# Green Marketing : The Impact of University Student's Knowledge and Attitude towards Green  Products on purchase behavior in Algeria

# التسويق الأخضر: أثر معرفة واتجاه طلبة الجامعات نحو المنتجات الخضراء على السلوك الشرائي في الجزائر

**Phd. Benahmed Assia**

University of Djillali Liabes, Sidi Bel Abbes, Algeria

assia.ahmed2014@gmail.com

**Dr. Ferradj Tayeb**

University Tahri Mohamed Bechar, Algeria

tferradj2007@yahoo.fr

**Résumé** : L'objectif de cette étude est d'identifier l'effet des connaissances de l'étudiant de l'université et l'attitude à l'égard des produits verts sur le comportement d'achat. La conception de cette recherche est de nature descriptive et quantitative. La population de l'étude représentés par les étudiants universitaires algériens. Un questionnaire a été utilisé comme un moyen de recueillir des données de l'étude, (300) questionnaires ont été distribués et (215) questionnaires ont été analysés, le chercheur a utilisé (SPSS) comme un moyen d'analyser les données du questionnaire

Les principaux résultats de cette étude indiquent un haut niveau de conscience sur les produits verts, les trois dimensions (l'attribut, la connaissance, le comportement d'achat) indiquent que sont tout aussi importants pour les étudiants algériens, toutefois, des deux dimensions indépendantes, une seule variable (attitude à l'égard des produits verts) a un effet significatif sur le comportement d'achat

*Mots Clés***:** Marketing vert, Attitude, connaissance, Comportement d' achat, Etudiants universitaires algériens.

**Abstract :** The current study attempt to investigate the impact of university student's knowledge and attitude towards green products on purchase behaviour. The design of this research is descriptive and quantitative in nature. The study population represented by Algerians university students. A questionnaire was used as a mean of collecting data of the study, (300) questionnaires were distributed and (215) questionnaires was analyzed , the researcher used (SPSS) as a mean for analyzing the questionnaire data..

The main results of this study indicate a high  level of students' awareness about green products, the three dimensions (attribute, knowledge, purchase behavior) indicate that are equally important to the Algerian students, However, of the two independent dimensions, only one variable ( attitude toward green products) has a significant effect on purchase behavior.

*Key Words***:** Green marketing, Attitude, Knowledge, Purchase behavior, Algerians university students.

**JEL Code :** M31.

* Corresponding author: assia BENAHMED (assia.ahmed2014@gmail.com)

**Introduction :**

Over the past few years, concern about the environment has become not only a significant public issue, but also a crucial topic in academic research; several studies have highlighted the threatening challenges posed by the growing human population, industrial production, and the consumption of goods and non-renewable resources, with a consequent impact on environment and sustenance. Over the last decade environmentalism has emerged to be a vital aspect due to increasing issues related to acid rains, depletion of the ozone layer, and degradation of the land and many more pressing environmental issues. This resulted in increase in consumer concern in regards to restoration of ecological balance by presenting demands for eco friendly products in countries around the world. (Cherian & Jolly, 2012)

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, Algeria as one of the developing countries, which confront a lot environmental challenges, environmental issues , so green products culture is not a priority. Spreading the ideas of going green and expanding the culture of green product purchase (GPP) is very important step which it need awareness campaign for green marketing to clarify for new generation the benefit of purchasing green product.

Organizations and consumers should have a responsibility towards environmental issues and by the purchasing of green products they participate in this process. Although the reasons to participate in green activities and their commitment to the environment is different, the green consumer has a vital role in helping the environment. (Delafrooz, Taleghani, & Nouri, 2014)

Thus Green marketing has gained momentum, primarily with the change in attitude and behavior of the commercial activities Although environmental issues influence all human activities, few researchers have integrated green issues in the literature. (Mehraj & Qureshi, 2016).

**Research problematic:** Algeria as a developed country know a lot of difficulties and challenges at the level of environmental issues, also there is a lack in number of studies about green marketing and consumer awareness, this article is one of the few work that treat consumer awareness impacting the concept of green marketing in Algeria. Thus the research question for this study is :  What is the impact of university student's knowledge and attitude towards green  products on purchase behavior in Algeria?

**Research objectives :** To investigate the level of awareness and knowledge of Algerian university students about green products and practices.

- To measure the green value for Algerian university students.
- to explain the direct effects of Algerian university student's knowledge and attitude towards environment friendly products on purchase behavior.

**Research importance :** The study derives its interest from the importance of the subject in itself, the environmental awareness of the consumer and green marketing, which have become important topics in the present time, especially with the proliferation of the phenomenon of pollution on the one hand and increasing the

support of the environmental issues on the other hand, this study came to shed light on the level of awareness of the Algerian consumer environmental issue and its relevance in improving the quality of life.

**Research hypotheses:** The main hypothesis:

**H :** There is a significant effect at (0.05) level of Algerian university student's knowledge and attitude towards environment friendly products on purchase behavior.

The following sub hypotheses are derived from the main hypothesis

1. $H_1$: There is a significant effect at (0.05) level of Algerian university student's attitude on purchase behavior.
2. $H_2$: There is a significant effect at (0.05) level of Algerian university student's knowledge on purchase behavior.

**fig (1): conceptual model**
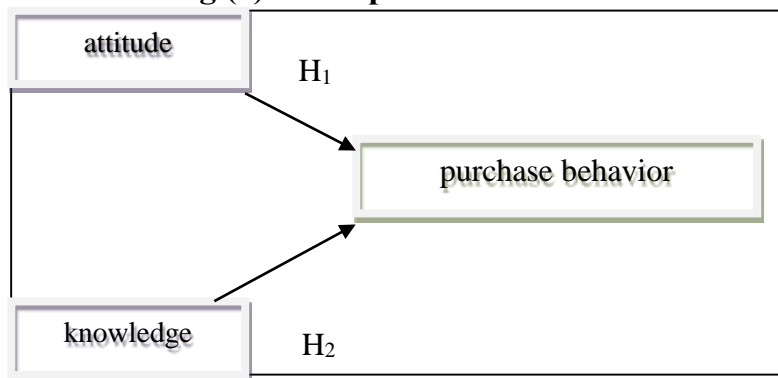


Source: Produced by the authors.

## 1. Literature Review

### 1.1 What is green marketing?

The term "green marketing" first surfaced in the late 1980s as an extension of what the American Marketing Association referred to in 1975 as "ecological marketing". (Antony & Pakutharivu, 2016)

There is no single definition accepted universally, but according to AMA: "green marketing is the marketing of items that are considered to be Eco-friendly and organic by other people". (Garg, 2015)

Nonetheless, green marketing involves various activities, including adjusting the production line, product adjustment, packaging progression, changes in pricing, and in addition changing promoting (Diglel & Yazdanifard, 2014), The green marketing or environmental marketing encompass all activities related to product modification, production process and packaging changes, as well as modifying advertising, etc. These activities are designed to generate and facilitate any exchanges that intend to satisfy the needs or want of customers and society and also simultaneously pave way for organizational growth in a profitable manner with minimal negative impact on the natural environment (Mehraj & Qureshi, 2016). (Mehraj & Qureshi, 2016) (Polonsky, 2005)

The United Nations Environment Programme defines it as "a marketing which encompasses all communication operations undertaken to promote a product on the basis of its environmental properties or of its social qualities. It is about selling products on an ethical platform."The distinctive features of green marketing are its commercial dimension coupled with the reference to the values of consumers who want to act in an environmentally conscious and socially responsible manner with the purchases they make. (Antony & Pakutharivu, 2016)

In this article, green marketing includes the overall marketing activities undertaken by companies in a manner that they promote manufacture of products which have a positive impact on environment or alternatively reduce negative impact on the environment.

## 1.2 Green Product:

In general, green product is known as an ecological product or environmental friendly product. In addition green product was defined as the product that will not pollute the earth or deplore natural resources, and can be recycled or conserved. It is a product that has more environmentally sound content or packaging in reducing the environmental impact. In other words, green product refers to product that incorporates the strategies in recycling or with recycled content, reduced packaging or using less toxic materials to reduce the impact on the natural environment. An other research found that consumers were becoming more concerned about their everyday habits and the impact on the environment. The outcome of this is that some of the consumers translated their environmental concern into actively purchasing green products commitment. (Chen & Chai, 2010)

## 1.3 Green consumer concept

Consumerism can perhaps be identified as a movement which initially begun as a process which was presented to protect consumers against practices of unethical marketing. Over time this has extended and become broader in nature. When today's agenda with regards to consumer activism is taken into consideration it can be observed that protection of the environment is the most vital aspect. (Dono, Richardson, & Webb, 2010)

There is a resultant increase in the concern expressed towards environmental protection leading to "green consumerism" (Cherian & Jolly, 2012). Green consumer is a person who thinks that the environmental protection matter can't just be left to government, business circles, environmentalists and scientists but bears responsibility. So this person doesn′t only think as ″let′s protect the environment, the environment is important, let's leave a good future″ but also demonstrates it practically, according to (Bill, 2006), a green consumer can be identified to be one who avoids any product which may harm damage to any living organism, cause deterioration of the environment during process of manufacturing or during process of usage, consume a large amount of non renewable energy , involves unethical testing on animals or human subjects . (Antony & Pakutharivu, 2016).

## a. Who are Green Consumers?

While not all "green consumers" are the same, an understanding of some of their common characteristics can help business operators examine the market for environmental products and services. Common attitudes and beliefs of these consumers as described by the International Institute for Sustainable Development (IISD) is as follows (Bill, 2006) :

- Commitment to green lifestyles;
- Critical of their own environmental practices and impact;
- Looking for companies that incorporate green practices;
- Overstate their green behavior;
- Want environmental protection to be easy;
- Tend to distrust companies environmental claims;
- Lack knowledge about environmental issues, but eager to learn.

The IISD offers some broad generalizations, regarding the demographic characteristics of green consumers:

- Many are young adults, influenced by their young children;
- Women are a key target market;
- They often make purchases on behalf of men;
- The best green customers are those with money to spend (good prospects for businesses at the high end of the market);
- Consumers born before 1950 are the least green;

## b. Attitude towards green product :

(Allport, 1935) defined attitude as: "A mental and neural state of readiness, which exerts a directing, influence upon the individual's response to all objects and situations with which it is related". According to (Schultz & Zeleny, 2000), "attitudes of environmental concern are rooted in a person's concept of self and the degree to which an individual perceives him or herself to be an integral part of the natural environment" (Blackwell, Miniard, & Engel, 2006). In conclusion, attitude represents what consumers like and dislike (Irland, 1993) and consumers' product purchasing decisions are often based on their environmental attitudes (Schwepker & Cornwell, 1991).

## c. Knowledge of Environmental Issues:

Environmental knowledge can be defined as a general knowledge of facts, concepts, and relationships concerning the natural environment and its major ecosystems (Fryxell & Carlos, 2003), knowledge is a variable that impacts the ways consumers gather and organize information and how they evaluate products and services (Murray & Schlacter, 1990). An increase in individuals' knowledge of green products and their attributes may lead them to purchase environmental-friendly products. Still, empirical results on the relationship between consumers' environmental knowledge and behavior are not conclusive (Martin & Antonis, 1995). Only a few consumers show their concern in the form of actual purchasing behavior (Grunert & Grunert, 1993 ). (Moseley, 2000) study identifies three stages of environmental knowledge or literacy:

- Nominal environmental literacy is the first stage, where people are aware of environmental terms but do not understand the issues well enough to cause specific purchase behavior.
- Functional environmental literacy means that the consumer understands the basic meaning of environmental issues and can use that knowledge in discussions with other people.
- The third stage of literacy operational environmental literacy characterizes those who can collect, interpret and analyze data about environmental issues and take them into account in their purchase behavior.

## 1.4. Green marketing tools:

Eco label, eco brand and environmental advertisement are green marketing tools which can increase green products features and help consumers to buy green products.

- Eco Label: it's a tool which allows consumers to easily distinguish environmentally green product between the ordinary products.
- Eco brand: applying it aspects could help consumers to recognize green products between other products which could harm the environment.
- Environmental advertisement: it's a way to redirect the attention of customer to The benefit of purchasing green product (Leslilelu & joseph, 2013).

## 2. Research Methodology

The design of this research is descriptive and quantitative in nature, the primary data was self administrated questionnaire which was designed and distributed to the study's sample .The questionnaire consisted of many statements represent elements of consumer's attitude and knowledge, and purchase behavior. For this purpose some measurements related to students attitude, used by others such as (Elham & Nabsiah, 2010). Knowledge about green issus from (Paraschos, 2015), and purchase behavior from (Bhatia & Jain, 2013), all this statements were adapted in this study.The research depended mainly on indicators identified by (Porter & Claas, 1995), such as Likert criterion which is consisted of five degrees using a scale from one to five, where one mean strongly disagree or very unknown and five mean strongly agree or well known. The Secondary data was collected from various resources such as: books, journals newspapers, and the internet. The main advantage of secondary data is saving time and money since it is much less expensive to use secondary data than to collect the same, all statistical analyses were conducted using SPSS version 15 for windows.

## 2.1 Population and sampling

The study population consisted of Algerians university Student's from different Algerian universities (Sidi bel abbes, Oran, Tlemcen, Saida, Bechar), A convenience sample of (300) student was chosen (60 students) from each university, and 215 questionnaires were valid for statistical analysis, the main reasons for choosing this sample was as follow:

- To explore the awareness of green product for young generation.
- The sample chosen expected to represent consumer's behavior for green product in the future.

### 2.2 Data Analysis:
### a. Test of Reliability:

Before performing data analysis have to ensure the reliability of the data collection tool. Using Cronbach's Alpha test the reliability was measured by means of data collection, as can be seen in Table 1. The value of Cronbach's alpha is 0.802 for attitude, 0841 for knowledge, and 0.7 for purchase value, so all the variables Cronbach's alpha are greater than 0.6 and reliability is confirmed.

**Table (1): Cronbanch Alpha value for all the questionnaire**

| Dimensions | Cronbach's alpha | No of items |
|---|---|---|
| Attitude | 0.802 | 15 |
| Knowledge | 0.841 | 12 |
| Purchase behavior | 0.7 | 12 |

Source: Produced by the authors, based on the spss results.

### b. Descriptive analysis :

Means and Standard Deviations were used to describe attitudes towards green products, the results in Table (2) indicated that there are positive attitudes, because means of all statements are more than the virtual mean (3), in particular, on the role of the individual in environmental protection.

**Table (2): Attitude toward green product**

| | Attitude | Mean | Standard diviation |
|---|---|---|---|
| 1. | Everybody is personally responsible for protecting the environment in her or his everyday life. | 4,32 | ,636 |
| 2. | Each of us, as individuals, can make a contribution to environmental protection | 4,48 | ,545 |
| 3. | Issues relating to environment are very important | 4,39 | ,568 |
| 4. | If all of us, individually, made a contribution to environmental protection, it would have a significant effect | 4,27 | ,581 |
| 5. | The increasing destruction of the environment is a serious problem | 4,29 | ,547 |
| 6. | Unless each of us recognizes the need to protect the environment future generation will suffer the consequences | 4,42 | ,573 |
| 7. | environment is the most important issues of society | 4,35 | ,677 |
| 8. | the government and individuals should take responsibility for environmental Protection | 4,29 | ,625 |
| 9. | Green issues should be the main consideration when deciding what we do in the future | 4,13 | ,593 |
| 10. | Firms should always put profitability after Environmental protection | 4,11 | ,582 |
| 11. | The substantial amount of money should be devoted to environmental protection | 4,32 | ,642 |
| 12. | We should pay considerable amount of money to preserve our environment | 4,09 | ,571 |

Source: Produced by the authors, based on the spss results.

Table (3) presents the descriptive statistics of the second independent variable, the results show that students have a high knowledge about green issues, all means are more than the virtual mean (3).

## Table (3): Knowledge about green issues

| Knowledge | Mean | Standard diviation |
|---|---|---|
| knowledge of environmental issues. | 4,31 | ,634 |
| knowledge of environmental solutions. | 4,48 | ,545 |
| knowledge of ecological (green) labeling/standards. | 4,39 | ,568 |
| knowledge of environmental benefits of green products. | 4,29 | ,547 |
| knowledge of economic benefits of green products. | 4,42 | ,573 |
| Commitment to environcental protection. | 4,35 | ,567 |
| Commitment to wastage reduction. | 4,29 | ,677 |
| Commitment to cost reduction. | 4,13 | ,625 |
| Commitment to health benefits. | 4,27 | ,581 |
| consciousness about Presence of ecological labels in the green products. | 4,13 | ,625 |
| consciousness about Presence of environmental certification of the green products. | 4,31 | ,634 |
| consciousness about Presence of non-polluting ingredients in the green products. | 4,48 | ,545 |
| consciousness about Presence of recyclable packaging of the green products. | 4,39 | ,568 |
| consciousness about Opportunity for cost reduction using the green products. | 4.21 | ,557 |
| consciousness about Nice and clean appearance of the green products | 4.36 | ,587 |

Source: Produced by the author, based on the spss results.

Results in table (4) show that students are concerned about the protection of the environment, all means are more than (3) .

## Table(4): purchase behavior

| Purchase value | Mean | Standard diviation |
|---|---|---|
| When possible I choose products which cause the least pollution possible. | 4,29 | ,677 |
| I avoid manufactured products that damage or disrespect the environment. | 4,13 | ,625 |
| I buy food without agricultural toxic products since the environment is respected. | 4,11 | ,593 |
| I pay a somewhat higher price for products and food free of chemical substances which damage the environment. | 4,14 | ,706 |
| Difference in price interferes in my intention in buying ecologically correct products. | 4,21 | ,586 |
| I may pay more to buy organic products since they do not impact the environment | 4,07 | ,680 |
| I may prefer products with information on the manufacturers´ environmental certificates. | 4,17 | ,706 |
| I verify whether a product that I intend to buy does not damage the environment or other people | 4,18 | ,688 |
| I am decided to buy concentrated products | 4,31 | ,554 |
| I am decided to buy compacted products to reduce gas emission into the atmosphere | 4,29 | ,684 |
| I am decided to buy products with scanty wrappings to reduce the consumption of natural resources | 4,47 | ,528 |
| I am decided to avoid buying products with non-biodegradable wrappings. | 4,31 | ,589 |

Source: Produced by the authors, based on the spss results.

## 3. Results and discussion:

Multiple regression test were used to test the study main hypothese, but before that we must use pre-tests to confirm the validity of the study model.

## 3.1 Normality test:

The next table presents the results from the well-known tests of normality, namely the Kolmogorov-Smirnov Test , the results show that all variables( x1: attitude, x2:knowledge, y: purchase behavior), were  normally distributed, (sig ≤0.05).

## 3.2 Multicollinearity and autocorrelation test:

### Table (5) : Normality test (Kolmogorov-Smirnov)

|    | Statistiques | Ddl | Sig. |
|----|--------------|-----|------|
| x1 | ,081 | 215 | ,001 |
| x2 | ,113 | 215 | ,000 |
| Y  | ,108 | 215 | ,000 |

Source: Produced by the authors, based on the spss results.

After the normality of the data in the regression model are met, the next step to determine whether there is similiraty between the independent variables in a model is necessary to multicollinearity test, and Durbin-Watson test is used for testing autocorrelation (table (6)).

### Table (6): Multicollinearity and autocorrelation test

|      | Tolerance | VIF | Durbin Watson |
|------|-----------|-----|---------------|
| X1 | 0.278 | 5.603 | 1.727 |
| X2 | 0.278 | 5.603 | |

Source: Produced by the authors, based on the spss results.

Based on the coefficient output- collinearity statistics, obtained tolerance value 0.278, and VIF value 5.603, meaning that tolerance > 0.2, and VIF< 10, it can be concluded that there is no multicollinearity, the Durbin-Watson d = 1.727, which is between the two critical values of $1.5 < d < 2.5$. Therefore, we can assume that there is no first order linear auto-correlation in our multiple linear regression data.

## 3.3 Hypotheses testing:

After confirming the validity of study model, we can test the hypotheses using multiple regression and results are shown in the next tables:

### Table (7): model summary

| Modèle | R | R square | Adjusted R squre | std Error of the estimate |
|--------|-----|----------|------------------|---------------------------|
| 1 | ,708 | ,501 | ,497 | ,21782 |

Source: Produced by the authors, based on the spss results.

The above table shows the multiple linear regression model summary and overall fit statistics. We find that the adjusted $R^2$ of our model is .497 with the $R^2$ = .501. This means that the linear regression explains 50.1 % of the variance in the data.

**Table (8): ANOVA**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 10,117 | 2 | 5,058 | 106,617 | ,000 |
| | Residual | 10,058 | 212 | ,047 | | |
| | Total | 20,175 | 214 | | | |

Source: Produced by the authors, based on the spss results.

The above output table is the F-test. The linear regression's F-test has the null hypothesis that the model explains zero variance in the dependent variable (in other words $R^2 = 0$). The F-test is highly significant, thus we can assume that the model explains a significant amount of the variance in murder rate (the regression model is a good fit of the data).

**Table (9) : Coefficients**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 1,223 | ,209 | | 5,844 | ,000 |
| | x1 | ,788 | ,114 | ,792 | 6,896 | ,000 |
| | x2 | -,088 | ,108 | -,093 | -,812 | ,418 |

Source: Produced by the authors, based on the spss results.

Table (9) shows the multiple regression analysis among two dimensions who are attitude and knowledge, the results show that there is a positive effect of attitude on purchase value, (β=0.792 and sig=0.000) , so the first sub hypothesis is accepted and there is a significant effect at (0.05) level of Algerian university student's attitude on purchase behavior, for the second independent variable (knowledge) there is no significant effect (β= -0.088 and sig=0.418), so the second sub hypothesis is rejected, and there is a no significant effect at (0.05) level of Algerian university student's knowledge on purchase behavior, we can conclude that the main hypothesis is partially supported.

**Conclusion:**

This paper presents a study about the impact of university student's knowledge and attitude towards green products on purchase behavior in Algeria, students' level of awareness about green products found to be high, the three dimensions indicate that are equally important to the Algerian students, However, of the two independent dimensions, only one variable ( attitude toward green products) has a significant effect on purchase behaiour, and that is similar to what (Elham & Nabsiah, 2010) report.

The insignificant relationship between students' environmental knowledge and purchase behavior is a cause for concern. Students' purchase behavior is not affected by the ability to distinguish between green and non-green products, thus, the Algerian government must take steps to improve the public's knowledge about environmental issues and the impact of environmental degradation on their quality of life.

In addition, we can conclude with the following recommendations
- Algerian companies have to improve their products and develop them to be friendly products to environment.
- The need to raise public awareness of the importance of green marketing in different industries companies.
- Industries companies should determine low prices on green products in Algeria.
- More studies in this field will provide more information about obstacles and limitations faced by consumers, to increase their level of awareness about green products.

**References:**
- Allport, G. (1935). Worcester, MA: Clark University Press. Worcester, MA: Clark University Press.
- Antony, T. K., & Pakutharivu, N. (2016). Green Marketing. international journal of management,vol: 7, no(2), 46-51.
- Bhatia, M., & Jain, A. (2013). Green Marketing: A Study of Consumer Perception and Preferences in India. Electronic Green Journal 36, n: 36, 1-19.
- Bill, R. (2006, November). Green Consumers, A Growing Market for Many Local Businesses. Let's Talk Bussines.
- Blackwell, R., Miniard, P., & Engel, J. (2006). Consumer behaviour, 10th edition. South Western: Thomson Learning.
- Chen, T. B., & Chai, L. T. (2010). Attitude towards the Environment and Green Products: a consumers perspective. Management Science and Engineering, vol:4, no:2, 27-39.
- Cherian, J., & Jolly, J. (2012). Green Marketing: A Study of Consumers' Attitude towards Environment Friendly Products. Asian Social Science,vol: 8, no(12), 117-126.
- Delafrooz, N., Taleghani, M., & Nouri, B. (2014). Effect of green marketing on consumer purchase behavior. Qatar Foundation Journals.
- Diglel, A., & Yazdanifard, R. (2014). Green Marketing: It's Influence on Buying Behavior and Attitudes of the Purchasers towards Eco-Friendly Products. Global Journal of Management and Business Research: E Marketing 14, no(7), 11-18.
- Dono, J., Richardson, B. A., & Webb, J. (2010). The relationship between environmental activism, pro-environmental behaviour and social identity. Journal of Environmental Psychology 30, 178–186.
- Elham, R., & Nabsiah, A. W. (2010). The Malaysian Consumer and the Environment: Purchase Behavior. Global Business and Management Research: An International Journal 2, no(4), 323-336.
- Fryxell, G. E., & Carlos, W. H. (2003). The Influence of Environmental Knowledge and Values on Managerial Behaviours on Behalf of the Environment: An Empirical Examination of Managers in China. Journal of Business Ethics46 , no(1), 45–69.
- Garg, A. (2015). Green Marketing for Sustainable Development: an Industry Perspective. Sustainable Development, vol:23, 301–316.

- Grunert, S., & Grunert, K. (1993 ). "What's green about green consumers besides their environmental concern?". Proceedings of the 22nd Annual Conference of the European Marketing,"Marketing for the New Europe: Dealing with Complexity", (pp. 1611-1613).
- Irland, L. (1993). Wood producers face green marketing era: Environmentally Sound Products. Wood Technology, 120 -134.
- Leslilelu, B. D., & joseph, M. (2013). Green marketing: what the millennials buy. Journal of business strategy 34, 3-10.
- Martin, B., & Antonis, C. (1995). The impact of green product lines on the environment: does what they know affect how they feel? Marketing Intelligence and Planning13, no( 4), 16-23.
- Mehraj, D., & Qureshi, I. H. (2016). Green Marketing Practices as a Source of Sustainability and Competitive Advantage: Indian Perspective. International Journal of Recent Advances in Multidisciplinary Research,vol: 3, no(3), 1360-1366.
- Moseley, C. (2000). Teaching for Environmental Literacy. Clearing House 74, no(1), 23-24.
- Murray, K., & Schlacter, J. (1990). The impact of services versus goods on consumer's assessment of perceived risk and variability. Journal of the Academy of Marketing Science 18, no(1), 51-65.
- Paraschos, M. (2015). Investigating factors influencing consumer decision-making while choosing green products. Journal of Cleaner Production, 1-14.
- Polonsky, J. M. (2005). Stakeholder Thinking in Marketing. European Journal of Marketing 39, no(9& 10), 953–955.
- Porter, M. E., & Claas, v. d. (1995). Green and Competitive: Ending the Stalemate. Harvard Business Review, 119-134.
- Schultz, P., & Zeleny, L. (2000). Promoting environmentalism. The Journal of Social Issues 56, 443-457.
- Schwepker, C., & Cornwell, T. (1991). An examination of ecologically concerned consumers and their intention to purchase ecologically packaged products. Journal of Public Policy and Marketing 10, 77-101.