsibility". The research study took place in selected districts of Tamilnadu. The data have to be collected from well structured questionnaire to understand the importance of green and sustainable development, in addition to books, journals, and websites.

Keywords: Green Marketing, Consumer Behavior, Green Management, Sustainability, Consumer, Ecolabel, Purchasing Behaviour, Consumer Behaviour

Assessment of Green Marketing Impact on Consumer Attitude and Buying Behaviour in Jammu

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Pollution, Green house gases and raising day to day emission of hazardous elements in the environment has given rise to a new area of marketing in the minds of the manufacturers and producers. This led to the increasing awareness among the marketers to brand and rebrands their products to their concerns towards this global problem. As a result, marketers work toward environmental protection and sustainable development. Many corporate and MNC's changed their logo brands to reflect their willingness and commitment towards overcoming this problem. Consumer behaviour is one among various factors leading towards green marketing as it is the consumer who has to pay for and take from the producers as per their utility (green buying) purchasing and consuming products that are hazardous towards the environment. The present study adopted the simple random sampling technique for the collection of data in the Jammu city. One of the Major University in the sample area (University of Jammu) was taken for the study purpose. The samples were taken in the form of graduate and post graduate students for filling the questionnaires. The result revealed and depicted that among the 100 samples in the sample area, most of the respondents showed positive response to the statements followed by a few respondents of negative and disagree responses. The rising number of consumers who prefer and are willing to buy eco-friendly products are creating opportunity for businesses that are using "eco-friendly" or "environmentally friendly" as a component of their value proposition. This change in consumer behaviour and attitude should be noticed by a marketer and offer their products and services to consumers in order to retain market share and build future green brands. Many studies showed that consumer preferences are changing due to this global phenomenon. This changing

attitude of buying behaviour is forcing many firms to incorporate green processes. In this, it is revealed that for sample area consumers' pro-environmental concerns, knowledge of environmental issues, awareness of eco-friendly products, and educational level factors have a positive effect on green buying behaviour.

Keywords: Consumer Buying Behaviour, Environment, Green Marketing, Green products, Ecolabel, Consumer, Buying Behaviour, Purchasing Behaviour

Cutting Carbon from the Shopping Cart: Consumer Perceptions of a Carbon Label on Food Products

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Bachelor's Honors Thesis, 2017, 50p.

There is a lack of transparency in the increasingly complex food system. Consumers tend to use environmental indicators, or eco-labels, to identify sustainable foods; however, many existing eco-labels do not clearly communicate the impact that food has on the environment. A carbon label conveying the amount of carbon emitted throughout a product's life cycle would be a better measure of the food's impact on climate change. While such a label does not yet exist in the United States, this research uses an online survey to determine how U.S. consumers would perceive a carbon label like those used throughout Europe. The findings from over 400 respondents suggest that consumers believe a carbon label would make it easier to compare the environmental impact of foods. Additionally, at least 45% of participants rated a carbon label as more important than five other eco-labels that do exist in the United States. Finally, participants reported that the source of the carbon label would not influence whether or not they would purchase labeled foods. Findings from this study support the potential for a carbon label to help consumers make knowledgeable decisions and influence purchasing.

Keywords: Carbon Footprint, Eco-Label, Carbon Emissions, Environmental Impact, Purchasing Behaviour, Ecolabel, Consumer, Purchasing Behaviour, Consumer Behaviour

Effects of Green Marketing Strategies on Consumer Purchases Decisions in Retail Sector: A Case Study of Nakumatt Supermarkets

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Thesis, Summer 2017, 75p.

This study sought to establish the impact of green marketing on consumer buying behavior in retail shopping. This study will be guided by the following objectives: To establish the impact of green labeling on consumer purchases at the Nakumatt supermarket; To determine the influence of eco-branding on consumer purchases at the Nakumatt supermarket; To determine the influence of environmental advertisement on consumer

purchases at the Nakumatt supermarket; To determine the factors used by firms (marketing mix element) to influence them purchase eco-friendly products. The study adopted a descriptive cross sectional survey and the target population for this study consisted of employees in the Nakumatt village Market, Nakumatt Junction and Nakumatt Mega branches in Nairobi County. Using the sampling formula and with a 95% confidence interval a sample of 138 respondents was drawn. Primary data were collected using semistructured questionnaires with both close ended and open-ended questions. Descriptive statistics were applied to analyze the data collected. The study also adopted a multiple linear regression and Pearson correlation analysis to establish the relationship between the variables of interest.

The findings on the first objective established that most respondents agreed that the branding of the goods and services affects my purchasing decisions, consumers' willingness to purchase green might be rooted in their passion for the environment. In addition, the attitudes and buying behavior of consumers also affect purchasing decisions. Price also influences the purchase of Eco labeled products and packaging has an effect on purchasing decisions. While most of the respondents also prefer buying products that have environmental labeled packaging and all packaging in the supermarket is done using green packaging products. The correlation established was a positive one between consumer purchasing and eco labelling.

The findings on the second objective established that most of the respondents agreed that environmental advertising add product value, and the company creates social awareness on environmental protection. It was also established that social media are actively used to advance green marketing and most respondents use products which are harmless to the environment. It was also agreed that social media has the green marketing messages and environmental advertising has effects on consumer purchases.

The findings on the third objective established that most respondents agreed that the company's uses an eco brand image that is easily noticeable and they were able to differentiate harmful and unlawful products. The company was also found to create social awareness of environmental protection and social media has the green marketing messages. Most of the respondents also agreed that they love green brands because they are more natural. In addition, use of Eco-brands have influenced my purchase decision and green brand have high consumption rates.

The study concluded that the firm had adopted green packaging products for its products and this has in a way influenced the purchasing decisions made by customers. While firms have concentrated on undertaking green marketing its the consumers' willingness and passion to make a green purchase that really matters. From the findings, it can be inferred that most of the products sold at the retail store are recyclable and therefore harmless to the environment. Despite this, environmental advertising leads to addition of product value and directly impact the volume of consumer purchases. Most of the clients are well informed enough to be able to differentiate harmful and unlawful products of Eco-brands influences purchase decisions and consumption rates.

It was recommended that Retailers should continue packaging using green packaging

products in order to have an impact on the purchasing decisions. The company needs to continue supplying products which are harmless to the environment and to create awareness there is a need for pursuit of environmental advertising through social media platforms which has over time been used to actively advance green marketing. It was also recommended that use of Eco-brands have an influence on purchase decision and therefore there is a need for the retail chain to adopt a green brand.

To be able to take this outcome to be a representative of the retail sector in Kenya, further studies need to be done on the other major retail chains as well. In addition, other studies can also be done to establish the challenges faced while implementing green marketing and the benefits of green marketing practices to the establishments. A Project Research was submitted to the Chandaria School of Business in Partial Fulfilment of the Requirement for the Degree of Masters in Business Administration (MBA).

Keywords: Green Marketing, Factors, Customer Buying Behavior, Ecolabel, Consumer, Purchasing Behaviour, Consumer Behaviour

Influence of Green Marketing on Customers Buying Behaviour

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International Journal of Management Studies, Volume IV, Issue 1, June 2017, 148-153p.

ISSN: 2231-2528 | 2249-0302

The study aims to provide an insight of customer empowerment in terms of green marketing and customer buying behavior. The reason for the concept of green marketing has evolved due to the collapsing of our natural assets like eruption of soil, the depletion of the ozone layer, global warming, and other environmental hazards. Here the study is focused on how to evaluate the relationship between green marketing tools and customers buying behavior and to understand the government policies that help in formulating green marketing policies.

The data are collected through questionnaire where it is divided into six sections. The first part is for demographic details. The second part focuses on customers perceiving on environmental awareness. The third part focuses on pricing, fourth on product features, fifth focuses on promotion and the last is on dependent variable customer buying behavior. The tools used for analysis is factor analysis, Descriptive and multiple regression analysis. From the study we find that the respondents agree that the environmental awareness are helpful in providing content about the eco-friendly products, the other factors fall in line with the customer buying behavior. The hypothesis results show that there is a significant relationship between Green product features and customer's buying behavior.

Keywords: Green Marketing, Factors, Customer Buying Behavior, Factor Analysis, Ecolabel, Consumer, Purchasing Behaviour, Multiple regressions Analysis, Consumer Behaviour

Green Awareness and Consumer Purchase Intention of Environmentally-Friendly Electrical Products in Anambra, Nigeria

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Journal of Economics and Sustainable Development, Volume 8, Number 22, 2017, 98-112p.

ISSN: 2222-1700 | 2222-2855

The tremendous increase in demand for consumer goods and services across the world in the last decade has resulted to depletion of natural resources and damage of the environment severely. Evidence in the extant literature has shown the relationship between green awareness and green purchase intention, but studies on how green awareness influences purchase intention of environmentally-friendly electrical products in a typical developing country context are still lacking. The main objective of this study is to empirically investigate the effect of green awareness on consumers' purchase intention of environmentally-friendly electrical products. In order to achieve this objective, survey research design was adopted and the population of study comprises post-graduate students of Nnamdi Azikiwe University, Awka, Nigeria. A sample size of 345 respondents was statistically drawn out from the population size of 2499 students using Taro Yamane's formula. Stratified random sampling was adopted and the research instrument was a questionnaire. The reliability of the research instrument was tested using Cronbach's alpha coefficient. Hypotheses were tested using multiple regressions. It was found out that environmental concerns, green social influence and brand strength have positive and statistically significant effect on consumers' purchase intention of environmentally-friendly electrical products. We conclude that this study provides empirical evidence that green awareness has a positive and significant effect on consumers' purchase intention of environmentally friendly electrical products. We recommend that government through her regulatory agencies should enforce laws and guidelines that will educate and influence public awareness on the need to act pro-environment, also marketers should promote environmentally-friendly products by encouraging consumers to prefer products that safeguard their environment through the use of peer groups, reference groups and social media.

Keywords: Green Awareness, Consumer Purchase Intention, Environmentally-Friendly Electrical Products, Environmental Concern, Green Social Influence, Brand Strength, Green Regulations and Guidelines, Postgraduate Students, Awka, Nigeria, Consumer, Purchasing Behaviour, Ecolabel

Green Consumerism: an Eco-Friendly Behaviour Form through the Green Product Consumption and Green Marketing

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SINERGI: Jurnal Ilmiah Ilmu Manajemen, Volume 7, Number 2, September 2017, 25-29p.

ISSN: 2087-4987 | 2549-0419

This research is referred to analyse the influence of consumer attitude of green product towards purchase intention. The consumer attitude of green product is a psychological tendency that is expressed by evaluating a certain entity with some advantage or disadvantage considerations. The problem of this research is the low of consumer awareness to consume green product, because the lack to comprehend the importance of green product usage for health and eco-friendly. The purpose of this research is to test the influence of consumer attitude of green products towards purchase intention. Hypothesis testing using Partial Least Square (PLS). The result of analysis shows that there is influence among consumer attitude of green product towards consumer purchase intention significantly.

Keywords: Green Product, Environmental Knowledge, Perceived Consumer Effectiveness, Environmental Concern, Environmentally Conscious Consumer Behaviour, Consumer, Consumer Behaviour, Consumer Attitude, Buying Interest, Green Marketing

What Triggers Young Millennials To Purchase Eco-Friendly Products? The Interrelationships Among Knowledge, Perceived Consumer Effectiveness, and Environmental Concern

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As the attention to environmental sustainability heightens, marketers increasingly claim that their products help preserve the environment. Without proper understanding of how emerging target markets, such as young Millennials, are triggered to purchase green claims, their efforts may be futile. Accordingly, the current study examined the interrelationships among major environmental antecedents, such as environmental knowledge (EK), perceived consumer effectiveness (PCE), and environmental concern (EC) on environmentally conscious consumer behaviour (ECCB). The results of an online survey with younger Millennials revealed that EK and EC were significant predictors of ECCB, with

EC being the strongest predictor. Unlike past literature, PCE was not directly related to ECCB. The study also found a strong mediating role of EC between EK and ECCB, as well as PCE and ECCB. Implications for green marketers are discussed, along with theoretical discussion.

Keywords: Green Marketing, Environmental Knowledge, Perceived Consumer Effectiveness, Environmental Concern, Environmentally Conscious Consumer Behaviour, Consumer, Consumer Behaviour

A Study on Attitude of Consumers Towards Eco-Friendly Products

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International Journal of Management, Volume 8, Issue 3, May– June 2017, 116–126p.

ISSN: 0976-6502 | 0976-6510

The present environmental awful conditions are ever more threatening consumer health and wellbeing at both globally and nationally. Therefore, consumers are becoming more sensitive in their environmental attitudes, perceptions, preferences and purchases. The attitude of consumers is a mixture of her or his beliefs, feelings and buying plans towards eco-friendly products within the setting of marketing. The results reveal that 56.40 % of consumers viewed that the level of attitude towards eco-friendly products at moderate level followed by high level (26.68%) and low level (17.02 %). There is a significant difference between the socio-economic profile of consumers and their attitude towards eco-friendly products except gender of consumers and attitude towards eco-friendly products. The producers should improve the design of eco-friendly products in order to attract consumers effectively. The marketers or retailers must place eco-friendly products in their shops in such a way, consumers are able to locate easily while buying.

Keywords: Attitude, Consumers, Eco-Friendly Products, Consumer, Consumer Behaviour, Ecolabel, Purchasing Behaviour

Consumer Behavior towards Green Products

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Journal of Economics, Business and Management, Volume 5, Number 4, April 2017, 160-167p.

ISSN: 2348-5302 | 2348-8875

Due to the rise of environmental consciousness, consumers tend to pay more attention to the safety of personal care items and the products with an environmental benefit. Over the past years, both consumer awareness and consumer attitudes toward sustainable, or "green," brands have increased significantly. However, consumers' action isn't aligning

with their intent. Furthermore, the influential factors of purchase intention for green products have rarely been discussed in prior researches. The aims of this study were to explore how brand knowledge influences consumers' perceptions and brand evaluation, and to identify the relative importance of different product features used by consumers when evaluating and choosing cosmetic brands. A survey has been conducted and 568 validated responses were collected. This research has revealed that brand knowledge is positively related to perceived quality. As expected, the results showed that there was a connection between perceived quality and purchase intention. Perceived quality acts as a linkage between brand knowledge and purchase intention. The country of origin conditionally moderates the relationships between brand knowledge and perceived quality. The results of current research have provided an insight into consumers' perception and offer a more comprehensive understanding of the effect of brand knowledge on consumer attitudes towards green skincare products and product evaluation.

Keywords: Brand Knowledge, Country of Origin, Green Products, Perceived Quality, Purchase Intention, Consumer, Consumer Behaviour, Ecolabel

Green Product and Consumer Behavior: An Analytical Study

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Pertanika Journal of Social Science and Humanities, Volume 25, Number 4, December 2017, 1545-1554p.

ISSN: 0128-7702

With growing markets and increasing consumer volumes, the production, as well as consumption patterns is degrading the environment drastically. The government, consumers and producers have realised the worth of this issue. The research and development department of industries are continuously working to develop products that are environment-friendly and cause less environmental destruction. Products which are capable of being recycled, and possess healthy disposal are often termed as green products. The manufacturing, marketing, and consumption of such products are being promoted by the government as well as non-governmental organisations. The present study aims to understand the concept of green product and consumer behavior towards it. The study also investigates the relationship of green product usage and purchase intention with demographic variables (age, gender, income and educational qualification). Primary data was collected using structured questionnaires and analysed using descriptive statistics as well as Pearson's chi-square test for independence. The results reveal an important insight concerning the factors that are majorly responsible for motivating as well as demotivating consumer behavior towards green products. Environmental sustainability and personal consciousness of consumers are found to be motivating factors while unavailability and unawareness are deemed demotivating factors along with the cost of installation / usage. Consumers are intended to purchase green products irrespective of their demographics. However educational qualification is found to be the only demographic variable having a relationship with green product usage.

Keywords: Consumer Behaviour, Environment, Green Consumerism, Green Marketing, Green Product, Sustainability, Sustainable Development, Consumer, Ecolabel

Drivers, Barriers and Benefits of the EU Ecolabel in European Companies' Perception

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Sustainability, Volume 9, Issue 5, 2017, 715-729p.

ISSN: 2071-1050

To date, only a few studies have investigated the attitude of companies towards the EU Ecolabel. This article intends to provide an updated portrait of what are the main motivations that push companies to use the EU Ecolabel, the benefits that companies perceive as deriving from it and the barriers that companies perceive as hindering uptake. In order to answer to these research questions, we have used the data collected by the empirical survey on the EU Ecolabel that ran from April to July 2014. Evidence emerging from the survey shows that companies deem that the EU Ecolabel added-value lies in it being a useful “showcase” tool of their eco-innovation efforts, potentially able to close the information gap with the market (made of consumers above all, but also retailers and public procurers) about their products and services' environmental performance. However, there is evidence throughout the study that, although the EU Ecolabel brings some market rewards, these are fewer than those expected by companies when they first decide to apply for the EU Ecolabel. This is linked to the lack of awareness of the EU Ecolabel by consumers and to the insufficient and inadequate promotion and support granted by public institutions.

Keywords: EU Ecolabel, Ecolabels, Ecoinnovation, Drivers, Barriers, Benefits, Survey, European Businesses, Consumer, Consumer Perception, Consumer Behaviour

Influence of Green Marketing on Consumer Behavior: A Realistic Study on Bangladesh

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Global Journal of Management and Business Research: E Marketing, Volume 17 Issue 1, Version 1, 2017, 9p.

ISSN: 2249-4588 | 0975-5853

This study aims at looking into consumer perception towards green values created by the green marketing efforts by the promoters and its impact on their purchasing behavior of ecofriendly sustainable products. This study also highlights the resolution of the efforts set by marketers in promoting green brand awareness in the consumer's mind relative to the non-green products. It further highlights the consumer perception and the impact of green

marketing communication to see how consumers are influenced to opt for green products. The study includes the result of a consumer product and green marketing survey using a questionnaire devised by the authors on the basis of several types of research carried in the field. This study holds that despite there is a lot of scope in Bangladeshi market for green products to be utilized more within consumer groups that have pro-environmental preferences, green product marketing communication isn't revealing enough to consumers. The study urges that the greater use of marketing and brands to promote and sell products that are environmentally favorable and function effectively.

Keywords: Consumer Behaviour, Green Marketing, Green Products, Consumer, Purchasing Behaviour, Ecolabel

Visual Attention to Eco-Labels Predicts Consumer Preferences for Pollinator Friendly Plants

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ISSN: 2071-1050

Recent declines in pollinator populations have led to widespread concern due to their impact on food/crop production and the environment. Contrary to growing interest in the use of insecticides in urban landscapes, the relationship between pollinator-related eco-labels, visual attention, and preferences for plants is less understood. The present study combines eye tracking and stated preference experiments to examine the effects of pollinator-related labels on consumers' preferences and willingness to pay. Results show that the pollinator-friendly attribute positively correlates with consumers' purchasing decisions and visual attention supports that relationship. Implications of mandatory labeling of pesticide content for the horticultural industry are discussed.

Keywords: Conjoint Analysis, Eye Tracking, Ordered Logit Model, Ornamental Plants, Willingness to Pay, Consumer Behaviour, Purchasing Behaviour, Consumer, Ecolabel

Green Marketing Strategies and their Impact on Business Performance

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September, 2017, 159p.

The primary research is on green marketing strategies and their impact on business performance. The impact finding is in marketing term which finds about the awareness, credibility satisfaction and repeat purchase of the Green products. The Green Marketing strategies used for the study are EcoLabeling Supply chain initiatives Product modification for green effect and customer adoption of Green Products. The objective of the research is to understand the relationship of Green Marketing Strategies and their impact on the Business performance. It also includes the strategies which are to be used so that the green marketing can be promoted and green products are made more ecologically viable for the consumers. Two aspects were undertaken. What do Green Marketing Strategies imply? Is it related to environment friendly marketing processes wherein complete marketing system inclusive of Segmentation Targeting and Positioning and 4Ps along with the relationship of STP and 4Ps on other elements of the Supply Chain. Green environment conscious and supportive or is it just related to the Marketing to be Green specifically focusing on the elements of 4Ps. Further based on the organizations how do they define Green marketing strategies and how do they implement those and what would be the parameters of relationship of Green marketing Strategies defined by the organizations with the Business Performance. The purpose of the study is to obtain the information from the consumer's point of view as well of the companies claiming to be using green marketing. The Questionnaire was provided to the customers using Green Products to obtain their views on the parameters. The importance of advertising about green products would be studied to confirm that whether consumers believe in the green claim by the companies using techniques Ecolabelling. So the study focuses on the concept of green marketing strategies and its impact on the business performance of the organizations. It is a thesis submitted in partial fulfilment of the requirements for the Degree of DOCTOR OF PHILOSOPHY In Management.

Keywords: Green Marketing, Eco Labelling, Green Marketing Strategies, Green communication, Consumer behaviour, Sustainability, Ecolabel

Impact of Green Marketing Strategies on Consumer Purchase Behaviour

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Review of Management, Volume 7 Issue 3/4, December 2017, 9-22p.

ISSN: 2231-0487

The main objective of this study is to explore the relationship between consumers' actual purchase behavior and green marketing tools. Another dimension which is added to green

marketing tools is the "trust" in eco-label and eco-brand. It seems eco-branded products have been commercially successful due to their positive public image, which lead consumers to purchase the product and thus help in the growth to brand loyalty for the green products. It appears that awareness of eco-brand among Indian consumers and their attention to buy environmentally branded products were influenced by their belief in the benefits of green products. According to many studies there is a missing factor that could increase purchasing behavior of green products to higher level and it would be the 'trust' in the eco-label itself.

Keywords: Ecolabel, Consumer Purchasing Behaviour, Eco-brand, Consumer, Purchasing Behaviour, Buying Behaviour, Ecolabel

Current Status And Potential Role Of Eco-Labels In Informing Environmentally Friendly Purchases and Behaviours

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EPA Report No. 235, Environmental Protection Agency, Ireland, December 19, 2017, xii, 69p.

ISBN: 978-1-84095-756-3

This report is published as part of the EPA Research Programme 2014–2020. The programme is financed by the Irish Government. It is administered on behalf of the Department of Communications, Climate Action and Environment by the EPA, which has the statutory function of coordinating and promoting environmental research. The research undertaken during this project is divided into three distinct sections: (1) a review of existing approaches in information provision via eco-labels, (2) an online survey to assess the role of eco-labels in consumer choices, and (3) a number of eye-tracking experiments designed to provide further insight into how eco-labels inform decision-making processes. The results of this research indicate that ecolabels contain information that consumers consider to be relevant when they are weighing up the options available to them. This suggests that eco-labels are fulfilling one of their stated goals, specifically to allow consumers to make informed comparisons based on energy and environmental information. While ecolabels appear to be effective at highlighting energy impacts associated with certain products, it is apparent that there is scope for them to improve how they display information about other aspects of the product, such as water use, noise pollution and the impacts of driving styles on fuel use.

Keywords: Ecolabel, Consumer Purchasing Behaviour, Subjective Knowledge, Consumer, Purchasing Behaviour, Buying Behaviour,

The influence of subjective and objective knowledge of ecolabels on consumers' green purchasing practices: A study on young Swedish consumers

Ingrid Gunne and Jakob Matto

School of Economics and Research, Lund University 2017, 60p.

Understanding of consumers' green purchasing behaviour is a relevant topic for businesses around the world and an interesting research field, considering the issue of climate change. This study investigates the associations of young Swedish consumers' subjective knowledge, objective knowledge, confusion and information acquisition with regards to commonly found ecolabels. The purpose is to shed light on how these concepts are related to and influence consumers' green purchasing behaviour. Gaining insight into this topic could help businesses understand consumers' perception of ecolabels and by extension, how the ecolabels can be used to promote green consumption. Cross-sectional data were gathered from a sample of 320 consumers in May 2017. The data gathering was carried out through 3 surveys studying the aforementioned concepts in relation to the ecolabels of Fairtrade, the Euro Leaf and KRAV. This is the first study investigating this topic in the Swedish market. The main finding indicate that business should focus on influencing consumers' subjective knowledge, rather than objective, to incentivise a more environmental friendly purchasing behaviour. In addition, the findings confirm that theories from previous studies on other areas of knowledge are applicable to the topic of ecolabels as well. Additional theoretical and practical implications are discussed. This thesis is a part of Master's Programme in International Marketing & Brand Management.

Keywords: Ecolabel, Consumer Purchasing Behaviour, Subjective Knowledge, Objective Knowledge

Eco-Labeling and Ethics

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Thesis, October 2017, 37p.

This thesis examines the role of eco-labels on the consumers and companies' requirements to carry the eco-labels. Increasing concerns in sustainability helped change consumers' buying preferences towards ecologically and ethically friendlier products. This change is apparent in demand for certified products and consequently the rise of a number of eco-labels and relating certifying bodies. The research shows companies are using eco certifications for marketing and sale benefits, but do not always meet label criteria. As the eco-labels have become more numerous, but not more clearly, the consumers became more confused and were starting to lose their trust in labels. To explore the role of eco-labeling and their procedures, research was made using two case study companies, Matthew Algie and Nestlé Nespresso. Qualitative approach was used as the research methodology to assess the two coffee companies with the help of secondary data. The two coffee companies were obtaining their coffee from sustainable resources on a large scale of over 70 % of the their annual purchases. Nespresso was demonstrating its cooperation

with Rainforest Alliance in order to provide sustainable high quality coffee, as well aluminum recycling program to reduce waste. It was not possible to establish all of certification requirements or if the companies' were fully complying with them. The certification guidelines for eco-labeling were not always transparent or easily available, this was added to the general confusion of eco-labels' effectiveness. This thesis is a part of a Bachelor Business Management Programme.

Keywords: Biodiversity, Business Ethics, Coffee, Eco-Labeling, Ecosystem, Certification, Fairtrade, Matthew Algie, Nespresso, Organic, Rainforest Alliance, Sustainability, Ecolabel, Consumer Behaviour, Buying Behaviour

Consumers Purchase Behavior Toward Eco-Labeling

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Thesis, 2017, x, 104p.

The primary goal of Eco-labels are to promote the knowledge of consumers about positive environmental effects of products and to guide them toward purchasing environmental friendly products. The purpose of the study is to understand fashion consumers' purchasing behavior toward eco-labelling with respect to four factors: the current fashion system, environmental responsibility, ethical responsibility, and social responsibility. The relationship between these four factors in conjunction with eco-labelling and purchase behavior was tested and analyzed. The results proved that eco-labels did influence consumers' buying behavior. Eco-label help consumers to make their decision faster, distinguish those products that they want to buy from the other ordinary products. This thesis is submitted as a part in partial fulfillment of the requirements for the degree of Master of Arts In the Program of Fashion.

Keywords: Consumer, Labelling , Sustainable Fashion, Consumer Behaviour, Labelling System, Purchase Behaviour, Ecolabel

How does nutrition labeling affect consumer behaviour?

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September 20th, 2017

The article gives information on the study “the effectiveness of the store's point-based nutrition labeling system that ranks foods according to their nutritional value.” The study is done by the marketing and consumer studies professors Tirtha Dhar and Tanya Mark, along with Alison Duncan, a professor in the Department of Human Health and Nutritional Sciences and a Canadian food retailer. The study aims to understand whether the nutrition labeling system is effective in helping shoppers choose healthier foods and influencing how they consume them. The study includes lab and field experiments, and detailed consumer data provided by the retailer. The researchers looked at consumer behaviour, such as what types of foods they bought and how much, based on the front-of-package (FOP) labeling system. Surveys on consumers revealed that how they interpreted and used in the nutritional information.

Keywords: Consumer, Labelling , Sustainable Food, Behaviour, Retailer, Labelling System

Labels: consumers look for points of reference

INRA: Science & Impact, 15 Feb 2017

A study on food product labelling, co-built and co-achieved in a participatory approach was carried out by the GAEL research Unit (INRA, University of Grenoble) and the eco-citizen association CLVC, in February 2017. Focused on consumers, this study integrates various dimensions of sustainable food: nutrition, environment, corporate social responsibility... with special attention to underprivileged categories of the population. It shows that requesting more information does not imply its use in the purchasing act. It brings out recommendations to improve information on the packaging that consumers consider incomplete, unclear and unreliable and difficult to use.

Keywords: Consumer, Labelling , Sustainable Food, Behaviour, Citizen Science, Ecolabel, Buying Behaviour, Consumer Behaviour

Understanding young consumers' tendencies regarding eco-labelled products

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Asia Pacific Journal of Marketing and Logistics, Volume 29, Issue1, 2017, 80-97p.

ISSN: 1355-5855

The paper explores the different factors influencing young consumers' approaches to eco-labeled products in an emerging country, Turkey. Relevant measures were adapted from the previous literature to assess key constructs on environment and eco-label perceptions. First, an exploratory factor analysis was employed for identifying the key dimensions, and then structural equation modeling was conducted for testing the research hypotheses. The findings reveal that the existence of perceived environmental knowledge has an influence on eco-labeled product purchase tendencies, with environmental concern (EC) having a significant mediating effect.

This study contributes to practice by addressing perceptual factors affecting young consumers in emerging markets such as Turkey. This relationship can be utilized to increase the tendency to purchase eco-labeled products to create EC enhancing programs in education in addition to environmental knowledge leveraging ones. Besides, these findings may also be beneficial in eco-labeled product marketing efforts. This study provides value for the literature by investigating the perception of young consumers in an emerging market specifically, and adopts a more specific eco-label focus, which it integrates with an environmental perspective.

Keywords: Young consumers, Structural equation modelling, Eco-label, Green consumerism, Consumer, Ecolabel, Buying Behaviour

An Empirical Study on “Consumer Buying Behavior Towards The Green Marketing

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Green marketing is one of the best tactics which is used by the organization to build or to create a brand image in the minds of the customer. It is one of the marketing technique. Green marketing first came into existence in the year 1980 which is defined as marketing of products that are presumed to be environmentally friendly in short called as eco-friendly which incorporates several activities such as redefining the product quality, product modification, changes in the production process, technological advancements, Improvement in the packing, advertisement strategies & also increasing the awareness on the compliance marketing amongst industries. The promotional activities and product quality should form as a differentiation in terms of providing brand image and builds the core competency among the existing companies this should intern create a change in the buying behavior and consumer attitude towards perceiving a brand. This will lead to strong base towards developing a strong brand image and also serves as a major contributor to the growth of the firm.

Keywords: Green Marketing ,Consumer , Consumer Behaviour , Consumer Purchase Behaviour, Brand Image, Environmentally friendly

Sustainable Consumption: The Role of Eco Labels on Consumers' Buying Decision

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This study aims to give information about the effect of eco labels on customers purchasing behaviours. The increase public concern in relation to their surrounding natural environment has started to show off their consumption behaviours and lead to the creation of a new group of consumers as the green consumers Green production and consumption is a necessity of this century because of dreadful environmental degradation and changing consumer behaviour. Consumer behaviour is a dynamic factor in order to cope up with, new strategies and ideas are developed from the part of manufactures to sustain in the highly competitive market.

Key words: Consumer Behaviour, Eco Awareness, Eco Labels, Green Consumer, Purchase Behaviour

Behaviours of Consumers on EU Eco-Label: A Case Study for Romanian Consumers

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The EU Eco-label is a relatively new trend for the consumers. Even it has been available since 1978 awareness of it was increased recently. It is probably because increasing of some concerns also around the consumers such as global warming and some other environmental concerns. In this study it was aimed to contribute EU Eco-label and consumer behaviours. For this reason, ideas of Romanian consumers were analysed. According to this result of this study most of Romanians are recently hear EU Eco-label from the media, mostly. Also, most of them are desired to pay more if products are labelled with EU Eco-label.

Keywords: Consumer Behaviours, Romanian Consumers, EU Eco-Label, Consumer Behaviour, Labelling, Ecolabel

The impact of ecolabel knowledge to purchase decision of green product on biology students

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The 4th International Conference on Research, Implementation, and Education of Mathematics and Science (4th ICRIEMS), 2017, 9p.

The world needs real solutions to reduce the impact of environmental damages. Students as agents of changes have a role to overcome these problems. One of the important solution is to be a critical consumer who has purchase decisions in a green product. To show the quality of an environmentally friendly product, it is then required an ecolabel on the green product which indicates that the product has been through the production processed and come from environmental friendly substances. The research aimed at finding out whether there was an impact of ecolabel knowledge with purchase decision of green product on biology students. This research was conducted in the Biology Department. This research used a survey descriptive method. The population used was biology students of Universitas Negeri Jakarta while the sampling technique was done through a simple random sampling technique with 147 respondents. An Instrument used were ecolabel knowledge test and a questionnaire of green product purchase decision. The result of the prerequisite test showed that the data were normally distributed and

homogeneous variance. The regression model obtained was $\hat{Y} = 77.083 + 0.370X$. Meanwhile, the determinant coefficient (r^2) obtained was 0.047 or 4.7% that mean ecolabel knowledge just contributed 4.71% to the green product purchase decision. This implied that many factors contributed in the purchase decision of green product instead of ecolabel knowledge.

Keywords: Buying Behavior, Green Production, Environmental Consciousness, Social Factors, Biology, Students, Biology Student, Consumer Behaviour, Consumer Purchase Behaviour, Ecolabel, Environmentally friendly

Green Awareness and Consumer Purchase Intention of Environmentally-Friendly Electrical Products in Anambra, Nigeria

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The tremendous increase in demand for consumer goods and services across the world in the last decade has resulted to depletion of natural resources and damage to the environment severely. Evidence in the extant literature has shown the relationship between green awareness and green purchase intention, but studies on how green awareness influences purchase intention of environmentally-friendly electrical products in a typical developing country context are still lacking. The main objective of this study is to empirically investigate the effect of green awareness on consumers' purchase intention of environmentally-friendly electrical products. In order to achieve this objective, survey research design was adopted and the population of study comprises post-graduate students of Nnamdi Azikiwe University, Awka, Nigeria. A sample size of 345 respondents was statistically drawn out from the population size of 2499 students using Taro Yamane's formula. Stratified random sampling was adopted and the research instrument was a questionnaire. The reliability of the research instrument was tested using Cronbach's alpha coefficient. Hypotheses were tested using multiple regressions. It was found out that environmental concerns, green social influence and brand strength have positive and statistically significant effect on consumers' purchase intention of environmentally-friendly electrical products. We conclude that this study provides empirical evidence that green awareness has a positive and significant effect on consumers' purchase intention of environmentally friendly electrical products. We recommend that government through her regulatory agencies should enforce laws and guidelines that will educate and influence public awareness on the need to act pro-environmentally, also marketers should promote environmentally-friendly products by encouraging consumers to prefer products that safeguard their environment through the use of peer groups, reference groups and social

media.

Keywords: Green Awareness, Consumer Purchase Intention, Environmentally-Friendly Electrical Products, Environmental Concern, Green Social Influence, Brand Strength, Green Regulations and Guidelines, Postgraduate Students, Awka, Nigeria, Ecolabel, Consumer

Sustainable Consumption: Eco-labelling and its impact on consumer behavior - evidence from a study on Polish consumer

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Working Papers 142/2017, Institute of Economic Research, Revised May 2017.

Environmental pollution has led to a growing interest in protecting the environment of various stakeholder groups, especially consumers, who in their purchasing behavior point to eco-labels. The purpose of the study is to analyze consumers' attitudes towards eco-labels. The direct survey method was used. The survey was conducted from 1 December 2015 to 31 January 2016 among 390 consumers who are residents of southeastern and southern Poland. The study conducted confirms that consumers have positive attitudes toward eco-labels, but have overall and partial knowledge of them. Almost half of respondents (48.2%) buy eco-labels, but only a small group has knowledge of various eco-labels (24.9%). The recognition of EU eco-labels are declared by 43.4% of survey participants (national eco-label – 35.1%). One may notice an inconsistency in the test participant declarations. A large group of respondents believes that manufacturers use eco-labels for sales and image purposes (61%). Only one third (32.1%) have confidence in eco-labels products. Quite a large number of respondents (43.1%) are willing to pay a higher price for such products. Almost three quarters of respondents declared that they were buying products from reliable sources, but without eco-labels (76.2%). This study is a valuable contribution to research and a discussion of consumer ecological behavior, and contributes to the sustainable consumption research. It creates a deeper and more detailed analysis of attitudes towards eco-labelling. It gives guidance to manufacturers and retailers, especially in consumer communication strategies. The results of the study may help to increase the effectiveness of eco-labelling. The research implies some values to society and helps to solve environmental problems.

Keywords: Eco-Labels, Environment, Consumer, Sustainable Consumption, Environmental Pollution, Consumer Ecological Behaviour, Ecolabel, Consumer, Purchasing Behaviour

Consumer Choices and Motives for Eco-Labeled Products in China: An Empirical Analysis Based on the Choice Experiment

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ISSN: 2071-1050

Based on choice experiments conducted via face-to-face interviews with 435 participants in four provincial areas of China (Shanghai, Zhejiang, Jiangsu, and Guangdong), Chinese consumers' preferences and motives for purchasing eco-labeled rice is examined in this study. The heterogeneous effects of each motivating channel are also investigated. The results reveal positive correlations between premiums for eco-labeled rice and consumers' concerns about food safety and the environment, suggesting that health benefits and environmental considerations are the two critical motivations. The willingness to pay for eco-labeled rice does not increase with consumers' knowledge of the different production standards indicated by each eco-label. Individual characteristics that determine each class are further explored through a seemingly irrelevant regression to identify the target group of consumers for policy-makers.

Keywords: Eco-Labeling, Eco-Environmental Concerns, Food Safety, Choice Experiment, Latent Class Model, Ecolabel, Consumer Behaviour, Purchasing Behaviour

The Influence Of Eco-Label Knowledge and Trust On Pro-Environmental Consumer Behaviour in An Emerging Market

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Journal of Strategic Marketing, Volume 25, Issue 7, 2017, 511-529p.

ISSN: 0965-254X | 1466-4488

Consumers are increasingly concerned about the negative environmental implications of purchasing goods, which in turn shape their behaviour. Yet, there are indications that consumers do not always act on these concerns, causing an attitude-behaviour gap. For consumers to make ecologically responsible purchases, they need relevant product environmental information. Therefore, marketers and firms are increasingly integrating more detailed environmental information in their offerings, including eco-labels with externally validated information. This study integrates consumers' knowledge and trust in eco-labels with their environmental knowledge to determine how these affect pro-environmental consumer behaviour (PECB). The findings suggest environmental and eco-label knowledge is positively associated with attitudes towards the environment, and that positive environmental attitudes and trust in eco-labels affect PECB. This implies that firms, policy-makers and accreditation organisations (i.e. labelling) can educate consumers about eco-labels and the environment to increase PECB. Such strategies will also build consumer knowledge and trust in eco-labels, necessary for facilitating PECB.

Keywords: Consumer Behaviour, Eco-Label, Knowledge, Marketing Communication, Pro-Environmental, Trust

A Conceptual Study on Green Marketing: An Overview

S K. Mohammad Imran, K. Vijay Kumar and M. Movin Bernard

National Conference on Marketing and Sustainable Development, October 13-14, 2017, 68-73p.

ISBN: 978-1-943295-10-4

Green marketing is a phenomenon which has a developmental particular important in the modern market. This concept has enabled for the remarketing and packing of existing product which is ready and here to such a guideline. The development of green marketing has opened the door of opportunity for company pays to co-brand their product into separate line, lauding the green-friendliness of some while ignoring that of others. Such marketing techniques will be explained as a direct result of movement in the minds of the consumer market. As a result of this business have increased their rate of targeting consumers who are concerned about the environment. This same consumers through their concerned are interested in integrating environmental issues into their purchasing decisions through their incorporation into the process and content of the marketing strategy for whatever product may be required this paper discusses how businesses have increased their rate of targeting green consumers, those who are concerned about the environment and allow it to affect their purchasing decisions.

Government are all over the world have become so concerned about the green marketing that there have attempted to regulate them. In the present era, the key challenge for mankind is to find more sustainable and equitable ways to produce, consume and live. The consumer is ruling the market today and there are exerting their vote with everything they want to be purchased.

The conference was organised by Department of Business Administration, Annamacharya Institute of Technology and Sciences (Autonomous), Rajampet and supported by Indian Council of Social Science Research, New Delhi.

Keywords: Green Marketing, Incorporation, Environment, Strategy, Challenges, Opportunities, Consumer, Consumer Behaviour, Labelling, Ecolabel

EU Consumer Habits Regarding Fishery and Aquaculture Products, Annex 2: Stakeholder Survey European Market Observatory for Fisheries and Aquaculture Products

Maritime Affairs and Fisheries
European Union

Brussels: European Commission, Directorate-General for Maritime Affairs and Fisheries, 2017, 38p.

ISBN: 978-92-79-69461-5

One of the objectives of the study is to evaluate the evolution of the offer and its adaptation to consumer needs and expectations, in particular to clarify if the offer is

justified by a demand from the consumer or if the consumer purchasing behaviour is driven by the offer. Through analysing information from operators at retail stage, the aim is to see to what extent consumer attitudes are reflected in their purchasing choices, to check whether discrepancies exist and to find the causes thereof. Together with the consumer survey of Task 3, this analysis contributes to providing a thorough understanding of the consumer profile and of the market adaptation to his/her needs, both at the EU and national level. To meet this objective it has been agreed to carry out a series of interviews of wholesalers and fishmongers.

Keywords: Fishery, Aquaculture Products, Consumer, Consumer Behaviour, Labelling, Ecolabel

Understanding the Ecological Adoption of Solar Water Heaters Among Customers of Island Economies

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Studies in Business and Economics, Volume 12, Issue 1, 2017, 148-173p.

ISSN: 2344-5416

This paper explores the major factors impacting upon the ecological adoption of solar water heaters in Mauritius. The paper applies data reduction techniques by using exploratory factor analysis on a sample of 228 respondents and condenses a set of 32 attributes into a list of 8 comprehensible factors impacting upon the sustained adoption of solar water heater in Mauritius. Multiple regression analysis was also conducted to investigate upon the most predictive factor influencing the adoption of solar water heaters in Mauritius. The empirical estimates of the regression analysis have also depicted that the most determining factor pertaining to the 'government incentives for solar water heaters' impacts upon the adoption of solar water heaters. These results can be related to sustainable adoption of green energy whereby targeted incentive mechanisms can be formulated with the aim to accelerate and cascade solar energy adoption in emerging economies. A novel conceptual model was also proposed in this paper, whereby, ecological stakeholders in the sustainable arena could use the model as a reference to pave the way to encourage adoption of solar water heating energy. This research represents a different way of understanding ecological customers by developing an expanding on an original scale development for the survey on the ecological adoption of solar water heaters.

Keywords: Ecological, Adoption, Solar Water Heaters, Island Economies and Mauritius, Consumer, Consumer Behaviour, Labelling, Ecolabel

Consumer Response to Green Marketing in India

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International Research Journal of Commerce , Arts and Science CASIRJ, Volume 8, Issue 9, 2017, 223-236p.

Consumer concern for environment has increased considerably in recent years. With increasing focus on well-being of environment more and more consumers show concern about effects many products might have on the earth. Businesses have now realized that, in future, consumers' purchase decisions will be based on environmental concern. This has led to the development of green products and the accompanying use of green marketing. The concern with environmental issues has resulted in a new segment of consumers i. e. green consumers. The increase in the environmental concern has resulted in increased demand for green products, a situation which is well exploited by a number of enterprises offering green products and services. Most markets in developed and developing countries, including India, have been influenced by green consumer behaviour. The present study examines green product purchase behaviour of consumers. The study evaluates consumer response to green marketing strategies in the Indian context. Implications for social marketers, regarding the development of effective green marketing strategies are provided based on the study.

Keywords: Green Marketing, Green Products, Green Consumer, Consumer, Consumer Behaviour, Labelling, Ecolabel

Eco-Label Credibility and Retailer Effects on Green Product Purchasing Intentions

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Forest Policy and Economics, Elsevier, Volume 80 (C), 2017, 200-208p.

ISSN: 1389-9341

Eco-labels offer an identifiable marketing tool to convey a product's environmentally friendly and socially desirable characteristics to final consumers. The furniture offers a prime example of the opportunities and challenges to the expansion of green products. This study examined how eco-label credibility and retailer type affect green purchasing intentions (GPIs). Data from a sample of final consumers collected across 124 cities in China were analyzed using a Bayesian approach. Consumers who purchase furniture at supermarkets exhibited a lower GPI compared with consumers at other furniture retailers, ceteris paribus. Consumer perceived credibility of eco-labels, past green purchase, awareness of green furniture, level of education, and whether there is an elder family member in the household were all found to positively affect consumers' GPI. Eco-labels may bring market opportunities for green furniture manufacturers, but these are limited by effective communication and product outlets. It is intrinsic for green furniture manufacturers to choose retailers with a positive reputation among final consumers to improve credibility and potentially expand market share.

Keywords: Green Marketing, Green Products, Green Consumer, Consumer, Consumer Behaviour, Labelling, Ecolabel, Purchasing Intentions, Furnitures

Eco-Premium or EcoPenalty? Eco-Labels and Quality in the Organic Wine Market

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Business & Society, Volume 56, Issue 2, 2017, 318–356p.

ISSN: 1552-4205

Eco-labels emphasize information disclosure as a tool to induce environmentally friendly behaviors by both firms and consumers. The goal of eco-labels is to reduce information asymmetry between producers and consumers over the environmental attributes of a product or service. However, by focusing on this information asymmetry, rather than on how the label meets consumer needs, eco-labels may send irrelevant, confusing, or even detrimental messages to consumers. In this article, the authors investigate how the environmental signal of eco-labels interacts with product characteristics such as brand, quality, and price. In a discrete choice experiment, the authors examine consumer response to two similar eco-labels for wine, one associated with a quality reduction and the other not. The results show that respondents preferred both eco-labeled wines over otherwise identical conventional counterparts when the price was lower and the wine was from a lower quality region. However, they preferred conventional, more expensive wine from a high-quality region. This preference indicates that respondents not only obtain some warm glow value from eco-labeled wine, but also possibly interpret eco-labeling as a signal of lower quality. This relationship held across both types of ecolabels, meaning that consumers did not understand the difference between them. This research contributes to the literature on information disclosure policies by highlighting important elements for effective eco-labels. These elements include consumer awareness and understanding of the eco-label, and consumer willingness to pay for an eco-labeled product. The results emphasize the need to create eco-labels that communicate clearly both the environmental attributes and the private benefits associated with them.

Keywords: Green Marketing, Organic Wine, Eco-Label, Eco-Premium, Differentiation Strategy, Ecolabel, Consumer, Purchasing Behaviour, Consumer Behaviour

Attitude of Customer Towards Green Purchasing, Environmental Awareness and Green Products

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The Holistic Approach to Environment, Volume 7, Issue 2, 2017, 115-122p.

ISSN: 1848-0071

Public environmental awareness is one of the most important indicators for showing civilizational values. It reflects many aspects of environmental status, such as people's knowledge, personal consideration and behavior and the human attitude towards a

sustainable society as a whole. All of the information is useful for environmentalists, businessmen, decision makers or educators in planning social sustainable development. Protecting our environment is the most important part of implementing this strategy.

From this point of view, government, private enterprises, and individuals each plays a special role in developing a sustainable society. All parts should join together and cooperate with each other to make environmental quality improvements. Based upon a survey on environ products and environmental awareness, this paper provides the results of the questionnaire survey on the public's perception of the local environmental quality and performance and of their willingness to pay for improving environmental quality and making green purchases. The results indicate that people are not satisfied with the environmental quality. The amount of household electrical, electronic and other equipment has increased dramatically and most of them are phased out within their product lifetimes. We would like to identify willingness of people share environmental responsibility. Willing to pay for environmental improvement and to purchase environmentally friendly products. How many of all the respondents would choose reuse and recycle waste.

Keywords: Environment, Environmental Awareness, "Green" Thinking, Eco-Labeling, Public Perception, Ecolabel, Consumer, Purchasing Behaviour, Consumer Behaviour

Cross-cultural Investigation of Consumers' Generations Attitudes Towards Purchase of Environmentally Friendly Products in Apparel Retail

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Studies in Business and Economics, Volume 12, Issue 3, 2017, 27-42p.

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Recent changes in the environment and in the society have altered the consumers' preferences and brought new concerns among local communities regarding environmental protection and organizations responsibility, the adoption of environmentally friendly strategies, as well as offering more sustainable products. Consumers tend to select retailers based on their focus on environment-friendly products and on various green strategies regarding disposal, package recycling, etc. This study aims to highlight Romanian and Slovak consumers' attitudes towards purchasing of goods from retailers that strive a clear focus on environmental responsibility and environmentally friendly practices in apparel, footwear and sportswear retail. By means of a quantitative research based on a questionnaire administered to consumers of international retail chains with operations in both countries, the authors highlight differences in their perceptions and attitudes for buying green apparel, footwear and sportswear. Whereas Millennials and Gen Xers consumers in Romania and Slovakia believe that international apparel, footwear and sportswear retailers are less concerned about environmentally responsible behavior and the need of selling green products, Baby Boomers are more

sensitive to such aspects and carefully select retailers according to their green strategy. This research provides the specific findings about attitudes of different consumers' generations within two emerging European countries (Romania, Slovakia).

Keywords: Green Marketing, Consumer Purchase Behavior, Consumer Generations, Environmental Friendly Products, Cross-Country Analysis, Apparel, Footwear and Sportswear Retail, Ecolabel, Consumer, Purchasing Behaviour, Consumer Behaviour

Analyzing the Profile and Purchase Intentions of Green Consumers in Poland

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EKONOMIKA, Volume 96, Issue 1, 2017, 93-112p.

ISSN: 2424-6166

Consumers have started to search for green products and services as their environmental consciousness has been increasingly rising. As a result, companies have been forced to implement the strategies of green marketing, and marketers began to consider the differences existing between various segments of the market in terms of green awareness. The aims of this study are to divide the market into specific consumer groups according to the environmental variables that have been viewed as important in the consumption process of the eco-friendly products; it is done so as to determine whether the significant differences between segments exist in terms of demographic variables and to discover a profile of green consumers in Poland. The self-administrated questionnaire sent via emails and networking websites served as a measurement instrument. As a result of the analyses, the environmental variables allowed for making a segmentation of consumers and discovering three groups: the Potential Greens, True Greens and Browns. Age and gender seem to be differentiating between greener segments and those consumer groups that are less environmentally conscious, while education and income are not statistically significant.

Keywords: Green Marketing, Polish Consumers, Green Consumer Segments, Environmental Consciousness, Ecolabel, Consumer, Purchasing Behaviour, Consumer Behaviour

The Future of Eco-labelling Making Environmental Product Information Systems Effective

Frieder Rubik and Paolo Frankl
London: Routledge, 2017, 1st Edition, 357p.

ISBN: 9781351280792

The background to this book is non-sustainable development of production and consumption in modern society and the goals set by political authorities and nongovernmental organisations (NGOs) at the national, regional and global level to turn this trend towards more sustainable development. This is a challenge for environmental policy, which may apply a number of economic, political and information tools.

Researchers and societal stakeholders are also aware of these non-sustainable trends and have proposed or elaborated different proposals and tools. It presents the main results of consumer survey, carried out in 2001 in four countries—Germany, Norway, Italy and Spain. For environmental product information schemes (EPIS), consumer attitudes and behaviour are important. A substantial number of consumers are concerned about the environment and that consumers to some degree make rational choices in the market for goods and services. In addition, within other theoretical contributions, environmental information plays an important role.

Keywords: ISO Type, Eco-labelling Schemes, Eco-labelled Products, Integrated Product Policy, EU Flower, Nordic White Swan, ISO Type, Washing Machines, Classical ISO Type, Tourist Accommodation, German Blue Angel, IPP Tool, EPIS Process, Product Groups, Environmental Product Information, Energy Label, Energy Label, Ecological Modernisation, Mandatory Labelling, EU Energy Label, Ecolabel, Consumer, Purchasing Behaviour, Consumer Behaviour

“Green Marketing”: An Analysis of Definitions, Strategy Steps, and Tools through A Systematic Review of The Literature

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Journal of Cleaner Production, Volume 165, 1 November 2017, 1263-1279p.

ISSN: 0959-6526

Over the past decades, environmental sustainability has raised at the top of the international political agenda and has been recognized as a key driver of innovation. As a result, the number of companies developing green products has been rapidly growing and consumers have shown an increasing interest for these products. Thus, understanding the main characteristics of green products, identifying factors affecting their price and consumers' willingness to pay more for them, sales channels and promotional tools (the 4Ps of Green Marketing) would be very useful for companies aiming at designing, developing and marketing green products. For this reason, deeply understanding Green Marketing would foster, on the one hand, cleaner production through the development of green products and, on the other hand, sustainable consumption through the successful marketing of them. To this aim, this study reviews the body of knowledge on the topic, through a systematic review of the literature. Specifically, this paper analyzes: 1) the dominant definitions of Green Marketing (and related concepts) and their evolution over time, 2) the different steps to build a Green Marketing Strategy, and 3) the characteristics of Green Marketing Mix elements. After searching for academic publications in three databases (EBSCO, Scopus, and Web of Science) and selecting publications based on their relevance for the stated aims, 114 studies have been included in the review. Results show that the definition of Green Marketing has changed over time according to the growing relevance of environmental sustainability. Regarding the Green Marketing Strategy, several ways of segmenting consumers have been identified; studies converge in giving greater relevance to green brand positioning rather than to green product positioning and many of

them see it as a chance of differentiation. Referring to the Green Marketing Mix, results show that: many types of green products exist; consumers are willing to pay a premium price according to products' functional attributes or their responsibility towards the natural environment; closed-loop supply chain and reverse logistics play a key role; a careful definition of advertisement contents is essential and ecolabels can be important tools. This study provides an in-depth analysis and synthesis of the body of knowledge so far produced in the field of Green Marketing and, as such, it has important implications for managers, scholars, and students.

Keywords: Green Products, Sustainable Products, Green Marketing, Sustainable Marketing, Environmental Sustainability, Marketing Mix, Ecolabel, Consumer, Purchasing Behaviour, Consumer Behaviour

The Importance of Consumer Trust for the Emergence of a Market for Green Products: The Case of Organic Food

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Journal of Business Ethics, Volume 140, Issue 2, January 2017, 323–337p.

ISSN: 0167-4544 | 1573-0697

Consumer trust is a key prerequisite for establishing a market for credence goods, such as “green” products, especially when they are premium priced. This article reports research on exactly how, and how much, trust influences consumer decisions to buy new green products. It identifies consumer trust as a distinct volition factor influencing the likelihood that consumers will act on green intentions and strongly emphasizes the needs to manage consumer trust as a prerequisite for the development of a market for green products. Specifically, based on a mixture of qualitative and quantitative methods, it is found that lack of consumer trust is a barrier for the development of a market for organic food in Thailand. Two focus groups and ten in-depth interviews revealed low knowledge about and low trust in organic food, certification, control, and labeling. Further, a mall-intercept survey (N = 177) revealed that lack of (especially) system trust reduces consumer expectations about benefits of buying organic food, and it makes them less likely to buy organic food. Mistrust in the control system and in the authenticity of food sold as organic has a significant negative impact on self-reported buying behavior. Implications for policy and future research are discussed.

Keywords: Consumer Trust, Credence Goods, Green Products, Organic Food, Survey Study, Thailand, Theory of Planned Behavior, Ecolabel, Consumer, Purchasing Behaviour, Consumer Behaviour

Eco-Premium or Eco-Penalty? Eco-Labels and Quality in the Organic Wine Market

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Eco-labels emphasize information disclosure as a tool to induce environmentally friendly behaviors by both firms and consumers. The goal of eco-labels is to reduce information asymmetry between producers and consumers over the environmental attributes of a product or service. However, by focusing on this information asymmetry, rather than on how the label meets consumer needs, eco-labels may send irrelevant, confusing, or even detrimental messages to consumers. In this article, the authors investigate how the environmental signal of eco-labels interacts with product characteristics such as brand, quality, and price. In a discrete choice experiment, the authors examine consumer response to two similar eco-labels for wine, one associated with a quality reduction and the other not. The results show that respondents preferred both eco-labeled wines over otherwise identical conventional counterparts when the price was lower and the wine was from a lower quality region. However, they preferred conventional, more expensive wine from a high-quality region. This preference indicates that respondents not only obtain some warm glow value from eco-labeled wine but also possibly interpret eco-labeling as a signal of lower quality. This relationship held across both types of eco-labels, meaning that consumers did not understand the difference between them. This research contributes to the literature on information disclosure policies by highlighting important elements for effective eco-labels. These elements include consumer awareness and understanding of the eco-label, and consumer willingness to pay for an eco-labeled product. The results emphasize the need to create eco-labels that communicate clearly both the environmental attributes and the private benefits associated with them.

Keywords: Green Marketing, Organic Wine, Eco-Label, Eco-Premium, Differentiation Strategy, Ecolabel, Consumer, Purchasing Behaviour, Consumer Behaviour

The Bunch of Sustainability Labels – Do Consumers Differentiate?

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A huge number of sustainable labels addressing the different pillars of sustainability emerged over the last years. Some labels promote factors, which already imply other sustainability issues (e.g. Organic incl. animal friendliness to a certain extent). Hence, the

question arises, how consumers react towards the redundancies of different sustainability labels. To add to the literature this study applies a latent class model for discrete choices first to test whether consumers take different sustainable labels into account when making their decision and second to test how consumers deal with different sustainable labels that are (partly) claiming the same aspect.

Results indicate that three consumer segments with well-distinguished preferences and willingness to pay measures for the respective attributes can be identified. One group being the 'price-sensitives', exclusively deciding on the product with the lowest price, regardless of any sustainable attribute of the product. Another group opts for products with a sustainable label, without any clear preference for a specific sustainable attribute, but expressing a clear willingness to pay more for all presented sustainable labels (i.e. the 'label choosers'). A third group can be named 'price-conscious label discriminators'. For them, some sustainable aspects provide negative utility when labelled exclusively (e.g. organic or free of genetically modified organisms) but labelled together (e.g. organic together with free of genetically modified organisms or animal welfare) it provides them significantly positive utility, even though being redundant by definition. Based on our findings, there is no general statement to be made regarding the question whether different sustainable aspects complement or substitute each other. The research rather emphasizes that a differentiated look at different consumer types and different labels symbolizing sustainability is needed. The research adds to the existing literature by examining not only the relevance and acceptance of different sustainable labels to different consumer segments but also the interrelationship of different sustainable labels. The study clearly shows that with regard to different sustainable labels the more the merrier does not always apply. However, almost 85% of the market could be satisfied with a universal sustainability label.

Keywords: Ecolabel, Consumer, Purchasing Behaviour, Consumer Behaviour, Sustainable Product Attributes, Discrete Choice Experiment, Latent Class Analysis, Market Segmentation, Willingness to Pay

Why Determinants of Green Purchase Cannot Be Treated Equally? The Case of Green Cosmetics: Literature Review

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Promotion of green purchasing is one of the ways to minimize the environmental impact of products and achieve sustainability. The research on green marketing and green purchase behavior has recently become a subject of study. This review of 80 papers published from 2011 to 2017 on green purchase behavior revealed that most of the studies were

conducted during the last three years. Moreover, the review showed that authors obtained different results of the analysis of the green products in general (including all green products) purchase behavior. Thus, we suggested that the future researchers consider categories to which particular green products could be attributed, since different factors influence the purchase of separate products differently. In addition, we proposed a model for the analysis of green personal care product purchase behavior, giving particular attention to the health consciousness as the main determinant with the brand and quality variables, in regard to the color and styling cosmetics products. This study provides insight for future research, policy makers and marketing managers seeking the promotion of green product purchase behavior.

Keywords: Green Products, Green Cosmetics, Determinant of Purchase Behavior, Sustainable Consumption, Ecolabel, Consumer, Purchasing Behaviour, Consumer Behaviour

The Impact of Consumer Confusion From Eco-Labels on Negative WOM, Distrust, and Dissatisfaction

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For decades, companies have added eco-labels to products to gain a competitive advantage and inform consumers about the environmental impact of products. Although the benefits of eco-labels have been investigated previously, negative outcomes related to the proliferation of these labels have not been studied until this point. This study investigates the impact of eco-labels on a variety of forms of consumer confusion, specifically studying whether this confusion has a direct or indirect effect on negative word-of-mouth, distrust, and dissatisfaction, as mediated by negative emotion. The results from a quasi-experimental field study that employs a between-subject design from the food and detergent industries show that similarity, overload, and ambiguity confusion lead to negative emotion, negative word-of-mouth, distrust, and dissatisfaction. This study also shows that negative emotion mediates the effect of three confusion constructs on dependent variables, such as negative word-of-mouth, distrust, and dissatisfaction. This study presents theoretical and practical implications, limitations, and future research avenues in the areas of consumer confusion and eco-labeling.

Keywords: Eco-Labels, Information Overload, Consumer Confusion, Negative Emotion, Negative Word-Of-Mouth, Distrust, Dissatisfaction, Ecolabel, Consumer, Purchasing Behaviour, Consumer Behaviour

Factors Influencing Students' Intention to Purchase Green Products: A Case Study in Universiti Utara Malaysia

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Pertanika Journal of Social Science & Humanities, Volume 25, 2017, 239–250p.

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Green marketing is a holistic marketing concept where activities from production to sales are done in a way that is favourable to the environment. The purpose of this study is to examine the influence of price, knowledge, eco-label, and peer pressure on the intention of young Malaysians to buy green products. The results of this study showed that price, and peer pressures have an influence on young consumers' intention to purchase green products, while knowledge, and eco-label have no influence.

Keywords: Eco-Label, Green Purchasing, Intention, Knowledge, Peer Pressure, Price, Ecolabel, Consumer, Purchasing Behaviour, Consumer Behaviour

The Influence of Eco-Labelling on Ethical Consumption of Organic Cotton

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Sustainability in Fashion, Palgrave Macmillan, Cham, 2017, 55-80p.

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Organisations are increasingly keen to communicate their efforts to address sustainability and encourage consumers to adopt sustainable behaviours. Fashion retailers have begun to acknowledge and address growing consumer concerns about the negative impact of fibre, fabric and garment production on the environment and workers. This chapter considers how sustainability, in terms of the concept of organic cotton, is communicated to and interpreted by fashion consumers as they evaluate eco-labelling during the purchase decision-making process. It begins with an overview of organic cotton farming methods, followed by a critical analysis of the literature on ethical and conscious consumption, with specific consideration of the barriers and drivers of organic cotton consumption, and how eco-labels affect consumer perceptions of environmental issues. Finally, a summary of the current presence and marketing of organic cotton in the UK fashion market is provided.

Keywords: Organic cotton, Ethical consumption, Eco-labelling, Sustainability, Ecolabel, Consumer, Purchasing Behaviour, Consumer Behaviour

Factors Influencing Consumers' Purchase Intention of Green Sportswear

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2017,

ISSN: 2198-0802

The purpose of this study was to examine the consumers' purchase intention for green sportswear by investigating the effects of their expectation, perception, subjective norm, perceived behavior control, and attitude on purchasing green sportswear. The study further investigated differential influences towards purchase intention for green sportswear between non-green and green product users. A within-subjects research design was used to empirically test our conceptual model, which was expanded from the theory of planned behavior by adding two additional predictors (expectation and perception). An online survey was conducted with a nationwide convenience sample of U.S. consumers, whose ages ranged from 18 to 74 years, and a total of 542 usable responses was obtained. The results of the overall model testing confirmed the significant effects of expectation, perception, subjective norm, and attitude on consumers' purchase intention for green sportswear. The findings from the comparative model testing indicated significant differences between non-green and green product users in terms of the effects of expectation and perceived behavior control on participants' green sportswear purchase intention. The outcomes of this study offer useful insights for developing effective strategies for consumers to generate a more positive perception, expectation, and attitude towards purchasing green sportswear. This study also suggests potential ways for apparel retailers develop effective marketing strategies for this sportswear segment to satisfy the values of potential customers.

Keywords: Ecolabel, Consumer, Purchasing Behaviour, Consumer Behaviour, Green sportswear, Expectation, Perception, Purchase intention, Sustainability

The Psychology of Sustainable Seafood Consumption: A Comprehensive Approach

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This paper discusses conceptual confusions of sustainable seafood consumption, practical challenges, and potential anchors from where this behaviour can be fostered. The main focus lies on psychological variables. The resulting framework comprises (1) a definition of

sustainable seafood consumption, (2) suggestions for corresponding behaviours, (3) the identification of facilitating and hindering factors, (4) an assemblage of these factors into a theoretical model, and (5) a short discussion of how the model adds up value to the current state of the art in marine resource conservation. Behavioural models significantly contribute to behavioural change research. The originality and value of this research are that it tackles the so far relatively neglected field of sustainable seafood consumption as an important part of sustainable development and marine conservation in the future. From an interventional perspective, the developed model facilitates the identification of contact points to approach consumers and disseminate sustainable seafood consumption among modern Western consumers.

Keywords: Psychology, Seafood, Consumer, Sustainable, Ecolabel, Purchasing Behaviour, Consumer Behaviour

Consumer Perspectives on Theoretical Certification Schemes for the Marine Aquarium Trade

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ISSN: 0165-7836

Certification schemes are a component of sustainable industry development that can help empower consumers to support environmentally friendly and ethical commodities with their purchase decisions. At present, there is no unified certification scheme within the marine aquarium trade, limiting the capacity for consumers to differentiate sustainable products from others. To assess the extent to which consumers show preference for certified marine aquarium fishes (Teleostei) in the current market climate, an online survey of 510 marine aquarium consumers was conducted over a six month period to determine how certification schemes, presented under different themes, would influence their buying decisions when compared to other attributes of potential importance. Using a Likert five point scale, it was determined that consumers placed significantly higher importance on a certification theme of industry best practice (3.99 ± 0.05) than themes of environmental sustainability (3.77 ± 0.05) or supporting indigenous fishers (3.36 ± 0.06 ; $F_{\text{pseudo}}(14,7141) = 212.08$, $P < 0.01$). The only surveyed attributes of greater importance than industry best practice certification were a fish's health (4.81 ± 0.06), aquarium suitability (4.56 ± 0.03), and the fish species (4.21 ± 0.04). A high percentage of surveyed consumers were willing to pay a price premium for fishes that were certified under the themes of environmental sustainability (90.5%), adherence to industry best practice

(91.0%), and supporting indigenous fishers (82.6%). This indicates potential for the absorption of the costs of implementing certification schemes by exporters, wholesalers, and retailers. Further analysis revealed consumer predispositions towards certain certification themes that may be helpful in establishing consumer confidence in future industry certification schemes.

Keywords: Ecolabel, Purchasing Behaviour, Consumer Behaviour, Aquarium Fisheries, Live Reef Fish, Eco-Labeling, Sustainable Development, Supply-Chain, Online Survey

Consumer Response Towards An Accreditation System for Hiking Trails

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Accreditation has a significant role to play in the upholding of quality and sustainability standards in the supply of tourism and leisure products. Accreditation systems, although widely used in tourism accommodation, services and sustainability practices, relate primarily to the traditional market of tourism with very few systems addressing the needs of adventure and nature-based tourism. When applied in the context of hiking, accreditation may materially impact the way the trails are managed and marketed, leading to perceptions of quality and credibility amongst consumers. Trail owners and policymakers often question whether a demand for accreditation systems exists amongst consumers and to what extent such implementation could improve participation in the industry. While the work by various authors in the wider context of tourism provides some context as to the influence of accreditation systems on consumers' decision making and buying behaviour, in the case of hiking products, this has not previously been investigated. In fact, the unique components of consumer behaviour and consumer decision making in hiking has not been clearly defined at an academic level. Current literature provides no insight into the influence of accreditation systems in current and potential consumers' decision making regarding the consumption of hiking products. This study took a quantitative approach in the form of a survey research strategy to measure the importance of and future intended response towards trail accreditation, as determined by consumers from two different populations: hikers and non-hikers. This was achieved by presenting a hypothetical country-wide implementation of a case study accreditation system to respondents. The study demonstrates a link between accreditation and consumer decision making and the future uptake of hiking tourism amongst both hikers and non-hikers. The findings from this paper contribute to bridging numerous gaps in literature in the fields of adventure and nature-based tourism.

Keywords: Hiking, Nature-Based Tourism, Adventure Tourism, Accreditation, Ecolabels, Consumer Behaviour, Consumer Decision-Making

Barriers to Green Products Purchase – from Polish Consumer Perspective

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Innovation Management, Entrepreneurship and Sustainability, Vysoká škola ekonomická v Praze, 2017, 1119-1128p.

The green market is growing rapidly, especially in developed countries. While in Poland the consumption of green products is not growing as fast as experts of this market predict. In this context, in the paper the results of studies that examine the attitudes of consumers towards green products and identify barriers to their purchase are analyzed. This research examines the propensity of consumers to buy environmentally friendly products by means of socio-demographic indices. Design/methodology/approach: For the purpose, the direct survey method and Focus Group Interview (FGI) have been applied. The survey was conducted between 1 December 2015 to 31 January 2016 using the direct survey method. The sample covered 390 adult consumers living in south - eastern and southern Poland. Four sessions of 1,5 hours each were conducted between May and June 2015. Each group consisted of 6 people. Findings: These studies lead to the conclusion that Polish connote positively the care about the environment and ecological products. The primary motivation for green consumption is health. Environmental protection plays a supporting role. The barrier to the development of green consumption is the general and fragmented consumer knowledge of green products, their labeling, certification and control. This affects distrust and their skepticism to green claims. Under these conditions, consumers do not want to accept higher product prices. In addition, weaknesses in the marketing chain make green products invisible to consumers. In the Polish market products presumption and purchases of non-certified goods from the trusted source are gaining importance. Research/practical implications: This study provides a valuable contribution to addressing the needs of producers and sellers in the market for green products. The results of the research can help managers identify important information about the process of making purchase decisions by consumers towards environmentally-friendly products. An aid in the development of marketing communication strategy and the improvement of existing marketing strategies. Originality/value: A theoretical contribution of this study is to enrich the analysis of consumer behavior in the market for green products in the context of a developing country by identifying barriers to their purchase and a better understanding of the predictors of consumer behavior on the market for green products. This paper is presented and published in Proceedings of the 5th International Conference on Innovation Management, Entrepreneurship and Sustainability (IMES 2017).

Keywords: Sustainable Development, Eco-Friendly Lifestyle, Green Products, Direct Survey, Polish Market, Green Consumer, Barriers To Purchase, Consumer, Ecolabel, Purchasing Behaviour, Consumer Behaviour

Consumption and Environmental Awareness: Demographics of the European Experience

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Who are the most pro-environmental in their purchasing behaviour? Is it the young, middle-aged or older consumers? The answer to this question has important implications for the marketing of pro-environmental products.

The analysis of the Flash Eurobarometer Survey No. 256 released in 2009 reveals that it is not the young nor the very old, but the middle-aged buyers who are the most environmentally conscious. The relationship of environmental awareness and age takes an inverse U shape: awareness rises with age, reaches a peak in early to late middle age and then declines with older age groups. Middle-aged consumers are more likely to declare knowledge of the environmental impact of the products they buy and are most likely to appreciate the importance of the environmental consequences of their purchases. They are also the most likely to support eco-labelling and to the mandatory labelling of carbon footprints. At the same time, the magnitude of the difference between ages varies depending on which measure of environmental awareness is being considered.

The non-linear association between pro-environmental awareness and consumers' age holds even after controlling for gender, education, occupation and size of settlements. Although levels of environmental consciousness and age profiles vary across the countries of Europe, the greater awareness of the middle-aged consumer is sustained when we control for the country.

Keywords: Environmental Awareness, Sustainable Consumption, Pro-Environmental Demographics, Eco-Labelling, Economic Footprint, Europe, Consumer, Ecolabel, Purchasing Behaviour, Consumer Behaviour

The Effect of Green Branding On Consumer Purchasing Behavior: A Study of the Ghanaian Cosmetic Market

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Undergraduate thesis, Bachelor of Science degree in Business Administration, April 2017, 74p.

Presently, Africa is predicted to be the next big hub for innovation due to its abundance of resources. Its biggest challenge however is preserving its resources while enriching its culture through innovations that stay true to its values. The aftermath of industrialisation

in other parts of the world has seen the continent become a mass consumer of cheap and unsafe products, especially with regards to cosmetics. This happens in tandem with the continent being the major source of natural resources that are fuelling the now growing green cosmetic industry. Presently, there exists little literature on the effect of green branding of cosmetics on consumer purchasing behaviour. Thus, this study employed a mixed method approach to determine what the current situation is in Ghana, considering all relevant industry players: brand owners, their consumers, and potential consumers. A convenience sampling of the residents in the Greater Accra Region resulted in a valid sample size of 117. Findings revealed that even though there is a strong health and environmental consciousness as well as a favourable attitude towards green cosmetics, the Ghanaian market is yet to adopt to the modernisation and commercialisation of natural beauty regimens that are native to their culture. Recommendations include that green cosmetic brand owners employ engaging as well as a direct advertisement to allow them penetrate the Ghanaian market.

Keywords: Environmental Awareness, Sustainable Consumption, Green Branding, Eco- Labelling, Ghana, Consumer, Ecolabel, Purchasing Behaviour, Consumer Behaviour

Green Marketing in India: A Perspective

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Sarkar R., Shaw A. (eds) Essays on Sustainability and Management. India Studies in Business and Economics. Singapore: Springer, 2017,

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Green Marketing has explored various themes that include both firm-level activities and consumer acceptance of the green concept and their resultant behaviour. The streams of research within the domain of Green Marketing have included green procurement and production, green marketing communications, green attitude, green behaviour, and green consumer typology. This essay explores the various themes that have been explored in prior research within Green Marketing, along with a commentary on scholarly work in the Indian context. The discussion revolves around the concept of green marketing in India and various aspects that would be of interest, and provides directions for research that will help advance the understanding of this subject in the Indian context.

Keywords: Indian Context, Triple Bottom Line,,Green Market, Green Consumer, Green Practice, Consumer, Ecolabel, Purchasing Behaviour, Consumer Behaviour

Are People Willing to Pay for Eco-Labeled Wild Seafood? An Overview

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In the last two decades, eco-labeled seafood has been becoming an instrument of sustainability directed towards consumers, addressing a market-based incentive for better management of fisheries. In this context, several studies across the countries have been conducted about how much consumers are willing to pay for fish caught by certifiably sustainable fishing activities. In this direction, the aim of this study was to systematize the available information about the willingness-to-pay (WTP) more for eco-labeled wild seafood. Therefore, only papers published on ISI journals were searched on “Web of Knowledge” and “SciVerse Scopus” platforms, using the combinations of the following key words: seafood, ecolabel, willingness, WTP and premium. The results were organized considering the following variables: taxa, species' family, English name of the species, survey's country, data collection, brand and the WTP. A worldwide increasing interest on ecolabel seafood emerged clearly, empathizing the progressive affirmation of an eco-centrism vision, mainly in the developed countries.

Keywords: Consumer, Ecolabel, Purchasing Behaviour, Consumer Behaviour, Eco-label, Willingness to Pay, Seafood

Consumers' Attitudes towards Sustainability and Sustainable Labels in the Fashion Industry: A Qualitative Study

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Thesis for Master, 30 ECTS, Textile Management, 2017, 76p.

In the last decades sustainability has become a major topic in society. The population is growing, which has increased production and has resulted in a negative impact on the environment. The fashion industry has become a big contributor to the negative impact on the environment through fast fashion. Although consumers continue buying low price garments on a weekly basis, more and more consumers are becoming more aware of sustainability. As a result, sustainable labels have entered the industry with a controversy confusing consumers with the different labels available in all industries. It has also created doubt in the reliability of the labels expressed by consumers. Using sustainable labeling is a way of spreading information and awareness about sustainability and to understand how consumers prefer to receive information, and how this affects their purchasing behavior. This has led to the purpose of the study, which is to explore Generation Y's attitudes towards sustainability and sustainable labels within the fashion industry.

The research was a qualitative study with an exploratory approach. The research used two focus groups from generation Y to collect empirical data about consumers' attitudes towards fashion sustainability. The sample was purposively chosen with generation Y being the most consumption-oriented generation of all time, and more socially and environmentally aware which was preferred in this study.

Conclusions that could be drawn from the study were that the participants knew about sustainable labels and could name several labels, although only in general and not in regards to apparel. The participants were also critical towards sustainability within the fashion industry due to overproduction and environmentally unfriendly materials that the industry uses, making consumer question the fashion industry's real intentions. There is an interest in sustainable clothing, but it is perceived as too expensive and unavailable, where one must actively seek for sustainable products. A preferred way to receive sustainable information through labeling was to use a comprehensive regulatory requirement scheme, similar to the one the appliance industry uses.

Keywords: Fashion, Fashion Industry, Sustainability, Sustainable labels, Higg Index, Consumer, Ecolabel, Purchasing Behaviour, Consumer Behaviour

Does Ecolabels Affect Consumer Behaviour? Evidence from the Agrifood Sector

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Analele Universității din Oradea, Fascicula: Ecotoxicologie, Zootehnie și Tehnologii de Industrie Alimentară, Volume XV, Number A, 2016, 39-45p.

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The effort to design and implement sustainable development paths is clear and concrete in different sectors of the productive system. Many companies have decided to re-project their value proposition in a green way, considering the new environmental, social and economic concerns. However, this is not a simple evolution, since it needs a deep change in strategic and operative contexts. One evidence can be the adoption of specific standards, not obliged by law. Standards that demonstrate, for example, the voluntary application of processes for a reduced environmental impact, preserving the ecosystem. A very important sector, considering not only the economic perspective, is the agribusiness. The production of food is always under a deep analysis since it is correlated with very sensitive issues such as human health and well-being. This study focuses on ecolabels in agrifood, through an empirical analysis. In the last decades, there has been an exponential increase of these labels in general and it generated confusion among consumers but also more information. Anyway, it is possible to affirm that there is a well-known group of ecolabels. The present investigation aims to demonstrate a positive correlation between their presence and consumer behaviour.

Keywords: Sustainability, Consumer, Ecolabel, Agrifood, Consumer Behaviour, Purchasing Behaviour

Third-Party Certification, Sponsorship and Consumers' Ecolabel Use

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ISSN: 1573-0697

While prior ecolabel research suggests that consumers' trust of ecolabel sponsors, is associated with their purchase of ecolabeled products, we know little about how third-party certification might relate to consumer purchases when trust varies. Drawing on cognitive theory and a stratified random sample of more than 1200 consumers, we assess how third-party certification relates to consumers' use of ecolabels across different program sponsors. We find that consumers' trust of government and environmental NGOs to provide credible environmental information encourages consumers' use of ecolabels

sponsored by these entities, and consumers do not differentiate between certified versus uncertified ecolabels in the presence of trust. By contrast, consumers' distrust of private business to provide credible environmental information discourages their use of business association sponsored ecolabels. However, these ecolabels may be able to overcome consumer distrust if their sponsors certify the ecolabels using third-party auditors. These findings are important to sponsors who wish to develop ecolabels that are more credible to consumers, and thus encourage more widespread ecolabel use.

Keywords: Ecolabel, Environmental label, Ecolabel sponsor, Consumer perceptions, Ecolabel credibility, Third-party certification, Verification, Consumer, Buying Behaviour, Consumer Behaviour

Our Use of Eco-Labels Is Set to Soar – For Products, Brands ... and People?

Tom Idle
Founder, Narrative Matters

Sustainable Brands, September 21, 2016

Certification, standards and labels have long provided an effective mechanism for raising awareness around a range of sustainability issues – from deforestation and overfishing, to carbon reduction and energy efficiency. The study also suggests that labelling will be a “must” for the truly sustainable brands. The effectiveness of labelling is driving positive consumer behaviour. The new study suggests, eco-labels are here to stay and it's up to companies everywhere to work out how to get the most value from them in the meantime.

Keywords: Sustainability, Consumer, Ecolabel, Consumer Behaviour, Purchasing Behaviour, Certification

Green Purchases: An Analysis on the Antecedents of Eco-Friendly Consumer's Choices

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Discussion Paper Number 207, 2016, 26p.

A widespread opinion is that present human societies rely on models of production and consumption that have been shown to be dangerous for the ecosystems and unsustainable in general. On the supply side, developing innovative resource-efficient processes can bring changes. On the demand side, any policy aimed at changing individual consumption behaviour requires understanding its drivers. The present paper focuses on consumer's actions in relation to pro-environmental outcomes. The survey of the literature highlights some relevant models of decision processes concerning eco-friendly behaviours and related drivers. In the light of the survey, we elaborate a theoretical framework useful to analyse data extracted from an already submitted survey. The dataset contains information about drivers and environmental awareness in the shopping behaviour of 8001 consumers in the retail sector. The econometric estimates are consistent with the theoretical framework, adding also some new relevant hints. Among our main findings are

the lack of the “Attitude-Behaviour Gap”, the importance of the general concern for environmental issues and the link between ethical values and pro-environmental inclinations and behaviours.

Keywords: Attitudes, Attitude-Behaviour Gap, Consumer Choice, Environmentally Significant Behaviour, Green purchases, Life-Cycle Assessment, OLS regression model, Consumer, Purchasing Behaviour

Analyzing Factors that Affect Green Purchase Behavior: From the Context of Bangladeshi Consumers

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ISSN: 2348-5302 | 2348-8875

Across the globe acceptance of green products are increasing. This study tries to investigate the scenario from the context of Bangladesh. It focuses on the factors affecting consumers' attitude and their buying behavior. This study tries to understand the consumers' attitude, intention and behavior based on the theory of planned behavior. It examines four factors that has direct influence on consumer purchase behavior and these factors are- attitude, local environmental awareness, peer influence and knowledge. This paper investigates and tries to understand the purchase behavior of green products of Bangladeshi consumers. In this study quantitative approach has been used. Data was collected from different supermarkets in specific places in Dhaka city.

Keywords: Eco-Friendly Products, Environmental Awareness, Green Marketing Strategies, Green Purchase Behavior, Ecolabel, Consumer Behaviour, Consumer, Purchasing Behaviour

Consumers' Understanding and Use of Textile Eco-Labels during Pre-Purchase Decision Making

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Journal of Family Ecology and Consumer Sciences, Special Edition: Diversifying clothing research in Southern Africa, Volume 1, 2016, 19p.

ISSN: 0378-5254

This study contributes towards existing literature regarding consumers' understanding and use of textile eco-labels in the pre-purchase decision making process. Respondents were

environmentally conscious only to some extent and not sufficiently knowledgeable about green production processes, although they were concerned about the environmental consequences such as pollution and global warming.

These findings suggest that the government, textile industry, clothing manufacturers and retailers can gain from educating consumers regarding textile eco-labelled products to enhance their understanding and use of the information on these labels when purchasing these products. Furthermore, education can help consumers understand that their actions (buying and supporting green initiatives) can positively affect the environment; and help them understand why eco-labelled textile products cost more.

Keywords: Eco-Friendly Products, Environmental Awareness, Textile, Ecolabelled Products Ecolabel, Consumer Behaviour, Consumer, Purchasing Behaviour

Green Marketing: A Study of Consumer Purchase Behaviour for Green Homes

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New Age Ecosystem for Empowering Trade, Industry and Society, Eds., Pawan K. Chugan, Deepak Srivastava, Nikunj Patel and Nirmal C. Soni, Excel India Publishers, New Delhi, for Institute of Management, Nirma University, Ahmedabad India. January 2016, 254-268p.

ISBN: 978-93-85777-08-0

Green Marketing has fast emerged as a worldwide phenomenon around the world. As a result, many firms have risen to the occasion and started responding to environmental challenges by practicing green marketing strategies. Green consumerism has played a catalytic role in making business firms green marketing oriented. The infrastructure and construction industry in India is the second largest rapidly growing industry and the single largest contributor to global greenhouse gas emissions. To keep a check on environmental harm caused by this industry, the concept of Green Buildings has been evolved. This paper assesses the extent of awareness, attitudes and purchase behaviour among consumers for green homes in Ahmedabad city of Gujarat State of India. It is found that awareness for green homes among the respondents is high and the majority of respondents believe that purchasing a green home will contribute to a sustainable future. However, they reported to be cautious while considering green features during the purchase of a green home due to uncertainty on the way builders are following standards for building a green home. More than average respondents agreed to pay premium if it is less than 5% more for green homes compared to conventional homes. The chi-square statistics also found that income, occupation and education play important role in green purchase behavior.

This paper was presented at the 19th Nirma International Conference on Management (NICOM 2016) on the theme of “Empowering Trade, Industry and Society in challenging and competitive Environment” organized by the Institute of Management, Nirma University (IMNU), Ahmedabad, India during Jan. 7-9, 2016

Keywords: Green Marketing, Green Building, Eco-friendly homes, Green Consumerism, Ecolabel, Consumer, Purchasing Behaviour, Consumer Behaviour

Consumer behaviour towards green products of FMCG

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International Journal of Commerce and Management Research, Volume 2, Issue 8, August 2016, 43-46p.

ISSN: 2455-1627

Population Growth, Global Warming, exhaustion of Natural Resources are threatening the future of human beings, develops and revealed the concept of "Green Marketing". With the 'triple bottom line' or the three pillars of business - People, Planet and Profit; gaining more attention day by day, and green are becoming the new mantra of success in any business. On the other side, a new trend of Green Consumerism is also emerging, in which consumers are becoming more aware and concerned about the environment and looking for environment friendly products and companies are also doing their best by adopting Green Production Process.

Keywords: Environment Protection, Eco-Friendly Products, Green Marketing, Population Growth, Consumer Behaviour, Purchasing Behaviour, Consumer ECOLABELS: Are They Environmental-Friendly? Lisette Ibanez

Encyclopedia of Law and Economics, 2016

This article provides a general overview of the technical, economical, regulatory and environmental aspects of ecolabeling. An ecolabel is a market-based policy instrument that can be either voluntarily adopted or mandated by law. Ecolabels are applied to services and products in order to inform consumers of their environmental-friendliness and to avoid market failures. In reality, however, ecolabels do not always succeed in achieving environmental improvements. The mis-use of environmental standards, the practice of strategic manipulations that create trade-distortions, the excessive use of claims, and behavioural biases are some of the factors that can prevent an ecolabel from reaching its initial objective to reduce or even eliminate environmental externalities.

Keywords: World Trade Organization, Environmental Improvement, Marine Stewardship Council, Environmental Claim, Consumer Willingness

Impact of Green Marketing on Consumer Buying Behaviour

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International Journal of Business Management and Scientific Research, Volume 13, January, 2016, 25-31p.

ISSN: 2394 - 6636

Green marketing refers to the process of selling products and/or services based on their environmental benefits. Green marketing activities are increasing globally, and have had an important influence on the increasing consumer knowledge and in shifting consumers' attitude towards purchasing green products.

In recent years, Green marketing has concentrated on various eco labeling, eco branding and environmental advertising strategies. The main objective of this study was to measure the impact of these marketing tools on consumer buying behaviour. A survey was undertaken and questionnaire was used to collect the data from 100 respondents of Chandigarh UT. Linear Regression Technique depicted the results using SPSS. Results showed that consumers easily recognized the eco labels and they trusted on eco brands when they made a purchase. Further no significant impact on environmental advertisements was found on the consumer buying behaviour.

Keywords: Green Marketing, Consumer Buying Behaviour, Eco Labeling, Eco Branding, Environmental Advertising.

Consumer Awareness and Purchasing Behaviour of Green Products - An Analytical Study

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Intercontinental Journal of Marketing Research Review, Volume 4, Issue 2, February 2016, 5-12p.

ISSN:2321-0346 | 2347-1670

Consumers today are increasingly “thinking green” and are willing to pay more for environmentally friendly products. The increasing numbers of consumers who prefer and are willing to buy these products are subjected to the buying process. Consumers have different buying behaviours and these behaviours are constantly changing as a result of the availability of best alternatives. Hence, the present study is conducted to explore the extent of the impact of consumers’ buying behaviour towards the marketing of green products in Tirupur city. Convenience sampling method was used to select 100 respondents living in the city and who make purchases for the products.(The findings of the study reveal that there is a significant relationship between the variables which affects consumers’buying behaviour for green products. Similarly, the factors affecting the consumers’ buying behaviour have major implications on purchasing decisions.

Keywords: Consumers' Buying Behavior, Green Marketing, Environmentally Friendly Products, Green Products, Consumer, Consumer Behaviour, Purchasing Behaviour

Consumer preferences for eco-labels on seafood products – An empirical study of consumer choice and the influence of eco-labels with regard to wild and farmed seafood

Katharina Lange

BA – English and American Culture and Business Studies

Universität Kassel Bachelor Thesis, 2016, 42p.

Do consumers have preferences towards the specific eco-label that comes with a seafood product or are other factors relevant for their choice? The research conducted within the scope of this Bachelor's thesis, investigates consumer preferences of a variety of eco-labels pleading for and supporting ecologically friendly and sustainable production and process methods of seafood and aims to find out how these preferences occur. It is assumed that consumers do have label-specific preferences which will be dissected in the course of the study. Based on previous findings of influencing factors of consumer preferences towards green products and eco-labels, the underlying influences for consumer preferences of eco-labels on seafood products and their formation will be investigated by conducting an online survey in the form of a choice-based conjoint-analysis (CBCA). This method enables participants to choose between alternatives and find out more about interrelating factors. Results indicate that label-specific preferences can be attributed to consumers' propensity to buy wild fish rather than farmed fish, but that the gap in between wild and farmed seafood can be minimized when additionally the product is organic. The results can help businesses to find more effective ways to improve and market their products and may be used for further research in this field. Moreover, labeling organizations can benefit from the insights and make labels more comprehensive for possible customers.

Keywords: Eco-Labels, Sustainable Seafood, Consumer Behavior, Consumer Preferences, Green Consumption

The influence of a governmentally accredited eco-label on consumer's brand attitude and purchase intentions across high and low involvement products and consumers level of environmental concern

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Master in Persuasive Communication (MSc), Graduate School of Communication,
University of Amsterdam

Master Thesis, 2016, 49p.

This study examines the influence of an eco-label that is supported by the government on consumer brand attitude and purchase intentions and how this influence varies across product types (high and low involvement products) and consumers' level of environmental concern. Using a controlled online experiment, this study demonstrates that eco-labels do have a positive influence on consumers' purchase intentions, but only when attached to a low involvement product. The study also shows that accompanying an eco-label with a governmental certification claim, signifying that the eco-label is accredited by the government, does not improve consumer brand attitude and purchase intentions. In addition, the study suggests that eco-labels do not have a more positive influence on people who are more concerned about the environment compared to those that are less

concerned about the environment, in terms of brand attitude and purchase intentions. The results of this study suggest that the usefulness of using an eco-label supported by the government with the aim to stimulate consumer brand attitude and purchase intentions should not be generalized. In light of the findings, theoretical and practical implications are discussed and avenues for future research suggested.

Keywords: Consumer, Consumer Behaviour, Eco-Label, Ecobrands, Purchasing Behaviour, Buying behaviour, Environmental Concern

Various Green Marketing Variables and Their Effects on Consumers' Buying Behaviour for Green Products

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International Journal of Latest Technology in Engineering, Management & Applied Science, Volume V, Issue I, January 2016, 1-8p.

ISSN: 2278-2540

“Green” is the word of the day. The government, companies and consumers in general know the importance of the environment and the contribution made by all to degrade it. It becomes very much crucial now to alter the way of living to save the existence of our own. And marketing can do wonders to bring this change. What is required is to identify the needs and wants of consumers and the variables which affect them the most. This paper identifies those variables and the effect of each on consumer's green buying behaviour. There are eight such variables, namely eco-labels, eco-brands, environmental advertising, environmental awareness, green product, green price, green promotions and demographics. Each variable is equally significant for the green marketer. He should know which variable to emphasize more as per the market segment he is concentrating. This paper gives a vivid description of each variable.

Keywords: Green Marketing, Consumer Behaviour, Eco-Labels, Ecobrands, Green Advertising, Green Product, Green Price and Demographics

A study on the role of eco labels on consumers' buying decisions

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International Journal of Commerce, Business and Management (IJCBM), Volume 5, Number 6, Nov-Dec 2016, 6p.

ISSN: 2319-2828

Eco labels are an excellent way to enhance credibility for green marketing claims. The Eco label refers to the labels which inform consumers that the labeled product is environmentally friendlier relative to other products in the same category. More than 450 different eco labels are now in the market. Some labels certify one attribute while some labels certify numerous environmental attributes of the product. The study is conducted among the people residing in the municipality of Kottakkal, Kerala. The crux of the study is the influence of eco labels on consumers' buying decision. The findings of the study reveal that the eco labels, especially in case of electronic appliances and food products have quite an influence on the consumers. Moreover, the study shows the relationship between respondents' demographic factors and their eco label awareness. Normally the price of eco labelled products or green products are comparatively higher. However, the consumers are ready to purchase the green products at a premium price to conserve our valuable environment. The increased cognizance on health issues also attracts more people towards eco friendly products.

Keywords: Consumer, Communication Tool, Demographic Factors, Eco Label, Environment Conservation, Consumer, Consumer Behaviour

Selected Antecedents of Consumer Attitude toward a Product in an Eco-Label Context

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International Journal of Business and Management; Volume 11, Number 5, 2016, 33-43p.

ISSN: 1833-3850 | 1833-8119

Marketers' use of eco-labels—verifying the environmental friendliness of products—has steadily grown. Earlier studies have focused on the direct influence of eco-labels on consumer purchase intention for these products. Findings from that empirical work revealed that eco-labels can have a positive impact on purchase intention. Other investigations disclosed a positive relationship between consumer attitude toward the brand and purchase intention. Based on the foregoing research efforts, the purpose of the present work was to examine selected factors that may influence consumer attitude toward eco-labeled products. The following constructs were discerned to have that impact: recognition/awareness of eco-labels, perceived credibility of the eco-label, and current purchase behavior of eco-labeled products. Environmental attitude, though, was found to be unrelated to consumer attitude toward eco-labeled products. Implications and suggestions for future research are provided.

Keywords: Eco-Labels, Environmental Attitude, Recognition/Awareness of Eco-Labels, Perceived Credibility, Purchase Behavior, Purchase Intention

Consumer Behavior and Ecolabeling

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Tokyo: Springer, 2016, i-xiv, 325p.

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This chapter is a part of the book “Climate Change Policies and Challenges in Indonesia” edited by S. Kaneko and M Kawanishi.

Rapid development of voluntary and mandatory ecolabeling has occurred since the government enacted national standardization in 2000, including mandatory energy-saving labeling schemes (public labels) for compact fluorescent lamps (CFL) and air conditioning (AC). Some top AC producers attached their own energy-saving label (private label) to attract green consumers. Energy efficiency programs challenge certain barriers to its implementation, e.g., phasing out energy subsidies and encouraging consumers to utilize energy efficiently. To understand how consumers react to the energy efficiency labeling applied to AC products, this chapter reviews some policies carried out and some barriers faced by the government on the ecolabels and energy conservation through energy efficiency labeling scheme and presents a case study of consumers and preferences toward AC products conducted in Greater Jakarta. The study revealed that the main decision-makers regarding electronic household appliances are mainly adult males with advanced education and high income who live in a house without split AC installed but have the intention to purchase it. Brand of origin, guarantee, and public and private labels have positive impacts on consumer preferences in buying AC products. Implementation of a public label can improve the marginal utility of potential consumers living in either high-penetration AC markets or low-penetration AC markets who have a high intent to buy. Both public and private labels have good synergy, which improves consumer preferences in buying split AC when the labels are implemented together with an energy subsidy removal policy. On average, willingness to pay for AC products with public and private labels is approximately 378 USD and 163 USD, respectively. Both labels in the market can generate a potential total social economic value of approximately 635 million USD and 274 million USD, respectively. Subsidy removal will increase the values by 36 % and 81 %, respectively.

Keywords: Energy conservation, Energy efficiency, Ecolabeling, Air conditioner, Willingness to pay, Economic valuation, Greater Jakarta, Indonesia

Environmental concern and sustainable consumer behaviour among Macedonian Consumer

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University of Ljubljana, Slovenia
2016, 109p.

The main objective of the study is to determine the attitude towards general environmental issues on Macedonian consumers to see whether they are willing to change

some of their attitudes and purchasing behaviours to help achieve a small part of the very big and global agenda of sustainability. The findings of the study give a better understanding on sustainable consumer behaviour and its relation with some of its psychographic and demographic antecedents. General environmental concern and willingness to act were found to weakly effect sustainable purchase decision of consumers, along with the gender as demographic antecedent. Ecolabel awareness was not found to moderate the positive relation between environmental concern and purchase decision of consumers. This is a Master Thesis.

Keywords: Macedonia , Environmental Protection , Ecology , Sustainable Development , Economic Development, Consumer , Consumer Behavior , Research , Analysis

Predictors of Young Consumer's Green Purchase Behaviour

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Management of Environmental Quality: An International Journal, Volume 27, Issue 4, 2016,452-472p.

The objective of the study is to determine the factors that predict green purchase behaviour of young educated consumers in Delhi. A survey was carried out on a sample of 1,502 young educated consumers. Structural equation modelling was used to assess the predictive power of considered variables towards green purchasing. Results indicate that the variables under study predicted green purchase behaviour of young educated consumers of Delhi in the following descending order: social influence, attitude towards green purchase, perceived environmental knowledge, recycling participation, ecolabelling and exposure to environmental messages through the media. The sample considered in the study was restricted to Delhi only. Further, the predictive power of only a few variables was examined. The paper identifies key predictors of consumers' green purchase behaviour, enabling practitioners to understand which factors influence young educated consumers in their decision making regarding green purchases. This knowledge will help marketing managers design effective strategies to encourage green purchase behaviour among such consumers. Policy makers and government organizations may use the findings of this study to run awareness campaigns for disseminating information and promoting green purchase behaviour among larger sections of society. Such initiatives may help in minimizing the negative consequences of irresponsible consumption practices on environment and society. The present study is the first which applies reciprocal deterministic theory to predict green purchase behaviour of educated young consumers in India. Moreover, this is the first study to investigate the influence of consumers' exposure to environmental messages through the media on their green purchase behaviour.

Keywords: Social influence, Ecolabelling, Green purchase behaviour, Recycling participation, Ecolabelling

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

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Submitted to the National College of Ireland, August 2016, 88p.

The purpose of this study is to investigate the impact of Green Marketing on Consumer Purchasing

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

Keywords: Green Marketing, Consumer Purchase Patterns, Developing Nations, India, Strategies Of Green Marketing, Consumer Beliefs, Environmental Behaviour, Eco friendly Products, Ecolabel

The influence of green marketing on consumer purchase behavior

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Environmental Economics, Volume 7, Number 2, 2016, 77-85p.

Global warming, pollution and climate change are some of the problems that have become an increasingly concerning issue internationally. Environmental deterioration has led to businesses changing the way in which they conduct themselves, leading to the emergence of green marketing. A considerable amount of research has been conducted on green marketing and consumer behavior, mainly, in developed countries. There is, however, a noticeable dearth of knowledge pertaining to consumers in South Africa. Thus, the aim of this paper is to examine, at an exploratory level, the influence of green marketing on the purchasing behavior of South African consumers. A survey was conducted on a sample of 100 consumers using a quantitative, exploratory and descriptive design. The results indicate that South African citizens have high knowledge levels on the issues facing the environment. Elements of the green marketing mix, specifically, green promotion, were found to raise awareness and encourage positive change in consumption behavior. A large proportion of respondents preferred to patronize socially responsible retailers. Furthermore, respondents preferred green products over standard alternatives. However, they were price sensitive which affected their purchasing decisions. It emerged that there

was no significant difference between low and high income earners in terms of price sensitivity, and no significant difference between lower and higher qualified respondents in terms of knowledge and awareness of environmental degradation and green marketing.

Keywords: Green Marketing, Green Marketing Mix, Consumer Purchase Decisions

Integrating General Environmental Knowledge and Eco-Label Knowledge in Understanding Ecologically Conscious Consumer Behavior

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Procedia Economics and Finance, Volume 37, 2016, 39-45p.

ISSN: 2212-5671

Global warming and climate change have become emerging issues for marketing to promote ecologically conscious consumer behavior. Past studies investigated the role of general environmental knowledge in the attitude-behavior relationship of pro-environmental consumer behavior. Using the Theory of Reasoned Action (TRA) as a guiding framework, this study takes a fresh look at the attitude-behavior relationship that integrates both general environmental knowledge and knowledge of eco-labels in the model to investigate their role in predicting ecologically conscious consumer behavior. The study finds that both general environmental knowledge and eco-label knowledge positively influence consumer attitudes towards the environment in driving ecologically conscious consumer behavior. The findings suggest that marketing strategy, specifically communication strategy, needs to focus on educating consumers about issue-specific environmental knowledge (e.g., eco-label knowledge) along with general environmental knowledge. Further research should integrate more issue-specific dimensions to investigate pro-environmental consumer behavior.

Keywords: Consumer Behavior, Consumer Knowledge, Eco-Label Marketing, Pro-Environmental Theory of Reasoned Action (TRA)

Green Marketing and its Impact on Consumer Buying Behavior

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International Journal of Science, Technology and Management, Volume 5, Issue 8, August 2016, 680-688p.

Consumers have started to realize that their purchasing behavior can cause a huge impact to the environment as there is a worldwide concern about environmental degradation issues such as global warming and pollutions. Green is now in the mainstream of modern businesses. Therefore being socially, responsible by offering green (environmentally friendly) products and services should be the practices of any companies that wish to sustain a competitive advantage in today's business world. This study investigated the consumers' green purchase behavior using price and quality attributes as contributors to the formation of purchase intention. Global warming and greenhouse gas emission is the main problem which today everybody is facing. This led to the increasing awareness among the marketers to brand and rebrands their products to their concerns towards this global problem. Everybody is putting their efforts and innovations to reduce this greenhouse emission. The rising number of consumers who prefer and are willing to buy eco-friendly products are creating opportunity for businesses that are using "eco-friendly" or "environmentally friendly" as a component of their value proposition. Many scholars have done surveys of green marketing and allied subjects shows that consumer preferences are changing due to this global phenomenon. Moreover, many governments are forced to adopt green processes through policy change. This paper assesses Indian consumers' pro-environmental concerns, knowledge of environmental issues, awareness of eco-friendly products, effects of income level and educational levels and any potential effect that these factors may have on green buying behavior.

Keywords: Green marketing, Consumer behavior, Consumer marketing, Environment, and Ecofriendly.

Why do consumers respond to eco-labels? The case of Korea

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Springer plus, Volume 5, Number 1, 2016, 1915p.

Although eco-labels were introduced with the intention of encouraging eco-friendly purchasing behavior by consumers, they have had little effect on consumers' purchasing decisions, and therefore a significant gap exists between eco-label awareness and actual purchasing behavior. The aim of this study was to analyze consumer preference, in terms of public and private values, for two types of Korean eco-label that have been administered by the Korean government since 1992. Analyses were based on a structural equation model, employing the theory of reasoned action. Data were collected by survey. The results indicate that although general consumers are highly aware of the publicly valuable information that eco-labels provide, privately valuable information exerts far greater power over their purchasing intentions. Therefore, a supplementary policy that converts public value to private value could promote the purchase of eco-labeled products.

Keywords: Consumer Behaviour, Eco-Labels, Ecolabeled Products, Environmental Outcomes, Ecolabel

Implementing Circular Economy and Its Impact on Consumer Ecological Behavior

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RISUS - Journal on Innovation and Sustainability, Volume 7, número 1, 2016, 8p.

ISSN: 2179-3565

A climate changes, scarcity of water & energy resources and global challenges, a circular economy (CE) offers huge business opportunities to have greener products with adequate response from the consumers. The pioneering companies are now leading the way for a circular economy, but to drive broader changes it is critical to collect and share data, spread best practice, invest in innovation and encourage consumers with adequate green product information. Therefore, this study attempts to investigate whether any awareness, creating message either from the government, enterprises or media influences consumer behavior toward buying green products. The finding explored positive responses of the consumer toward ecological behavior and green purchase intention. This study argued that widespread implementation of circular economy approaches would require profound changes in industrial practice and patterns of consumption.

Key words: Circular Economy; Ecological consumer Behavior; Green Purchase Intention, Ecolabel, Consumer, Buying Behaviour

Understanding the Green Buying Behavior of Younger Millennials from India and the United States: A Structural Equation Modeling Approach

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Journal of International Consumer Marketing, Volume 28, Number 1, 2016, 55-72p.

ISSN:1528-7068 | 0896-1530

A majority of past studies have used the consumer socialization framework to study children and adolescents in the U.S., but there is a dearth in academic articles that focuses on Millennials. Furthermore, there is a large, understudied Millennial population in India. The purpose of this study was (1) to propose an integrative theoretical model for determining the relative importance of socialization factors on Millennials' green buying

behavior and (2) to study the impact of culture in selecting socialization agents as sources of green product information. An online survey was administered to a sample of younger Millennials from India and the U.S. For both countries, the results showed that interpersonal sources were more important in elevating environmental concerns and promoting green buying behavior than mass media. Environmental concern was found to play a mediating role in the socialization process and differences between and within genders in each country were found. Implications are discussed.

Keywords: Eco-Friendly Consumer Goods, Green Buying Behaviour, Consumer, Consumer Behaviour, Purchasing Behaviour, Ecolabel

Eco-Labeled Food: How Environmentally-Conscious Consumers Perceive, Interpret, and Use Eco-Labels as Signals

Catalina Costa
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Thesis, December 2016, 110p.

This thesis is submitted in partial fulfillment of the requirements for the Degree Master of Arts. This research explores how different characteristics of eco-labels signal environmental qualities of a product to environmentally-conscious consumers and seeks to understand how environmentally-conscious consumers perceive, interpret, and use eco-labels on food products. Signaling theory serves as the theoretical framework for the study. The guiding research questions for this research are: how do environmentally conscious consumers interpret and use eco-labels on food products? Why do they use them? How do visual and textual aspects act as signals and shape environmentally conscious consumers' perceptions and interpretations of eco-labels? By seeking out consumers who already pay attention to eco-labels and conducting semi-structured interviews with a photo-elicitation component, the research will seek to better understand how the intended audience for eco-labels (environmentally-conscious consumers) interacts with eco-labeled products.

Keywords: Eco-Friendly, Food Product, Buying Behaviour, Consumer, Consumer Behaviour, Purchasing Behaviour, Ecolabel, Eco-label

Factors Affecting Consumers' Perception of Ecolabels: Evidence From Malaysia

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Proceedings of the Australia-Middle East Conference on Business and Social Sciences 2016, Dubai, 2016, 718-743p.

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The increasing use of 'eco-labels' by businesses in various forms arises question about how much these labels are attended, understood and used by the consumers in their buying

and consumption behaviour. This study aims to empirically test a set of theoretical constructs and measurement instruments generated from literature to understand the factors affecting consumers' understanding and perception of eco-labels. Questionnaire surveys were conducted in selected cities of Malaysia. A total of 381 respondents was surveyed using personal interview. Both confirmatory factor analyses and structural analysis were conducted to test the reliability, validity and other model fit indices to determine the factors. The results suggest six factors, namely consumer awareness, consumer knowledge, credibility of environmental quality, clarity of information, persuasiveness and personal benefits influence consumer understanding and perception of eco-labels. The possible policy implications of the study is for the marketing and other policy makers to assist in better designing the eco-labels that truly create environmental awareness and promote environmentally sustainable consumption behaviour. This conference was organised in partnership with The Journal of Developing Areas, Tennessee State University, USA.

Keywords: Consumer Perception, Eco-Label, Factors, Environmentally Sustainable, Malaysia, Consumer, Ecolabel, Purchasing Behaviour, consumer Behaviour

The Impact of University Student Green Awareness Purchasing on Green Marketing in Egypt

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Egypt as one of the developing countries which confront a lot environmental challenges, environmental issues and green products culture is not a priority, spreading the ideas of going green and expanding the culture of green product purchase (GPP) is a very important step which it need an awareness campaign for green marketing to clarify for new generation the benefit of purchasing green products. Our paper will investigate how much young Egyptians university students are aware about green product (GP), if the awareness impacts their green product purchase (GPP) and how it might influence their consumer behaviour; we will discover what kind of factors could affect Egyptian university students buying behaviour of green products and green services.

Keywords: Green Product Purchasing (GPP); Awareness Purchase (AP); Green Product (GP), Consumer Perception, Eco-Label, Consumer, Ecolabel, Purchasing Behaviour, Consumer Behaviour

A Study of Consumers' Willingness to Pay for Green Products

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In the past decade a huge number of studies have explored consumers' willingness to pay across different product categories. However the intention to pay the premium for green products had remained un-examined to a large extent in the context of emerging economies of the east. The present paper tries to prognosticate the drivers for green purchase decisions and willingness-to-pay. Structured questionnaires are used for data collection and ordinary least square regression and analysis of variance have been used for analysis of data. Results suggest the dominance of consumers' perception about the functional aspects of green products on their willingness-to-pay.

Keywords: Consumer Perception, Eco-Label, Consumer, Ecolabel, Purchasing Behaviour, Consumer Behaviour, Perceptual Factor, Contextual Factor, Corporate Environmental Performance, Willingness To Pay, Green Products

Seafood Consumers Put Sustainability Before Price and Brand

GlobeScan, on behalf of the Marine Stewardship Council (MSC)

GlobeScan, 13th July 2016

New global independent research has found that sustainability is a key driver for seafood purchase. Across 21 countries overall, sustainability is rated more highly than price and brand, with nearly three-quarters (72%) of seafood consumers agreeing that in order to save the oceans, shoppers should only consume seafood from sustainable sources. The consumer perceptions survey is the largest ever global analysis of attitudes to seafood consumption and was carried by independent research and insights company GlobeScan, on behalf of the Marine Stewardship Council (MSC). Over 16,000 seafood consumers in 21 countries took part in the research, which ensured a statistically representative sample in each country. More than two-thirds (68%) of those surveyed said there is a need for brands and supermarkets to independently verify their claims about sustainability, with 62% agreeing that by buying ecolabelled seafood they are helping to ensure plenty more fish for future generations. The same number (62%) agreed that ecolabels on seafood products raise their trust and confidence in the brand.

Keywords: Consumer Perception, Eco-Label, Consumer, Ecolabel, Purchasing Behaviour, Consumer Behaviour, Marine Stewardship Council, Willingness To Pay, Sustainability

Impacts of Corporate Social Responsibility on the Links Between Green Marketing Awareness and Consumer Purchase Intentions

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This study examines the mediating roles of corporate social responsibility on the links between green marketing awareness and consumer purchase intentions. Data was analyzed using the partial least squares (PLS) approach for the analysis of structural equation models with SmartPLS computer program version 2.0. PLS results revealed that corporate social responsibility partially mediated the link between green marketing awareness and purchase intentions of the product. Consumers develop positive green marketing awareness based on the growing environmental knowledge. They were aware of the green marketing program of the retail store when they noticed that the store allocated specified space to sell eco-friendly products. Furthermore, the companies make their green marketing activities known to the publics by distributing eco-friendly fliers which helps to increase sales revenue, raise consumer awareness, and develop greater intention to purchase the products. The outcomes of the mediating effects of this study add a new momentum to the growing literature and preceding discoveries on consumer green marketing awareness, which is inadequately researched in the Malaysian setting.

Keywords: Green Marketing, Awareness, Corporate Social Responsibility, Purchase Intention, Consumer Perception, Eco-Label, Consumer, Ecolabel, Purchasing Behaviour, Consumer Behaviour

Are Consumers Willing to Pay More for Sustainable Products? A Study of Eco-Labeled Tuna Steak

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ISSN: 2071-1050

A high demand for seafood leads to over fishing, harms the long-term health of seafood stocks, and threatens environmental sustainability in the oceans. Sustainability certification is one of the major sustainability movements and is known as eco-labeling. For instance, in the tuna industry, leading tuna brands have committed to protecting sea turtles by allowing the tracing of the source of their tuna “from catch to can.” This paper relies on an Internet survey on consumers from Kentucky conducted in July 2010. The survey investigates household-level tuna steak (sashimi grade) consumption and examines consumer preferences for eco-labeling (“Certified Turtle Safe” (CTS) in this study) while mimicking individuals' seafood procurement processes. A random parameters logit model is utilized, and willingness-to-pay measures are calculated based on model estimation

results. It was found that respondents on average preferred turtle-safe-labeled tuna steak and were likely to pay more for it; however, they were less likely to purchase wild-caught species, and insignificant results were found for pre-frozen. Moreover, significant heterogeneities were found across individuals regarding tuna steak purchases. The findings indicate evidence of public support for environmental friendliness, particularly with regard to eco-labeling.

Keywords: Eco-Friendly Labeling, Willingness-To-Pay, Mixed Logit Model, Consumer Perception, Eco-Label, Consumer, Ecolabel, Purchasing Behaviour, Consumer Behaviour

Multiple Certifications and Consumer Purchase Decisions: A Case Study of Willingness to Pay for Coffee in Germany

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Charles H. Dyson School of Applied Economics and Management, Cornell University, Ithaca, New York, WP 2016-17, December 2016, 21p.

This study contributes to the literature on consumers' willingness to pay (WTP) for certified coffee with the main objective of trying to understand consumer choices in the presence of (i) multiple labels and (ii) multiple certifications within each label type. The multiple labels we consider are Fair Trade, Wild Grown and Organic coffee while multiple certifications within each of these three main labels include permutations such as Fair Trade + Organic and Organic + Wild Grown. We find that consumers' WTP for the Organic label has the highest mean value, but also the highest dispersion of any of the WTP distributions. The distribution of WTP for the Fair Trade label, while somewhat lower than Organic, has a much tighter distribution about around its mean. Comparing the shape of the distributed WTP for Organic versus Fair Trade may provide some evidence for the degree of consumer confidence or knowledge about what the respective labels purport to deliver. Consistent with the above results, we find that consumers are unlikely to choose Wild Grown coffee and are not willing to pay a price premium for this label.

Keywords: Certificate, Fair Trade, Organic, Wild Grown, Coffee, Choice Experiment, Germany, Consumer Perception, Eco-Label, Consumer, Ecolabel, Purchasing Behaviour, Consumer Behaviour

Labels As Nudges? An Experimental Study Of Car Eco-Labels

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This article presents the results of a laboratory experiment and an online multi-country experiment testing the effect of motor vehicle eco-labels on consumers. The laboratory study featured a discrete choice task and questions on comprehension, while the ten countries online experiment included measures of willingness to pay and comprehension. Labels focusing on fuel economy or running costs are better understood, and influence choice about money-related eco-friendly behaviour. We suggest that this effect comes through mental accounting of fuel economy. In the absence of a cost saving frame, we do not find a similar effect of information on CO2 emissions and eco-friendliness. Labels do not perform as well as promotional materials. By virtue of being embedded into a setting designed to capture the attention, the latter is more effective. We found also that large and expensive cars tend to be undervalued once fuel economy is highlighted.

Keywords: Eco-label, Nudge, Willingness to pay, Fuel Economy, Experiments, CO2 Emission, Consumer Perception, Eco-Label, Consumer, Ecolabel, Purchasing Behaviour, Consumer Behaviour

Eco-Labeled Seafood: Determinants for (Blue) Green Consumption

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Eco-certification has become an increasingly popular market-based tool in the endeavor to reduce negative environmental impacts from fisheries and aquaculture. In this study, we aimed at investigating which psychological consumer characteristics influence demand for eco-labeled seafood by correlating consumers' stated purchasing of eco-labeled seafood to nine variables: environmental knowledge regarding seafood production, familiarity with eco-labels, subjective knowledge, pro-environmental self-identification, sense of personal responsibility, concern for negative environmental impacts from seafood production,

perceived consumer effectiveness, gender and education. Questionnaires were distributed to consumers in Stockholm, Sweden, and the data were tested with multiple regression analysis using linear modeling and model averaging ($n = 371$). Two variables were the best predictors of stated purchasing of eco-labeled seafood: (i) recognition and understanding of eco-labels for seafood (Marine Stewardship Council, Fish for Life, Aquaculture Stewardship Council and KRAV); and (ii) concern for negative environmental impacts associated with seafood production. Meanwhile, consumer environmental knowledge was a weaker predictor. Results from this study suggest that strengthening the emotional component of consumer decision-making and improving the level of consumer familiarity with seafood eco-labels could stimulate more pro-environmental seafood consumption.

Keywords: Consumer Perception, Eco-Label, Consumer, Ecolabel, Purchasing Behaviour, Eco-Labeling, Certification, Seafood, Consumer Behavior, Sweden

A Study of Consumer Attitude Towards Green Products

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International Journal of Research Science & Management, Volume 3, Number 2, 2016, 43-50p.

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Increasing awareness on the various environmental problems has led a shift in the way consumers go about their life. There has been a change in consumer attitudes towards a green lifestyle. People are actively trying to reduce their impact on the environment. However, this is not widespread and is still evolving. Organizations and business, however, have seen this change in consumer attitudes and are trying to gain an edge in the competitive market by exploiting the potential in the green market industry. Green marketing, while incorporating these claims, is a broader concept. It includes not only altering the advertising of a product, but also a variety of activities such as altering production processes, changing packaging and modifying products. The objective of the present study is to identify consumer attitude towards green products.

Keywords: Green Marketing, Green Products, Green Lifestyle, Consumer Attitude, Consumer Perception, Eco-Label, Consumer, Ecolabel, Purchasing Behaviour

Exploring the Gap Between Consumers' Green Rhetoric and Purchasing Behaviour

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Journal of Business Ethics, Volume 132, Issue 2, December 2015, 311–328p.

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Why do consumers who profess to be concerned about the environment choose not to buy greener products more regularly or even at all? This study explores how consumers' perceptions towards green products, consumers and consumption practices (termed green perceptions) contribute to our understanding of the discrepancy between green attitudes and behaviour. This study identified several barriers to ethical consumption behaviour within a green consumption context. Three key themes emerged from the study, 'it is too hard to be green', 'green stigma' and 'green reservations'. There is currently a perception, based on a number of factors, that it is too hard to be green, which creates a barrier to purchasing green products. Furthermore, some consumers were reluctant or resistant to participate in green consumption practices due to their unfavourable perceptions of green consumers and green messages. This article suggests that green perceptions may influence consumers' intention to purchase green products. Accordingly, it discusses the implications, and suggests avenues for future research.

Keywords: Green Attitude–Behaviour Gap, Green Perceptions, Environmentally Conscious Behaviour, Theory Of Planned Behaviour, Consumer, Buying Behaviour, Consumer Behaviour

The Role and Impact of The Packaging Effect on Consumer Buying Behaviour

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ECOFORUM, Volume 4, Special Issue 1, 2015, 232-240p.

ISSN: 2344–2174

The objective of this study is to determine the elements that play an important role on consumer's buying behavior. The purpose of this research is to find out the main important factors related to the packaging effect, which are driving the success of a brand. Companies in order to create the right packaging for their products, they must understand the consumer buying process and understanding the role and the impact of packaging as a variable that can influence the purchase decision. So, by understanding what factors influence the buying behavior and what packaging elements are most important help companies making the right decisions about packaging their products. This research will

identify the relationship between the consumer buying process as the main variable of the study and some independent variables like packaging colour, printed information, packaging material, design of wrapper, printed information, brand image, and innovation and practicality that help consumers in their decision buying process. The primary research data will be collected through a structured questionnaire and SPSS software will be used for analysis purposes. Therefore, the study tries to find out the most important factors that have an impact and influences consumer's purchase decision.

Keywords: Packaging, Consumer, Buying behavior, Purchase Decision, Ecolabel, Wrapper, Packaging Colour, Consumer, Consumer Behaviour

Eco-Labeling as a Tool of CSR: Opportunities and Threats

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OPTIMUM. STUDIA EKONOMICZNE NR 5 (77), 2015, 179-192p.

ISSN: 1506-7637

Corporate Social Responsibility is a concept which, although it is developing for many years, it is constantly improving in both terms – theoretical and practical. In theory area are creating new definitions and new areas for action shots and in practice area are sought new instruments that could be used in pro-social activities. In this way, more and more expanding a set of tools that are available for socially responsible companies. In this article will be discussing the eco-labeling, which is an instrument belonging to the traditional set of activities in the framework of CSR. Eco-labeling is relatively poorly described issue in literature. In practical area, we can also find deficiencies. Analyzing the areas of corporate social responsibility calculated by ISO 26000, eco-labeling can be included into the area of the environment, fair operating practices and consumer issues. This shows how a multi-dimensional issue is the use of eco-labeling. This fact creates the possibility of assessing this practice of different points of view - companies, consumers and the environment. The purpose of this article is to identify opportunities and risks associated with the use of ecolabelling as a tool of CSR. In this article the authors will show that the activity in the area of eco-labeling not only builds the image of a socially responsible company, but also translates to specific business benefits. In addition, the authors will attempt to assess the proportion of customers for products marked with eco-labeling. Analysis of the problem will be based on the available literature in the field of corporate social responsibility, marketing, sustainable development and environmental protection.

Key words: Ecolabelling, Corporate Social Responsibility, Consumer, Ecolabel, Consumer Behaviour, Purchasing Behaviour

Consumption Towards Environmentally Friendly Consumer Behaviour: The Case of Plastic Bags

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International Scientific Journal on Bioeconomy and Sustainable Deleopment, Volume 4, Issue 2, 2015, 42-45p.

ISSN: 1339-3367

This article analyses the past and current state of plastic bag usage and reviews the major challenges in addressing the issue of its reduction with emphasis on failure and success of the chosen policy. Given the heterogeneous impacts of government policies, it is important to understand the consumer behaviour and motivation for purchasing plastic bags. This can help to make a fundamental shift in the reduction of plastic bags usage by the demand side, which supplement government's efforts to address the issue from the supply side.

Keywords: Consumption, Consumer Behaviour, Plastic Bags, Eco-Friendly Bags, Consume, Purchasing Behaviour, Consumer, Consumption behaviour

Transformation To Eco-Friendly Consumer Goods Production and Sustainable Growth: A Case Of Uzbekistan

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International Scientific Journal on Bioeconomy and Sustainable Deleopment, Volume 4, Issue 1, 2015, 24-26p.

ISSN: 1339-3367

The goal of this paper is to analyse consumers' behaviour, their attitudes towards eco-friendly products in conditions of Uzbekistan and identify any optimal solutions based on the European experience. In definition of sustainable growth, along with other equally important aims of continuing development one may include the preservation of diverse eco-systems of a country. Giving up the nature for the sake of fast growth might lead to undesirable consequences, very much of it being experienced in a wide range of emerging countries. One is government's efforts to encourage the standards with ecologically oriented quality control procedures by providing subsidies. There also might be protective measures limiting the waste produced by enterprises. This approach is called top-down approach. The other way is the bottom-up approach, where the impact on consumers is created by state media or planned policy strategy promoting the production of eco-friendly products. In my view, this is the long-term and most efficient approach where the desired result is achieved by the demand side.

Keywords: Eco-Friendly Consumer Goods, Environmental Conservation, Sustainable Growth, Environmental Policy, Consumer, Consumer Behaviour, Purchasing Behaviour, Ecolabel

Current Trends in the Consumer Behaviour Towards Eco-Friendly Products

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Economic and Environmental Studies, Volume 15, Issue 2, 2015, 115-129p.

ISSN: 2081-8319

Research on environmental liability issues were already taken in the 70s and 80s, when relatively few consumers were aware of the impact of products and services on the environment. Currently, "green consumption" (sustainable consumption) is a term, commonly known and an important element of the "green consumerism" has become creating environmentally friendly consumption patterns. The main purpose of the article is to identification of current trends in the consumer behavior towards "green" products for example of Silesian Voivodeship. In the first part of the article are presented trends in consumer behaviour in a green market in developed countries. The second part relates to the identification of consumer behaviour in relation to environmental goods and services in the Silesian province on the basis of surveys. Surveys were conducted among residents of the region in 1999/2000 and 2012/2014. The above analyses indicate that the trend to make purchase decisions based on ecological criteria is diminishing. The price is still the main criterion the respondents consider when shopping (above 80% of survey participants). An important motive for buying eco-friendly products are savings associated with using energy-efficient appliances. Currently, 37% of respondents declares buying organic food and the most important criterion in all rounds of the survey are health benefits. A positive tendency was observed with regard to the post-consumer waste management (according to the survey, waste is currently segregated in most households in Silesian Voivodeship) but significantly decreased the number of people repairing broken electronic equipment and appliances which contributes to increasing the quantity of such waste.

Keywords: Consumer Behavior, Green Consumption, Eco-Friendly Products, Green Market, Silesian Voivodeship, Consumer, Consumer Purchasing Behaviour

Analysis of Consumer Perception about Eco-Friendly Apparel

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Master of Science Thesis, June 2015, 121p.

In recent years, ethical and environmental aspects of apparel manufacturing are given significant importance in many European countries. The major importance has been given to environmental wellbeing, Fair Trade & social welfare. Because of such socially responsible and moral aspects, popularity of Eco-Friendly textile is being observed in the European world lately. This is where its practices are being adopted by Textile Firms at a very fast pace. On the other hand, it has been argued that Eco-Friendly Textiles and its

related terms are known at a minimal level among the consumers in European countries. It has also been observed that very little research work is attempted to investigate the perceptions, understanding and willingness of consumers in considering Eco - Friendly Textiles as clothing alternate, through quantitative techniques.

Thus, this research gap in literature has motivated the study where the researcher has attempted to study the perceptions of consumers about Eco-Friendly apparel as an ethical alternate in the European Region, with the help of quantitative research technique i.e. "Questionnaire Survey". This survey is based on 100 participants; consisted of 26 close ended questions, targeted equally at males and females (50/50). This research has demonstrated the fact that Eco-Friendly Textiles has the potential to succeed within various social groups, having different level of awareness, apparel buying preferences and criteria, who are concerned about ethical and socially responsible dimensions of the environment. However, while operating in the conventional apparel industry, organisations promoting the use of Eco-Friendly alternates require an extra effort to get the attention of customers, who are using conventional textiles since centuries. There is a high possibility of the positive influence of these companies over European Consumers (and beyond) and enterprises in the West especially towards the ethical dimensions of Eco-Friendly textiles.

Keywords: Eco-Friendly Textiles, Fair Trade, Consumer Perceptions, Apparel, Clothing, Fashion Industry, Purchasing Behaviour, Consumer, Consumer Behaviour

Green Conspicuous Consumption: The Effects of Green Marketing Strategies on Consumers' Behaviour

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Vienna, 05 of June, 2015, 107p.

This Master Thesis is submitted in fulfillment of the Degree Master of Science in Sustainable Development, Policy and Management. This thesis explores the probability of people in Austria buying green products conspicuously. It focuses on the effects of green marketing tools such as green/bio/eco labels on the consumer purchasing behaviour and the feelings involved after buying such products. Nowadays, instead of assuming more responsibilities to solve issues such as the social gap, global warming, species extinction or resource exploitation, many people limit themselves to drink fair traded coffee, eat local meat, or buy hybrid cars to feel better. Ironically, individuals are now responsible for solving the world's problems through consumption and companies are, of course, eager to help by offering a very extensive line of products. After formulating and testing several hypotheses, it is clear that green products can potentially signal high social status and their consumption is not necessarily related to environmental concerns. However, in Austria, the probability of green conspicuous consumption varies depending on gender, age, profession, etc. Besides the empirical research performed in this study, extensive collections of literature regarding green consumption and conspicuous consumption has been considered for the results. Moreover, the study evaluates the effect of green marketing strategies on people's consumption behaviour and provides an overview of

their preferences between regular products and products containing green/bio/eco labels.

Keywords: Consumer, Purchasing Behaviour, Consumer Behaviour, Ecolabel, Consumption, Green Labels, Bio labels

Eco labelling from the consumer perspective: A case study of indoor paint products

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Journal of Research for Consumers, Issue 27, 2015, 25p.

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The use of eco oriented labels on indoor paints in European countries is focused. Based on a technical assessment and information from label organizations, the results show that the consumer should be skeptical to public or official labels as the EU Ecolabel or Nordic Swan Label as they accept almost every product and in fact is the same label even if marketed as different. The financing of label systems may result in more focus on growth and market shares than informing consumers, and there is a market protection dimension related to many label systems. The technical complexity makes it difficult to compare and understand actual label requirements for consumers. The major conclusion is that most trust should be placed on labels offered by independent organizations focusing goals as health, safety or pollution were the label is just one of its activities and where label revenues is of limited importance for the organization offering it.

Keywords: Eco labelling, EU Ecolabel, Green Products, Indoor Paint, Consumer Confusion, Greenwashing, Label Requirements, Consumer Behaviour, Ecolabel, Consumer

Green Marketing and its Impact on Consumer Buying Behavior

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NBR E-Journal, Volume 1, Issue 1, January -December 2015, 7p.

ISSN: 2455-0264

Global warming and greenhouse gas emission are the main problem which today everybody is facing. Right from government and corporate bodies are concerned about this issue. Everybody is putting their efforts and innovations to reduce this green house emission. This led to the increasing awareness among the marketers to brand and rebrands their products to their concerns towards this global problem. As a result, there is a spur in interest toward environmental protection and sustainable development. Many Indian corporate houses changed their logo brands to reflect their willingness and commitment towards fighting this issue. One type of environmentally conscious behaviour is

environmental consumerism (green buying)- -purchasing and consuming products that are benign towards the environment. The rising number of consumers who prefer and are willing to buy eco-friendly products are creating opportunity for businesses that are using "eco-friendly" or "environmentally friendly" as a component of their value proposition. This change in consumer behaviour and future trends must be spotted by a marketer and offer their products and services to consumers in order to retain market share and build future green brands. Many scholars have done survey on green marketing and allied subjects shows that consumer preferences are changing due to this global phenomenon. Moreover, many governments are forcing corporates to adopt green processes through policy change. This changing attitude of buying behaviour is forcing many firms to incorporate green processes. In this small research serve, it is revealed that Indian consumers' pro-environmental concerns, knowledge of environmental issues, awareness of eco-friendly products, and educational levels affect on green buying behaviour. To understand this author had conducted a small survey of 150 samples from Navi Mumbai. Questions related to Environment and buying behaviour were asked to the respondents. From this survey, it is clear that there is growing concern about environment and increasing inclination towards green product. This trend throws an opportunity to marketer to offer green products and catch the theme.

Keywords: Green Marketing, Consumer Buying Behavior, Environment, Eco-friendly products, Consumer, Buying Behaviour, Ecolabel, Brands

The power of putting a label on it: green labels weigh heavier than contradicting product information for consumers' purchase decisions and post-purchase behavior

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Green products are appealing. Thus, labeling products as environmentally friendly is an effective strategy to increase sales. However, the labels often promise more than the products can actually deliver. In the present research, we examined the expectation that consumers with high ecological motivation have strong preferences for green-labeled products – even when presented product information contradicts the label's image. This unsettling hypothesis is grounded in the labels' potential to create a cognitive match between the labeled product and consumers' motives. For labels indicating environmental friendliness (green product labels), this link should be strongest when consumers' ecological motivation is high. Findings in a series of three experiments support our assumption, showing that consumers with high ecological motivation had strong

preferences (i.e., product evaluations, purchase intentions, and simulated purchase decisions) for green-labeled products as compared to consumers with low ecological motivation (Studies 1–3). Crucially, these preferences were robust, despite contradicting environmental product information (Studies 1 and 2). We extended our findings by additionally examining the impact of product labels and motivation on moral self-regulation processes. This was established by assessing participants' pro-social behavior after the purchase task: participants with high ecological motivation acted, consistent with their motives, more pro-socially in post-decision occasions. In accordance with moral cleansing effects, pro-social behavior was intensified after purchasing conventional products (Studies 2 and 3). Green labels protected participants with high ecological motivation from moral threats due to the purchase, thus making pro-social behavior less likely. Findings suggest that highly ecologically motivated consumers are most susceptible to green labels, which may override detailed product information.

Keywords: Product Labeling, Ecological Motives, Perceived Matching, Self-Congruity, Behavioral Consistency, Moral Self-Regulation, Conservation, Ecological Behavior

Why are 'green' consumers not buying 'green' products?

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Victoria Business School News, 2015

With all the awareness and social rhetoric around the need to reduce our environmental impact, it is natural to assume that green products and services are running a good trade. However, multiple studies have found that consumers' purchasing habits do not necessarily match their attitudes when it comes to being environmentally-friendly. The Author has investigated some of the reasons behind this contradiction. She has conducted several focus groups to gain a greater understanding of consumers' green consumptive habits and their perceptions of green products. One of the strongest themes to emerge from the research was the perception that it is too hard to be green, which can lead to inaction. Some consumers do not think choosing green products will make a difference. Rather, they doubt the impact their choices will have on the environment. Government regulation or recognised accreditation schemes would also make it easier for consumers to choose eco-friendly products.

Keywords: Marketing, Green Marketing, Sustainability, Green Marketing Benefits, Green Marketing Tools, Organization Benefits, Green Consumer, Green Product, Label

Green Marketing: A Study of Consumers' Buying Behavior in Relation to Green Products

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The Environmental issue is a sizzling topic nowadays as almost every country's government and society has started to be more aware about these issues. This leads to a trend of green marketing used by the firm as one of the strategies in order to gain profit and protect the environment. This paper will be discussing the green marketing and its sustainability as well as the tools and marketing mix of green marketing. Other than that, the green consumer and branding will be discussed in further in this paper as this will attract more consumers. Lastly, the firm will be benefited once a green marketing strategy is applied.

Keywords: Marketing, Green Marketing, Sustainability, Green Marketing Benefits, Green Marketing Tools, Organization Benefits, Green Consumer

Consumer Preferences, Ecolabels, and the Effects of Negative Environmental Information

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ISSN: 1522-936X

Consumers prefer ecolabeled products. However, little is known about the effects of ecolabels when consumers are simultaneously exposed to negative environmental information. We conducted a stated choice experiment in France with eight fish products that were either ecolabeled or unlabeled. Four types of negative information concerning the potential negative environmental consequences of catching wild fish or producing farmed fish were randomly administered to the participants. The data were analyzed by a mixed logit model. Several results emerged. First, there are positive ecolabeling effects on the willingness to pay (WTP) for fish. Second, ecolabeling cannot fully mitigate the negative effects on WTP of negative environmental information. Third, there is a positive effect on the WTP for substitute fish produced with the same production technology as the type of fish that receives negative environmental information.

Keywords: Eco-Labels, Environment, Consumer, Willingness to pay, Discrete Choice, Ecolabels, Environmental Information, Fish, Stated Preference

Integrated Green Purchase Model: An Empirical Analysis on Jordan

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International Journal of Operations and Logistics Management, Volume 4, Issue 2, June 2015, 139-151p.

ISSN: 2309-8023 | 2310-4945

This study aims to explore the influence of green perceived value, green perceived risk, green trust, and eco-labeling upon green purchase intentions in Jordanian households, as

well as to discuss the role of household demographics (gender, age, educational level, and income level) on a green purchase intention. The study sample consisted of 250 respondents. Multiple Regression and One Way ANOVA tests were applied to validate the research framework. Results showed that green perceived value, green perceived risk, green trust, and eco-labeling do affect green purchase intentions. Additionally, the research demonstrated that there is a statistical difference in green purchase intention between all demographics, excluding age.

Keywords: Green Purchase Intentions, Green Perceived Value, Green Perceived Risk, Green Trust, Eco Labeling, Jordan

Examining the Impact of Ecolabels on Cleaning Product Purchasing Decisions

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University of California, Los Angeles, USA
2015, 64p.

Ecolabels encourage environmentally friendly behavior in consumers and make environmentally conscious manufacturing economically viable for producers. The team of researchers examined the underlying preferences of consumers buying cleaning products with ecolabels. The purpose of this research is to compare ecolabeled products to their conventional counterparts in multiple aspects. To accomplish this goal, they designed and implemented a survey to gather information on consumers' perceptions and actions regarding cleaning products and the environment. The results of the survey indicate women and adults, not enrolled in an institution of higher learning are willing to pay more than other demographic groups for ecofriendly cleaning products. They also found a correlation between a consumer's willingness to pay for a product and their perception of its effectiveness. Participants who thought that environmentally friendly products were more effective than conventional products had a positive trend in their willingness to pay for the environmentally friendly product. Contrary to our hypotheses, income and education were not significant predictors of a consumer's willingness to pay. Additionally, environmental inclination in participants showed to have no effect on the willingness to pay for a product with an ecofriendly label. The survey found that emphasizing the quality and low price of a good are two general improvements ecolabel certifiers like Green Seal could utilize to see substantial improvement in consumer preference for environmentally friendly cleaning products.

Keywords: Green Purchase Intentions, Consumer, Eco Labeling, Ecolabel, Consumer Behaviour, Buying Behaviour

Why Eco-labels can be Effective Marketing Tools: Evidence from a Study on Italian Consumers

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Business Strategy and the Environment, Volume 24, Issue 4, 2015, 252-265p.

ISSN:1099-0836

An emerging topic in environmental management studies is the role of eco-labels in guiding consumers in their purchasing choices. In order to contribute to the current debate on this topic, this research paper aims to assess, through a quantitative analysis, whether the knowledge, awareness and information that consumers gather on the environmental impact of a product through an eco-label can stimulate an eco-friendly behavior. Moreover, we assess whether general attitudes in purchasing behaviors determine a personal attitude toward ecological consumption. The findings from this study, which is based on a large dataset of Italian consumers, highlight a significant role of eco-labels in increasing the consumer's perceived behavioral control, unlike loyalty in a brand and in store, which do not exert a significant influence. Practical implications for green business strategies emerge.

Keywords: Effective Marketing Tools, Consumer, Eco Labeling, Ecolabel, Consumer Behaviour, Buying Behaviour, Italy

A Conceptual Model For Driving Green Purchase Among Indian Consumers

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Journal of Marketing and Consumer Behaviour in Emerging Markets, Volume 2, Number 2, 2015, 49-59p.

ISSN: 2449-6634

Marketing is considered as responsible for increasing consumerism and overuse of limited resources. An endeavour to promote sustainable consumption is the need of the hour and an answer to growing concerns towards it is required. Marketing can be used as a tool to promote sustainability and increase responsible consumption. Many products which have the energy saving potential can be successfully promoted through marketing activities. Increasingly, consumers are becoming aware about the issue and through constant marketing efforts to green products and sustainable consumption can be taken to a high level. Contextual factors like value for money, features and selling point communication can play a crucial role in increasing the purchase of green products. Several studies are being conducted in this area, but there is still a need for more research particularly in India. This paper will be a contribution to the existing area of knowledge and will focus on discovering the role which marketing can play in promoting sustainability among consumers in India. The factors which are responsible for sustainable consumption are explored and a conceptual model has been suggested which may help marketers in promoting green products and provide a platform for further research.

Keywords: Green Purchase Behaviour, Sustainability, Selling Point, Contextual Factors, Ecolabel, Consumer, Purchasing Behaviour

“Eco-Friendly” Marketing: Beyond the Label

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Journal of Applied Business and Economics, Volume 17, Number 3, 2015, 45-62p.

ISSN: 1499-691X

The science is unequivocal: every ecosystem in the world is in decline. Without significant intervention, the world's inhabitants of almost 7.3 billion are in peril. In light of this imminent threat and as a response to market pressures, public outcry, and changing national and international policies, businesses are seeking to rebrand their products by adopting a more environmentally-friendly approach. From various certification processes to other forms of green marketing, eco-labeling has been trending and consumer engagement rising. But without a thorough analysis of a particular product, the consumer's belief that he/she is helping to contribute to a solution, may be misplaced.

Keywords: Purchase Behaviour, Sustainability, Ecofriendly Marketing, Brand, Ecolabel, Consumer, Purchasing Behaviour, Ecolabel

Do Labels Capture Consumers' Actual Willingness to Pay For Fair Trade Characteristics

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Bioeconomics Working Paper Series, Working Paper 2015/5, 2015, 24p.

Labeling schemes are used as a mechanism to inform consumers about products with both public and private characteristics. Consumers are increasingly interested in the ethical characteristics of food products and are willing to pay the premium for it. Nevertheless, market shares of ethically produced food products remain low. Not much research has been directed towards the question whether labels completely incorporate the ethical characteristics they stand for and are able to convey these values to consumers. Using two, partially incentive compatible, stated choice experiments in a natural consumer environment and chocolate as study object, we are able to compare consumers' willingness to pay for a Fair Trade label and for the label's underlying characteristics. Results show that dispersion exists between the value of a Fair Trade label and the actual values consumers attach to the underlying characteristics of Fair Trade.

Keywords: Fair Trade, Chocolate, Willingness to pay, Label effectiveness, Attitude Behavior Gap, Label, Consumer

Shoppers' Grocery Choices in The Presence of Generalized Eco-Labeling

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International Journal of Retail and Distribution Management, Emerald, Volume 43, Issue 4/5, 2015, 448-468p.

ISSN: 0959-0552

To encourage sustainable consumer practices, public policy makers introduce new ecological measures, including mandatory programmes that require companies to provide environmental information about their products, even if the information is not flattering. Few academic studies consider the potential impacts of such mandatory eco-labels on consumer behaviour; the purpose of this paper is to seek to identify the conditions in which a generalized eco-label in stores might modify consumers' purchase choices.

Keywords: Pro Environmental Consumer Behaviour, Environmental Concerning, Ecolabel, Familiarity, Environmental Labelling, Perceived harmfulness, Price sensitivity, Consumer, Buying Behaviour

The Impact of Environment Concern and Attitude on Green Purchasing Behavior: Gender as The Moderator

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Contemporary Management Research, Volume 11, Number 2, June 2015, 179-206p.

ISSN: 1813-5498

The purpose of this study is to examine the moderating effect of gender on the relationship between environmental concern and attitude towards the green purchasing behavior from a Lebanese consumer perspective. This study is based on socialization theory, which suggests that individual behavior is shaped by gender expectation in relation to the cultural context. An online questionnaire was used to collect data from Lebanese consumers with independent purchasing power. A total of 326 completed questionnaires was analyzed in this study. The moderating effect of gender was found to be significant and affect both environmental concern and attitude towards the green purchasing behavior. The results of this study provide insights for both practitioners and scholars. The findings revealed that green marketers could benefit from increasing the level of environmental concern and attitude among both males and females. It is recommended that marketers, educators and policymakers understand the uniqueness of each market to promote green behavior. Future studies should examine the new social role of females and how it affects the green behavior.

Keywords: Environmental Attitude, Environmental Concern, Gender, Green Purchasing Behavior, ECEA, Consumer, Ecolabel, Purchasing Behaviour, Buying Behaviour

Meeting Customer Expectations with Green Marketing: A Case Study of the Swedish Retailer ICA

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Master Thesis, May 2015, 101p.

Ecology is gaining attention in Sweden, and the demand for ecological commodities is growing. This has led to increased incentives for food retailers to incorporate and strengthen their ecological focus. However, a breach has been identified between the demand for ecological products, and the amount of products actually purchased. On the Swedish food market, ICA is the largest retailer with an impressive market share of 50 %. Thus, this thesis explores how retailers can motivate consumer behaviour, and with green marketing increase their ecological consumption, by specifically studying ICA. To be able to get a thorough stance of data, the researchers have used a mixed methods approach and included both qualitative and quantitative methods. Moreover, to structure the method choice, 'Research Onion' has been employed. Findings indicate that consumers' expectations of ecological commodities may be overseen by ICA. There appears to be a link between health and ecology. To analyse ICA's current green marketing in relation to customers' expectations for ecological commodities, the researchers have employed the conventional marketing tool '4 P's of Marketing Management'. The model was proven rewarding, as it assisted the researchers in finding where ICA may not meet customer expectations. Recommendations suggest that ICA should expand their private eco-brand 'I Love eco', merge their ecological and health focused brands, expand their communication strategy, and facilitate customer co-creation. Conclusively, this study contributes primarily with implications to ICA however, additionally adds value to academia by transferring a conventional marketing tool to the area of green marketing.

Keywords: Ecology, Retail, Green Marketing, Purchase Behaviour, Habits, Private Eco-brands, Consumer, Ecolabel, Consumer Behaviour

Eco-Labels As Sustainability Brands: The Role of Visual Design and Co-Branding in Credibility of Eco-Labels

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Master of Arts Thesis, Spring 2015, 154p.

Eco-labels are designed as a communication tool in green marketing, but their design often fails to deliver environmental data to consumers. This master's thesis aims to explore the way that the visual design of eco-labels can improve their recognition and credibility, as well as their use in co-branding. This study argues that eco-labels can be independently perceived, researched and marketed as brands.

The literature review of this thesis covers the topics of green marketing (GM), branding and

visual design in relation to the topic of eco-labels. The literature review has identified that most of the research on eco-labels in the field of marketing is focused on their instrumental value. Less research is conducted on marketing and the visual design of eco-labels. Even less research is conducted on the evaluation of eco-labels' brand image and co-branding. The goal of this thesis is to close these research gaps. The thesis makes active use of mixed research methods, where qualitative interviews helped to explore the topic and formed the basis of both the survey and the focus group discussion. Furthermore, this study applies a multidisciplinary approach and combines both research methods and expertise from the school of design and the school of business. The study demonstrates that a multidisciplinary approach can open new research perspectives. The research results confirm that eco-labels can be perceived as brands, therefore branding methods and strategies should be applied to the development of an eco-label's brand image. Furthermore, the study reveals that the logo design of eco-labels should differ from both product brands and environmental signs. As a result, the thesis suggests a list of tips and methods to improve both the logo design of eco-labels and their performance in co-branding.

Keywords: Eco-labels, Brand Credibility, Co-Branding, Logo Design, Green Marketing, Ecolabel, Consumer, Consumer Behaviour, Purchasing Behaviour

Consumer Information Paradox: The Evolution of Consumer Motivations and Behaviours

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25 November 2015

Increased interest in responsible and authentic food production and consumption results in more information appearing on food labels. At the same time, the basic principles of consumer food choice do not change: consumer decision-making is mostly simple, fast and based on habit. How can we reconcile the need to give more information on food products with consumers' reluctance to engage in deliberation when buying food? This article details the basics of consumer behaviour towards food products. The responsibility and authenticity trends have opened up for new ways of positioning food products in terms of intangible characteristics that need to be communicated to the consumer. A stronger focus on meal production as a supplement to the current focus on purchasing may open up for new possibilities in communicating with consumers.

Keywords: Eco-labels, Brand Credibility, Co-Branding, Food Product, Ecolabel, Consumer, Consumer Behaviour, Purchasing Behaviour

Eco-Labeling Brand Strategy: Independent Certification Versus Self-Declaration

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European Business Review, Volume 26, Issue 4, 2014, 305-329p.

ISSN: 0955-534X

The purpose of this paper is to explore consumers' preference for responsible labels in the specific case of well-known brands. The research examines the propensity of consumers to consider self-declarations carried out by the company itself in comparison with independent certifications organised by an external third party. An empirical study involving 134 French consumers by means of a conjoint analysis method was conducted, and the case of Nespresso coffee was tested. The results show that self-declaration (Nespresso AAA Sustainable Quality) positively influences consumer preference. Moreover, this positive effect is equivalent to that of independent certification (Fair Trade Max Havelaar). This study's contribution gives a better insight into the consumers' response to eco-labelling. It suggests the existence of an interaction effect between the brand and the responsible label. But, a future research needs to be conducted to gain better understanding of this interaction effect. The results suggest that a strategy of promoting a well-known branded product based on self-declaration would be effective. They offer additional insights to managers on the eco-labels' efficiency. Contrary to the literature which suggests the superiority of the effect of certifications organised by a third party, this research shows that this finding is not valuable in the case of a well-known brand. Self-declaration may be preferred by consumers in the same way as independent certification. This research is one of the rare research to stress the need to consider brand when exploring an eco-labelling issue.

Keywords: Conjoint Analysis, Independent Certification, Nespresso Brand, Responsible Labelling, Self-Declaration, Consumer, Ecolabel, Consumer Preference, Consumer Behaviour

Towards Greater Understanding of Ecolabel Effects: The Role of Country of Origin

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The Journal of Applied Business Research, Volume 30, Number 2, March/April 2014, 433-438p.

ISSN: 0892-7626 | 2157-8834

This research explores the country of origin effect on the evaluation of ecolabelled products. Findings from experimentation indicate that the mention of a country of origin with favorable image in terms of sustainable development has a neutral effect on the evaluation of an ecolabelled product. However, the indication of a country with a negative

image affects the product' evaluation negatively.

Keywords: Consumer Behaviour, Country of Origin, European Ecolabel, Sustainable Development, Ecolabel, Consumer, Purchasing Behaviour

Green Purchase Behavior—A Conceptual Framework of Socially Conscious Consumer Behavior

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Global Journal of Finance and Management, Volume 6, Number 8, 2014, 777-782p.

ISSN: 0975-6477

Today's consumers are more aware of the environmental issues caused by heavy industrialization. They demand eco friendly products which will reduce the damages caused by industrialization. They are interested in buying eco friendly products and willing to pay more (Consumers who care). The willingness to pay more on eco-friendly products differs among demographic groups. This difference is caused or influenced by many factors like education, eco literacy, and geographical region. Many people are now expecting the corporate to be socially responsible and this responsibility, expectation also varies among people.

Keywords: Consumer Behavior, Green Purchase, Socially Conscious Consumers, Consumer, Buying Behaviour

Signaling the Green Sell: The Influence of Eco-Label Source, Argument Specificity, and Product Involvement on Consumer Trust

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Journal of Advertising, Volume 43, Issue 1, 2014, 33-45p.

ISSN: 0091-3367 | 1557-7805

Consumers cannot verify green attributes directly and must rely on such signals as eco-labels to authenticate claims. Using signaling theory, this study explored which aspects of eco-label design yield more positive effects. The study uses a 2 (argument specificity: specific versus general) × 2 (label source: government versus corporate) × 2 (product involvement: low versus high) experimental design (n = 233). Specific arguments consistently yield greater eco-label trust and positive attitudes toward the product and label source, but only with low-involvement products is source important, with corporate labels yielding more positive attitudes. The findings are discussed in terms of theoretical and managerial implications.

Keywords: Consumers' Buying Behavior, Green Sell, Environmentally Friendly Products, Consumers Behaviour, Consumer, Ecolabel

Understanding Green Purchasing Behavior among Gen Y in Malaysia by Examining the Factors Influenced

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Interdisciplinary Journal of Contemporary Research in Business, Volume 6, Number 2, June 2014, 181-194p.

ISSN: 2073-7122

The purpose of this study is to examine the factors that influence green purchasing behaviors of Generation Y and to contribute the Theory of Reasoned Action (TRA). Respondents in this study among generation Y in Malaysia (North, South, East and West) and will considered their demographic profile. A target total of 500 usable questionnaires will be analyses by using Statistical Package for Social Science Software version 19. Five hypotheses have been developed from Literature Review reading and will be tested using bivariate Pearson Correlation Analysis and analysis of variance (ANOVA) to find the relationships between demographic variables and the background of green purchasing behavior. All the variables are social influence, environmental attitude, environmental concern, eco-label and the government's role.

Keywords: Green Purchasing Behavior, Social Influence, Environmental Attitude, Environmental Concern, Eco-Label and Government's role, Consumer, Buying Behaviour, Ecolabel

Factors That Influence Green Purchase Behaviour of Malaysian Consumers

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Research Project, August 2014, xv, 143p.

Today, rapid development of technology has caused both positive or negative affect and changes in the environment. While enjoying the convenience provided by technology, people should have the right mindset in keeping and protecting their environment healthy. Therefore, the aim to conduct this study is to examine the factors that influence working consumers' green purchase behaviour. They are seven independent variables were used in this research project to identify the factors that influence working consumers' purchasing behaviour toward green products; social influences, environmental attitudes, environmental concern, and perceived effectiveness of environmental problems,

perceived effectiveness of environmental behaviour, perceived environmental responsibility, and government initiative.

Two hundred working consumers are the sole targeted respondents in this study. It is found that there are no significant differences in the gender and race variables, whereas monthly income variable was found a significant difference on it. In addition, the study findings also discovered that there is a significant relationship between the factors influence and working consumers' purchasing behaviour towards green products.

Consequently, these research findings have provided some insight and feedback to businesses who basically facing a lot of challenges in convincing consumers to purchase green products. By gathering this information, marketers can understand the route that shifts the environmental factors to green purchase behaviour. They also would be able to formulating their various strategies to effectively attract more consumers to purchase green products. It is a research project submitted in partial fulfillment of the requirement for the degree of Master of Business Administration.

Keywords: Consumers' Buying Behavior, Ecolabels, Environmentally Friendly Products, Consumers Behaviour, Consumer, Purchasing Behaviour, Ecolabels

New Research Reveals Increasing Consumer Support for the MSC Ecolabel

Marine Stewardship Council
London, EC1A 2DH

Press Releases, February 20, 2014

An independent survey commissioned by the Marine Stewardship Council (MSC) shows that 30% of consumers who buy fish at least once every two months are aware of the MSC ecolabel for sustainable and well managed fisheries – up from 23% in 2010.

The biennial consumer survey conducted by Albemarle Marketing Research (AMR), seeks to understand consumer support for ecolabels in general, their attitudes towards sustainable seafood and MSC labelled products. In 2012, a total of 5,977 interviews were completed in the UK, Germany, Netherlands, Sweden, Denmark, France, USA, Canada, Japan and Australia.

When shown the MSC ecolabel, stripped of all the text, 30% of respondents (with variations across the 10 countries surveyed) said they had seen it before, and over 9% of all respondents were then able to accurately describe, without any prompting, what the MSC ecolabel stands for – up from 5% in 2010.

Consumers reported an increasing value placed on 'independent ecolabels; 54% of respondents believe ecolabels are effective in 'helping bringing changes to environmental/social problems' and 59% agree that 'a product that carries an ecolabel has less impact on the environment' (up from 52% in 2010). The research also reveals that the presence of an ecolabel on products continues to make a positive impact on consumers' perception of the host brand; 44% of consumers reported a higher level of trust for brands that use ecolabels (up from 40% in 2010).

In the UK and the Netherlands, 'ecolabels on products' rank as the most trusted source of information on socially and environmentally responsible goods. Ecolabels rank second in Japan, Australia, France and the US; recommendation by friends and family' is considered the most trusted source of information in 5 of the 10 countries surveyed – this is also an indication of how much sustainability issues are part of everyday conversation.

Keywords: Consumers' Buying Behavior, Ecolabel, Environmentally Friendly Products, Consumers Behaviour, Consumer, MSC ecolabel, Marine Stewardship Council

Important Motivators for Buying Green Products

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Intangible Capital, Volume 10, Issue 5, 2014, 873-896p.

ISSN: 1697-9818 | 2014-3214

To address the main motivators that influence customers to buy green products as well as well as profiling the decisions that shape their behavior. The authors have conducted a review of the major research related to consumers to identify motivational factors, to draw conclusions about their impact on buying green products. Factor analysis is conducted on the collected data to find the underlying factors that motivate consumers to buy green products and most importantly motivational factors were identified by T test. Results show that Environmental Concern, Perceived Consumer Effectiveness, Consumer Knowledge, Laws and regulation and Promotional Tools' were the most important of motivators. The results could help companies, authorities, governments, producers, sellers to know what motivate customers to buy green products and persuade the customers for buying them. Furthermore, this research indirectly contributes to increase the customers and public intention for buying green products which in turn will help to solve some of the environmental issues and make less environmental side effect caused by products. It is notable that motivated consumers for buying a green product will finally expect to have a healthy life and clean environment which leads to a healthy and clean society.

Keywords: Consumers' Buying Behavior, Green Purchasing Motivators, Environmentally Friendly Products, Consumers Behaviour, Consumer, Ecolabel

Consumer Purchasing Behavior Towards Green Product

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Seminar Paper as the study part of the 2-credit course BAN-100, 2014, 54p.

Studies on green consumption behavior in Bangladesh are neither popular nor conducted carefully, especially empirical studies. With the aim of contributing to this research field, this paper adopts a new approach to find out the consumers perception and behaviors

towards green consumption by constructing a survey tool. Studies on green consumption behavior towards green products in Bangladesh conducted carefully, especially and empirically studied. The conceptual and hypotheses development is grounded in related literature. With the aim of contributing to this research field, this paper adopt to find out the consumers perception and behavior towards green consumption. People are now more concerned with ways to protect the environment. For instance, consuming green product is one of the key initiatives that can be carried out by consumers. A consumer buying behavior is influenced by cultural, social, personal and psychological factors. Green has become a mainstream issue driving millions of consumers to find out how they can live a more eco-friendly existence. This paper focuses on the changing consumer behavior towards the usage of green products. According to the results of the analysis, environmental awareness, green product features, green promotion activities and green price affect green purchasing behaviors of the consumers in a positive way.

Keywords: Consumer Buying Behaviour, Eco Friendly Products, Influencing Factor, Environment, Green Consumers, Consumer, Consumer Behaviour, Green Price, Green Product, Ecolabel

A Study on Consumer Behaviour Towards Purchase of Eco Friendly Products in Coimbatore

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Abhinav International Monthly Refereed Journal of Research in Management & Technology, Volume 3, Issue 3, March, 2014, 8p.

ISSN: 2320-0073

Environmentally friendly products and green marketing have become a highly attractive subject. The corporates are constantly trying to find the best way to reach the customers with their green message. Customers and businessmen are depending more on the environment and have started to pay more attention to the protection of the environment. This paper aims to find out the effect of eco friendly products on consumers buying behaviour. To promote eco friendly products and green market it is imperative to conduct a research study.

A research study was conducted in Coimbatore city selecting a sample of 100 green consumers. The data were collected through a structured questionnaire. The objectives of the study are,

1. to study the consumer behavior towards purchase of ecofriendly products in Coimbatore,
2. to find out the factors influencing the consumers purchase decision of ecofriendly products and
3. to sort out the problems faced by the green consumers.

To achieve this, research objectives, a research methodology was framed. The research design is both descriptive and analytical. The data were analysed with the help of statistical tools like percentage, average, chi square, and likert scale technique. From the interpretation results were derived. The findings were summarized and presented. Suggestions were given. From the research study it is found that the most of the consumers

in Coimbatore are aware of environmental problems and green products in the market. There is a positive attitude and behaviour towards ecofriendly products. The green consumerism gains momentum in Coimbatore.

Keywords: Consumer Buying Behaviour, Eco Friendly Products, Influencing Factor, Environment, Problems of Green Consumers, Consumer, Consumer Behaviour

Study on the Impact of The Energy Label – And Potential Changes to it – on Consumer Understanding and on Purchase Decisions

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ENER/C3/2013-428 Final Report, October 2014, 141p.

This study provides an assessment of alternative energy label designs. The study explores consumers' understanding of the individual elements of the energy label and how the label design influences consumer purchase decisions. To this end, the study implemented two behavioural experiments to measure cognitive and behavioural responses to various label elements. Based on this, the study explores consumer understanding and product choice for the different energy label frames. The objective is to add to the evidence base on the most effective labelling design for possible future EU energy efficiency labels. The aim of the study was not to assess the transition to any possible new label, and as such the study does not comment on transition.

Keywords: Consumer, Label design, Environmental Knowledge, Consumer, Ecolabel, Consumer Behaviour, Purchasing Behaviour, Energy Efficiency, Energy Efficiency Label, Energy Label

Green Marketing and Its Impacts on Consumer Behavior in Sports Shops

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Annals of Applied Sport Science, Volume 2, Number 2, Summer 2014, 75-82p.

ISSN: 2322-4479

The aim of this study was investigation of green marketing and its impacts on consumer behavior in sports shops in East Azerbaijan province of Iran. The present study is functionalized by objectives and done by field. The study statistical society was sports shops in East Azerbaijan and 210 samples were chosen randomly according to the Morgan sampling method and 196 questionnaires were collected finally. The author-prepared questionnaire's validity was approved by some experts in sport management and marketing. The Field and the reliability were assessed by pilot study using Chronbach's Alpha ($\alpha = 819\%$) which showed that the tool was reliable. The questionnaire had 30 items rated by Likert's scale. Questionnaire introduction contained demographic pieces information of age, income and education degree. The results shows that a significant

relationship between green products features, green promotion, green pricing and green distributing with consumer green behavior; and education, income, and age, but not marital status, gender had a moderating effect on consumer green sports behavior.

Keywords: Green Marketing, Green Consumer, Product Characteristics, Environmental Knowledge, Price, Green Promotion, Consumer, Ecolabel, Consumer Behaviour, Purchasing Behaviour

Synthesis of Constructs for Modeling Consumers' understanding and Perception of Eco-Labels

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The term “eco-labeling” has become a buzzword in today's sustainable business world. The use of eco-labeling in various forms has been increasing notably for past many years, sometimes as an environmental “requirement” and sometimes merely as a marketing tool. Questions arise about how well these eco-labels are attended and understood by consumers. However, though mentionable studies are found on various aspects of eco-labels, gaps exist in exploring an inclusive set of parameters for investigating consumer perceptions of eco-labels. This paper aims at preparing a synthesis of all the possible factors to be incorporated for measuring consumer perceptions of eco-labeling of products.

For making such synthesis, all major works in the field have been thoroughly reviewed. The paper comes up with a total of 10 parameters that include consumer awareness, consumer knowledge, consumer involvement, consumer trust, design and visibility, credibility of the source, type and level of information, clarity of meaning, persuasiveness, and private benefits. This tentative, yet inclusive, set of parameters is thought to be useful for designing large scale future empirical researches for developing a dependable inclusive set of parameters to test consumer understanding and perceptions of eco-label. A framework is proposed for further empirical research.

Keywords: Eco-Label, Sustainable Business, Environment-Friendly Product, Consumer Perception, Parameters, Consumer Behaviour, Purchasing Behaviour

Consumer Preferences, Ecolabels, and the Effects of Negative Environmental Information

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P.O. Box 5003, 1432 Aas, Norway
2014, 31p.

Consumers prefer eco-labeled products. However, little is known about the effects of eco-labels when consumers are simultaneously exposed to negative environmental information. We conducted a stated choice experiment in France with eight fish products that were either eco-labeled or unlabeled. Four types of negative information concerning the potential negative environmental consequences of catching wild fish or producing farmed fish were randomly administered to the participants. The data were analyzed by a mixed logit model. Several results emerged. First, there are positive eco-labeling effects on the willingness to pay (WTP) for fish. Second, eco-labeling cannot fully mitigate the negative effects on WTP of negative environmental information. Third, there is a positive effect on the WTP for substitute fish produced with the same production technology as the type of fish that receives negative environmental information. This paper is presented at the Agricultural & Applied Economics Association's 2014 AAEA Annual Meeting, Minneapolis, MN, July 27-29, 2014.

Keywords: Green Consumerism, Ecolabel, Consumer Preferences, Environmental Information, Buying Behaviour, Purchasing Behaviour

Apparel Purchasing with Consideration of Eco-labels among Slovenian Consumers

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FIBRES & TEXTILES in Eastern Europe, Volume 22, Issue 5 (107), 2014, 20-27p.

ISSN: 1230-3666

The increasing public awareness and sense of social responsibility related to environmental issues have led the textile and clothing industry to manufacture products with improved environmental profiles. During the 1990's, the industrialised world witnessed a growing number of environmental labels as a way of encouraging consumers and industries to alter their consumption patterns and to make wiser use of resources and energy in the drive for sustainable development. In this exploratory study, environmental knowledge among Slovenian consumers regarding the most popular current eco labels was examined. Data were collected through a structured online survey from a simple random sample of 535 consumers. Responses to an online questionnaire indicated that the largest share of participants considers clothing, composition the most, while only a small percentage considers eco labels and the environmental impact. Consumers are willing to pay no more than 10% for a textile product with an ecological label attached. The largest proportion of respondents identified themselves as average eco-conscious, although they didn't show any knowledge of ecolabels. The study revealed that it is necessary to increase the level of awareness of sustainable materials as well as trust in eco labelling systems with transparent standardization and certification systems.

Keywords: Sustainable Consumption, Purchase Apparel, Recognition, Consideration, Eco Labels, Willingness To Pay More, Purchasing Behaviour, Consumer Behaviour

The Influence Of Consumers' Perception of Green Products on Green Purchase Intention

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International Journal of Asian Social Science, Volume 4, Number 8, 2014, 924-939p.

ISSN: 2224-4441 | 2226-5139

Green consumerism has increasingly received attention since the increased level of consumer awareness towards green products. Therefore, the aim of this paper had been to examine the influence of consumer perception of green products on green purchase intention. In this study, perception of green products was conceptualized as a multidimensional variable comprised of green corporate perception, eco-label, green advertising, green packaging, and green product value. By using a survey, a total of 159 questionnaires from respondents aged above 18 in Sabah were collected. The results demonstrated that within consumer perception; green corporate perception, eco-label, and green product value had positive significant influences on green purchase intention. The findings also revealed that eco-label and green product value made the largest contribution in influencing green purchase intention among consumers. In contrast, both green advertising and green packaging had no significant impact on consumer intention to purchase green products

Keywords: Green Consumerism ,Green Purchase Intention, Green Product, Green, Corporate Perception, Green Advertising, Green Packaging, Green Product Value, Factor Analysis, Malaysia

Food Labeling and Eco-friendly Consumption: Experimental Evidence from a Belgian Supermarket

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2014, 13p.

The paper was presented at the EAAE 2014 Congress 'Agri-Food and Rural Innovations for Healthier Societies' August 26 to 29, 2014, Ljubljana, Slovenia. Using an incentive-compatible framed field experiment, we investigate whether consumers' food consumption is more eco-friendly when the information about a product's environmental impact is more easily accessible. Through an online choice experiment, the authors identified a food label that is perceived to be the most easily accessible for assessing a product's eco-friendliness among six alternatives. This new graded food label is subsequently tested in an experimental food market embedded in a Belgium supermarket. We find that the presence of the new graded food label leads to more eco-friendly food consumption relative to the label currently used in the supermarket, i.e. the graded label

increases the overall eco-friendliness of our subjects' food consumption by about 10%.

Keywords: Food labelling, Field Experiment, Environmental Information Provision, Consumer Behaviour, Eco labeling, Eco-friendliness

Consumers' Buying Behavior Towards Green Products: An Exploratory Study

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International Journal of Management and Business Research, Volume 3, Number 1, January 2014, 188-197p.

ISSN: 2319-345X

Over the past few years, the demand for green products in Indian has been growing significantly due to the increased interest in the environment. Consumers today are increasingly " thinking green " and are willing to pay more for environmentally friendly products. The increasing numbers of consumers who prefer and are willing to buy these products are subjected to the buying process. Consumers have different buying behaviours and these behaviours are constantly changing as a result of the availability of best alternatives to choose from. Products are chosen for numerous reasons. Overall, the buying process is extremely fast-paced today. Hence, the present study is conducted to explore the extent of the impact of consumers' buying behaviour towards the marketing of green products in Kancheepuram District. The study investigates the relationship between variables that affect consumers' buying behaviour for green products and identifies the price levels consumers prefer to pay for green products in the district. An attempt has also been made to examine the factors that affect the green products' buying behaviours of the consumers. Convenience sampling method was used to select 200 respondents living in the district and who make purchases for the products. The primary data was collected from the respondents with the help of pre-tested structured opened and closed-ended questionnaires. In pursuance of the study's stated objectives, the formulated hypotheses were subjected to regression and chi-square analyzes. The findings of the study reveal that there is significant relationship between the variables which affects consumers' buying behaviour for green products. Similarly, the factors affecting the consumers' buying behaviour have major implications on purchasing decisions. Green marketers can therefore understand, identify and design marketing mix strategies to appeal to the preferences of the market segments for green products.

Keywords: Consumers' Buying Behavior, Green Marketing, Environmentally Friendly Products, Green Products

An Investigation of Sustainable Product Purchase Behavior: A Social Cognitive Perspective of Consumer Action

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Dissertations, Theses and Capstone Projects, Paper 602, Spring 2014,

Environmentally friendly products have been available since the 1970s, receiving both praise and skepticism on the part of consumers. More recently, product focus has shifted towards a product's social, economic, and environmental concerns (sustainable products). While consumers admit they would buy sustainable products, this behavior is currently not occurring at the point of purchase. This research contributes to the existing literature by further exploring why a consumer's likelihood to purchase sustainable products has not translated into actual sales. Based on an extensive review of the extant literature a theoretical model was developed and tested using an online survey distributed to employees from a Mid-Western community college. The results will be analyzed using Partial Least Squares-Structural Equation Modeling (PLS-SEM). The study contributes to the literature by answering calls from Henry (2009) to use social cognitive theory (Bandura, 1986) and Grant, Franklin, and Langford (2002) to use the Self-Reflection and Insight Scale in a research realm outside of psychology. Moreover, this research tests eco-labels as a antecedent of willingness-to-pay as called for by Laroche, Bergeron, and Barbaro-Forleo (2001). Other contributions of this study include extending the research examining sustainable consumption and using self-efficacy as a mediator. In summary, this research tests a theoretical model to gain insights into the factors influencing likelihood to purchase sustainable products. Overall, sustainability perceptions are strong predictors of likelihood to purchase sustainable products, explaining 63% of the variance. This is a dissertation presented in partial fulfillment of requirements for the Degree of Doctor of Business Administration.

Keywords: Sustainability, Ecologically Conscious Consumer, Willingness-To-Pay, Likelihood To Purchase, And Sustainable Products, Ecolabel, Consumer

Sustainability labels on food products: Consumer motivation, understanding and use

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Food Policy, Volume 44, February 2014, 177-189p.

ISSN: 0306-9192

This study investigates the relationship between consumer motivation, understanding and use of sustainability labels on food products (both environmental and ethical labels), which are increasingly appearing on food products. Data was collected by means of an online survey implemented in the UK, France, Germany, Spain, Sweden and Poland, with a total sample size of 4408 respondents. Respondents expressed medium high to high levels of concern with sustainability issues at the general level, but lower levels of concern in the context of concrete food product choices. Understanding of the concept of sustainability was limited, but understanding of four selected labels (Fair Trade, Rainforest Alliance, Carbon Footprint, and Animal Welfare) was better, as some of them seem to be self-

explanatory. The results indicated a low level of use, no matter whether use was measured as self-reported use of different types of information available on food labels or as use inferred from the results of a choice-based conjoint analysis. Hierarchical regression indicated that use is related to both motivation and understanding, and that both motivation, understanding and use are affected by demographic characteristics, human values as measured by the Schwartz value domains, and country differences. The results imply that sustainability labels currently do not play a major role in consumers' food choices, and future use of these labels will depend on the extent to which consumers' general concern about sustainability can be turned into actual behaviour.

Keywords: Consumer behaviour, Food labeling, Sustainability, Eco label, Eco labeling, Ethical Labels

Important Motivators for Buying Green Products

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ISSN: 1697-9818 | 2014-3214

To address the main motivators that influence customers to buy green products as well as profiling the decisions that shape their behavior. The authors have conducted a review of the major research related to consumers to identify motivational factors, to draw conclusions about their impact on buying green products. Factor analysis is conducted on the collected data to find the underlying factors that motivate consumers to buy green products and most importantly motivational factors were identified by T test. Results show that 1) Environmental Concern, Perceived Consumer Effectiveness, Consumer Knowledge 2) Laws and regulation and 3) Promotional Tools' were the most important of motivators. Practical implications: The results could help companies, authorities, governments, producers, sellers to know what motivate customers to buy green products and persuade the customers for buying them. Furthermore, this research will indirectly contribute to increase the customers and public intention for buying green products which in turn will help to solve some environmental issues and make less environmental side effect caused by products. It is notable that motivated consumers for buying a green product will finally expect to have a healthy life and clean environment which leads to a healthy and clean society.

Keywords: Consumers' Buying Behavior, Green Purchasing motivators, Environmentally friendly products, Ecolabel

Effect Of Green Marketing on Consumer Purchase Behavior

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QScience Connect, Issue 1, 5, January 2014, 1-9p.

ISSN: 2223-506X

In recent years, concern about the environment has been highlighted in many areas of life. Our limited resources are damaged, the future of human life disturbs this planet, thus leaders and thinkers have to create a solution. The influence of green marketing tools has been analysed in this study, namely the eco-label, eco-brand and environmental advertisement. The sampling used was available cluster sampling. Tehran city is divided into four parts, North, South, East and West. The western and northern areas of the city were selected and we distributed our questionnaire. The sample size was 384 people. Formulae and data were analysed using the Spearman correlation test and multiple regression analysis. The results show that environmental advertisement had the most significant effect on consumer purchasing behavior and eco-brand had the least effect.

Keywords: Green Marketing, Environmental Advertisement, Eco-Brand, Eco-Labeling, Consumer Purchase Behavior

Awareness of Green Marketing and Its Influence on Buying Behavior of Consumers: Special Reference to Madhya Pradesh, India

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AIMA Journal of Management & Research, Volume 8, Issue 1/4, February 2014, 14p.

ISSN: 0974-497

Customers' attitudes are changing towards the environment to encourage innovation in conservation and the benefits from this source of innovation are certain to outlive our current generation. This paper investigates consumer beliefs and attitude on environment protection and their purchasing behavior of eco-friendly products. This paper also focuses on the success of the efforts put by marketers in bringing green brand awareness in consumer's mind. It further reviews, consumer behavior and impact of marketing communication to identify how consumers are persuaded to opt for greener products. It reports the results of a consumer product survey using a questionnaire based on the Dunlap and Van Liere HEP-NEP environmental survey and the Roper Starch Worldwide environmental behavior survey. This paper identifies that consumers are not exposed enough to green product marketing communication and suggests the greater use of marketing and brands to promote and sell products that are environmentally friendly and functional effective. The paper suggests that the Indian market for greener products could be exploited more within consumer groups that have pro environmental values.

Keywords: Green Marketing, Customer's Belief and Trust, Consumer's Awareness, Green Brands, HEP-NEP, Environmental Survey, Consumer, Consumer Behaviour, Purchasing Behaviour, Consumer, Ecolabel

Improving Eco-labelling as an Environmental Policy Instrument: Knowledge, Trust and Organic Consumption

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ISSN: 1523-908X | 1522-7200

Eco-labels have an import role in promoting green consumption since most eco-labelled products are credence goods, implying that the valued process attributes they contain are not observable to the consumer even after purchase or consumption. Therefore, the consumers rely heavily on eco-labels as a reassurance that these attributes are actually delivered. We argue that the label will only have the desired effect if the consumers know the production standards underpinning it and have trust in the label. We test this argument using organic food as our example. The empirical results obtained on the basis of our analysis of Danish purchasing data on actual purchases combined with detailed survey data show that the higher the level of knowledge of labelling attributes and the higher the degree of trust in the label, the more likely consumers are to buy organic food.

Keywords: Eco-labelling, Organic Food, Trust, Knowledge, Consumer's Awareness, Consumer, Consumer Behaviour, Purchasing Behaviour, Consumer, Ecolabel

Sustainability Labels on Food Products: Consumer Motivation, Understanding and Use

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Food Policy, Volume 44, February 2014, 177-189p.

ISSN: 0306-9192

This study investigates the relationship between consumer motivation, understanding and use of sustainability labels on food products (both environmental and ethical labels), which are increasingly appearing on food products. Data was collected by means of an online survey implemented in the UK, France, Germany, Spain, Sweden, and Poland, with a total sample size of 4408 respondents. Respondents expressed medium high to high levels of concern with sustainability issues at the general level, but lower levels of concern in the context of concrete food product choices. Understanding of the concept of sustainability was limited, but understanding of four selected labels (Fair Trade, Rainforest Alliance, Carbon Footprint, and Animal Welfare) was better, as some of them seem to be self-explanatory. The results indicated a low level of use, no matter whether use was measured as self-reported use of different types of information available on food labels or as use

inferred from the results of a choice-based conjoint analysis. Hierarchical regression indicated that use is related to both motivation and understanding, and that both motivation, understanding and use are affected by demographic characteristics, human values as measured by the Schwartz value domains, and country differences. The results imply that sustainability labels currently do not play a major role in consumers' food choices, and future use of these labels will depend on the extent to which consumers' general concern about sustainability can be turned into actual behaviour.

Keywords: Eco-labelling, Consumer's Awareness, Consumer, Consumer Behaviour, Purchasing Behaviour, Consumer, Ecolabel, Food labeling, Sustainability, Food

Can Consumers Understand Sustainability through Seafood Eco-Labels? A U.S. and UK Case Study

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Sustainability, Volume 6, Number 11, 2014, 8195-8217p.

ISSN: 2071-1050

In the United States and the United Kingdom, over the last decade, major retail chains increasingly publicised their efforts to supply sustainable sourced and eco-labelled seafood. Debate exists over the extent of consumer demand for this product. Seafood eco-labels purportedly resolve the information asymmetry between producer and consumer, allowing consumers who care about sustainability to easily find and purchase these products. This paper discusses the idealized model of seafood eco-labelling in promoting sustainability and presents results of US and UK case studies based on consumer interviews and surveys, which found that consumers had often seen one or more seafood eco-labels. Two well-established eco-labels, dolphin-safe and organic, drove these rates of sustainable seafood awareness. These rates are interpreted in the context of the consumer's understanding of sustainability. The Sustainable Seafood Movement's efforts to increase the supply of eco-labelled seafood and elaborate corporate buying policies for sustainable seafood are influencing consumer's recognition and purchase of certified sustainable seafood products. However, eco-labels are a means to communicate messages about sustainable fisheries to consumers, not an end. Efforts to educate consumers about eco-labels should be a component of ocean literacy efforts, which educate the public about the need for sustainable fisheries.

Keywords: Consumers, Eco-Label, Sustainable Seafood, Sustainable Seafood Movement, Eco-labelling, Consumer's Awareness, Consumer, Consumer Behaviour, Purchasing Behaviour, Consumer, Ecolabel, Food labeling, Sustainability, Food

Mistra Future Fashion: Sustainable Consumption and Consumer Behaviour

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Report, 2014, 103p.

This Report is on Survey results on fashion consumption and sustainability among young consumers in Germany, the Netherlands, Sweden, the UK and the US in 2014. The purpose of this report is two fold: a) To describe the current fashion consumption of young consumers and sustainability related attitudes and knowledge; and b) To compare attitudes, knowledge and behaviour between consumers with different levels of awareness and commitment towards sustainability using a 2014 survey comprising 6,388 consumers, 16-35 years of age, in five countries. This report focuses specifically on the consumption of textile fashion by young consumers in five different countries by focusing on two consumption phases, the purchase phase and the discard phase, in addition to examining sustainability issues. The results and information obtained in this study indicate that there is a highly conscious and actively purchasing group of consumers that follows an individual, but fashionable style and where purchasing sustainable clothes is a sign of social position.

Keywords: Consumers, Eco-Label, Fashion, Sustainable, Eco-labelling, Consumer's Awareness, Consumer, Consumer Behaviour, Purchasing Behaviour, Consumer, Ecolabel

Green Products in Germany 2014: Status Quo and Trends

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Federal Environment Agency UBA, Germany

Germany: Federal Environment Agency, 2014, 68p.

This report collates market data on environmentally friendly products in Germany from a variety of consumer sectors for the first time. These figures focus on the case of Germany and relate to 2012. The report moves beyond the most common question about whether green product sales are rising. It also looks into the important issue of whether environmentally friendly products are catching up with conventional products, i.e. gaining a greater share of the overall market, as this is crucial to reducing the environmental impact of consumption. The report therefore goes on to also examine the environmental impact caused by individual consumer sectors, as well as the market dynamics within these sectors.

This report delivers important findings for the systematic monitoring of the market for ecological products and services, and creates a vital basis for consumer oriented environmental policy. It enables environmental policy-makers to evaluate shifts in the market more objectively, and better assess the effectiveness of measures to encourage sustainable consumption.

Keywords: Consumers, Eco-Label, Sustainable, Eco-labelling, Consumer's Awareness, Consumer, Consumer Behaviour, Purchasing Behaviour, Consumer, Ecolabel, Environment Friendly, Green Product

Consumers Perception of Lithuanian Eco-Label

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Economics and Management, Volume 18, Issue 4, 2013, 802-815p.

ISSN: 2029-9338

In the recent decade, individuals have become more environmentally concerned, while companies realized that consumers' needs and desires are changing. This, in turn, has created new environmentally oriented practices, like ecological labeling, to satisfy consumer demands. Though eco-labels were created with a purpose to ease consumers to make their buying choices, a certain degree of confusion has emerged among the customers concerning the precise meaning of ecolabels. In Lithuania "Ekologinis žemės ūkis" ("Ecological Farming") eco-label has been issued in 2009. However, it is still new to consumers in addition to the generally low level of ecological labeling practice awareness. With regard to the issue of consumer confusion and the distrust of ecocertification, the purpose of the research was to investigate perceptions of Lithuanian consumers of eco-labels and in particular Lithuanian ecological label "Ekologinis žemės ūkis." Although, the findings revealed that introduction of eco-label "Ekologinis žemės ūkis" was positively perceived, suggesting that it might make more people to consider their health and environment more seriously, the study participants recognized both positive and negative aspects of the label. However, consumers reported not feeling totally "safe" while choosing eco-labeled products and distrust producers and ecological labels because of their claims.

Keywords: Eco-Labels, Eco-Certification, Eco-Consciousness, Ecolabel, Consumer behaviour, Purchasing Behaviour, Consumer, Ecological Farming, Ecolabel

The Impact of Green Marketing on Consumer Buying Behaviour In Major Supermarkets In Nairobi County

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Thesis, October, 2013, 65p.

In order to keep up with the changing business environment and consumer needs, many organizations around the globe have been forced to adopt green marketing practices for social responsibility issues. Preserving the environment has become the necessity of any competitive organization in the global market. Environmental friendly products with biodegradable packages are preferred by competitive companies in the global market. Adoption of green marketing practices by medium and large supermarkets in Kenya will enhance good company customer relations thus improved social responsibility. This study

sought to establish the impact of green marketing on consumer buying behaviour in major supermarkets in Nairobi County-Kenya. In terms of methodology, the study adopted a descriptive cross sectional survey. The target population of this study consisted of 10 major supermarkets in Nairobi County, Kenya. Primary data were collected using semi-structured questionnaires with both close-ended and open-ended questions. The intended respondents of the study were selected from the consumers of the 10 major supermarkets operating in Nairobi County. Descriptive statistics were used to analyse the data collected from all the 10 supermarkets. The study also adopted multiple linear regression and Pearson correlation analysis to establish the relationship between the variables of interest. The data collected was analyzed and presented in the form of, tables using frequencies, percentages, mean scores and standard deviation. The findings indicate that supermarkets endeavor to achieve some competitive advantage over their competitors in the dynamic business environment by using different marketing strategies that influence consumers to purchase green products and services. Green marketing strategy is one of the crucial strategies that cannot be left out by competitive organizations. Social responsibility has become the drive of any successful organization in the global market. It can be concluded that, product strategy, pricing strategy, promotion strategy and distribution strategy of any company should emphasize on green marketing practices. A research project submitted to the school of business in partial fulfilment of the requirements for the award of the degree of master of business administration (MBA) school of business, University of Nairobi.

Keywords: EcoLabels, Ecolabel, Consumer, Purchasing Behaviour, Customer Behaviour, Purchasing Behaviour, Green Marketing, Consumer Behaviour

Environmental Education in an Emerging Economy: Issues and Imperatives

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GIAN JYOTI E-JOURNAL, Volume 3, Issue 2, April-June 2013, 43-47p.

ISSN: 2250-348X

The economic growth in major emerging economies has led to a transformation in the lifestyles. It has resulted in a dramatic increase in mindless consumption, thus having major consequences for sustainability. As the emerging economies are in full throttle for unsustainable consumption and such patterns are evident, it is necessary that education plays a proactive role in fostering environmental responsible behavior in these economies. This article puts forth challenges and agenda as to how education in emerging economies can incorporate environmental values into the curriculum so as to shape the pro environmental behavior. This paper was presented at 7th International Conference, EMANATE 2013, on 'Education, Management and Technology' held on February 2nd, 2013 at GJIMT, Phase II, Mohali, Punjab, India.

Keywords: Environmental Consciousness, Consumer Behaviour, India, Environment,

Eco-labels in Germany

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Journal of Customer Behaviour, Volume 12, Number 4, Winter 2013, 341-359p.

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Eco-labels have become an important tool for German marketers, particularly within the fast moving consumer goods (FMCG) sector, to communicate product-level sustainability information to consumers. Within this context, this paper has two main objectives: first, to explore the attitude of green German consumers towards 'third-party' certified eco-labels and 'self-declared' eco-labels; and second to unveil which elements of an eco-label influence German consumers' purchase intentions. This study uses an intensive research approach, by means of in-depth personal interviews of German green consumers. The results of this study indicate that German consumers have a more positive attitude towards 'third-party' certified eco-labels than 'self-declared' eco-labels, where trust is the most important factor influencing German consumers' purchase intention. Findings have revealed that trust is built on: government involvement during certification; eco-label reputation; and clarity of the information presented in the label. The findings of this research make a contribution to the existing literature by extending current knowledge within this domain and identifying those eco-label elements that influence the purchase decision process of German green consumers.

Keywords: Eco-Labels, Germany, Interpretivist Paradigm, Purchase Intention, Ecolabel, Consumer, Purchasing Behaviour, Customer Behaviour

Reduce the Confusion: The Influence of Additional Shelf Information about Eco-Labels to Compare Green Cosmetics

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Thesis, 2013, 58p.

The present study contributes to the understanding of the purchase intention of young female consumers of eco-labelled cosmetics. Educating consumers by additional eco-label information at the point-of purchase increased the preference for a product. Especially brands which are seen as regular benefited from adding additional information by which consumers can compare different eco-labelled cosmetics. The main studies explored the influence of manipulations in brands, ecolabels and additional information. In the first main study, consumers' preference and purchase intention for single products on a shelf was investigated. In the second main study, the preference and purchase intention of consumers was measured during a choice task. Furthermore, the moderating influence of

brand loyalty, ecolabel familiarity, eco-label knowledge, health awareness and environmental awareness was tested. This thesis is in partial fulfillment of the requirements for the degree of Master of Science.

Keywords: Ecofriendly Behaviour, Consumer Purchase Behavior, Purchase Intentions, Consumer Behaviour, Ecolabel, Brand label, Green Cosmetics, Cosmetics Label, Cosmetics

Consumers' Understanding and Utilisation of Textile Eco-Labels When Making a Pre-Purchase Decision

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Thesis, 2013, 212p.

This study aimed to explore the consumers' understanding and utilisation of textile eco-labels during pre-purchase decision-making. The research for the study was done using a convenience and purposive sampling method with a quantitative structured online questionnaire for data collection purposes. Findings suggest that respondents were environmentally conscious, but only to some extent. Most respondents objectively understood textile eco-labelled products, but not textile eco-labels or organic label information regarding cotton production processes. Respondents indicated that they do not use textile eco-labels when making a pre-purchase decision, yet they somewhat recognised the need to buy eco-friendly textile products, because they are aware of the environmental implications. Regarding the information on eco-labels, respondents searched for information surrounding the quality of eco-labelled textile products, followed by the care instructions and the credibility of the eco-label on the product. Finally, there was a segment of respondents who buy and utilise textile eco-labelled products, and are willing to pay a higher price for these products. Furthermore, educating consumers about eco-labelled textile products might increase their awareness and utilisation of these products. In turn, this awareness about eco-labels might encourage consumers to include these kinds of products in their pre-purchase decision-making process. This dissertation submitted in partial fulfillment of the requirements for the degree Magister in Consumer Sciences at the Potchefstroom Campus of the North-West University.

Keywords: Ecofriendly Behaviour, Consumer Purchase Behavior, Purchase Intentions, Consumer Behaviour, Ecolabel, Brand label, Textile, Textile Label

Consumers' Intention to Purchase Green Product: Insights from Malaysia

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Climate change has become a global concern prior to the irresponsible human activities and development whereby previous research has shown that environmental issues and problems had psychologically influenced consumers' attitude and behaviour. This study aims to investigate the factors that influence consumers' green purchase intention in the case of Malaysia. A total of 430 samples was collected at several capital cities in Malaysia by using self-administered questionnaire with regards that respondents are aware with environment-related activities such as recycling to avoid bias or unrealistic answers. Data were analysed using multiple regression analysis via Statistical Package for the Social Sciences (SPSS) version 19.0 computer program. The results revealed that environmental knowledge was the most important predictor towards consumers' purchase intention, followed by health consciousness and environmental attitude whereas environmental labelling was found insignificant. It is crucial for government and marketers to work closely not just to create a better awareness on the green labelling and certification among Malaysians but also to transform consumer knowledge on environmental issues as a strong platform to practice an ethical consumption.

Keywords: Green Marketing Intention, Consumer Behaviour, Labelling, Multiple Regressions, Malaysia, Buying Behaviour, Purchasing Behaviour

Why Eco-labels can be Effective Marketing Tools: Evidence from a Study on Italian Consumers: Why Eco-Labels can be Effective Marketing Tools

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Business Strategy and the Environment, Volume 24, Issue 4, November 2013, 252-265p.

ISSN: 1099-0836

An emerging topic in environmental management studies is the role of eco-labels in guiding consumers in their purchasing choices. In order to contribute to the current debate on this topic, this research paper aims to assess, through a quantitative analysis, whether the knowledge, awareness and information that consumers gather on the environmental impact of a product through an eco-label can stimulate an eco-friendly behavior. Moreover, we assess whether general attitudes in purchasing behaviors determine a personal attitude toward ecological consumption. The findings from this study, which is based on a large dataset of Italian consumers, highlight a significant role of eco-labels in increasing the consumer's perceived behavioral control, unlike loyalty in brand and in store, which do not exert a significant influence. Practical implications for green business strategies emerge.

Keywords: Ecofriendly Behaviour, Consumer Purchase Behavior, Purchase Intentions, Consumer Behaviour, Ecolabel, Brand label

Impact of Green Marketing on Consumer Purchase Intention

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Mediterranean Journal of Social Sciences, Volume 4, Number 11, October 2013, 650-655p.

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The objectives of the research are to study the factors that determine consumer intentions towards buying green products. The inclusion criterion for the respondent was at least 14 years of education and the minimum age of 19. Findings of the study show that age and education have positive relation with Eco-literacy. Socio-demographic variables are not significantly related with green purchase intention. Besides this, Environmental advertisements, Price and Ecological packaging were found to be positively related with the Green purchase intention. Recommendations are presented for the existing and new companies to exploit the opportunities by investing in corporate social responsibility and advertisement as well as in improving and greening the marketing program. Further studies are needed to widen the scope of research in other areas of green marketing programme and strategy.

Keywords: Green Marketing, Green Purchase Behavior (GPB), Green Purchase Intentions (GPI), Consumer, Consumer Behaviour, Ecolabel

How to Design Eco-Labels to Influence Consumers

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Network for Business Sustainability, October 31, 2013

This article explains how consumers can choose sustainable products. Eco-labels or sustainability ratings can be an important guide for purchasing sustainable products. But not all rating systems are equally effective. These systems compare products or services in terms of their social and environmental performance, identifying those that are best in class. It gives the information on the EU's Rating System how the European Union (EU) has rated appliance energy efficiency using an A-G scale, with A indicating greatest efficiency. But as manufacturers increased appliance efficiency over time, virtually no appliances received the lower rankings anymore. The article discusses the paper of Stefanie Hille and Wüstenhagen who published a paper in 2012, pointing out the ineffectiveness of a change in the design of the European Union's energy efficiency labels. The labels had switched from an A to G scale to new categories including A+, A++ and A+++.

Keywords: Eco-labels, Rating System, European Union, Consumer Choices, Consumer, Ecolabel, Buying Behaviour

The effect of an environmental claim on consumers' perceptions about luxury and utilitarian

products

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ISSN: 0959-6526

This research examines how an environmental claim - an eco-label with a message about a product causing less damage to the environment - differently affects consumers' evaluations of utilitarian products and of luxuries. The results of two online studies show that consumers perceive an environmental claim as being a utilitarian aspect of a product, and, therefore, such claims may enhance consumers' evaluations of utilitarian products, especially when the content of the claim emphasizes global environmental benefits. In addition, the environmental claim may improve evaluations of luxury products by providing available justification to indulge and use luxuries. The latter effect is enhanced when the content of the environmental claim emphasizes personal-social benefits, related to the user's social status.

Keywords: Environmental Claim, Eco-Labels, Luxury Product, Utilitarian Product, Consumer Behaviour, Consumer, Ecolabel, Buying Behaviour

Green Marketing and its Impact on Consumer Buying Behaviour

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International Journal of Engineering Science Invention, Volume 2, Issue 12, December 2013, 61-64p.

ISSN: 2319-6734 | 2319-6726

Green marketing is going to be proactive topic with it steps into the world of the consumers where consumers are not only aware of the multiple brands and their perceived quality, but also they have started to pay more attention to the environment and thereby becoming more eco friendly. Therefore the companies are also exploring the various ways of communicating with the customers so that customers can be retained as loyal for long by adopting green management. The aim of the study is how consumer buying behavior is affected by the green marketing and how companies can get the competitive edge by adopting it. How demand could be enhanced by pursuing the green strategies and what challenges would be faced by the companies in going green. The results from this illustrates that companies need to increase their communication with the customers for going green, and that attributes like price and quality are more important than "environmental responsibility". The research study took place in the Rohini district of Delhi. The data have to be collected from multiple sources of evidence to understand the importance of green

and sustainability management, in addition to books, journals, and websites.

Keywords: Green Marketing, Consumer Behaviour, Green Management, Sustainability, Consumer, Buying Behaviour, Ecolabel

Current Sustainability Marketing and Communications Effect to Consumers Attitude to Purchase Sustainable Products

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International Journal of Research in Business Management, Volume 1, Issue 2, July 2013, 45-54p.

ISSN: 2347-4572 | 2321-886X

The World Business Council for Sustainable Development defined eco-efficiency as "the delivery of competitively priced goods and services that satisfy human needs and bring quality of life, while progressively reducing ecological impacts and resource intensity, throughout the life cycle, to a level at least in line with the earth's estimated carrying capacity" (IISD, 2012). Moreover, the United Nations Conference on Environment and Development (UNCED) at Rio de Janeiro in 2002 informs that all those who are affected by environmental decision-taking should be able to participate and that they should have effective remedies and redress for the wrongs they suffer as a result of environmental degradation (Hughes et al, 2002). However, consumers do not understand the problems of environment, potential solutions becomes very difficult to get customer attention. Wanger (1997) reported that only about 10 per cent of British consumers said that they have integrated environmental issues very constant in their purchasing behaviour. WBCSD (2008) also pointed out that many consumers remain confused about which products are better for the environment according to the consumers International and the UK's National Consumer Council report (WBCSD, 2008 and Wanger, 1997, P 14).

Keywords: Eco-Efficiency, Customer, Sustainability, Consumer Behaviour, Ecolabel, Sustainability, Consumer, Buying Behaviour

A Study on Consumers Attitudes Towards Green Marketing and Green Products

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International Journal of Advanced Trends in Computer Science and Engineering, Volume 2, Number 6, 2013, 258-268p.

ISSN: 2278-3091

Increasing awareness on the various environmental problems has led a shift in the way consumers go about their life. There has been a change in consumer attitudes towards a

green lifestyle. People are actively trying to reduce their impact on the environment. However, this is not widespread and is still evolving. Organizations and business however, have seen this change in consumer attitudes and are trying to gain an edge in the competitive market by exploiting the potential in the green market industry. The current study introduces the concept of green marketing and looks into the various ways in which the different consumer attributes are related to the concept of green marketing. A conceptual framework is presented and the information is analyzed on the basis of the framework.

Keywords: Green Marketing, Green Products, Consumer Attitude, Consumer Behaviour, Ecolabel, Sustainability, Consumer, Buying Behaviour

Islam, Eco-literacy and Green Purchase: Evidence from Malaysia

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Journal of Islamic Business and Management, Volume 3, Number 1, 2013,133-149p.

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This paper discusses the role of green purchase behaviour based on Islamic teachings and empirically examines the influence of eco-literacy on willingness to purchase green products among Muslim consumers in Malaysia. A survey was conducted using self-structured questionnaires on Muslim respondents above 18 years old, working, and having green purchasing experience within the central region of Malaysia. The study relates Islamic teachings with the importance of green purchase behaviour, highlighting the significance knowledge in practice/behaviour based on Islamic view, and providing an empirical investigation on eco-literacy concept in determining willingness to purchase energy-efficient products among Muslim consumers in Malaysia. The results showed that awareness of environmental problems and product characteristics had a significant positive influence on willingness to purchase energy-efficient products while awareness on eco-label did not significantly influence willingness to purchase energy-efficient products. The study calls for improving the protection of the environment and the significance of eco-literacy in guiding policy-makers and industry players in planning interventions and promotional campaigns of green products by improving the awareness of the environment. Further research is required on the effectiveness of energy-efficient, eco-label as a communication tool in promoting energy-efficient products among Muslim consumers.

Keywords: Eco literacy, Green Products, Consumer Attitude, Consumer Behaviour, Ecolabel, Sustainability, Consumer, Buying Behaviour, Environment, Ozone Layer Depletion, Islam, Purchase

Who Needs Cream and Sugar When There Is Eco-Labeling? Taste and Willingness to Pay for “Eco-

Friendly” Coffee

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Participants tasted two cups of coffee, decided which they preferred, and then rated each coffee. They were told (in lure) that one of the cups contained “eco-friendly” coffee while the other did not, although the two cups contained identical coffee. In Experiments 1 and 3, but not in Experiment 2, the participants were also told which cup contained which type of coffee before they tasted. The participants preferred the taste of, and were willing to pay more for, the “eco-friendly” coffee, at least those who scored high on a questionnaire on attitudes toward sustainable consumer behavior (Experiment 1). High sustainability consumers were also willing to pay more for “eco-friendly” coffee, even when they were told, after their decision, that they preferred the non-labeled alternative (Experiment 2). Moreover, the eco-label effect does not appear to be a consequence of social desirability, as participants were just as biased when reporting the taste estimates and willingness to pay anonymously (Experiment 3). Eco labels not only promote a willingness to pay more for the product but also lead to a more favorable perceptual experience of it.

Keywords: Coffee, Green Products, Consumer Attitude, Consumer Behaviour, Ecolabel, Sustainability, Consumer, Buying Behaviour, Environment, Eco-friendly

Green Awareness Effects on Consumers' Purchasing Decision: Some Insights from Malaysia

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International Journal of Asia Pacific Studies, Volume 9, Number 2, July 2013, 49-63p.

ISSN: 1823-6243

Consumers' awareness on products marketed in green marketing is important in guiding their purchasing decision of green products. This study aims to examine the influence of consumers' environmental concerns, awareness of green product, price and brand image

on their purchasing decision of green products. A total of 200 completed responses was collected in the survey. Responses were randomly drawn from students in a public university in the Federal Territory of Labuan, Malaysia. Their participation was purely voluntary. Results via multiple regressions authenticated that consumers' awareness of price and brand image significantly influences their purchasing decision of green products. A person having some concern for the environment and its brand image would have a stronger preference to buy a green product. The findings could provide fruitful insights for environmental sustainability.

Keywords: Consumer Attitude, Consumer Behaviour, Ecolabel, Sustainability, Consumer, Buying Behaviour, Environment, Eco-friendly, Malaysia

Impact of Green Marketing on Consumer Purchase Intention

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Mediterranean Journal of Social Sciences, Volume 4, Number 11, 2013, 650-655p.

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The objectives of the research are to study the factors that determine consumer intentions towards buying green products. The inclusion criterion for the respondent was at least 14 years of education and the minimum age of 19. The findings of the study show that age and education have positive relation with Eco-literacy. Socio-demographic variables are not significantly related with green purchase intention. Besides this Environmental advertisement, Price and Ecological packaging were found to be positively related with the Green purchase intention. Recommendations are presented for the existing and new companies to exploit the opportunities by investing in corporate social responsibility and advertisement as well as in improving and greening the marketing program. Further studies are needed to widen the scope of research in other areas of the green marketing program and strategy.

Keywords: Green Marketing, Green Purchase Behavior (GPB), Green Purchase Intentions (GPI), Consumer Attitude, Consumer Behaviour, Ecolabel, Sustainability, Consumer, Buying Behaviour, Environment, Eco-friendly

Consumer adoption of green products: Modeling the enablers

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Global Business Review, Volume 14, Issue 3, 2013, 453-470p.

ISSN: 0972-1509 | 0973-0664

Environmentalism has become an important social and corporate issue during the twenty-

first century. Consumers are becoming more environmentally conscious and are demanding green products from manufacturers. This has resulted in the emergence of new concepts like green marketing and green consumerism. Over the years, various studies have investigated the concept of green consumer behaviour and have listed out factors that work as either barriers or enablers when it comes to consumer adoption of environmentally sustainable products or lifestyles. The present study aims to identify and evaluate the enablers that facilitate consumer adoption of green products. Using Interpretive Structural Modelling a series of initial relationships was established that predict how the joint effect of these enablers affect green consumer behaviour and green product adoption.

Keywords: Green Marketing, Sustainability, Green Consumerism, Environmentalism, Interpretive Structural Modelling, Environmental Strategy, Ecolabel, Consumer, Consumer Behaviour

Consumers' Perception of Organic Product Characteristics. A Review

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ISSN: 0195-6663

Consumer interest in organic products is growing alongside a diversification of the supply. In order to serve consumers actual needs and wants regarding organic products, those involved in the market need to be informed about consumers' perception of organic products. Therefore, the state of research as regards the consumers' perception of organic product characteristics, including basic and additional characteristics, product labelling, product innovations and the range of products on the market is displayed in this contribution. A comprehensive literature analysis was performed uncovering not only the state of the art in the field, including employed methodology, but also research needs. Most studies are published on consumers' perception of organic products' design and labelling. A trend towards the so called 'organic-plus' positioning can be perceived, with many consumers expecting an extensive orientation towards sustainability. The diversity of product labels features prominently in related studies. The demand for reliable information, as well as the low degree of awareness of many labels amongst consumers becomes clear in these studies. To date, few results are available on consumers' perception of packaging and design of organic products, and even fewer for consumers' perception of range design. Both consumers' perception of organic product innovation and valued added services are untouched so far.

Keywords: Organic Products, Consumer Behaviour, State of Research Knowledge, Product Policy Marketing, Labeling, Ecolabel, Organic, Organic Label

Organic Food Consumers Purchase Patterns – Insights from Croatian Market

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Mediterranean Journal of Social Sciences, Volume 4, Number 11, 2013, 472-480p.

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Organic agriculture is a holistic production system, which sustains the natural soil activity, ecosystem and people. The new system is a reaction of producers of organic food to unsustainability of capital intensive agriculture. The organic food market develops progressively because of consumers' increased interest in nutrition, health and environment protection, with the European market for organic food being the biggest market for organic food worldwide. Organic food market in Croatia is in the phase of rapid development with characteristics of mature markets. Taking into account the offer of organic food in Croatian big box retailers, the market is definitely between the growing and the developed market. Theoretical part of the paper will sum up the findings about characteristics of organic food consumers and address their buying behaviour, motives for organic food purchase and perception about organic food compared to conventional food. Research results show the existence of the significant relationship between organic food purchase, according to the region, education level, place of residence, financial status, personal monthly income and monthly household income. Further on, insights from organic food purchase patterns from the Croatian market show that frequent organic food consumers consider organic food tastier and healthier than conventional, and consider that organic food with the eco-label is safer for consumption than the food without the eco-label.

Keywords: Organic Products, Consumer Behaviour, Labeling, Ecolabel, Organic, Organic Label, Eco-label, Organic Food, Purchase Patterns, Empirical Research, Croatia

Purchasing Green to Become Greener: Factors Influence Consumers' Green Purchasing Behavior

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This study proposes an integrated model that combines the Theory of Reasoned Action (TRA) and two categories of variables, personal and marketing, to investigate the attitudinal and behavioral decision factors to purchase green products. The model derived and tested via structural equation modeling on a sample of 374 consumers from the Guilan

province in Iran. The results show that attitude is explained by consumers' environmental concern, quality of green products, green advertising and green labeling. The results of the structural equation analysis indicate that attitude positively influences intention to purchase green products. Green purchasing intention also influences on green purchasing behavior. This paper also discusses the implications of the results for marketers and researchers.

Keywords: Green products, Theory of Reasoned Action (TRA), Green Purchasing Behavior, Consumer Behaviour, Labeling, Ecolabel, Consumer

Exploring Purchasing Preferences: Local and Ecologically Labelled Foods

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Journal of Consumer Marketing, Volume 30, Issue 7, 2013, 563-572p.

ISSN: 0736-3761

The growing presence of foods that are labelled “locally/ecologically produced” leads to the question of how many consumers consider the impact of their food purchases. Do they value local/ecologically-produced food sufficiently to drive their purchasing behaviour, even if such foods are more costly? Can consumer segments be identified and, if so, what are their characteristics? This paper aims to focus on these questions. In an exploratory study, the authors surveyed over 400 students from a public university in California asking them to select between apples based on a combination of price, origin and presence/absence of an ecological indicator. The authors collected information on their shopping attitudes, their affinity for international trade and demographic identifiers. – Evidence is found for three consumer segments: the deep green, the price conscious and switchers. The latter are the most prevalent category across demographic and attitudinal indicators, but with increased age, employment/shopping responsibilities, the preponderance of switchers diminishes and more deep green consumers appear. Deep green consumers tend to be both more information and variety seeking than the price conscious ones. By identifying demographic and other characteristics that are likely to qualify consumers as belonging to a specific segment, marketers of local and ecologically produced foods can better target and influence appropriate consumers.

Keywords: Global Warming, Consumer Attitudes, Pricing, United States Of America, Ecological-Labeling, Local Food, Carbon Footprint, International Trade, Eco label, Consumer, Buying Behaviour

Determinants of interest in eco-labelling in the Ontario wine industry

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The purpose of this research was to explore the degree interest from members of the Ontario wine industry in an eco-labelling program for the Ontario wine industry to complement the current voluntary environmental initiative and to identify barriers and motivations for participation. Structured face-to-face interviews with members of the Ontario wine industry were used to assess interest and motivations and barriers. The qualitative data were coded and analyzed for common themes. All industry members interviewed indicated that they would consider participating in an eco-labelling program. Motivations included continuing environmental improvement, increased visibility and improved public perception. Deterrents included the time and money required to obtain certification and the format of the program. These results indicate a high degree of interest from Ontario wine industry members in developing a formalized eco-certification and labelling program to accompany the existing voluntary environmental initiative. These results could help the Ontario wine industry decide whether to move forward with such a program. Additionally, the results shed light more generally on factors that may motivate or deter industries from participation in eco-labelling programs. There is currently little research investigating the potential for eco-labels in the wine industry and the majority of that which exists tends to focus on consumer interest rather than industry interest or willingness. Additionally, there is limited research on the potential for eco-labelling in the Ontario or Canadian wine industries.

Keywords: Eco-labelling, Certification, Canada, Industry, Sustainable, Wine, Consumer, Ecolabel, Consumer Behaviour, Buying Behaviour

A Framework Identifying the Gaps Between Customers' Expectations and Their Perceptions in Green Products

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Journal of Cleaner Production, Volume 59, 15 November 2013, 174-184p.

ISSN: 0959-6526

Much research about green product development and marketing has been proposed due to consumers' awareness of environmental protection and the international severe environmental regulations. Despite the scholarly attention paid to green issues, the market shares of many green products have not increased significantly in accordance with academic pursuit and interest over the past decade. A major reason for this lies in the fact that many green products in the marketplace cannot fulfill consumers' expectations because gaps exist between consumers' expectations and their perceptions of those products. This problem has been left unnoticed and even unexplored in previous research. As a result, this study purports to adopt the service quality model for drafting a model describing the gaps existing between consumers' expectations and their perceptions, and

adopt the notion of SERVQUAL instrument to develop a green product instrument for measuring these gaps. This green product instrument is built upon the basic attributes of product quality, attributes for measuring environmental performance and eco-certification of green products. By means of the proposed instrument, we find that gaps do exist between customers' expectations and their perceptions related to green information products. The larger gaps existing between consumers' expectations and their perceptions of green information products are environmental attributes of green information products. Finally, suggestions are provided for the managerial use of the proposed instrument, and a number of future research issues are also identified.

Keywords: Environmental Sustainability, Green Product, Green Marketing, SERVQUAL, Consumer, Ecolabel, Consumer Behaviour, Buying Behaviour

Exploring the Eco-Attitudes and Buying Behaviour of Facebook Users

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Eco-friendly consumers' attitudes are becoming increasingly frequent, recent research indicating that pro-environmental purchase behaviour, not only lower costs on the long term, but also enhance business stakeholders' and consumers' confidence in high added value products and services. This paper undertakes an interdisciplinary research on how social media (i.e. Facebook) can influence users' perceptions and buying behaviour related to five categories of ecological products and services (eco-food, eco-tourism, eco-housing, eco-textiles and eco-beauty & cosmetics). This research investigates how ecological products and services could gain popularity and overpass the identified purchasing barriers (e.g. high prices, low awareness, low availability) via superior integration in consumers' daily experiences with Facebook. The research findings indicate that Facebook represents an effective and innovative environment that could build the necessary links between green attitudes and consumers' hearts and minds.

Keywords: Ecological Products & Services, Facebook, Green Attitudes, Buying Behaviour, Eco-Food, Eco-Tourism, Ecolabel, Consumer Behaviour, Consumer

Re-Examining Green Purchase Behaviour and the Green Consumer Profile: New Evidences

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Management Decision, Volume 50, Issue 5, 2012, 972-988p.

ISSN: 0025-1747

This paper aims to re-examine the determinants of ecologically conscious consumer behaviour (ECCB) by analysing the green consumer profile (socio-demographic and psychographic variables), building on the work of Straughan and Roberts. Moreover, the study explores the determinants of effective green purchase behaviour (GPB) considering ECCB and green purchase intention (GPI) previously evaluated. The results show that psychographic variables, with emphasis on perceived consumer effectiveness (PCE) and altruism, are more relevant than socio-demographics in explaining ECCB. The consumers with higher ECCB have shown a higher green purchase intention (GPI). The ECCB has a positive impact on GPB, higher than GPI, which in turn mediates that relationship. This paper provides a comprehensive understanding about the green consumer profile and behaviour, including the effect of GPI on GPB, and which contribute to the coordination of future marketing strategies to target this segment.

Keywords: Green Marketing, Green Consumer Profile, Green Consumer Behaviour, Ecological Consciousness, Green Purchase Intention, Green Purchase Behaviour, Demographics, Psychographics, Consumer, Buying Behaviour, Ecolabel

Factors Affecting Consumers' Green Purchasing Behavior: An Integrated Conceptual Framework

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In this modern era of societal marketing business ethics and social responsibility are becoming the guiding themes for marketing strategies and practices. Within the field of ethics and social responsibility, environmental and green marketing topics are the central topics, which are closely related to biodiversity and sustainability. This paper suggests a different approach to assessing the variables of consumers' green purchasing behavior. Based on thoroughly researched secondary data, this conceptual paper suggests a framework integrating the so far incoherent frameworks as proposed by previous authors. Emanating from this eclectic and chronological literature review, the paper will also propose further missing links that need to be included in the proposed integrated

framework. Based on this holistic framework, in a future study, the authors will explain a sustainability index of green consumer behavior, which will be tested empirically in the study. In fact, from the proposed integrated framework, in total eight vital factors/aspects of green/environmental issues are likely to have an impact on consumer green purchasing behavior. Demographic variables will play an intervening or mediating role in the framework.

Keywords: Pro-Environmental Consumer Behaviour, Sustainability, Green Consumer Behaviour, Green Purchasing, Buying Behaviour, Consumer

Developing Guidelines for an Ideal Ecolabel for Wood and Paper Products in the U.S.

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Master's Thesis for the Master of Science (Agr. & For.) Forest Economics, November, 2012, 92p.

The goal of this research was to produce guidelines for an eco-labeling program of wood and paper products in the U.S. market. The factors affecting consumers' willingness to pay for eco-labeled wood and paper products were examined using a metaregression analysis. A systematic literature review was conducted to examine what are the preferable on-product label characteristics. Results show that consumers in North America are willing to pay less for eco-labeled wood and paper products than European consumers. Wooden and durable goods are able to capture larger price premiums compared to less durable wood/paper products. Consumers are willing to pay more for ecolabeled products where the labels provide more information to the consumers. Among demographic variables, age is shown to positively influence the amount consumers are willing to pay for eco-labeled wood and paper products. Among desirable label characteristics contact information of the labeling agency and information about the environmental effects of the product were found important in addition to information enabling product comparison. Environmental non-governmental organizations are perceived as the most credible labeling providers as shown in past studies.

Keywords: Consumer Behaviour, Marketing Strategy, Consumer Purchasing Patterns, Purchasing Behaviour, Ecolabel, Consumer Willingness

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

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World Journal of Entrepreneurship, Management and Sustainable Development, Volume 8, Issue 1, 2012, 36-59p.

ISSN: 2042-5961

The purpose of this paper is to analyse the impact of green marketing strategies on consumer purchasing patterns in Mauritius. The present research also explores the possibility of introducing greener patterns of consumption into contemporary lifestyles in the current context where green products are increasingly available. It reviewed the theory of green marketing to identify how customers are persuaded to purchase greener products. It also reports the empirical results of a consumer survey on green marketing strategies by the questionnaire method. The survey questionnaires were administered to 150 respondents visiting various hypermarkets and supermarkets. The questionnaires were processed and analysed with the statistical programme SPSS, using descriptive, correlation and factor analysis. The findings provided some interesting clues regarding customers' perceptions on environmental concerns and green products. Further findings suggest that most consumers have expressed a great interest in the protection of the environment and they are strongly concerned about the environment and its degradation. Hence, business executives should host workshops and seminars so as to educate customers on environmental protection and environmental-friendly products. Results also indicated an overall positive correlation between effective green marketing strategies and customers' purchasing patterns for green products. Therefore, there is a powerful urge for companies to promote green branding, eco-labelling and green packaging strategies in order to encourage a greener pattern of consumption among consumers in Mauritius.

Keywords: Mauritius, Developing Countries, Consumer Behaviour, Marketing Strategy, Green Customers, Green Marketing Strategies, Green Consumer Purchasing Patterns, Purchasing Behaviour

Green marketing: Consumers' Attitudes towards Eco-friendly Products and Purchase Intention in the Fast Moving Consumer Goods (FMCG) sector

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Master Thesis, Spring semester 2012, 98p.

The research study is on the green marketing, but specifically on consumers' attitudes and purchase intention of eco-friendly products. It has been the global concern for the purpose of the preservation of the polluting and degradation of the environment. Many studies have been done on the green marketing exploring the importance of the topic and relationship to the attitude and purchasing behavior of the consumers of eco-friendly products. Through the vital information provided by the expertise, competent and experience researchers, companies have understood the importance of green marketing in order to produce eco-friendly products and these provided much rich information for the literature studies of the thesis.

The objective of this research was looked into and explored the influencing of the four traditional marketing-mix elements, satisfaction and word of mouth (WOM) on attitude and purchasing intentions of consumers on eco-friendly products specifically fast moving consumer goods (FMCG) or non-durable ones. The purpose of the study was to obtain information from the consumers' point of view. Furthermore, one perspective of the

study was to look into the comparison of the Swedish and the Non-Swedish their attitudes towards ecofriendly products. A questionnaire provided to obtain the views of the Swedish and other nationalities, how they are influenced by the marketing-mix elements (4P), satisfaction and WOM concerning green attitudes and purchase intention of eco-friendly products. A quantitative approach was adopted for the study by using a questionnaire, one paper version and another online version the total sample was composed of 174 respondents, 81 were collected through internet by using Google.doc surveys and Facebook and 93 by using a standard paper questionnaire form. Furthermore, convenient sample was used to collect data so the chosen boundary was Umeå University and its residents.

The findings indicated that consumers who already bought eco-friendly products and those who are satisfied with these previous purchases were willing to repeat purchases. Indeed, satisfaction goes with purchase intention. Furthermore, the importance of WOM and Advertising about green products the fact that consumers believe in the green claim explain the variance of the purchase intention. Positive attitudes concerning willingness to pay an extra price for green products are also correlated with purchase intention. However, we discovered also that, positive attitudes towards green products do not always lead to action i.e. purchase of these products. Our findings demonstrated that there were differences in attitudes and purchase intention toward green products between mainly the women and men and between the Swedish and the Non-Swedish.

Keywords: Green Marketing, Marketing-Mix, Word of Mouth, Satisfaction, Attitude, Consumer Intention, Consumer, Consumer Behaviour, Ecolabel

Green Marketing and Its Impact on Consumer Buying Behavior

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European Journal of Economic and Political Studies, Volume 5, Number 1, 2012, 17p.

ISSN:1307-6000| 1307-6035

This study aims to give information about the effect of green marketing on customers purchasing behaviors. First of all, the environment and environmental problems, one of the reasons why the green marketing emerged, are mentioned, and then the concepts of green marketing and green consumer are explained. Then together with the hypothesis developed literature review has been continued and studies conducted on this subject until now were mentioned. In the last section, moreover, questionnaire results conducted with 540 consumers in Istanbul are evaluated statistically. According to the results of the analysis, environmental awareness, green product features, green promotion activities and green price affect green purchasing behaviors of the consumers in a positive way. Demographic characteristics have a moderate effect on the model.

Keywords: Green Marketing, Environmental Awareness, Green Product Features, Green Promotion, Green Price, Green Purchasing Behavior, Consumer Behaviour

The Impact of Eco-Labels and the type of Green Products on Consumer Behavior

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Advanced Materials Research, Volumes 524-527, 2012, 3505-3508p.

ISSN: 1662 8985

Now more and more businesses begin implementing green marketing and carrying out the eco-labels program. But there is a confused question for the enterprise, if there will have the same effect for different types of green products. For this, the existing literatures have few involved. So, our research use the simulation experiment method to analyze the impact between the two green product types (self-serving green products versus altruistic green products) and the presence of eco-labels (yes versus no) on consumers' green purchase intention. The results of this study provide a theoretical basis for green products marketing.

Keywords: Eco-Labels, Green Products, Green Purchase, Consumer Behaviour, Ecolabel, Purchasing Behaviour

Determinants which Influence the Consumers' Green Purchasing Intention: An Empirical Study of Consumers' Buying Intention Toward Eco Friendly Printers in the Swedish Market

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Mälardalen University, School of Sustainable Development of Society and Technology,
June 2012, iv,54p.

This thesis is submitted in partial fulfillment of the requirements for the degree of MASTER OF SCIENCE on the subject of Business Administration with specialization in International Marketing. The purpose of this study is to identify and analyze the factors which can influence consumers' green purchasing intention. More specifically, it aims to find and analyse the factors that can influence consumers' green purchasing intention towards buying an Eco printer in the Swedish market. In this thesis both primary and secondary data have been used to establish its findings. A questionnaire of 201 respondents was analyzed to answer the research question. There are several determinants which can influence the green purchasing intentions. Among these determinants, green knowledge and Eco literacy, attitude and green belief, environmental laws and Guidelines and willingness to pay are identified as strong influencing factors while demographics found as less, stronger factor. However, subjective norms and social influence found as a weak one.

Keywords: Green purchasing, Green IT, Consumer behavior, Consumer purchasing intentions, Green marketing, environmental consciousness, Green attitude, Green decision making

Consumers and Eco-labelling: A Repertory Grid Study

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Academy of Marketing Conference, Paper 170, Southampton University, July 2012, 15p.

The first objective of this paper was to demonstrate the use of repertory grid technique (RGT), a well-established interview method that elicits consumer cognitions. The second objective was to explore consumer perceptions of Swiss food labels. The study explored the perception of selected labels. RGT was used to identify the constructs in a sample of 20 master students and 10 Swiss food labels supplemented with an "ideal label". The study identified two main clusters. One cluster represents two labels, closely related to the ideal label. The other group is comprised of the remaining labels. Content analysis and analysis of semantic corridor indicated constructs connoted negatively. This is one of the first research that explored cognitions regarding Swiss food labels and represented a rare application of the repertory grid technique (RGT) using a semi-quantitative approach by means of a software.

Research/Limitations/Implications – The application of the grid software facilitated the analysis, but did not overcome practical limitations, e.g. mentioned by Rogers & Ryals (2007). Managerial implications for label organisations are discussed and various fields for further research identified.

Keywords: Consumer Behavior, Consumer Purchasing Intentions, Repertory Grid Technique, Consumer, Ecolabel, Purchasing Behaviour

The Antecedents of Green Purchase Intention among Malaysian Consumers

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Asian Social Science, Volume 8, Number 13, 2012, 248-263p.

ISSN: 1911-2017 | 1911-2025

The objectives of this research are to identify the factors influence the green purchase intention and to determine the relationships between the factors (determinants) and green purchase intention among Malaysian consumers. A descriptive research was conducted to address the research objectives. The survey research was undertaken among the Malaysians who are members of one of the Activist Groups in which is a Non-government Organization (NGO) in Malaysia. The adopted sampling method was simple random sampling. There were 230 usable questionnaires which were analyzed with the Statistical Package for Social Science Software version 19. Five hypotheses were developed for this research and all hypotheses were tested using Pearson Correlation Analysis and

Multiple Regression Analysis. The results of the study indicated that government initiative has the most significant influence on green purchase intention among Malaysian consumers. In contrast, eco-label failed to show significant relationship to green purchase intention. The finding of insignificant impact of eco-label on the green purchase intention from this study is in contrast with the finding from Nik Abdul Rashid (2009) because both studies were carried out among Malaysian consumers.

Keywords: Green Purchase Intention, Environmental Knowledge, Environmental Attitude, Peer Pressure, Government Initiative, Eco-Label, Ecolabel, Consumer, Consumer Behaviour, Purchasing Behaviour

Ecolabel Programs and Green Consumerism: Preserving a Hybrid Approach

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Brooklyn Journal of Corporate, Financial & Commercial Law, Volume 7, Issue 1, Article 10, 2012, 226-249p.

ISSN: 1934-2497

The article presents three examples of well-developed organizations that have implemented third-party certification ecolabel programs that have received widespread acceptance within their industry. They exemplify how government-administered or government-encouraged ecolabel programs have limits to their effectiveness. Consumer misconceptions about what these ecolabel programs actually represent persist, and the programs do not necessarily encourage anything more than a discrete traditional standard. These approaches dampen the effectiveness of a hybrid form of environmental regulation, and have resulted in ecolabel programs with third-party certification suffering from many of the same problems of command and control technology-based standards. It provides an overview of technology-based standard setting and its shortcomings as an environmental regulation, and compares it with marketbased alternatives. Part II explains the background of the environmental consumerism movement. As consumers demanded eco-friendly products and the industry responded by producing products claiming to be ecofriendly, various stakeholders—including non-governmental organizations,

federal agencies, and state governments—contemplated methods for protecting consumers from unsubstantiated environmental claims. Part III evaluates three mainstream ecolabel programs in the United States: United States Department of Agriculture (USDA) Organic for agricultural products, ENERGY STAR for appliances, and Leadership in Energy & Environmental Design (LEED) for buildings. After an overview of the program, each ecolabel will be evaluated based on how consumers comprehend the ecolabel and whether the ecolabel program suffers from regulatory issues rooted in traditional command and control environmental theory. Finally, Part IV concludes by advocating for hybrid regulatory controls as effective strategies in promoting consumer comprehension.

Keywords: Ecofriendly, Eco-Label, Ecolabel, Consumer, Consumer Behaviour, Purchasing Behaviour, Third-Party Certification, LEED, Energy Label, Energy Star

Socially Conscious Consumer Trends: Sustainability

Minister of Agriculture and Agri-Food Canada
1341 Baseline Road, Tower 5, 4th floor
Ottawa, ON, Canada K1A 0C5

Market Analysis Report, November 2012, 18p.

ISSN: 1920-6593

This report centres on the environmental aspect of sustainability, consumer attitudes and buying patterns and how the agriculture and food sector is responding to perceived needs. The concept of sustainability is very complex: primarily comprised of environmental issues, it also encompasses economic and social concerns. The understanding of sustainability for food and beverage producers will evolve over time as knowledge and technology grows and consumers dictate the individual attributes that resonate most strongly through their purchasing decisions. This environment provides companies, many opportunities to develop products and brands that meet the long term financial and resource viability of their businesses, and that also appeal to consumers who will become more sophisticated in their approach to sustainable purchases. Literature suggests that the successful launch of many sustainable-oriented initiatives have been hampered by their use of industrial, technological or standards jargon to offer consumers confidence in the product. Although, that assurance must be there from a transparency perspective, communication is most effective when targeted to consumer definitions, or what is relevant to them on a day-to-day basis. Health and wellness, local, socially responsible, environmentally responsible, simple and convenient are all themes that resonate with consumers under the sustainability umbrella. Also important is the need to communicate about sustainable choices using a variety of tools each targeting a specific consumer segment, or a specific issue in order to raise awareness, increase familiarity and understanding, and help inform their purchasing decisions.

Keywords: Ecofriendly, Eco-Label, Ecolabel, Consumer, Consumer Behaviour, Purchasing Behaviour, Labels

Labelling Sustainability: Can Fast Fashion Become Sustainable with the Use of Environmental and Ethical Labels?

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Degree of Master in Fashion Management, The Swedish School of Textiles, Report no. 2012.13.11, 2012, 52p.

The concept of sustainability has become apparent in the fast fashion business. In recent years, many companies have started to label, the more sustainable garments in order to

make it easier for the consumer to make conscious decisions while shopping. However, this raises many questions due to unclear use of sustainability terms and the contradiction between environmental and ethical aspects in regards to the fashion industry.

The purpose of the thesis is to raise a discussion concerning the use of sustainability labels within fast fashion. In order to reach the purpose, the following questions were developed: "What do different sustainability labels mean, according to the fast fashion business?", "What knowledge do the customers have about different sustainability labels?" and "Do the labels have an impact in the buying decision making process?"

The authors have done an explorative study to investigate a phenomenon and highlight a potential problem in this field of studies. Since the aim of the empirical research is to gain insight of the consumers' attitudes and knowledge, the study is to a large extent qualitative. We conducted a survey in which purposive sampling was used, as we wanted the respondents to fulfil certain criteria. In addition to the survey, we also conducted research on a number of fast fashion companies to get an idea of what information the customers would be naturally exposed to.

The results from the study show that sustainability labels within fast fashion have not experienced their intended success among their largest consumer group. It has not yet reached desired effects on the consumption behaviour, the interest for sustainability nor the knowledge among the young female respondents. One can therefore discuss the utility of using labels within fast fashion.

Keywords: Fast fashion, Sustainability, Eco-labels, Consumer Behaviour, CSM, Consumption, Ecolabel, Consumer, Fashion, Purchasing Behaviour

Ethical Consumption in Iceland: Results from An Exploratory Study in Consumer Awareness

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University of Iceland

Research in Social Sciences XIII: Faculty of Social and Human Sciences, October 2012, 13p.

The aim of the present paper is to provide preliminary descriptive information as to the levels of awareness of ethical consumer issues. Ethical consumption has been defined as "the conscious and deliberate decision to make certain consumption choices due to personal moral beliefs and values" (Crane & Matten, 2007). Human rights, labor relations, land rights, environmental sustainability and animal welfare are the best known issues that ethical consumers have brought to the fore. Even though the diffusion of pro-environmental and more sustainable consumption choices is significant from a social, political and ecological point of view, ethical consumption is still an under-field field (Bray, et al., 2011; Newholm & Shaw, 2007). This is particularly true in Iceland. Studies on Icelandic consumers' ethics are still scarce, despite the country's high levels of consumption. Iceland was recently identified as the country with the highest ecological footprint in the world (Sigurður E. Jóhannesson, 2010). Our study aims to bring a needed insight into the status and definition of ethical consumption in Iceland. We will present

results from a survey on ethical concerns among Icelandic consumers. Ethical concerns were assessed through an internet survey. The questionnaire was in Icelandic and it was online for a month, between May and June 2012. The respondents (N = 425) were chosen through snowballing and self-selection sampling. The results are presently being analyzed.

Keywords: Ethical Consumption, Eco-labels, Consumer Behaviour, Consumption, Ecolabel, Consumer, Purchasing Behaviour, Consumer Awareness

Consumer Perceptions of Green Products: A Survey of Karachi Abdul Samad Shaikh and Mustaghis-ur-Rahman

SZABIST, Karachi, Pakistan

Journal of Independent Studies and Research MSSE, Volume 9, Number 2, July 2011, 15-29p.

ISSN: 1998-4162 | 2616-7476

Environmental issues are increasingly transforming business practices and consumer behavior across the world. In this study, consumers' attitude towards green products has been investigated. Consumers' awareness of the environment, their attitude towards the environment protection, and their perceived functionality of eco-labels have also been investigated. Results indicate that despite significant awareness and positive attitude towards environmental protection, attitude towards environmentally friendly products is not significantly high. There has been found a significant positive correlation between consumer awareness of environmental issues and their attitude on green products. The correlation between the attitude of consumers towards environment protection and their attitude towards green products has been found to be insignificant.

Keywords: Green products, Consumer Attitude, Eco-labels, Ecolabels, Consumer, Consumer Behaviour, Purchasing Behaviour

Eco-labels: Positioning Your Brand, Product Portfolio and Supply Chain

Chris Park and Dinah A Koehler
Deloitte Research

Report, 2011, 20p.

This report encapsulates those conversations, examines the current ecolabeling landscape and explores the ways companies can decide whether or not an ecolabel strategy is

appropriate. The research finds that companies pursue ecolabels for a variety of reasons. More companies are responding to customer demands for a sustainable supply chain. All interviewed executives anticipate for this research, along with common standards, can create more order in the ecolabel environment in the near term. Suggested a road map for crafting your ecolabel strategy.

Keywords: Consumer Attitude, Eco-labels, Ecolabels, Consumer, Consumer Behaviour, Strategy

Customer Response to Carbon Labelling of Groceries

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Journal of Consumer Policy: Special issue on Putting Sustainable Consumption into Practice, 2011, 16p.

ISSN: 0168-7034 | 1573-0700

Thirty-seven products were labelled to indicate embodied carbon emissions and sales were recorded over a 3-month period. Green (below average), yellow (near average) and black (above average) footprints indicated carbon emissions embodied in groceries. The overall change in purchasing pattern was small, with black-labelled sales decreasing 6%, and green-labelled sales increasing 4% after labelling. However, when green-labelled products were also the cheapest, the shift was more substantial, with a 20% switch from black- to green-label sales. These findings illustrate the potential for labelling to stimulate reductions in carbon emissions

Keywords: Carbon Label, Ecological Footprint, Emissions Reduction, Green Consumers, Consumer, Environmental Purchasing Behaviour, Ecolabel, Buying Behaviour

Investigation of Green Marketing Tools' effect on Consumers' Purchase Behavior

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Business Strategy Series, Volume 12, Number 2, 2011, 73-83p.

ISSN: 1751-5637

The purpose of this research is to determine the effectiveness of green marketing tools on consumer's actual purchase behavior in case of Penang (Malaysia). A survey was carried out on 250 Chinese, Malay, Indian and other races that represent the Penang population. Factor analysis, Cronbach alpha and multiple regression were used to identify factors impact on Penang consumers actual purchase behavior. The result revealed that customer's trust in eco-label and eco-brand and their perception of eco-brand show positive and significant

impact on their actual purchase behavior. The paper provides practical information for green marketers and producers of green products in Malaysia. This paper offers helpful guidelines for government to formulate the green policies such as providing promotional incentives to green products manufacturers and encouraging the public to buy products with eco-label.

Keywords: Malaysia, Green marketing, Brands, Advertisements, Buying behavior, Labelling, Consumer, Ecolabel, Consumer Behaviour

Attitudes towards Environmentally Friendly Products: The Influence of Ecoliteracy, Interpersonal Influence and Value Orientation

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Marketing Intelligence & Planning, Volume 29, Issue 5, 2011, 452-472p.

ISSN: 0263-4503

This paper aims to identify the key antecedents and moderators that influence consumers' willingness to purchase environmentally friendly products. The results show that the three antecedents of eco-literacy, interpersonal influence and value orientation have strong correlations with attitudes towards environmentally friendly products. Consumers with favourable attitudes towards environmentally friendly products are more likely to purchase environmentally friendly products. Perceived product necessity moderates the relationship between attitudes toward environmentally friendly products and the willingness to purchase environmentally friendly products. Consumer education about the environment is crucial for consumers to form a more favourable mindset towards environmentally friendly products. Communication initiatives that highlight various environmental support campaigns and environmentally conscious product strategies are some of the ways to encourage purchasing behaviour.

Keywords: Environmentally Friendly Products, Willingness to Buy, Ecoliteracy, Consumer Behaviour, Self-Image, Australia, Consumer, Purchasing Behaviour

A Study of Factors That Influence Green Purchase

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Master thesis, Spring semester 2011, 82p.

Due to the environmental issues, green products have got more attention during the latest years and the availability of such products is increasing in many food stores. The appearance of eco-label assists the consumers in the store to buy eco-friendly products which are less harmful to the environment. Eco-labels which are frequently available in the food stores are; The Nordic eco-label (Svanen), Krav, The Euro Flo Authorsr, MSC label (Marine stewardship council) and Bra Miljöval. Governments in some countries are supporting these labels to ensure the sustainable development and a better quality of life

for everyone, and for the generations to come. A question, which arises here, is that what compels the consumers to choose eco-labelled products over conventional ones. The authors have short-listed several factors during literature review, which can influence the consumers' green purchase behavior and these factors are; Eco-motivation, Eco-knowledge, Gender, Peer influence, Price and Shelf space.

The purpose of this study is to get a deeper understanding of the factors that can affect green purchase of food products in the store. Thus, main research question that Authors want to answer with their study is: "Which are the most important factors that influence the purchase behavior of eco-labelled products?" Along with this main research question, Authors are also interested to know if 'shelf space' is an important factor that can affect the consumer's choice of eco-labelled products in the store. Due to lack of data there is still no clear understanding about the role of shelf space in the purchase decision of green products. To answer these questions, Authors will investigate all these factors and try to understand their influence on consumer green purchase behavior.

This quantitative study is carried out in Umeå, Sweden with 150 respondents and focuses mainly on the food market consumers. The authors stand in Objectivist position in this study and they believe that cross-sectional research design is most suitable to fulfill our research purpose. The authors developed several null hypotheses and for this purpose, they distributed their research questionnaire at the entrance of different supermarkets in Umeå, Sweden to collect data from the respondents. The authors applied convenience sampling with a simple quota of this research.

The authors evaluated the gathered data with the help of SPSS. Results proved that eco-motivation and shelf space plays a vital role (positive correlated) in the purchase decision of eco-labelled products. The authors have provided statistical evidence that eco-motivation and shelf space induce actual purchase of green products. Eco-knowledge shows to induce interest in eco-labelled product, but does not help in the actual purchase of eco-labelled products. Surprisingly price and gender have not shown any influence on the consumer green purchase. The authors believe that our findings and recommendations can contribute in the area of consumer's ecological behavior research. Due to our sampling technique (convenience) and small size of the respondent Authors cannot generalize the results of this study.

Keywords: Purchase decision, Green marketing, Eco-labeling, Shelf space, Eco-motivation, Eco-knowledge, Gender, Price, Peer influence, Consumer, Purchasing Behaviour

Are Eco-Labels Certifiable?

Mark Lee

SustainAbility's Executive Director, San Francisco Bay Area, USA

SustainAbility, 10 March 2011

This article focuses on the companies and brands which are struggling with the question of how to mobilise consumers to give preference to products and brands that have the potential to deliver positive social and environmental outcomes it demonstrates how eco-

label or certification, independently verified, on-pack labels tell consumers credible stories about how products are produced (think Fairtrade or organic) or provide guidance on how products should be used (think nutritional labels or Energy Star). Eco-labels promote value chain sustainability; their goal is to improve production standards and create greater trust while influencing behaviour – especially consumer choice. It explored how eco-labels and their impacts on supply chain performance and emerging alternatives – including the role brands themselves can play in raising standards, building trust and changing consumer behaviour.

Keywords: Consumer, Ecolabel, Consumer Behaviour, Purchasing Behaviour, Brands

Pro-environmental Concern Influencing Green Buying: A Study on Indian Consumers

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International Journal of Business and Management, Volume 6, Number 6, June 2011, 124-133p.

ISSN: 1833-3850 | 1833-8119

The main objectives of the study are to determine the consumers' pro-environmental concerns, knowledge of environmental issues, awareness of eco-friendly products, and to make recommendations based on the findings about their "Green Buying" behaviour in Indian context. Research suggests that consumers who are highly involved and concerned with the environmental issues prefer to buy eco-friendly products and are willing to pay a higher price for such products. This study investigates if pro-environmental concerns among consumers in India are predictive of their any green buying behaviour.

Data for this study was collected from a highly educated sample of 200 respondents using a structured questionnaire. The questionnaire contains questions to measure general consumers' environmental concern, awareness of eco-friendly products, trust in performance of eco-friendly products and green buying behaviour. Descriptive statistics, factor analysis and correlation techniques were used to analyze the findings of this study.

The results indicate that consumers' pro-environmental concerns significantly affect their green buying behaviour. Also, consumers are willing to buy eco-friendly products, but not many are willing to pay a higher price for such products. The survey findings disclose that consumers' awareness towards eco-friendly products and their environmental concern impacts their green buying behaviour.

While environmental concerns could emerge as one of the powerful drivers that influence purchase, it has actually not resulted in the ability to command a sustainable premium: consumers are willing to buy eco-friendly products, but not pay the higher price. Increased consumer demand will help reduce costs in production of eco-friendly products. Awareness among consumers that their buying choices can make a difference to the environment should be promoted to accelerate the consumption of eco-friendly products.

Keywords: Eco-Friendly Products, Pro-Environmental Concern, Green Buying, Willingness To Pay, Consumer, Purchasing Behaviour, Consumer Buying Behaviour

Sustainability in the Food Sector: A Consumer Behaviour Perspective

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International Journal Food System Dynamics, Volume 2, Number 3, 2011, 207-218p.

ISSN: 1869-6945

Consumers have, through their food choices, a major role in bringing about more sustainable food production. However, this presupposes that differences in sustainability are communicated to consumers. Even if food products are eco-labelled and consumers are motivated to support sustainability, a number of potential barriers may prevent consumers from using the information to make sustainable choices. Six such barriers are discussed in this paper.

Keywords: Sustainability, Consumer Behaviour, Hierarchy of Effects, Eco-labels, Consumer, Consumer Behaviour, Purchasing Behaviour

Eco-Friendly Products and Consumer Perception

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International Journal of Multidisciplinary Research, Volume 1, Issue 5, September 2011, 279-287p.

ISSN: 2231 5780

As resources are limited and scarce while human wants are unlimited, it is important for the marketers to utilize the resources effectively and efficiently without wastage as well as to achieve the organization's objective. Green marketing is inevitable for the attainment of the long term mission and vision of an organization. There has been rising awareness among the consumers all over the world concerning protection of the environment. People do desire to bequeath an uncontaminated earth to their offspring. This research paper covers various forms of environmentally concerned consumer behavior and their determinants. The understanding of environmentally concerned consumer behavior is of importance to consumers, business, marketplace, educationists, public policy makers, thinkers and academicians. The last decades have seen a progressive increase in environmental consciousness worldwide as the environment moved from a fringe to a mainstream issue and consumers became more concerned about it. However, despite positive forecasts, demand for environmentally friendly products did not grow as expected and both attitude-behavior and intention-behavior gaps emerged. Thus, this study endeavors to explore why people do not buy environmentally friendly products by finding

out which are the main constraints impeding them to translate their green intentions into actual purchase behavior. Needless to say, paramount significance is going to be attached to eco-friendly products as they shall come to occupy the centre stage in coming years. Commensurate with that, there will be a shift in consumer perception albeit at a low pace in coming years.

Keywords: Green Marketing, Green Consumer Behavior, Environmentally Friendly Products, Consumer, Consumer Behaviour

The Public Health Implications of Consumers' Environmental Concern and Their Willingness to Pay for an Eco-Friendly Product

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The Journal of Consumer Affairs, Volume 45, Issue 2, 2011, 329-343p.

ISSN:1745-6606

Environmental concern has been an important topic for more than 40 years and has recently become even more critical with today's concerns about creating a sustainable and healthy environment. This research examines factors affecting an individual's willingness to pay more for an environmentally friendly product. The results show that willingness to pay more differs across demographic groups. The authors also find that individuals who rate concern for waste as highly important are willing to spend more money on an eco-friendly product. Consequently, the findings provide insight into the development of appropriate educational strategies for different consumer groups to encourage consumers to purchase eco-friendly products, with a goal of creating a healthier environment for current and future generations.

Keywords: Ecofriendly, Consumer, Purchasing Behaviour, Buying Behaviour, Eco Label, Willingness to pay

The Influence of Eco-labeled Products on Consumer Buying Behavior: By focusing on eco-labeled bread

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Research Paper, 2011, 51p.

The main objective of this research is to identify and analyse how eco-label on bread can influence on consumer buying behavior. In this paper the literature review has based on the secondary data and telephone interview, e-survey and interview as the primary data has been carried out. Ecological labels do influence on buyer behavior, however, it is difficult to make this statement about organic bread because of lack of supply and advertisement that

makes it hard for people to get information about the existence of such bread. The thesis proposes suggestions for the food market future improvements.

This Bachelor Thesis is a part of the International Business Management Programme.

Keywords: Eco- Label, Bread, Ecolabel, Consumer Behaviour, Environment friendly, Consumer, Purchasing Behaviour

The Influence of Eco-Labeling on Consumer Behaviour in the Czech Republic and Slovakia

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Economics & Management, Volume 16, 2011, 1248-1252p.

ISSN: 1822- 6515

This paper illustrates the finding of a primary pilot research examining how much is the consumer decision-making process influenced by eco-labels of any consumer good. The analysis is empirically based on original survey conducted towards a sample of young adults in the age from 20 to 35 years, represented equally in number of both Czech and Slovak citizens. The relevant literature states an eco-label shows an interest of the company in stakeholders' welfare and therefore the eco-labelling support long-term profit maximization through the increase of the environmentally conscious purchases. Our results do not flash back this opinion widely spread among experts. The findings are that there is no significant resemblance between buyers' behaviour and environmental approaches of companies both in the Czech and Slovak Republic. Consumers, young adults, consider rather price and quality of a good but oversee the environmental impact associated with its production, use and disposal and recycling, respectively.

Keywords: Consumer, Eco-Labeling, Environmental Management, Perceived Value, Consumer Behaviour

How can We Change Consumer Behaviour to Benefit the Environment?

Guy Chamniss
An independent brand strategy consultant

The Gurdian, 3 November, 2011

The concept of of social labelling could lead to a subconscious change in behaviour. Before consumers choose, they make many practical – and some transcendental – decisions. More and more it seems the conversation around sustainable business and lifestyles is focused on these three words: consumer behaviour change. Research around the concept of the social subconscious points towards a compelling alternative to the schools of thought. By social labelling, referring to the tag society gives a particular behaviour in order to make sense of it. In other words, society interprets the action and tags it with a motivation – for all

to see – that it considers consistent with the behaviour. The individual behaviour can carry a social tag independently of the internal tag may assign it. The big difference is that the social tag is visible to everyone. Where this research gets even more interesting, is that when a behaviour is tagged – or labelled – in this way, then the consumer is likely to behave next time in keeping with this label.

Keywords: Labelling, Consumer behaviour, Environmental issues, Ecolabel, Ecolabelling, Social Labelling, Purchasing Behaviour

Changing Consumer Behaviour with Respect to Green Marketing – A Case Study of Consumer Durables and Retailing

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International Journal of Multidisciplinary Research, Volume 1, Issue 4, August 2011, 152-162p.

ISSN: 2231-5780

Environmental problems are still the main concern for the entire world and human beings. Air pollution, greenhouse effects and ecological imbalances, are the main environmental problems that have occurred till now along with the activities of human being. As environmental concerns have increased, majority of customers prefer to buy greener products. The influence of the green consumer will grow as environmental awareness among consumers spreads and improvements are made to the environmental information available through eco-labeling schemes, consumer groups and consumer guides (Peattie, 1995).

Environmental and economic concerns are changing the marketplace, customers' needs are evolving and brand loyalty is being redefined. Companies that integrate green strategies into their product development, operational processes and marketing activities are finding new opportunities for competitive advantage. Green has become a mainstream issue driving millions of consumers to find out how they can live a more eco-friendly existence. This paper focuses on the changing consumer behavior towards the usage of green products.

Keywords: Changing Consumer Behaviour, Environmental Concerns, Green Marketing, Green Products and Marketing Activities, Ecolabel, Consumer, Purchasing Behaviour

Why do Consumers Buy Socially Responsible Products?

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International Journal of Business and Social Science, Volume 2, Number 3, Special Issue - January 2011, 21-35p.

ISSN: 2219-1933 | 2219-6021

This paper describes a study into consumers' reasons for buying socially responsible (SR) products, such as Fair Trade products and organic meat. As opposed to other studies, we use a qualitative approach based on 25 in-depth interviews and include several different products in the research. This leads to several new results, such as: (1) buying SR products is perceived as an imperfect moral duty; (2) low quality of SR products is a dissatisfier, but high quality not a satisfier; (3) the attitude towards SR products is related to the reputation of charitable funds; (4) the demand for SR products is negatively related to the frequency of purchasing SR products; (5) reflection on SR products raises the demand for SR products; (6) consumers that have witnessed the social problems that SR products aim to alleviate purchase more SR products. Finally, we find that the demand for different SR products is correlated: if a consumer buys one SR product, it is more likely that (s)he purchases other SR products as well.

Keywords: Consumer Behaviour, Socially Responsible Products, Reasons For Buying, Fair Trade, Organic, Eco-label, Consumer, Ecolabel, Buying Behaviour

Profiling Green Consumers: A Descriptive Study

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Thesis, May 2011, 135p.

This paper looks at the subject of green consumers and how the different green consumer segments can be profiled. As environmental issues have become more critical to the sustainability of business there are greater implications for marketers to determine how to adequately advertise to different green consumer segments. This paper attempts to segment and profile different types of green consumers, as well as to predict consumer reactions to environmentally-friendly products, eco-labels, and cause-related campaigns. This research indicates there are clear differentiations in attitudes, behaviors, and psychographics between the separate green consumer segments and outlines what those key differences are. Thesis is submitted to the Graduate School Appalachian State University in partial fulfillment of the requirements for the degree of Master of Business Administration.

Keywords: Consumer Behaviour, Eco-label, Consumer, Ecolabel, Buying Behaviour, Consumer, Ecolabel Index

Sustainable Fashion Consumption and Consumer Behavior: A Study on Consumers Willingness to Pay for Fairtrade and Sustainability

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Thesis Degree of Master in Fashion Management, Report no. 2011.13.4, 2011, 38p.

The thesis was carried out to make an estimation of the willingness of consumers to buy the clothes produced under eco-friendly and decent way. The Neoclassic demand theory

was used and the basic idea was to know that either moral effects on a consumers' individual decision while choosing the products manufactured under friendly environment or not; if yes, then how and how much. Survey method along with choice experiment analysis was used to collect the data. Selected area was Borås, Sweden and 50 respondents were considered for the survey. To estimate the degree of willingness of a consumer to pay for a Swan labeled and/or Fairtrade labeled jeans, choice experiments were used. Afterwards, the collected data were used within econometric models. It has been observed from results that consumers were more willing to pay for a Swan labeled and/or Fairtrade labeled jeans than non-labeled jeans. The responsible individuals regarding environment were much more willing to pay for Fairtrade and/or Swan labeled clothes, considering the factor that production does not affect the environment in a negative way and it was done under socially acceptable conditions.

Keywords: Willingness to Pay, Fairtrade Label, Swan Label, Jeans, Moral Aspects, Self-Image, Consumer Behaviour, Consumer, Ecolabel

The Impact of Label Perception on the Consumer's Purchase Intention: An application on Food Products

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IBIMA Business Review, Volume 2010, Article ID 476659, 2010, 14 p.

ISSN: 1947-3788

Within a context of fears concerning food raised by multiple crises and uncertainties, consumers naturally seek to reassure themselves as to the various components of food products. Here, certification remains a tool capable of reducing the consumers' doubts about product quality. This paper will try to provide an overall view on signals of quality, and investigate the different aspects of the consumer's perception of labeled foodstuffs. Through an empirical study involving a sample of 212 consumers, we have been able to determine the degree of importance consumers give labels, and to define the impact of these quality's signals on the consumer's purchase intention.

Keywords: Product Quality, Consumer's Purchase Intention, Label Perception, Food Products, Label, Consumer, Buying Behavior, Consumer Behavior, Ecolabel

Ecolabeling, Consumers' Preferences and Taxation

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Ecological Economics, Volume 69, 2010, 2202–2212p.

ISSN: 0921-8009

Ecolabeling is a means of reducing the information gap between consumers and producers. We study the implication of ecolabeling a supposedly green good for a consumer's allocation of income between a dirty and the supposedly green good. In the model, the role of the ecolabel is to help product differentiation, to give reliable information and to reduce informational asymmetries. We show that a conscious consumer (someone with a stronger green attitude or quality concerns) demands more ecolabeled goods; price-oriented consumers demand fewer ecolabeled goods; a subsidy (resp. tax) on the price of the ecolabeled (resp. dirty) good leads to a larger consumption of the ecolabeled (resp. dirty) good, whereas it may increase or decrease the demand for the dirty (resp. ecolabeled) good, depending on whether the consumer views both goods as gross substitutes or complements. We then use a cross-individual dataset of 22,568 consumers and show that the demand for ecolabeled goods increases strongly with the consciousness of the consumer but decreases for price-oriented consumers. Ecolabel-oriented consumers feel more informed; more conscious consumers prefer a subsidy on green goods and a tax on dirty goods; price-oriented consumers do not care about the green subsidy but would vote against a tax on the dirty goods.

Keywords: Ecolabeling, Taxation, Consumer Choice, Consumer, Ecolabel, Buying Behaviour, Consumer Behaviour

Positive versus Negative Eco-Labeling; Will Negative Labels Change Consumer Behaviour

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Thesis, March 2010, 19p.

Eco-labels are found on several food products. These labels show that, regarding the environment, these products are superior to products without the label. For consumers neither have the time, nor the competence to examine the environmental impact of the production of food products, this eco-label can be helpful for them in choosing the food product, consistent with their environmental attitude and behaviour (Houe and Grabot 2009). However, ethical consumerism is a second step taken by consumers that is already environmentally involved (Grankvist, Lekedal et al.), so people with a negative or blank attitude towards environmental friendly consumerism are not likely to pay attention to an eco-labelled, environmental friendly alternative to their habitually purchased food products.

Thus, environmental labelling is only useful when the consumer actually pays attention to it and uses them in their decision making, and the type of eco-labelling now used, does not seem to reach this goal.

An alternative to the positive type of labelling used up until now could be to introduce negative labels. According to several theories, these negatively framed labels might have a greater influence on consumer decision making. This thesis tries to find the effect of negative labelling on the consumer, while still taking price difference into account.

Keywords: Ecolabeling, Label, Consumer Choice, Consumer, Ecolabel, Buying Behaviour, Consumer Behaviour

Sustainable Product Indexing: Navigating the Challenge of Ecolabeling

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Ecology & Society, Volume 15, Number 3, Article 8, 2010, 7p.

ISSN: 1708-3087

There is growing scientific evidence that improving the sustainability of consumer products can lead to significant gains in global sustainability. Historically, environmental policy has been managed by bureaucracies and institutions in a mechanistic manner; this had led to many early successes. However, we believe that if policy concerning product sustainability is also managed in this way, negative unintended consequences are likely to occur. Thus, we propose a social–ecological systems approach to policy making concerning product sustainability that will lead to more rapid and meaningful progress toward improving the environmental and social impacts of consumer products.

Keywords: Consumer Products, Ecolabeling, Sustainable Indexing, Sustainability, Consumer Behaviour, Consumer Perception

The Effect of Ethical Credentials on the Attractiveness of Environmentally Friendly High Tech Products: A Consumer Behaviour Approach

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Bachelor Thesis, 2010, 33p.

This article elaborates upon the influence of ethical credentials on the attractiveness of environmentally friendly high-tech products. An ethical credential is defined as: “a confidence, belief or credit, which provides (in this case, environmentally friendly high-tech products) with the characteristic of being in accordance with the rules or standards for

right conduct or practice". The influence of ethical priority of the consumer and price difference will be included in this study. Some of the important findings consist of the fact that ethical credentials differ in the way they appeal to consumers in terms of "labels" and "thoughts and beliefs". Eco-labels may be particularly persuasive towards unknowledgeable consumers and are therefore successful when used in a high-tech setting, while thoughts and beliefs show less predictability in their influence on the buying behavior of the consumer. It is shown that price difference has a large influence on the majority of the consumers, while it is of little influence on a small group of consumers. The influence of the perceived purchase risk on the decision-making process of the consumer, functions as a red line through this paper. This resulted in the findings that on the one hand, the high amount of risk incorporated in the purchase of an environmentally friendly high-tech product results into increased search efforts of the consumer in an attempt to reduce the risk of the purchase. On the other hand, the aspect of complexity causes knowledge uncertainty which decreases search efforts for novices and moderately knowledgeable consumers.

Keywords: Ethical, Green, Environmental, Sustainable, Consumer, Purchase, Consumption, Consumer Behaviour, Purchasing Behaviour, Environmentally Friendly, HighTech Products

Sustainable Consumption: Green Consumer Behaviour when Purchasing Products

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Sustainable Development, Volume 18, Issue 1, January/February 2010, 20-31p.

ISSN:1099-1719

The 'attitude-behaviour gap' or 'values-action gap' is where 30% of consumers report that they are very concerned about environmental issues but they are struggling to translate this into purchases. For example, the market share for ethical foods remains at 5 per cent of sales. This paper investigates the purchasing process for green consumers in relation to consumer technology products in the UK. Data were collected from 81 self-declared green consumers through in depth interviews on recent purchases of technology products. A green consumer purchasing model and success criteria for closing the gap between green consumers' values and their behaviour are developed. The paper concludes that incentives and single issue labels (like the current energy rating label) would help consumers concentrate their limited efforts. More fundamentally, 'being green' needs time and space in people's lives that is not available in an increasingly busy lifestyles. Implications for policy and business are proposed.

Keywords: Ethical, Green, Environmental, Sustainable, Consumer, Purchase, Consumption, Consumer Behaviour, Purchasing Behaviour

Effectiveness of Eco-label? A study of Swedish University Students' Choice on Ecological Food

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Master Thesis, Spring Semester 2010, v, 80p.

The recent years mark the appearance of many Eco-label schemes in the attempt of helping the consumer to recognize the products with less harm to the environment, for example: Euro flower, Nordic Swan, Blue Angle, Krav. These labels belong to the third parties, which get supports from government with the object of achieving sustainable development. However, there is still lacking a clear understanding about the effectiveness of Eco-label in consumer consumption activities due to the lack of research working on that field. We take this challenge as an opportunity to do the study of investigating about the role of Eco-label in the process of leading consumers to purchase Eco-products. The research focuses on Swedish university students' choice on ecological food.

A number of Swedish students in Umeå University, Umeå, Sweden are selected as the group of respondents for this study. In order to understand the effectiveness of Eco-label in students' food product choice, four key factors are taken into account to investigate: students' awareness on Eco-label, students' knowledge on Eco-label & ecological food, students' environment motivation, and the availability of ecological food & Eco-label information. The demographic characters, including gender and education backgrounds are known as the influential factors among these four factors. The results proved the effectiveness of Eco-label as the guiding instrument for students' product choice towards ecological food. It provided the evidence that three of these four factors above (accept the only one external factor: availability) can encourage students' attention to Eco-label. In additional, student's attention to the Eco - label can actually lead their purchase behavior on ecological food. With findings and recommendations, the study is expected to contribute to the field of ecological consumer behavior marketing research. However, the representative of the results is risky because of the limited context and the sample of the study. This Master thesis is a part of the authors' curriculum.

Keywords: Eco-label, Ecological food, Consumer behavior, Effectiveness, Consumer, Ecolabel, Purchasing Behaviour

Impact of Eco-Friendly Products on Consumer

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CBS E-Journal, Biz n Bytes, Vol. 6, December, 2010, 16p.

ISSN: 0976-0458

Consumer choices reflect not only price and quality preferences, but also social and moral values, as witnessed in the remarkable growth of the global market for organic and environmentally friendly products. In line with the halo associated with green

consumerism, results showed that people act more altruistically after mere exposure to green products than after mere exposure to conventional products. However, people act less altruistically and are more likely to cheat and steal after purchasing green products than after purchasing conventional products. Environmentally friendly (also eco-friendly, nature friendly, and green) are synonyms used to refer to goods and services, laws, guidelines and policies considered to inflict minimal or no harm on the environment. To make consumers aware, environmentally friendly goods and services often are marked with eco-labels. But because there is no single international standard for this concept, the International Organization for Standardization considers such labels too vague to be meaningful. The environment is big business. Nobody wants to be seen as environmentally irresponsible, so companies put everything from internal practices to promotions through a fine-toothed comb. But when it comes to business promotional items, choosing eco-friendly products are nowhere near the burden it used to be. Over the years the company has greatly expanded its range of environmentally friendly promotional products. The purpose of this article is threefold: first, to investigate the various concepts relating to eco-friendly products, secondly, to find out depth review of consumer behaviour, third and final is to find out the relationship between eco-friendly products and its impact on consumer behaviour.

Keywords: Ethical, Green, Environmental, Sustainable, Consumer, Consumption, Eco-label, Consumer Behaviour, Ecolabel

The Behaviour Of Finnish Consumers Towards Eco-Labelled Products Case: S-Group

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Degree Programme in Business Management Thesis, October, 2010, 69p.

The present study assesses the current state of consumer behaviour and awareness towards the various eco-labels on the Finnish market. This thesis is made for S-Group Oyj, the largest Finnish operator in the retail store sector. The research investigates various aspects of eco-labelling and consumer behaviour.

The theoretical framework of the study researches technical, social and other aspects of ecolabelling.

Consumer behaviour is analyzed by identifying affecting factors and by using the black box model. The buying decision process is also presented, along with theoretical background about consumer product knowledge. The empirical section of the study was conducted by a quantitative approach. A survey was conducted amongst consumers in specified locations, with the purpose of researching the level of awareness of eco-labels that the target consumers encompass, as well as their overall behaviour toward environmentally-conscious buying. The findings indicate that the majority of S-Group consumers already have a basic understanding of eco-labelled products and environmental problems, but demand more information, delivered in a more effective and easy-to-understand way. This demand is highlighted by the findings, which indicate that consumers are motivated and willing to pay more money for eco-labelled products. Suggestions for improvement were

based on theoretical studies as well as the findings. The marketing efforts toward eco-labelled products should be enhanced. In addition, the image of eco-labels and sustainable consumption should be altered in the minds of consumers by strengthening brand awareness and optimizing means of communication.

Keywords: Consumer Behaviour, Eco-Labels, Sustainable Consumption, Brand Awareness, Ecolabel, Consumer Behaviour

Consumer Responses to Ecolabels

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European Journal of Marketing, Volume 44, Issue 11/12, 2010, 1787-1810p.

ISSN: 0309-0566

The purpose of this paper is to develop and apply a framework for understanding consumer responses to ecolabelling. From a consumer perspective, ecolabels are tools for supporting decision making with regard to environmentally significant products. The paper proposes an adoption of innovation framework for understanding consumer responses. The framework is applied in a mall-intercept survey of the early adoption of a new ecolabel, the MSC label for sustainable fishery, in Denmark. Early adopters of a new ecolabel mostly employ a high effort adoption process. Starting the adoption process depends on both motivation (intention to buy sustainable fish products) and ability (issue-relevant knowledge). Whether and how quickly the consumer completes the adoption depends on his or her motivation, past experience with using ecolabels, and trust in the endorsing organisation. The paper makes both a conceptual and an empirical contribution, which are of value both to practitioners (ecolabel promoters and users) and to research on ecolabel effectiveness.

Keywords: Consumer behaviour, Innovation, Labelling, Regression analysis, Ecolabel, Consumer, Buying Behaviour

Environmentally Friendly Consumers Emerge

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China Business Review, May 2, 2010

ISSN: 0163-7169

This article gives the overview of People Republic of China government's policies and consumer preferences, which are going green and presenting new opportunities for US companies to sell sustainable products in China. The economic downturn has affected business operations and consumer preferences significantly. Many companies are looking for ways to cut costs and maintain profitability, while most consumers are choosing lower-

cost items over luxury goods. Because environmentally friendly products tend to cost more to produce, businesses and consumers often forego making or buying green products, especially during tough economic times. Despite the higher initial costs, however, China—its government and people—is beginning to embrace a more sustainable development model.

Keywords: Consumer Behaviour, Consumers, Environmentally friendly Products, Consumers' Attitude, Labelling

Green Consumer Behavior: Determinants of Curtailment and Eco-Innovation Adoption

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Journal of Consumer Marketing, Volume 27, Issue 4, 2010, 358–370p.

ISSN: 0736-3761

Knowledge of green consumer behavior is important for environmental and business reasons. The purpose of this study is to examine the determinants of green curtailment behaviors and consumer adoption of innovations marketed as green (eco-innovations), and to analyze factors explaining these two types of green behaviors. The results from a survey on adopters and non-adopters ($n = 1,832$) of alternative fuel vehicles (AFVs) are reported. Regression analysis on willingness to curtail car use and willingness to adopt a so-called environmentally friendly car are used to identify significant determinants across the behavioral categories. The results show that values, beliefs, norms, and habit strength determine willingness to curtail and willingness for eco-innovation adoption. Personal norms have a strong positive influence on willingness for the behaviors and habit strength has a negative influence. The other determinants have varying influences depending on type of behavior. A limitation of this study concerns the focus on only one eco-innovation. However, since the adoption of AFVs is a high involvement behavior, the results carry implications for other high involvement products as well. Attitudinal factors and habits in combination prove to be effective determinants for curtailment behaviors and willingness to adopt eco-innovations. In addition, previous adoption is found to be a strong determinant of future willingness to adopt. The contribution of the paper is the two-sided approach on green consumer behavior and the result that values, beliefs and norms not only predict low involvement post-purchase behaviors but also adoption of high involvement eco-innovations.

Keywords: Consumer Behaviour, Ecology, Automotive Fuels, Sweden, Ecolabel, Consumer, Green Consumer

Consumer Perceptions of Eco-Friendly Vs. Conventional Wines in Australia

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Refereed paper – 5th International Academy of Wine Business Research Conference, 8-10 Feb. 2010, 8p.

Previous research has extensively studied consumer perceptions of organic food, but little is known about consumer perceptions of organic wine. Moreover, most studies focus on organic products, without any comparison with other eco-friendly products. This paper proposes to partially fill this gap by comparing consumer perceptions of conventional and different eco-friendly wines in Australia.

Keywords: Wine Perception, Perceptual Mapping, Australia, Wine Consumers Perceptions, Ecolabel, Consumer

Attitude towards the Environment and Green Products: Consumers' Perspective

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Management Science and Engineering, Volume 4, Number 2, 2010, 27-39p.

ISSN: 1913-0341

The current rapid growth in the economy and the patterns of consumers' consumption and behavior worldwide are the main cause of environmental deterioration. As the environment continues to worsen, it has become a persistent public concern in the developed countries and has recently awakens developing countries to the green movement. This paper is essentially exploratory in nature and has two objectives. The first objective is to compare gender with attitudes towards the environment and green products. The second objective is to investigate the relationship between attitude towards the environment and green products. Result from the independent sample t-test shows that there were no significant differences between gender in their environmental attitudes and attitudes on green products. The rotated factor matrix validated the underlying dimensions of environmental attitudes into three major dimensions (environmental protection, government's role, and personal norm). Results from the multiple linear regression analysis revealed that consumer attitudes on the government's role and their personal norm towards the environment contributed significantly to their attitude on green product. Further investigation revealed that personal norm was the most important contributor to the attitude towards green product. However, environmental protection did not contribute significantly to consumers' attitudes on green product.

Keywords: Environmental Attitude; Green Products; Consumer Behaviour; Malaysia, Ecolabel, Green Products

Multiplicity of eco-labels, competition and the environment

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Journal of Agricultural and Food Industrial Organization, De Gruyter, Volume 7, Issue 2, 2009, 1-22p.

ISSN: 1542-0485

The purpose of this article is to develop a vertical differentiation model in order to understand the competition and environmental impacts of the multiplication of ecological labels within a given economic sector. Author focus on the study of the informational contents of these ecological labels and if they react or not the true offered environmental qualities. Two situations are considered. The first one, is a benchmark case, where we assume that information is complete (the consumers know the true qualities produced by the firms). The second common situation, corresponds to a situation of incomplete information where the consumers do not know the true environmental qualities presented, but use the price signal in order to approach environmental qualities. Our results show that: in the case of complete information the introduction of a second ecological label in a market improves the environmental qualities offered by the two firms. In the case of incomplete information, the introduction of a second label, led to an increase in prices practiced by the two firms and a reduction in environmental qualities of both firms. This situation needs specific regulation and that information must be revealed by a benevolent social planner.

Keywords: Environmental Knowledge, Consumer Products, Consumer Behaviour, Purchasing Behaviour, Consumer, Ecolabel, Ecological Label

Wine consumers' environmental knowledge and attitudes: Influence on willingness to purchase

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International Journal of Wine Research, Volume 1, 2009, 59 -72p.

ISSN: 1179-1403

The last two decades have witnessed a dramatic increase in environmental consciousness worldwide. Consumers are now changing their behavior to integrate environmental considerations into lifestyle choices. This change includes consumers' purchasing decisions based upon how well products satisfy their needs and how these products affect the natural environment. In some cases, consumers are willing to pay a premium for environmentally friendly products. Marketing professes to serve the benefit of the public by informing them of the availability of goods and services that will advance their quality of life. However, this is only true if marketing's communication approach and methods of

promotion aid in informing, educating, and channeling the needs of current and future consumers toward “green” products and services. Using wine as the product, the purpose of this study is to determine the relationship of a consumer's involvement with a product and the environment, their knowledge of environmental issues and attitudes toward the environment, and their willingness to purchase the product. The results suggest personality segmentation, through selective marketing and redirecting of consumers need and wants toward environmentally friendly wine products. For example, what wine consumers actually know about environmental wine issues is associated with their involvement with environmental issues more than what they self-assess they know about wine.

Keywords: Environmental Knowledge, Green Products, Wine, Consumer Behaviour, Purchasing Behaviour, Consumer, Ecolabel

Gender differences in Hong Kong adolescent consumers' green purchasing behavior"

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Journal of Consumer Marketing, Volume 26, Issue 2, 2009, 87-96p.

ISSN: 0736-3761

This paper aims to examine 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 in Hong Kong adolescent consumers. The study found that female adolescents scored 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 scores on self-identity in environmental protection was significantly higher than that of the female adolescents. This paper offers practical guidelines to international green marketers who are planning to target the Asian markets.

Keywords: Hong Kong, Adolescents, Consumers, Green marketing, Gender, Buying Behaviour, Consumer Behaviour

“Green” Segmentation: An Application to the Portuguese Consumer Market

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Marketing Intelligence & Planning, Volume 27, Issue3, 2009, 364-379p.

ISSN: 0263-4503

The purpose of this paper is to identify distinct market segments based on several environmental variables. Given the complexity and the range of variables that may determine the characterisation of these groups, as was made evident in the literature review, it was decided to focus this research mainly on analysing the environmental and demographic criteria. The results of this study show that there are consumers who buy green products and that certain environmental and demographic variables are significant in differentiating between the “greener” segment and the other segments. Yet, generally speaking, one is left with the impression that the Portuguese, despite their support for policies designed to improve the environment, do not translate their concerns into actions: they rarely join environmentalist associations and they do not take part in policy making. Their participation is often based on protecting the environment by saving electricity and water, which shows that these concerns may be more closely related to the economic factors than with an environmental consciousness. It can be concluded that Portuguese consumers understand the challenges currently placed before the environment, and that they are aware of the existence of environmental problems, even though their concerns do not always translated into environmentally friendly behaviour. It was also noted that there are consumers who are prepared to base their buying decisions on purchasing products that do not harm the environment. In fact, it was seen that there is a segment of “greener” consumers in the sample that differs significantly in some aspects from the other market segments.

Keywords: Consumer behaviour, Market segmentation, Green marketing, Portugal, Eco friendly Products, Ecolabel, Consumer

Assessing the compliance of a product with an eco-label: From standards to constraints

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International Journal of Production Economics, Volume 121, Issue 1, September 2009, 21-38p.

ISSN: 0925-5273

The new awareness of the consumers regarding environmental issues should allow companies to gain a competitive advantage by obtaining eco-labels which certify the low impact of a product on the environment. Getting such label requires to analyze a product according to the rules expressed in natural language which may be difficult to interpret but also to apply when the product is complex. In order to address this problem, the authors suggest a method aiming at providing support to the user when checking the compliance of a product with an eco-label. The method is applied on an illustrative example of the literature.

Keywords: Sustainable Development, Eco-Label, Product Model, ORM, Constraint Propagation, Buying Behaviour, Consumer Behaviour, Consumer

Eco-labelled food products: what are consumers paying for?

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European Review of Agricultural Economics, Volume 36, Issue 3, 1 September 2009, 321–341p.

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The paper investigates whether the premium consumers are willing to pay for an eco-labelled product is driven by selfish or altruistic motives. Using an incentive-compatible experiment with both a within- and a between-subject design, they study the effect on this premium of information stating that eco-friendly products do not necessarily lead to higher private benefits. They find that this information does not affect buying prices in the within-subject experiment. This suggests that consumers' willingness to pay for the eco-labelled product does not derive from perceived higher taste or safety attributes but from other motives. These results are confirmed in the between-subject design where we find that information affects buying prices for the eco-friendly product, but also for the control product in the between-subject experiment.

Keywords: Eco-Label, Buying Behaviour, Consumer Behaviour, Eco-friendly Product, Food Product

Identifying the Green Consumer: A Segmentation Study

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Journal of Targeting, Measurement and Analysis for Marketing, Volume 17, Issue 1, March 2009, 17–25p.

ISSN: 1479-1862

The modern world has led consumers to become increasingly concerned about the environment. Such concerns have begun to be displayed in their purchasing patterns, with consumers increasingly preferring to buy so-called 'environmentally friendly products'. Marketing managers have in turn recognised the strategic importance of marketing in finding responses to the 'environmental needs' of consumers due to the influence this may have on their consumption habits. The growing number of organisations entering the green product market also indicates the need for suitable segmentation and positioning strategies. This paper focuses on the identification of distinct market segments. Through the use of variables related to the environment, as well as demographic variables, the segments that are occupied by consumers with different sensitivities to environmental matters are identified, and the possible implications of these results for the marketing strategies of companies are also discussed.

Keywords: Green Marketing, Segmentation, Environment, Green Consumerism, Cluster Analysis, Ecolabel, Consumer, Buying Behaviour, Consumer Behaviour

Consumer Behavior and Eco-Friendly Fashion Apparel

Christine Montero
Old Dominion University

OTS Master's Level Projects & Papers, August 2009, 42p.

This is a Research Paper Presented to the Graduate Faculty of the Department of STEM Education and Professional Studies Old Dominion University In Partial Fulfillment Of the Requirements for the Master of Science in Occupational and Technical Studies. The problem of this study was to determine consumer behavior toward eco-friendly fashion lines in order to increase sales. Respondents' attitudes were to purchase based on using less waste, but they were undecided based on free and fair trade. This could be because products being marketed as inflicting little or no harm on the environment are more common than products being marketed as using free and fair trade. In conclusion, the population surveyed would be willing to try an ecofriendly garment. The respondents are not completely opposed to purchasing eco-friendly fashion.

Keywords: Fashion Apparel, Fashion, Ecofriendly, Ecolabel, Garment, Consumer, Buying Behaviour, Consumer Behaviour

Third party labeling and the consumer decision process

Fabrice Larceneux

Paris: Groupe HEC, 2008, 28p.

ISBN: 2854188918 | 9782854188912

The objective of this research is to explore the decision-making process of consumers when faced with food products that have values-based labels. An experimental methodology was used to test the impact of a label of origin guaranteed by the European Union, the Protected Geographic Indications (PGI) label. Consumers' reactions to two different products were investigated with four different presentations: without a specific label, with a simple regional label, with both a regional label and the PGI label and, finally, with the previous two labels along with an explanation of the nature of the PGI label.

Using a semiotic perspective and based on the existing model of brand equity, a framework of label equity was constructed. An experiment was devised that tested the framework on a sample of 488 consumers. Perceptions of two food products were tested using photographs of each with different levels of regional and PGI labelling. The perception of overall quality was found to depend on both the consumer awareness of the label and the label's subsequent ability to generate positive descriptive and inferential beliefs. Label equity, thus enhanced purchasing intention. The impact on overall quality and purchase intention only emerged, however, when the relatively unrecognised PGI label was explained to consumers, thus highlighting the importance of building awareness of a value-based label. When it was explained, the values based label was shown to operate as an effective market signal that generated both descriptive and inferential beliefs in relation to the products bearing the label. These beliefs in turn explained the consumers' perception of overall quality and influenced purchasing intention. By investigating the dimensions of label equity and by explaining the mechanism whereby values-based labels are perceived by consumers, this research offers firms a methodology for improving the commercial viability of values-based labelling schemes. Policy makers can also benefit from these insights to develop clearer understanding of how labels are actually interpreted by consumers. Finally, consumers – individually and collectively – will be better served by labelling schemes that incorporate an understanding of their perspective and thus reduce misinformation.

Keywords: Food Labels, Protected Geograhic Indication (PGI) Labels, Label Equity, Consumer Decision Process, Consumer. Purchasing Behaviour, Buying Behaviour

Can Consumers Buy Responsibly? Analysis and Solutions for Market Failures

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Journal of Consumer Policy, September 2008, Volume 31, Issue 3, 315–326p.

ISSN: 0168-7034 | 1573-0700

This paper analyses one of the business case arguments for social responsibility: that corporate social responsibility plans are rewarded by consumers. This paper explores the ability of consumers to buy responsibly, identifies the main obstacles for responsible consumption, and suggests conditions for it to work. The review of previous studies leads us to conclude that consuming responsibly is seen as a time consuming activity, economically disadvantageous, and stressful. The main thesis of this paper is that unless market failures are corrected, consumers will not be able to buy responsibly, and therefore, market incentives for CSR are seriously threatened.

Keywords: Corporate social responsibility, Incentives, Responsible consumer behaviour, Public policies, Ethical consumption, Standards, Labels

Non-Dirty Dancing? Interactions Between Eco-labels and Consumers

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Journal of Economic Psychology, Volume 29, Issue 2, April 2008, 140-159p.

ISSN: 0167-4870

Current studies on eco-labeling have been limited because they either examine the relationship between individual characteristics and eco-behavior or between label characteristics and eco-behavior. We extend this literature by designing and testing a model that explicitly links how the characteristics of the individual and the information simultaneously influence an information program's success. The results point toward the importance of well-designed labeling practices. Further, the importance of underlying psychological factors; and individuals' priors of the product and of the environmental problem suggests a strong role for the long-run provision of eco-information. Results also provide specific recommendations to improve these programmes as they apply to environmentally preferred passenger vehicles. The Project funded by U.S. EPA Science to Achieve Results (STAR) programme.

Keywords: Environmental Marketing, Consumer Behavior, Ecolabels, Eco-labels, Eco-certification, Labeling

Eco-labels Impact Consumer Behavior

David Wigder
Head of insights, performance and data strategy at Flip board

GreenBiz, May 23, 2008

This article narrates how eco-labels influence consumer behavior. It is generally in two ways. First, they introduce green as a considered attribute at the point of sale. Second, they enable consumers to comparison shop based on green. Over the past few years, there have been many new eco-labels launched by governments, manufacturers and retailers. Many of these labels are listed on Consumer Reports' Greener Choices site. It highlights the

Natural Marketing Institute's 2007 LOHAS Consumer Trends Database report which determined that not all eco-labels have the same impact. In fact, consumers indicate that they are more likely to make eco-friendly purchase decisions if the eco-labels are also widely recognized and trusted brands in themselves. Familiar labels for programs like the EPA's Energy Star have a more significant influence on consumer behavior than others. Greater variety combined with recognized eco-labels will likely drive more sales as well as consumer loyalty. In the end, this approach is likely to have more impact for both business and the environment.

Keywords: Consumer Behaviour, Eco-Label, Marketing Communication, Trusted Brands, Greener Choice Consumer, Purchasing Behaviour, Ecolabel

Promoting Sustainable Consumption: Good Practices in OECD Countries

Organisation for Economic Co-Operation and Development
OECD, 2008, 62p.

In this study, sustainability refers to both the environmental (pollution, waste, resource use) and social (health, welfare) characteristics of products. It focuses on consumption by households and governments. It discusses government tools and instruments (e.g. Standards, taxes, subsidies, communications campaigns, education) put in place to encourage sustainable consumption. It also discusses approaches for protecting consumers from misleading information on sustainability in areas such as labelling, advertising and corporate reporting. Consumers are key to driving sustainable production and play a central role in sustainable development. This report highlights OECD government initiatives to promote sustainable consumption, with an emphasis on individual policy tools and instruments and their effective combination. Here, the sustainability of consumption is considered in economic, environmental and social terms. Sustainable consumption policies increasingly take into account the social and ethical dimensions of products and how they are produced as well as their ecological impacts. This study is part of the OECD contribution to the UN Marrakech Process on Sustainable Consumption and Production.

Keywords: Consumer Behaviour, Eco-Label, Sustainability, Consumer, Purchasing Behaviour, Ecolabel

Criteria Groups in the Eco-Labeling Process System – Comparative Analysis Focused on the Hungarian System

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Social and Management Sciences, Volume 16, Issue 1, 2008, 45–54p.

ISSN: 2180-1347

In this paper the product groups and criteria systems in ecolabelling process are brought into focus, as these are one of the main elements of the whole process. The article concentrates on the main stakeholders of the eco-labelling process and the advantages of

eco-labelling focusing on the relationship and role of product groups and criteria systems. Therefore the paper presents that the first step of the eco-labelling process is to define product groups and work out criteria systems for the product or service (hereon referred to as: the product). It is important to choose product groups that play a major role in the market and that they have a possibility of minimizing their impact on the environment (based on life cycle approaches) during the entire life cycle. The second part of the article presents the conclusions of a comparative analysis of criteria systems of the Hungarian, EU, Nordic and German eco-labelling systems, focussing on the Hungarian system. The research was carried out with the aim to get information that can increase the efficiency of the Hungarian system in the future.

Keywords: Eco-Labelling, Eco-Label, Life Cycle Assessment (LCA), Stakeholders, EcoLabelling, Product Groups, Criteria Systems, Producer, Costumer, Environment, Ecolabelling Organisation, Ecolabel

Policy Instruments to Promote Sustainable Consumption

ASCEE Team, Oslo

May 20, 2008, 42p.

The aim of this paper is to present and initiate discussion on the preliminary outcomes of "Project ASCEE". Project ASCEE considers the latest trends and best practices in sustainable consumption (SC) policies, and proposes key elements for strengthening this area of policy-making. The ASCEE's research team first identified policy instruments that promote sustainable consumption practices and a greening of the market in Europe. The ASCEE's research team first identified policy instruments that promote sustainable consumption practices and a greening of the market in Europe. The focus was on innovative policies and instruments where the governments at the European Union, national or regional levels were actively involved. The actions and measures were partly already implemented, partly still at the stage of policy proposals. Our broad approach to policy instruments covered regulatory approaches such as product bans or minimum standards, economic instruments such as green taxes or subsidies, voluntary or mandatory information tools such as eco labels or energy labelling, other voluntary instruments such as voluntary agreements, information campaigns or green awards and co-operative approaches such as product panels. In 2007, almost 80 semi-structured (mostly telephone) interviews were conducted all over Europe. The interviewees were, for the most part, from public administrations, but also from non governmental organisations, academia and business.

Keywords: Eco-Labelling, Eco-Label, Product Groups, Energy Label, Producer, Costumer, Environment, Ecolabelling Organisation, Ecolabel, Consumer

Beyond Ecolabels: What Green Marketing can Learn from Conventional Marketing

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Journal of Cleaner Production, Volume 15, Issue 6, 2007, 567-576p.

ISSN: 0959-6526

Ecolabels have emerged as one of the main tools of green marketing. Although a great deal of effort has been invested in making them more effective and efficient, the market share of ecolabelled products is still low, partly because they have been addressed mainly to 'green' consumers. In a theoretical exposition of marketing theory, we find that green marketing could learn from conventional marketing in discovering other means than labelling to promote green products. Examples include addressing a wider range of consumers, working with the positioning strategies of price, place and promotion and actively engaging in market creation.

Keywords: Ecolabel, Green Marketing, Promotion, Green Consumer, Environmental Policy, Consumer Behaviour

Whatever people say I am that's what I am: Social labeling as a social marketing tool

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International Journal of Research in Marketing, Volume 24, Issue 4, December 2007, 278-288p.

ISSN: 0167-8116

In this paper, the authors present a procedure to apply the social labeling technique as a social marketing tool. With four studies, we tested its potential for the promotion of pro-environmental consumer behavior. The procedure first provokes an environmentally friendly act and, subsequently, invites the target to attribute that behavior to his personal values, by communicating a social label. If successful, consumers will act upon the resulting self perception as an environmentally friendly person. Results indicated that social labeling is more successful when cognitive resources are distracted, either at the moment of processing the label, or at the moment of making decisions related to the content of the label. Second, we found that the social label not merely guides subsequent decisions, but motivates people to re-interpret their previous behavior.

Keywords: Social Marketing, Social Labeling, Persuasion, Ecological Consumer Behavior, Distraction Effects, Mindlessness in Consumer Decision Making

Eco-labelling: to be or not to be? Desirability of eco-labels from an environmental and poverty perspective

Marisa Korteland
CE Delft, The Netherlands

Report, 2007, 92p.

Over the years, eco-labelling has been widely applied in order to bring about greater sustainability of human consumption and production patterns. It has been promoted by the international community and many national governments. At the same time, however, the application of labelling is controversial. Concerns have been raised on its actual environmental effectiveness and on its impact on growth and poverty alleviation in developing countries. The fear is that eco-labels act as barriers to trade. There is a potential role for the government here, but in my view, the government should solely support eco-labelling in its role as a market participant. As a regulator it should not be heavily involved in ecolabelling; leave these initiatives to the markets. There are too many bottlenecks to overcome with eco-labelling. Taxpayer's money might be better spent on the implementation of other policy measures, which is left for future research.

Keywords: Consumption , Production, Eco-labelling, Trade, International, Developing Countries, Welfare, Effects, Consumer Behaviour, Ecolabel, Purchasing Behaviour, Buying Behaviour

Ecological Consumer Behaviour: An Empirical Analysis

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International Journal of Consumer Studies, Volume 31, Issue 1, January 2007, 26-33p.

ISSN:1470-6431

Increasingly, consumers choose ecological products when they do the shopping, not only because it is a healthier option but also because it helps to sustain the environment for future generations. They are prepared to switch products for ecological reasons and stop buying products from companies that cause pollution. Firms and other economic institutions are aware of the importance of reflecting these attitudes towards the environment in developing their products. This paper focuses on environmental attitudes as meaningful predictor of ecological behaviour. A three-dimensional approach to this variable has been developed, which addresses its emotional, cognitive and conative components. A random sample survey of 573 individuals was used to verify the conceptual model and framework. This model was assessed initially by principal factor analysis and subsequently, by structural equation modelling. The findings of this study showed that environmental attitudes have a significant effect on ecological behaviour. This research improves our understanding of how consumers feel and what attitudes best define their way of behaving in relation to environmental problems.

Keywords: Ecological, Consumer Behaviour, Environmental Attitudes, The Environment Structural Equation Modelling, Consumer, Consumer Behaviour, Ecolabel

Caveat Emptor – Let the Buyer Beware! Environmental Labelling and the Limitations of 'Green' Consumerism

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Business Strategy and the Environment, Volume 15, Issue 1, January/February 2006, 15-29p.

ISSN: 0964-4733

In recent years, the idea of 'green' or 'political' consumers expressing their political beliefs in everyday life has been widely embraced. Eager to satisfy the needs of this new market segment, firms have allocated substantial resources to environmental management, social accountability, corporate citizenship, occupational health and safety, etc. During the 1990s, the industrialized world also witnessed a growing number of environmental labels, expected to guide the political consumers in their shopping decisions. Evaluations of these environmental labelling (eco-labelling) programmes indicate that some labels and product groups receive a great deal of attention while others remain in obscurity. To understand these differences, the paper will discuss some of the factors that determine the market impact of environmental labelling. It is concluded that the concept of the 'green' consumer is over-simplified and fails to capture the actual complexity of consumer values, attitudes and behaviour. The results are based on existing literature and our own empirical findings.

Keywords: Environment Management, Environmental Labeling, Consumer Values, Attitudes On Behaviour, Consumer Behaviour, Purchasing Behaviour, Eco label

An empirical study on the influence of environmental labels on consumers

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Corporate Communications: An International Journal, Volume 11, Issue 2, 2006, 162-173p.

ISSN: 1356-3289

This paper attempts to empirically investigate how consumers who differ in terms of environmentalism respond to labels. A proportion of consumers find product labels hard to understand. The research found that there are consumers who will buy green products, even if they are lower in quality in comparison to alternative products, but would look for environmental information on labels. With respect to price sensitive green consumers, there appears to be a relationship between price sensitivity and "always" reading labels as well as indicating that there is "sufficient" information on product labels to make informed purchase decisions. The research offers some important information on different green consumer segments that would alert managers on how best to position environmental labels. Findings such as "Satisfied with labels" correlates with "Labels are

accurate”, which suggests that businesses need to provide a clear, accurate and easily legible label design to encourage satisfaction with the accuracy of content and the communication aspects of a label.

The paper contributes to better understanding of green customers' purchase intentions and the usefulness of ecological product labels. It offers some insights and assistance to businesses in planning their green product/labelling strategies.

Keywords: Labelling, Green marketing, Consumer behaviour, Environmental issues, Australia, Ecolabel, Ecolabelling

The Influence of Eco-Labeling on Consumer Behavior—Results of a Discrete Choice Analysis for Washing Machines

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Business Strategy and the Environment, Volume 15, May 2006, 185-199p.

ISSN:1099-0836

Eco-labelling is an important tool to overcome market failure due to information asymmetries for environmental products. While previous research has discussed the importance of labelling, this paper provides empirical data on the influence of ecolabels on consumer behaviour for household appliances. It reports on the results of a survey involving a total of 151 choice-based conjoint interviews conducted in Switzerland in Spring 2004. Choice-based conjoint analysis (also known as discrete choice) has been applied to reveal the relative importance of various product attributes for consumers. The EU energy label is used for the product category chosen in our survey, washing machines, and we investigate the relative importance of this eco-label compared with other product features (such as brand name) in consumers' purchasing decisions. We draw conclusions for sustainability marketing and policy.

Keywords: Eco-Labels, Environment, Consumer, Information Asymmetry, Consumer Behaviour, Eco-Labelling, Choice-Based Conjoint Analysis, Discrete Choice, Household Appliances, EU Energy Label

Green Consumption: The Emerging Trend among Karachi Millenials

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Pakistan

Developing Country Studies, Volume 7, Number 4, 2017, 71-79p.

ISSN: 2224-607X | 2225-0565

Pakistan has been perceived as a “Green and Clean” country. Karachi is a Metropolitan city of Pakistan and it is assumed that ecological awareness among Consumers in Karachi is

high. However, there is little empirical verification to put forward that the ecological values and attitudes are congruent with the consuming public's actions towards green products. In addition, a good number of studies have focused on the general ecological behavior instead of specifically on consumers' purchasing conduct towards green products. The aim of this research is to investigate the emerging trend of green consumption among the people of Karachi. The study found that, as the individuals get older they become more conscious about the green consumption. If people are more inclined towards betterment of the environment, the consumption pattern bring round towards sustainable products. The study also found that; as education level and income level increase, it is negatively affecting the green purchase behavior. At the end study found that females are more conscious than males to show the behavior of ecological concern.

Keywords: Green Environment, Millenials, Ecological Concern, Green Consumption, Sustainable Products, Ecolabel, Consumer, Consumer Behaviour, Purchasing Behaviour

The Impact of Forest Certification Labelling and Advertising: An Exploratory Assessment of Consumer

Purchase Intent in Canada

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The Forestry Chronicle, Volume 81, Number 2, March/April 2005, 229-244p.

ISSN: 0015-7546

This exploratory research of four Canadian cities, conducted in 2003, compares the impact of forest certification, labelling and advertising on the purchase intent of wood and paper products by end-use consumers. Telephone survey results indicate that Canadians are concerned about the environment, have positive attitudes towards certification, and are willing to alter their purchase habits to favour certified wood and paper products. Respondents indicated that labelling would more likely influence their purchase decision than advertising. They also indicated a lack of awareness regarding forest certification, and that advertising was the preferred strategy to increase general awareness among consumers. A segment of consumers was identified, representing 70% of the sample, which is highly concerned about the environment, willing to seek out certified products, and favours labelling as a source of information to assist with their purchase decisions for certified forest products.

Key words: Forest Certification, Eco-Labelling, Green Advertising, Consumer Purchase Intent, Green Consumers, Consumer, Ecolabel, Consumer Behaviour, Buying Behaviour

Addressing Sustainability and Consumption

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Journal of Macromarketing, Volume 25, Number 1, 2005, 76-92p.

ISSN: 15526534|02761467

This article examines issues of sustainability in relation to consumption. The authors first discuss the notion of sustainable consumption and the link between individual consumer behavior and the macro concerns of understanding and influencing aggregate consumption levels. The authors then reflect on the differing perspectives on whether consumption patterns are in need of adjustment. In the main part of the article, the authors then explore the issue of sustainable consumption through the lens of two broadly differing conceptualizations of consumption itself, discussing four main questions for each of these conceptualizations: (1) How is this view of consumption linked to prevalent

current understandings of sustainable consumption? (2) How would sustainability be achieved following this perspective on consumption? (3) To whom would this view of the sustainable consumption appeal or not appeal? and (4) What would the roles and responsibilities of different social actors be in achieving sustainability following this view of consumption?

Keywords: Unsustainability, Consumption, Marketing, Roles and Responsibilities, Consumer, Consumer Behaviour, Buying Behaviour

Consumer Values and Fair-Trade Beliefs, Attitudes and Buying Behaviour

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International Review on Public and Non Profit Marketing, Volume 2, Issue 2, December 2005, 50–69p.

ISSN: 1865-1984 | 1865-1992

In a survey of 615 Belgians, the knowledge, beliefs, attitudes and buying behaviour of consumers with respect to fair-trade issues were studied and related to their value system. Four value-related categories of consumers were identified: value-conscious consumers, ascetic idealists, hedonic self-seekers and value sceptics. The ascetic idealists, and to a lesser extent the value-conscious consumers, have a more positive attitude to fair trade in general, fair-trade shops, and fair-trade products. These individuals buy fair-trade products more often and spend more money on fair-trade products; they are more likely to favour the implementation of measures to promote the fair-trade principle. Hedonic self-seekers have the least positive attitude and behaviour with respect to fair trade. All value groups have a negative perception of the quality and quantity of fair-trade information, and of the price level of fair-trade products. The managerial implications of these findings are discussed.

Keywords: Fair Trade, Belgium, Attitudes, Buying Behaviour, Consumer Values, Consumer, Purchasing Behaviour, Ecolabel

Environmental Marketing: A Model of Consumer Behavior

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Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators, Dallas, Texas

March 1-5, 2005, 20-28p.

This article is a literature review on environmental marketing. Additionally, the author proposes a model and hypotheses of how input (i.e. values, beliefs/knowledge, needs & motivations, attitudes, and demographics) and intervening variables (i.e. eco-labels and

consumer backlash) influence consumers' purchase intentions and purchase decisions for eco-products. This paper summarises the results of past research and presents a model showing the relationship between these variables and consumer purchases of environmentally friendly products. This paper is awarded Best Student Paper.

Keywords: Environmental Marketing, Consumer Behavior, Ecolabels, Eco-labels, Eco-certification, Labeling, Green Marketing, Consumption, Environmental Aspects

Environment, Information and Consumer Behaviour: New horizons in environmental economics

Signe Krarup and Clifford S. Russell, Editors
Massachusetts: Edward Elgar Publishing, 2005, 299p.

ISBN: 1781958203 | 9781781958209

Over the past decade, there has been growing interest in the role of information in the promotion of environmentally friendly behaviour. This book examines how and why the provision of such information can affect individual decisions concerning buying or consuming a product or valuing a policy. The information can take the form of a product label or a statement in a survey questionnaire, and the decision can be what product to buy, what food to eat or how to answer a contingent valuation question.

The chapters in this volume carefully explore the explanations for consumer behaviour in different scenarios where information is provided about the 'public' implications of individual decisions. The first set of chapters examines the prospects for eco-labelling as a tool of environmental policy from a variety of different perspectives. They also look at how this form of information provision compares with more familiar policy instruments in achieving efficiency goals. In the second and third sections the focus is on environmental and food labelling, in which a combination of private and public motives for purchase decisions is found. Finally, the role of information in contingent valuation surveys is considered, in particular the impact of information and time in altering stated value responses.

Containing both theoretical and empirical research, this original volume will appeal to environmental economists, researchers and policymakers interested in the role of information provision in economic behaviour and environmental policy.

Keywords: Environmental Marketing, Consumer Behavior, Ecolabels, Eco-labels, Eco-certification, Labeling, Green Marketing, Consumption, Environmental Aspects

Eco-labelling—A Case for Deregulation?

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Law, Probability and Risk, Volume 4, Issue 3, 1 September 2005, 127–141p.

ISSN: 1470-840X | 1470-8396

The general disenchantment with command-and-control mechanisms led to pressure to experiment with the tools of deregulation, which encourage the desired behaviour through financial incentives rather than through legal coercion. Eco-labelling can be seen as a representation of this trend to deregulate environmental protection by allowing industry to make the decision of whether or not to apply for the label and allowing consumers to decide to shop accordingly. Eco-labelling aims to identify and promote products that have a reduced environmental impact when compared to other similar products. It is a voluntary method of environmental performance certification and labelling that is practised around the world and functions through the co-operation of the three sectors: industry, consumers and eco-labelling authority. This paper will look at Germany's Blue Angel, a national eco-label, and the European Flower, the eco-label for the European Union, to determine whether eco-labelling can be considered a successful mechanism of deregulation.

Keywords: Consumer Behavior, Ecolabels, Deregulation, Eco-certification, Labeling, Consumption, Environmental Aspects, Blue Angel

Effects of Eco-Labelling Schemes: Compilation of Recent Studies

Joint Working Party on Trade and Environment, OECD

Organisation for Economic Co-operation and Development, 02-Mar-2005, 24p.

This report contains an overview of some recent empirical studies dealing with the effects of ecolabelling schemes. All schemes examined in this overview are voluntary, and government-sponsored.

The report includes a list of recent studies; describes the different methodologies used in these studies to measure the effects of eco-labelling schemes; and summarises the main findings on the effects of the various studies (effects on consumers, on producers, market effects, and environmental effects). The final section summarises some ideas on when an eco-labelling scheme can be considered successful. This overview does not attempt to define what constitutes the actual effects of an eco-label, nor which factors contribute either to its environmental effectiveness or economic efficiency. It simply summarises those effects that the authors of the different studies have highlighted.

Keywords: Consumer Behavior, Ecolabels, Eco-certification, Labeling, Consumption, Environmental Aspects, Ecolabelling Scheme

Visual and Verbal Communication in the Design of Eco-Label for Green Consumer Products

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Journal of International Consumer Marketing, Volume 16, Issue 4, 2004, 85-105p.

ISSN: 0896-1530 | 1528-7068

Eco-labels are meant to convey information to consumers about the environmental implications of purchasing the product, so that consumers who care about such effects can express their desires in the market. Whereas all eco-label designs utilize a visual logo, only a few of them include verbal message within the label to communicate the main reason why the label is granted. As such, the purpose of this study is to investigate the influence of visual and verbal communication in eco-label designs on consumers' purchasing behavior. Using an experimental design with homogenous sample, participants were randomly assigned one of four possible treatments in a 2×2 design with manipulations of both visual and verbal communication cues within a simulated web-based shopping experience. It was found that both the visual and verbal communication had significant individual and additive effects on the purchase of the designated products.

Keywords: Eco-Label, Visual/Verbal Communication, Consumer Buying Behavior, Green Consumerism Experiment, Factorial Design, Consumer, Ecolabel, Consumer Behaviour, Buying Behaviour

Ecolabel Programmes: A Stakeholder (Consumer) Perspective

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Corporate Communications: An International Journal, Volume 9, Issue 3, 2004, 179-188p.

ISSN: 1356-3289

The growing global public concern for the safety and preservation of the environment has given rise to the perception that consumer purchases may be somewhat influenced by environmental labels. It suggests that accuracy in label information is relevant so as to allow consumers to make an informed choice. This paper proposes that consumers can be grouped using a matrix of four different environmental positions. The results of these grouping are more likely to provide an effective profile of a green consumer, enabling marketers to segment and target these groups based on a clear understanding of consumer behaviour.

Keywords: Environmental Management, Labelling, Green Marketing, Consumers, Market Segmentation, Ecolabel, Consumer Behaviour, Buying Behaviour

The Impact of Environmental Labelling on Consumer Preference: Negative vs. Positive Labels

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Eco-labels in use today signify environmentally benign outcomes: "Choose this product, it is better for the environment than the average product." Another strategy would be to indicate negative outcomes with the purpose of trying to persuade consumers to avoid a product: "Do not choose this product, it is worse for the environment than the average product." In a computer-based experiment, it was investigated how these two types of labels affected preference for some everyday products. Individuals who had a weak or no interest in environmental issues were unaffected by either kind of label. Individuals with an intermediate interest in environmental issues were more affected by a negative label than by a positive label. Individuals with a strong interest in environmental protection were equally affected by the two kinds of labels.

Keywords: Environmental Protection, Economic Policy, Environmental Issue, Average Product, Consumer Preference, Ecolabel, Consumer, Consumer Behaviour

Eco-Information and Its Effect on Consumer Values for Environmentally Certified Forest Products

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ISSN: 1104-6899

Some sectors of the forest products industry have adopted environmental certification and labeling as a business strategy. Typically, the designation of these products is through the use of eco-seals (environmental 'seals-of-approval'). For these programs to be effective, consumers must first care about the disclosed information. We find consumers are willing to pay for these products but changes in labeling policy affects their willingness to pay. Thus, there appears to be a demand for environmentally certified forest products, however, the current use of eco-seals may preclude the collection of an actual premium.

Keywords: Consumer Preferences, Environmental Certification, Eco-Labeling, Valuation, Ecolabel, Consumer, Consumer Behaviour

Environmental Quality Competition and Eco-Labeling

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ISSN: 0095-0696

A three-stage game of investment, environmental quality provision and price competition is developed to study the impact of green technology investment (eco-labeling), in a duopoly model of vertical product differentiation. The firms' incentives to invest in green technologies depend on their relative cost structure. When firms are identical with respect to fixed costs, both firms will always invest, but if one firm is more efficient in investing, then the other firm may or may not invest depending on the level of unit cost of investment. Quality competition will be tighter when the low-quality firm is more efficient, and looser when the high-quality firm is more efficient in investing. Socially optimal investment for both firms is always positive, but lower than in the duopoly solution. In the absence of environmental externalities, the quality dispersion chosen by profit maximizing firms may be too high or too low, while environmental externalities increase the possibility low-quality dispersion that is too low within the market solution. Finally, and importantly, ecolabeling can be used as a means of reducing excessive investment and increasing environmental quality that is too low.

Keywords: Product Differentiation; Technology Investment; Socially Optimal Quality and Investments, Consumer Preferences, Environmental Certification, Eco-Labeling, Ecolabel, Consumer, Consumer Behaviour

Can Eco-Labels Attract Buyers?

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European Applied Business Research Conference, Venice, Italy 2003, 8p.

Environmental friendly purchase behaviour covers a broad range of possible actions such as using biodegradable materials, avoiding products with damaging contents, boycotting products, favouring recycled materials, using refillable packaging, and so on. However,

such actions depend on possessing reasonably accurate information about product alternatives. Eco-labels are meant to convey information to consumers about the environmental implications of purchasing the product, so that consumers who care about such effects can express their desires in the market. This study examines the influence of eco-labels on purchase intention. Acknowledging the fact that opinion survey can measure respondents' environmental friendly attitudes accurately, but fail to measure their actual behaviours, a simulation of web-based shopping was used. Participants were randomly assigned one of four possible treatments where one of them contains no eco-label and the other three contain three different eco-label designs. It was found that the presence of an eco-label did induce a higher rate of purchase.

Keywords: Ecolabels, Consumer Behaviour, Buyers, Purchase Behaviour, Consumer

Eco-labeling for energy efficiency and sustainability: A meta-evaluation of US programs

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Energy Policy, Volume 31, Issue 2, January 2003, 109-123p.

ISSN: 0301-4215

Eco-labeling is a promising market-based approach for improving the environmental performance of products through consumer choice. While eco-labeling itself is not new, eco-labeling to promote energy efficiency or sustainability is a more recent phenomenon. Five such energy-labeling programs in the US are evaluated: Green Seal, Scientific Certification Systems, Energy Guide, Energy Star, and Green-e. Of these, the first four certify energy-efficient appliances while the last one certifies renewable electricity. While Energy Guide and Energy Star are government-run programs, the rest is privately administered. Two evaluation criteria were used—consumer response and manufacturer/marketer response. Very few studies have been done on the private programmes, making comparative analysis more difficult. It was found that government programs, in general, and Energy Star, in particular, were much more successful than the private programs. For appliance energy labeling, the private programs were found to have an almost insignificant effect on the market. Government support proved to be crucial in determining a program's credibility, financial stability, and long-term viability. Further, targeting of specific product categories, legislative mandates, incentives, and partnerships were found to be other important factors for program success. Simple seal-of-approval logos and labels have generally affected consumer behavior more than the complex information-disclosure labels.

Keywords: Environmental Labeling, Green Power, Electricity Marketing, Energy Label, Ecolabel, Consumer, Consumer Behaviour, Buying Behaviour

Rethinking New Wines: Implications Of Local And Environmentally Friendly Labels

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Food Policy, Volume 28, Issues 5-6, October-December 2003, 547-560p.

ISSN: 0306-9192

New wine production areas around the world are encountering challenges in creating a reputation for high-quality products. In order to help these new wine growing areas, numerous labeling programs claiming local origin and environmentally friendly practices are being implemented. In this study, consumer response toward wine grown in a new production area such as Colorado is researched. Using an interval probit model, the mean willingness to pay (WTP) for Colorado environmentally friendly and Colorado regular wines are calculated. In summary, the results in this paper highlight the need to improve quality perceptions to garner a premium in differentiated wine markets. As a consequence, environmentally friendly labeling in wine is an inefficient marketing tool for wines perceived as low quality.

Keywords: Contingent Valuation, Eco-labels, Environmentally friendly, Food labeling, Wine, Ecolabel, Consumer, Buying Behaviour, Consumer Behaviour

Eco-Labeling and Stages of Development

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Review of Development Economics, Volume 7, Issue2, May 2003, 228-247p.

ISSN:1467-9361

The paper examines the effectiveness of eco-labeling in providing a market-based solution to the under-consumption of eco-friendly products in developing and developed countries. The authors show that whether labeling is an effective device in solving the problem of asymmetric information between sellers and buyers, or whether false labeling severs the link between willingness to pay and environmental conscious production choices, depends crucially on how monitoring intensities respond endogenously to economic growth, openness to trade, and technology transfers. In particular, by accounting for endogenous policy responses to economic growth, it is shown that an inverted-U relationship exists between consumer spending on eco-unfriendly products and national income. In addition, while international trade unambiguously benefits the environment in the presence of eco-labeling with perfect enforcement, trade openness may nevertheless delay the turning point of the growth and environment relationship, when the cost of enforcement falls disproportionately on developing countries, and when environmental policies are employed to reap terms-of-trade gains.

Keywords: Eco-labels, Environmentally friendly, Eco-labeling, Ecolabel, Consumer, Buying Behaviour, Consumer Behaviour, Trade

Some Economic Implications of Public Labeling

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Journal of Food Distribution Research, Volume 34, Issue 3, November 2003, 83-93p.

ISSN: 0047-245X

This article discusses economic issues related to public labeling. The main contributions in both the empirical and theoretical literatures are presented in order to motivate responses to the questions, when should a regulator promote public labeling, and what are the limits to and the possible market distortions from public labeling? Although the issues are complicated, there is already much economic guidance that can be given to inform the policy debate over food labeling.

Keywords: Food labels, Environmentally friendly, Eco-labeling, Ecolabel, Consumer, Buying Behaviour, Consumer Behaviour, Food

What We May Have Is a Failure to Communicate: Labeling Environmentally Certified Forest Products

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Forest Science, Volume 49, Issue 5, 1 October 2003, 668–680p.

ISSN: 0015-749X

To develop an understanding of the performance of different eco-labels for certified forest products, we administered a mail survey to a nationally representative sample of U.S. residents. In the survey, respondents viewed different eco-labels and were asked to perform a series of tasks designed to measure the labels' communication performance. Results indicate that relatively detailed labels are more beneficial for consumers (and environmentally sensitive forest product manufacturers) than simpler eco-seals. Eco-seals are the least credible type of label and, in general, do not allow consumers an adequate basis for product differentiation. However, we also find evidence that marginal changes can significantly improve the performance of simple eco-seals. The results suggest that U.S. consumers value the environmental benefits created from more environmentally benign forestry. Thus, consumer-driven purchases could potentially support a future of environmentally benign forest management practices with less reliance on other policy alternatives. However, the results also suggest that the current state of forest product labeling, where firms can (voluntarily) label their products with simple eco-seals from a variety of certification organizations, is not the most effective labeling approach. Parties who are interested in the long-run success of these programs need to consider altering current labeling approaches.

Keywords: Forest Management, Credibility, Market Experiment, Information, Policy, Environmental Management, Forest, Forest Management, Forest Resources, Forestry, Forestry Research, Forestry Science, Natural Resources, Natural Resource Management, Consumer, Ecolabel, Buying Behaviour, Consumer Behaviour

Quality Signaling through Certification: Theory and an application to agricultural seed markets

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IDEI Working Papers, January 27, 2003, 33p.

The authors examine the problem of signaling the quality of goods and services when quality is never observable to consumers. The solution to this problem is certification, which acts to transform unobservable credence attributes into observable search attributes. They study the impact of certification systems on market structure and performance. It turns out that the costs of certification, sunk in order to achieve credibility, play a key role in producing an oligopolistic market. We next show that since it involves increasing returns to scale, certification is better achieved by an independent body which can either be a private firm or a public agency. They examine the two ways in which quality provision through certification may be financed (i.e. public and private), and identify the conditions under which each is most efficient. Finally, they examine the relevance of the model by studying the role of certification in quality seed provision for agriculture. Overall, model predictions are compatible with the conclusions of this empirical study.

Keywords: Certification, Environmentally friendly, Eco- labeling, Ecolabel, Consumer, Buying Behaviour, Consumer Behaviour, Agriculture

Purchasing motives and profile of the Greek organic consumer: a countrywide survey

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British Food Journal, Volume 104, Issue 9, 2002, 730-765p.

ISSN: 0007-070X

The present study attempts to offer more insights into the Greek organic market. It examines the organic products as “eco-products”, suitable for “green” consumers, who are ecologically/environmentally ecology-aware and who are concerned with health and quality-of-life issues. Analysing a countrywide sample, the survey concludes that three consumer types exist in terms of attitude towards, purchase intention and awareness of organic products: the “unaware”, the “aware non-buyers”, and the “(aware) buyers” (or simply buyers) of organic food products. After developing a detailed profile of the first two,

the “aware buyers” type is segmented in terms of five groups of personality and behavioural factors, defined in the international literature as the driving forces of organic purchasing.

Keywords: Consumer Behaviour, Organic food, Purchasing, Motivation, Greece, Consumer, Purchasing Behaviour, Ecolabel, Eco Products, Green Consumer

New Tools for Environmental Protection: Education, Information and Voluntary Measures

Thomas Dietz and Paul C. Stern, Editors

National Research Council, Washington, DC: The National Academies Press, 2002, 368p.

ISBN: 978-0-309-08422-2 | 978-0-309-16942-4

Many people believe that environmental regulation has passed a point of diminishing returns: the quick fixes have been achieved and the main sources of pollution are shifting from large "point sources" to more diffuse sources that are more difficult and expensive to regulate. The political climate has also changed in the United States since the 1970s in ways that provide impetus to seek alternatives to regulation. This book examines the potential of some of these "new tools" that emphasize education, information, and voluntary measures. Contributors summarize what we know about the effectiveness of these tools, both individually and in combination with regulatory and economic policy instruments. They also extract practical lessons from this knowledge and consider what is needed to make these tools more effective. The book will be of interest to environmental policy practitioners and to researchers and students concerned with applying social and behavioral science knowledge to improve environmental quality.

Keywords: Labelling, Environmental Regulations, Consumer Behaviour, Environmental issues, Ecolabel, Ecolabelling, Consumer

Promoting green consumer behavior with eco-labels

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Washington, DC: National Academy Press, 2002, 83-104p.

ISBN: 978-0-309-08422-2 | 978-0-309-16942-4

As a means to reduce the pollution and resource use following from consumption, attempts are made to motivate consumers to switch to less environmentally harmful and resource consuming products. One of the increasingly popular tools is to label the least harmful products in such a way that consumers can distinguish them from others and, hence, are able to choose them. This paper reviews research on the effectiveness of eco-labels as a means to influence behavior and environmental outcomes. This is a chapter of the book “New tools for environmental protection: Education, information, and voluntary measures” edited by Thomas Dietz and Paul Stern.

Keywords: Consumer Behaviour, Eco-Labels, Sustainable Consumption, Environmental Outcomes, Ecolabel, Consumer

Factors Affecting Consumer Valuation of Environmentally Labeled Forest Products

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Thesis for the Degree of Master of Science (in Resource Utilization), 2001, 134p.

The recognition and acknowledgement of how personal purchasing decisions affect the environment may increase the desire to buy products advertised as "environmentally-friendly." Effective and credible advertising and marketing of products deemed ecologically sound, as well as, the specific environmental qualities embodied by such products presumably weigh on the effectiveness of environmentally conscious shopping. To that end, consumers are unable to fully utilize purchase power as a means of protecting the environment if they are unaware that such options exist. The public's apparent willingness to use its purchasing power as a means to protect the environment provides an opportunity for manufacturers and policy makers to benefit. Using a nationally representative sample of the U.S. population surveyed during the summer of 2000, I explore how the disclosure of different environmental attributes impacts consumer choices of environmentally labeled wood products. My analysis is differentiated so that consumer choices and values are analyzed with respect to differences in 1) the amount of information the individual receives regarding the environmental labeling criteria, 2) the organisation monitoring compliance with environmental labeling criteria and 3) individual characteristics (i.e. demographics, such as age and education, as well as, measures of exposure to the forest resource through work and play). We specifically examine whether exposure to the forest environment through employment, forest land ownership, and leisure pursuits, such as forest-based recreation participation, contributes to pro-environmental purchasing behavior and enhanced values for environmentally preferred forest management attributes. It was found that the environmental attributes of an environmentally labeled wood product are significant to the purchase decision. In addition to the level of information provided on environmental labels themselves, supplementary advertising campaigns and marketing initiatives may enhance understanding of a product's environmental friendliness. Furthermore, because environmental management claims are not readily verifiable by consumers, the purchase decision becomes largely one of faith, to which the credibility of the certifying organization is found to be an important contributing factor. The analysis provides important information for policy makers and firms.

An examination of the levels of environmental information provided and its influence on consumer choices of environmentally labeled wood products provides the information necessary to maximize a firm's marketing effectiveness. The relationship between valuation and levels of environmental attributes is significant to both policy makers and firms in that it provides guidelines for possible certification criteria. Varying certifying agencies responsible for the environmental labeling of wood products provides information regarding the perceived credibility of particular agencies and the marketability of products certified by such agencies.

The examination of the relationship between independent consumer characteristics and pro-environmental purchasing preferences is important for several reasons. A consumer

profile may be provided by associating demographic characteristics, such as education, with valuation of environmentally labeled wood products. Furthermore, higher valuation of environmentally labeled wood products by individuals with higher levels of exposure to the resource through employment and leisure-time pursuits may imply that those individuals are more likely than their counterparts to be environmentally concerned and engage in pro environmental behaviors.

A Thesis is submitted in partial fulfillment of the requirements for the degree of Master of Science (in Resource Utilization).

Keywords: Consumer, Buying Behaviour, Labelling, Ecolabel, Consumer Behaviour, Environment Label, Forest, Forest Product, Ecolabel

Do Consumers Expect Companies to be Socially Responsible? The Impact of Corporate Social Responsibility on Buying Behavior

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Journal of Consumer Affairs, Volume 35, Issue1, Summer 2001, 45-72p.

ISSN: 0022-0078 | 1745-6606

Companies are facing increasing pressure to both maintain profitability and behave in socially responsible ways, yet researchers have provided little information on how corporate social responsibility impacts profitability. This paper reports the findings from in-depth interviews of consumers to determine their views concerning the social responsibilities of companies. A typology of consumers whose purchasing behavior ranges from unresponsive to highly responsive to corporate social responsibility was developed from the analysis.

Keywords: Consumer, Buying Behaviour, Labelling, Corporate Social Responsibility, Ecolabel, Consumer Behaviour

Assessing Consumer Preferences for Organic, Eco-labeled, and Regular Apples

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Journal of Agricultural and Resource Economics, Volume 26, Number 2, December 2001, 404-416p.

ISSN: 1068 5502

The authors assess consumer choice of eco-labeled, organic, and regular apples, and

identify socio-demographic characteristics affecting the choice among those three alternatives. Eco-labeled apples are less desirable than organic when food safety, the environment, and children's needs are considered. Characteristics that may be expected to positively affect the decision to buy eco-labeled apples relative to regular apples actually have the opposite effect with the inclusion of the organic alternative. When considering all three choices, the eco-labeled product is found to be an intermediate choice among consumers.

Keywords: Ecolabeling, Organic Foods, Food Safety, Sustainable Agriculture, Sustainable Food Systems, Consumer Choice, Consumer Attitudes, Organic Farming, Consumer Preferences, Environmentally Sensitive Products, Ecolabel, Consumer Behaviour

Paying attention to eco-labels in purchase decisions: Socio-economic and Demographic determinants

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ZUMA-Arbeitsbericht, Mannheim: ZUMA, ZDB-ID 7217444, Volume 03, 2001, 17p.

ISSN: 1437-4110

Eco-labels on consumer goods are an important measure of the support that the concept of sustainability enjoys in a society. However, little is known about the extent to which attention to eco-labels are a socio-structurally determined phenomenon. The author asks about the influence of socio-structural differentiation on the observance of eco-seals in the purchase decision. Empirically, the study is based on a regression analysis of survey data from 1993. Attention to eco-labels are conceived as a nonlinear function of the variables age, employment status, place of residence, education, and shift attribution. 'Eco-labeling of consumer goods are an important measure of social sustainability. This paper examines social structural differentiation of consumer's eco-label information awareness. Survey data from 1993 are analyzed with logistic regression analysis. Eco-label attention is modeled as a non-linear function of age, employment status, size of residence, education and subjective social class. It is a working paper published in a series ZUMA work report , 2001/03.

Keywords: Federal Republic of Germany, Buying Behavior, Demographic Factors, Environmental Consciousness, Social Factors, Ecolabel, Consumer, Consumer Behaviour

Psychological Determinants of Paying Attention to Eco-Labels in Purchase Decisions: Model Development and Multinational Validation

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Journal of Consumer Policy, Volume 23, Issue 3, September 2000, 285–313p.

ISSN: 0168-7034 | 1573-0700

Environmental labels are useful from an environmental policy perspective only if they are noticed by the consumer in the shopping situation and next – what is more – understood, trusted, and valued as a tool for decision-making. In this paper, a psychological model explaining variations in consumer attention towards environmental labels is developed and its ability to predict attention towards environmental labels in various European countries is tested.

Keywords: European Country, Model Development, Economic Policy, Environmental Policy, Purchase Decision, Consumer Behaviour, Buying Behaviour, Consumer, Ecolabel, Environmental labels

Market Segmentation of Green Consumers in Hong Kong

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Journal of International Consumer Marketing, Volume 12, Issue 2, 2000, 7-24p.

ISSN: 0896-1530 | 1528-7068

Market segmentation is one of the useful tools for marketers to define target markets. An intercept sample survey of 704 shoppers in Hong Kong was conducted to segment the market based on the past purchase of environmentally friendly as well as not-so-friendly products. Chi-square analysis and stepwise discriminant analysis were conducted to differentiate heavy and light green consumers using demographics and other environmental variables, including green consumerism knowledge and perception about environmentally friendly products. It was found that heavy green consumers were more likely to have a higher education and a higher household income. They perceived that environmentally friendly products were good for their health and helped to save resources. Heavy green consumers were more likely to report that they perceived influence from other persons, the government and the green groups. They had a strong self-identity and think of themselves as green consumers and as someone who was concerned with environmental issues. They possessed a better knowledge about green consumerism and more frequently used the mass media for environmental news. Light green consumers found environmentally friendly products difficult to access. Implications for green marketers and manufacturers are discussed.

Keywords: Consumer Behavior, Green Marketing, Hong Kong, Market Segmentation, Ecolabel, Environmental labels, Consumer

Green Consumerism and Eco labelling: A Strategic Behavioural Model

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Journal of Agricultural Economics, Volume 51, Issue1, January 2000, 77-89p.

ISSN: 1477-9552

The ethos of “green” marketing is to affect taste and perceptions so that those individuals for whom the attribute of environmental-friendliness are significant can signal this preference by choosing the “green” alternative. This paper presents a strategic behavioural model of interactions between two agents, a firm and consumer, under conditions of incomplete information. The outcome of the model is that, unless some restrictive and (arguably) unrealistic conditions apply, some proportion of “green” marketing campaigns will be misleading; “green” marketing is not restricted to “green” products, and “green” consumers only adapt their purchasing habits some of the time. Ecolabelling schemes can be used as a means of ameliorating this inefficiency in information-transfer. Whether state intervention to make ecolabelling mandatory for “green” products is welfare-improving depends on the balance between the deadweight losses from the process and the gains in terms of facilitating the expression of “green” preferences.

Keywords: Green Consumerism, Labelling, Ecolabelling, Buying Behaviour, Consumer, Consumer Behaviour, Ecolabel

Bridging the communication gap: dolphin-safe “ecolabels”

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Corporate Communications: An International Journal, Volume 5, Issue4, 2000, 185-190p.

ISSN: 1356-3289

“Ecolabels” without advertising support are communicating the environmentally friendly message. This article investigates the general belief and evaluation consumers have about ecolabelled products. In conventional markets, labelling conveys to the consumer information about the product. Appropriate communication in the form of symbols reinforces messages. Ecolabels enable consumers to articulate their preferences for environmental friendly products. Consumer beliefs are highly regarded as they serve to simplify the cognitive process of decision making. This study examines the impact of communicating the environmental friendly message by the dolphin-safe symbol on four brands of tuna. It examines the effectiveness of brand perception on environmentally friendly products. Results indicate that consumers are favourably influenced by the presence of these labels regardless of type of product, thus supporting an effective evaluation process. Consumer perceptions of the two top selling brands are perceived to be more environmentally friendly than the other brands.

Keywords: Green issues, Labelling, Symbols, Perceptions, Brands, Advertising, Buying Behaviour, Consumer, Ecolabel, Consumer Behaviour



Consumer Education and Research Centre

Consumer Education and Research Centre (CERC), set up in 1978, is a non-political, non-profit and nongovernment organisation dedicated to the education and empowerment of consumers as well as promotion and protection of consumer interests through effective uses of education, research, the media and law. CERC has three major roles-to make consumers aware of their rights, to help them protect themselves and to make providers of goods and services accountable. Its activities include complaints handling, legal advice and litigation, consumer education and awareness programmes, library and information service, publication, comparative testing of products, advocacy, investor and environment protection.

CERC-ENVIS Resource Partner

Ministry of Environment, Forest and Climate Change, Government of India has recognized Consumer Education and Research Centre (CERC) as ENVIS (Environment Information System) Centre in 2005. The focus of ENVIS is to provide environmental information to decision makers, policy planners, scientists and engineers, research workers, etc. across the country. ENVIS was conceived as a distributed information network with the subject-specific centers to carry out the mandates and to provide the relevant and timely information to all concerned.

Subject assigned to the CERC- ENVIS Centre is "Environment Literacy - Eco-labelling and Eco-friendly Products." The Centre launched the website <http://cercenvi.nic.in/> on NIC (National Informatics Centre) platform with the theme 'Eco-labelling and Eco-Friendly Products'. The website furnishes the information on national and international scenario on this subject.

It publishes theme based quarterly newsletter named "Green Insights". It also circulates bi-monthly e-bulletin "Green Alert". Since Social Media is very popular among youth and to attract them and sensitise them towards eco products, ENVIS Resource Partner has started a page on facebook also (<https://www.facebook.com/EcoProductsEcoLabeling>).



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