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**FACULTY OF COMMERCE
DEPARTMENT OF MARKETING MANAGEMENT**

**THE IMPACT OF GREEN MARKETING STRATEGIES ON
CUSTOMER PURCHASE DECISION IN ZIMBABWE'S FMCG
SECTOR**

By

**ANNIE BAKE
REG No: R135346G**

A dissertation submitted to the Midlands State University in partial fulfillment of the requirements for the Master of Commerce in Marketing Strategy degree

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RELEASE FORM

NAME OF AUTHOR: ANNIE BAKE Reg. No R135346G

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..... Date

SUPERVISOR

..... Date

PROGRAMME/SUBJECT COORDINATOR

..... Date

EXTERNAL EXAMINER

DEDICATION

This dissertation is dedicated to my father (Mr. G. Bake) for his inspiration.

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ABSTRACT

The aim of the study was to find out if the adoption of green marketing strategies influences customer purchase decision process. In this study 36 Marketing managers, 32 Production managers and 118 customers from the FMCG sector were used as research subjects. A combination of quantitative and qualitative methods was used to gather and analyze data. The research instruments used were the questionnaire and interviews. The current trend of the world going green has prompted many manufacturers especially of Fast Moving Consumer Goods to shift their focus from conventional advertising, packaging and promotion of products to eco-advertising, eco-branding, eco-packaging and eco-labeling. To add to these changes, in Zimbabwe, the Environmental Management Agency has been advocating for the use of biodegradable packaging that does not damage the environment. This has seen many Fast Moving Consumer Goods manufacturers adopting green marketing strategies to try and avoid penalties and also to gain a competitive edge over other companies in the industry. The major findings were that many FMCG manufacturing companies are only adopting green marketing strategies to evade payment of penalties to the Environmental Management Agency and also to get a competitive edge over competitors. Many people are becoming environmentally conscious but still need educating on the green marketing and its strategies. Recommendations on how to implement successful green marketing strategies according to the findings of the study are proposed such as the importance of provision of knowledge to customers on green marketing issues. Further studies need to be done on green marketing strategies in other industries and the impact of green policies by the Government on the level of adoption by the consumers in others industries.

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ABBREVIATIONS

AMA –American Marketing Association.

FMCG –Fast Moving Consumer Goods

USA –United States of America

MSU-Midlands State University.

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CHAPTER I

GENERAL INTRODUCTION

1.0 Introduction

The chapter introduces the subject matter that inspired the researcher to conduct the study. It looks at the background of the Zimbabwean FMCG sector in relation to the extent to which green marketing strategies affect consumer purchase decision. The chapter focuses on the background to the study, statement of the problem, research objectives and research questions, justification of the research and scope of the research. The chapter ends by giving delimitations, limitations of the research, conceptual framework and definition of terms.

1.1 Background to the study

The American Marketing Association (2010) defines green marketing as efforts by businesses and organizations to produce, promote, package and reclaim products in a manner that is sensitive or responsive to ecological concerns. Green marketing has four main strategies that are eco-labeling, eco-branding, eco-packaging and eco-advertising. Peattie and Crane (2005) claim that green marketing only came to be accepted in the late 1980s. Customers increased awareness on healthy products and their growing concern for environmental protection has prompted many companies especially in the FMCG sector to compete using greenness of products to influence consumer purchase decisions. According to Ghosh (2010), green products are those products that promote good health and do not cause environmental degradation. Spence (2012) defines customer purchase decision as a process that a customer goes through before, during and after purchase of a product. According to Hsieh (2011), the reason why

many firms are not so keen on adopting green marketing is that they see it as an extra cost that customers are not prepared to pay for.

Academics seem to agree that green marketing has a positive relationship on customer purchase decision. For example researches conducted in Sweden (Kwakye et al, 2012), Japan (Hagishida, 2012) and Malaysia (Uthamaputhran, 2013) support the notion that green marketing has a positive impact on purchase decision. Other researchers have shown that customers would want to be associated with green compliant companies, (Yazdaniford, 2011; Singh, 2012; and Siddique, 2013). Although researches were done all over the world on green marketing, none of the researches took into account all the four green marketing strategies and also most of the researches did not measure the strategies' effect on customer purchase decision. Moreover, no research has been done in Zimbabwe on the effect of green marketing on purchase decision. With many FMCGs now adopting green marketing strategies to try and avoid penalties from the Environmental Management Agency, there is a need to find out the effect green marketing strategies have on the customers' purchase decision in Zimbabwe's FMCG sector.

In Zimbabwe, the disposing of packaging, labeling of products for health reasons has been a topical issue. For example, Ornico (2014) states that the increased awareness and consciousness on environmental impact on the part of the Zimbabwean consumers has affected the choices that consumers make in purchases in the FMCG sector hence the need for Zimbabwean FMCG sector to adopt green marketing strategies in order to survive.

Moreover, the introduction of fines by the Environmental Management Agency on packaging standards has led to companies to produce ecofriendly and biodegradable packaging. Environmental Management Agency argues that the method of disposal should be clearly indicated on the packaging of the product. According to the Agency, it is the responsibility of the manufacturer to ensure clear labeling of the products in terms of health benefits of the product and

method of disposal of the packaging material. It is the consumers' responsibility to ensure proper disposal, failure of which attracts a fine. The agency in the Environmental Management Act (Cap 20:27) states that it is an offence to discard litter on the streets. In an article written by Taruvinga (10 February 2014), Environmental Management Agency stipulated spot fines of USD20 for individuals and USD5, 000 for companies who produce non-biodegradable packaging. As at September 2014, 703 people have been arrested for littering the environment. In Zimbabwe it is also required by health organizations that all fast moving consumer goods' ingredients should be clearly outlined on products' packaging.

The then Minister for Environment and Natural Resources Management in 2013 stated that some of the big companies in the FMCG sector namely Unilever, Colcom, Delta and Irvine's were responsible for polluting the Harare city with their non-biodegradable packaging which they use to package their products (The Herald, 17/08/2011). The companies were issued with tickets by the Environmental Management Agency and were also made to pay for the cleanup exercise of the affected communities. This has posed a challenge to many FMCGs who now see green marketing as a way out of the hefty fines and cleanup costs. Hence, the trend has been to venture into green marketing as a way to avoid fines yet research in other countries has shown that green marketing could affect consumers' purchase behaviour. Will company decisions for adhering to or noncompliance to green marketing issues affect consumers' decisions to make a product purchase?

1.2 Statement of the problem

The growing concern for a healthy lifestyle and environmental protection by the modern customer has seen an increase in the adoption of green marketing around the world. The introduction of USD5 and USD5000 fines to individuals and companies respectively for littering the environment by the Environmental

Management Agency has made Zimbabwean consumers to be aware of green marketing issues. Companies have also been mandated to clearly label ingredients on their products. Are these initiatives by the Environmental Management Agency going to affect the purchase decision by consumers in Zimbabwe?

1.3 Research Objectives

The purpose of this study is:

- To assess the significance of eco-branding on problem recognition.
- To ascertain the effect of eco-labeling on shortening customers' information search time.
- To assess the extent to which eco-advertising enhances product alternative evaluation.
- To assess the effect of eco-packaging on customers' attitude towards product value.

1.4 Research Questions

- What is the significance of eco-branding on problem recognition?
- Does the customers' understanding of the eco-label shorten customers' information search time?
- To what extent does eco-branding enhance product alternative evaluation?
- What is the effect of eco-packaging on customers' attitude towards product value?

1.5 Significance of the Study

- **FMCG sector**

- Green marketing strategies will assist in the promotion of environmental sustainability.
- Manufacturing of recyclable packaging material will reduce variable costs which in turn will increase the net profit.
- Companies practicing green marketing will not be liable to payment of fines to the Environmental management agency.

- **Customers**

- The study results are likely to assist customers to quickly identify green products that are good for their health and have a positive impact on the environment.
- Results from the research are also likely to ensure that consumers are provided with health products in packages that are reusable hence receiving more value for their money.

- **The Researcher**

- The researcher will acquire great understanding of customer purchase decision in the FMCG sector and the influence the implementation of green marketing strategies have on the customer purchase decision in the FMCG sector.

- **Other Researchers**

- The study will benefit other researchers and scholars who might have the chance to read this report as they will gain more knowledge about the

FMCG's success due to implementation of green marketing strategies. The results may become a basis for future research for other companies.

1.6 Assumptions

In conducting the research, the following assumptions were made.

- Consumer purchase decision was likely to be affected by green marketing issues arising in Zimbabwe.
- Consumers are likely to stop purchase of non-eco-labeled products.
- Consumers may shun companies not adopting green marketing.

1.7 Delimitation

- The researcher will take about five months to complete the study and use secondary sources of data from 2009-2014.
- The research only focuses on manufacturers of Fast Moving Consumer Goods that have operations in Harare Zimbabwe such as Unilever, Delta and Nestle to make the data collection process easier and convenient.
- The researcher will focus primarily on green marketing strategies which include eco-labeling, eco-branding and environmental advertisement on consumer purchase decision in the FMCG sector.

1.8 Limitations

- The study is limited to Unilever, Delta and Nestle' products only due to time and financial constraints. The researcher had to limit the scope of the

study in terms of geographical coverage and sample size that the sample is representative of the entire FMCG sector in Zimbabwe.

1.9 Conceptual framework

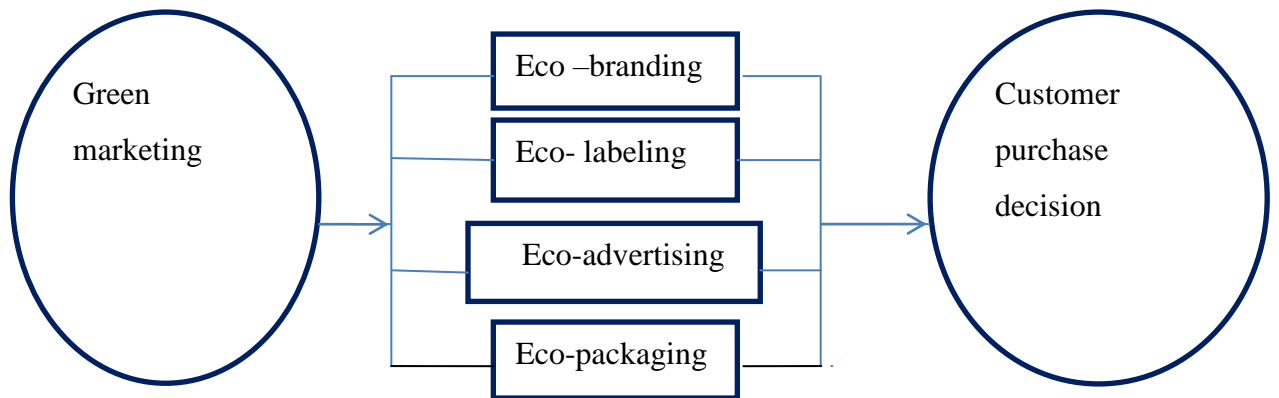


Figure.1: Conceptual framework

Source: Own creation

Differentiating products centering on promoting their environmental friendliness will persuade customers who believe in environmental sustainability to make their purchase decision. A product that has a label to show product ingredients and also that the product is certified by some regulatory body shortens the customer's search time of the right product. Persuading customers to buy a certain product because it has less impact on the environment or that it promotes good health appeals to green consumers and thus they choose green marketed product over the alternative conventional one. Biodegradable and reusable packaging is attractive to green consumers. They perceive more product value than in non-reusable packaging hence they will make a decision to buy the product.

10.0 Definition of terms

Green marketing – the promotion of products mainly focusing on their environmental and health attributes. Products are labeled to show they are certified or conform to some regulatory body which in turn influences the customers' purchase decision.

11.0 Chapter Summary

The Chapter gave a brief introduction as well as the background to the study. It also gave a summary of why the Research area is a pending problem and how research on this area would provide value to the academic as well as the FMCG sector. The next chapter is chapter two, this chapter analyses literature concerning green marketing strategies' impact on customer purchase decision in Zimbabwe's FMCG sector.

CHAPTER II

LITERATURE REVIEW

2.0 Introduction

In this chapter the researcher will critically review research done on green marketing and its impact on customer purchase decision. The goal is to analyze findings and identify shortfalls in literature. The issues of green marketing in the FMCG sector and its influence on customers' purchase decision.

2.1 The concept of green marketing

Bukhari (2011) defines green marketing as the selling of environmentally friendly products. Polonsky (2012) adds that green marketing as a way to the eco-friendly efforts of your company in order to satisfy your customers. The element of customer satisfaction was not mentioned in the first definition by American Marketing Association. Green marketing also enhances a company's competitive advantage and helps an organization to outpace competition.

Bukhari (2011) adds that managers should take green marketing seriously as the consumers are considering the issue of environmental sustainability and are even willing to pay the extra costs to get products that are eco-friendly however ever it is still a new concept which still needs a lot of attention and further exploration.

Nouri et al (2014) allude that green marketing strategies have a positive effect on consumer purchase behavior. Green marketing tools i.e. eco-labeling and environmental advertisement, affect consumer buying behavior more than eco-branding. Ottman (2011) added that green marketing should be integrated into all aspects of the organizations thus new product development and all organizations' communications to its market as this influences the purchase decision.

Grewal et al (2012) argue that green marketing does not influence the customer purchase decision all the time and it sometimes neglects the economic aspect of

marketing. Yazidanford et al (2012) agree with other researches above that green marketing is a strategy that should be used to protect the environment as it promotes a positive impact on the environment. Consumers normally want to be identified with companies that are compliant and in many instances these are normally green compliant companies or companies that promote environmental sustainability. This strategy assists a firm to survive by outwitting competitors who supply conventional products in the market.

Mohajan (2012) also adds that while it is not easy to implement green marketing strategies for a firm in the short-term, it surely pays in the medium to long-term as sustainable development is always supported Governments and social organizations. Kumar (2011) went on to add that, green marketing arose due to deterioration of the environment that has become a global problem.

Lekhanye(2014) adds that the use of a green marketing approach in business by management helps the company in the integration of environmental issues in all the business activities.Lekhanye also went on to cite that although green marketing is being embraced in most organizations it has a negative effect on the price as eco-friendly packaging and eco-labels tend to increase the price of the end product.

According to Kotler (2013) difficulties are still imminent in green marketing .There is still need to encourage people around the world to adopt it.As it is still in its infancy,marketers have to work extra hard to ensure green marketing myopia does not occur.

To do away with fake green marketing claims and to build trust in green products there is need for standardization to enable the authentication of green campaigns. Certifying bodies should be in place and enforce and monitor that green campaigns made by companies are authentic.

Green marketing is a novel concept that people around the world are slowly adapting to because of lack of information on the subject matter. Green movements have to reach the masses to enable quick adoption.

Although green products are there, the question is do they satisfy the customers who use them? If not then the products should be made in such a way that they maintain their greenness but also cater for needs of the customer.

Mckechnie (2010) adds that employees will go green once the company has set green policies .The fact that many employees have knowledge on green issues and are willing to follow environmentally friendly ways of doing business means the adoption of green marketing will made much more easier.

2.2 Green Marketing Strategies

Vaccaro (2009) explained that consumer wanted to know about the particular and specific information about the product or service which they about to buy are environmentally friendly. Through advertisements on radio, on billboards & in print media, are making aware the consumers about the environmental issues by the green companies along with price that has substantial effect on consumers to choose a new electric supplier (Glaser, 2009). Consumer's decisions influence by the media, as a stakeholder, the role of media cannot be ignored; it is the only source through which a consumer received much of environmental related information.

Vaccaro (2009) has presented two main strategies for the companies in responding to their external environment as proactive strategies and reactive strategies. In reactive strategy, organization starts making adjustments in its operations when threats and/or opportunities are seen, whereas in proactive strategy, firm responds to the external environment before changes occurred.

According to Simula (2009) in defensive or reactive approach, a firm meets minimum standards set by the government in order to avoid tax penalties and reacting to competitors and sometimes to avoid boycotts from consumers not to avoiding environmental regulations. Whereas in assertive approach, companies have opportunity for competitive advantage (Simula, 2009). This approach is also known as "First mover". It is an image creates strategy for the firms to do more than it is required. Adopting a proactive approach, a firm can find the best

available cost effective solutions, and built long term relations with their customers and create a good will image in Public.

Companies make their offerings competitive through price/quality or prestige/image strategies from their competitors but eco friendliness and social responsibility make companies more profitable (Darling et al., 2009). Early mover companies have enhanced their image as environmental friendly. The Municipality owned electricity companies of Stockholm and Goteborg set example as early movers. In 1999 Swedish state-owned railway company SJ bought “Bra Miljöval” labeled electricity (Shi, 2010). Other studies by Simula (2009) and Siegenthaler (2010) suggested that companies can create competitive advantage if they use innovations related to environmental sustainability rather than simply comply with the government regulations.

2.3 Green Consumer Behavior

The field of consumer behavior covers a lot of different areas. Wood and Neal (2009) define consumer behavior as concerning attitudes, intentions and decision processes in order to explain and predict behavior. Siegenthaler (2010) defines green consumer as those that actively seek and support products that satisfy their needs that have less impact on the environment.

Darling et al (2009) are in the opinion that habits are decided early in life and children will make better decision if they start being educated at an early age. Consumers become more suspicious towards those firms that stress more environmental theme in their communication. Thus, a firm should design strategy carefully for the long term.

Kreidler et al(2009) allude that income and the level of a customers’ education have a positive relationship and also impact green behavior thus if a person is highly educated and also has a high monthly income, they are more likely to purchase green products and the opposite is true.

Siegenthaler (2010) adds that consumers are now more environmentally conscious than ever before especially in the food products industry. This has created a niche market which marketers can manipulate to increase the net profit and also achieve customer satisfaction through the provision of eco-friendly products. A consumer, who is knowledgeable about environment, will tend to make green purchase (Simula, 2009).

Shalid et al (2011) add that demographic characteristics such as gender, income, age, education and area of residence have an effect on the decisions that green customers make when purchasing green products.

Juwaheer et al (2012) support that a green consumer can be motivated by providing an added benefit in product such as either a cost effective or an environmentally friendly solution. Wood and Neal (2009) state that consumer behavior can be developed by highlighting the relative advantage of Greener products as compared with the other products that creates environmental problems.

Ogden et al (2009) argues that consumer willingness to pay more for environment friendly products and his concern for pollution and recycling forms his attitude as a “Green buying behavior”. Kreidler et al (2009) define attitude as an individual’s particular trait that make him/her behave and see the world according to his own preset favorable or unfavorable manner.

According to Juwaheer et al. (2012) all consumers are potentially green consumers. When a consumer has choice to buy from two identical products, the consumer will prefer to buy an environmentally friendly product. Kreidler et al (2009) suggest that in consumer behavior there is no significant relation between gender and green behavior. Wood and Neal (2009) further state that behavior of the consumer can be changed and modified if company speaks desirable benefits or features of product or services that match with the consumer belief in his advertising or other communication. (Gupta and Ogden, 2009) are of the view that

the companies should put more focus on rewarding schemes in early stages of habit formation of consumer.

Gupta and Ogden (2009) add that reference groups have major role in the final purchase decision that a customer makes. Reference groups are there to spread the information to people in the group about the benefits or shortfalls of a product which influences decision. Normally people do not make decisions individually. Consumers in a reference share information with others in their group about the positive and negative features of the new product and this is likely to affect the other group members in their decision making process (Wood and Neal, 2009).

2.3.1. Customer purchase decision process

Darling et al. (2009) suggest that consumer purchase decision help the marketers to design the marketing mix to achieve the target of sustainability and provide the criteria that the product system must be compatible with ecosystems. Darling et al. (2009) further stated that customers must learn to base their purchase decision not only on how well products satisfy individual needs but also on how these products affect the natural environment.

Wood, & Neal (2009) suggested that consumer will repeat purchase if the outcome of purchase and consumption would be rewarding. On the other side Vaccaro (2009) emphasized, when consumers make decision to buy the product/service, evaluate products not only on performance and price, but also on the social responsibility of manufacturers.

Oates et al(2010) add that green consumers also want variety of green products to be available for them to assist in the purchase decision process. The study also show that consumers trust green products which are available in large retail outlets than those in small retail outlets.

In medium degree of innovation, however, exiting product is required to be introduced in new format. The main motive is to change the customer behavior

and it takes time to diffuse in the marketing. For this type of degree on innovation, firms usually introduce a different manufacturing process, product or service that attains environmental sustainability (Vaccaro, 2009).

The purchase decision process was introduced by John Dewey in 1910 was later modified by Kotler et al(1997).It is a five-stage process that a customer goes through in making a choice of which product to buy. The stages are problem recognition, information search, evaluation of alternatives, purchase decision and post purchase behavior. American Management Association adds that customer purchase decisions are situations a buyer faces when in the process of purchasing a product.

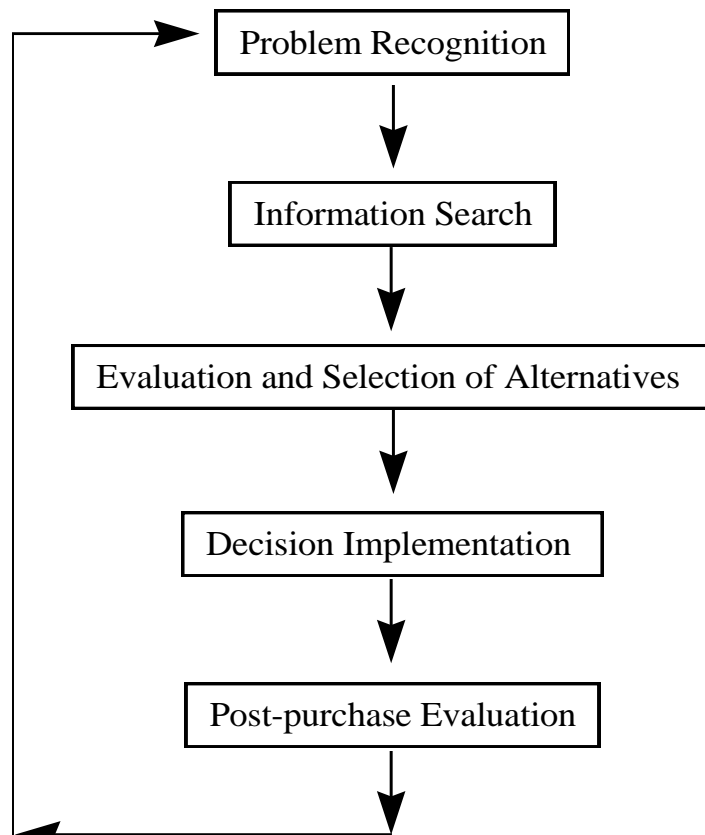


Figure.1.1: Purchase decision making process

Source: Adopted from Kotler (1997), Schiffman and Kanuk (1997), and Solomon (1996)

2.3.1.1 Problem recognition

This is when a person perceives the difference between his/her ideal vis a vis actual state thereby triggering a need. In order to appeal to the customer, marketers need to come up with creative and eye catching advertising of products bringing out the benefits to trigger the customers' need.

2.3.1.2 Information search

Involves looking at the available product choices and uses primary sources which are past experiences and secondary sources which may be advertisements or friends to assist in decision making. At this stage the customer will be seeking the product value before making his/her choice (Kotler,2009).Rickwood et al(2009) add that consumers consult friends, family members or even financial advisors during the information search time to avoid impulse buying and to make the right purchase decision. Lovelock et al (2011) agree that customer search for information about a service from people that he/she respects and trust before making the purchase decision. Lovelock and Rickwood were however referring to purchase decisions made in green marketing of services. Would the same apply in the green marketed products in Zimbabwe's FMCG sector?

2.3.1.3 Evaluation of alternatives

Suggesting criteria to use to purchase thus coming up with possible brand names which meet the need and also depend on the buyers' perception of value. The customer also has to make a choice of which store to actually buy from as he/she is in the process of assessing value of the purchase decision (Kotler, 2009).

2.3.1.4 Purchase decision implementation

Kotler (2009) states that the actual purchase that is determined by the store atmosphere and buying terms available. It can also be hindered by negative word of mouth and the level of willingness to accept feedback. Purchase decision can be hindered by unforeseen events like sudden job loss.

2.3.1.5 Post purchase evaluation

The customer after consuming the product compares with what he expected to get from the product. The customer is either satisfied or dissatisfied. The customer is dissatisfied when they experience post purchase dissonance and green marketing oriented FMCGs should take care of this to encourage repeat purchase and increased market share. According to Kotler(2009),to reduce post purchase dissonance, the customer can justify their decision and avoid negative word of mouth from peers. Marketers on the other hand can provide after sales service, send thank you letters after purchase and offer guarantees.

2.3.1.6 Avoiding Dissonance

Kovaleva (2013) describes when the purchase is less than satisfactory for whatever reasons, it creates a state of tension called post purchase dissonance. Post purchase dissonance is basically an after purchase cognitive behavior. Kreidler and Joseph, (2009) explained that people react in two different ways toward environment, “Approach and Avoidance behavior”. In approach behavior people shows positive behaviors to stay, keep searching for the product, power to spend money and look into particular environment. On the other side Avoidance includes negative behavior is attached, exhibiting to leave from a particular situation.

2.4 Impact of eco branding on problem recognition

American Marketing Association defines an eco-brand as a name or symbol meant to identify environmentally safe products and set them apart from those of competitors. Taleghani et al (2014) state that compared to other green marketing tools used in his study, eco branding had the least effect on in making customers aware of the need for a green-marketed product. Although the products under his study were eco branded, customers had no regard for them and instead were opting for conventional products.

Kovaleva (2013) adds that Eco- branding efficiently promotes natural resources whilst decreasing environmental impact of products throughout their lifecycle. Eco- branding is differentiation based on product attributes and how they impact on the environment.

The advantage of Eco branding is that it helps make environmentally friendly products more visible hence making need recognition possible but the disadvantage is that it makes the eco branded products more expensive than the other conventional products.

Kothiariarvind (2010) concurs that eco-branding is a form of corporate social responsibility but done in way which help influencing the customer purchase decision thereby raising the company' sales.

Gupta et al (2013) add that when creating brand awareness of a green marketed product. Marketers should bear in mind that issues such as religion, age and consumers' income should be taken into consideration. The need can only be recognized when the branding of the product has matched the above mentioned criteria which will have a positive effect on the customers' purchase decision process.

Ling (2013) argues that eco-branding alone does not influence problem recognition but other factors such as self-efficacy have a major role in driving the intention of making a green purchase hence marketers need to also take this into consideration when branding the green marketed products.

Seyedsakeki et al (2012) argues that eco- branding cannot be effective without taking factors such as consumer attitudes, norms and quality of eco-branded product into consideration as they are mediating factors which have a major role in consumers; purchase decision process especially of organic food due to health issues which may emanate from the branded foods and harm to the environment. When eco-branding food products, marketers should take the above mentioned factors into perspective.

Haery et al(2013) add that, it has become imperative that consumers around the world have become green conscious hence the need to differentiate product basing on their greenness will give companies in the FMCG mileage. With consumers needs and wants being unlimited and resources needed to cater for those needs being limited there need to conserve the few resources available and also brand products outlining the environmental benefits. Eco –conscious consumers can make quick decisions because they can easily realize a need when product’s branding matches their expectations.

2.5 Impact of eco labeling on shortening customers’ information search time

Kovalela (2013) defines eco labeling as certification of environmentally product and services. The total number of energy star goods that were sold from 2000 to 2009 is 3billion.

Delafrooz et al (2014) cite Rashid (2009) who states that knowledge of eco labeling by the customer enhances the customer purchase intention towards green-marketed products and has an effect of shortening green consumers’ information search time. Taleghani et al (2014) add that the use of graphically appealing eco labels aids the customers in identifying the appropriate green marketed product for their particular need hence shortening the information search time although law enforcement bodies for example the Government Health department might also need to check on the authenticity of the claims made on the eco labels.

Ottman(2009) agrees that eco labeling does shorten customers’ information search time in that they assurance regarding a product’s environmental benefits thereby saving the customer time of looking for information about the product on environmentally friendliness before making a decision.

Horne (2009) adds that the use of eco labels is an opportunity to increase sales through product differentiation, increased accountability and increased choice for

consumers in the retail environment that is changing from being conventional to green.

Grunert (2011) argues although eco labels may be available, information search time may still be lengthened because the customers sometimes do not understand the eco label or take it as credible because of information overload on the labels and time pressure hence the eco label fails to ultimately influence purchase decision.

Awan (2011) adds that eco labels provide information which assist in shortening information search time and also helps in building trust in customers that the product is greener than other competing products available in the store. This however only works if customers are educated on the importance of eco-labels.

Taufique et al (2014) agree with Horne that effective implementation of eco labels assist customers in making eco-friendly purchase decisions whilst simultaneously achieving other policy objectives that they may have. Biswas (2014) adds that eco-labels trigger inquisition from environmentally conscious consumers to opt for environmentally friendly products based on the signs and or symbols on the products.

Dehghanan et al (2014) add that eco-labels are paramount in that all the information that customers need to know about a certain green marketed product such as where the product was made, its contents, how it was made and the impact of its ingredients on human health and the environment assist customer to make an informed decision thereby shortening their information search time.

Raza (2010) add that consumers particularly young green consumers feel good if they purchase products from companies that show concern for the environment and which are constantly implementing eco-friendly policies. Companies can use eco-labels to communicate the benefits of their product and build consumer trust .This differentiates green products from conventional products.Crassons et al(2011) add that the use of eco-label does not only differentiate a product from

competing brands but also help in ensuring that the product cannot be imitated creating more competitive edge for the company providing eco labeled products.

Memar et al(2012) add that consumers are now aware of eco-labels such as the energy star and the swan that they have reached a stage where brand strength alone is not enough to convince a customer to choose one product over another. Eco-labels are the reason why consumers are switching from one brand to another and they are also willing to pay extra cost for eco-labeled product as compared to conventional product. Customers do not waste their time searching for appropriate products as they consider the eco-labeled product as the most suitable among alternatives which are not eco-labeled.

Yan (2012) argues that eco labels have little significance to price sensitive green consumers because no matter what the benefits on the eco label are, the price tag of the product influences the time they take searching for the appropriate product and ultimately the purchase decision that they make. If the prices are set too high, then the customer will then be forced to choose a non-green and non-eco labeled alternative which he/she can afford .Larsson (2011) postulates that green marketing has become major issue especially in food stores as consumers have become aware of environmental sustainability. Results in the study show that eco labels do not play a major role as compared to eco motivation and a product's shelf space in the customer purchase decision process. Although eco adverts are there to induce interest in eco-labeled products it does not help in influencing the purchase decision. The results may be different in Zimbabwe as the study above was conducted in Sweden

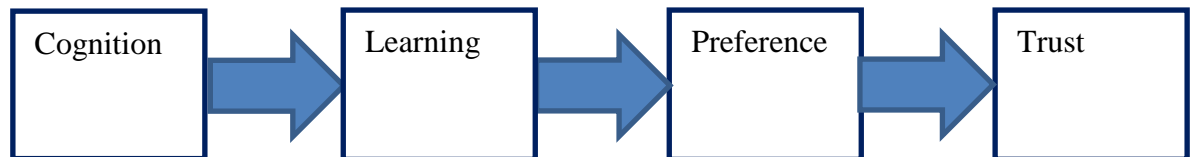


Figure 2.0: Customer cognitive process of the eco label.

Source: China environment federation (2009)

This is a process that consumers go through as they get information from eco labels, the logos and signs are engraved in their minds such that they prefer and trust a certain product. The customer is easily triggered when they see the eco label in the store. The consumers use this process in making purchase decisions in stores as they end up preferring the eco labeled products to other non-labeled products. This assists a firm in its market targeting.

Barber (2010) adds that consumers have great interest in environmentally friendly initiatives and eco- friendly products. There is a positive relationship between green marketing strategies such as eco-labeling and consumer purchase decision. Marketers have a task to host seminars and workshops to educate customers on ecological issues. Companies should therefore promote eco-labeling to encourage green consumption lessening consumers' information search time.

Khan et al(2012) argue that eco-labeling alone does little to influence customer purchase decision but there are other factors such as proper shelf space and eco-motivation which also play a part in influencing customer to buy and eco-labeled product. There is a positive relationship between proper shelf space of an eco-labeled which leads to eco-motivation to buy the product.

Daria et al(2011) add that eco-labels influence customers purchase decision .The study conducted by Daria show that young adults and the elderly are the ones who normally purchase organic products as compared to the middle aged hence eco-labels are mainly used by the two age groups named above. The study also brought out the fact that income does not have an impact on customers' purchase of eco-labeled products but on the other hand education level does influence the purchase of eco-labeled products. The higher the educational level, the more inclined the consumer to buying organic or eco-friendly products and the opposite is true.

Generally many researchers who have researched on the impact of eco- labels on shortening information search time agree that if consumers are educated on eco-labels and if eco-labels are communicated clearly, they influence a positive

relationship that ultimately leads to an informed purchase decision of opting for eco-labeled products.

Customers need motivation in order to make decisions about purchase in-store. Without the influence of peers or family members, the customers can only make decisions through in-store motivation brought upon by information on the eco-labels and captivating decoration on proper shelf space.

2.6 Impact of eco advertising on enhancing product alternative evaluation

Razak et al (2013) state that what the customers perceive about environmental advertisements had no effect whatsoever on their purchase intention hence did not influence product alternative evaluation in any way. It is rather the green practices that affected the consumers' perception on the eco adverts which in-turn prompted them to make the purchase decision of a green-marketed product.

Delafrooz et al (2014) argue that of all the green marketing strategies used in his study, eco advertising contributed the most in terms of convincing customers to purchase. Delafrooz (2014) adds that eco advertisements do indeed influence the customer choosing green-marketed product over other conventional products. Papadopoulos et al (2009) add that although green marketing is still new, it may be used as an antidote to curb recession around the world. This can be done by using green advertising so that customers become knowledgeable of the concept and be easily persuaded to purchase green marketed products.

Wai et al (2013) allude that green advertising is still in its infancy hence the need for more information to be availed on the subject matter and also the trend towards the use of the internet as a means for advertising and doing business world-wide, it is imperative to look into how green advertising can be integrated in on-line adverts. Hello et al (2014) add that consumers are not influenced by reference groups to make green purchase rather they are influenced by psychographic variables such as positive ecological behavior and knowledge of green products which leads to a purchase decision. Hello (2014) went also add

that demographic variables do not in any way influence customer purchase decision of green advertised products.

Boztepe (2012) adds that due to consumers' increasing knowledge on the negative effects of environmental degradation and global warming, most consumers are now purchasing environmentally friendly products. In the study, Boztepe (2012) conducted, it was shown that male consumers are mainly concerned about the green product features, price of green product and environment awareness whilst green promotion affects green product purchase for female consumers.

This means that companies should take gender issues into account when developing and implementing green marketing strategies. When promoting a green product targeting those who have children emphasis should be towards the product's health benefits to the children and that the product is safe in order to entice the parents to buy.

Zhu (2013) concurs with Ansar that green advertisements or eco advertisement influence product alternative evaluation between green marketed and non –green product but the key to this being successful is the credibility of claims made by the eco advertisements, failure to do that will result in lack of trust by the customers and brand switching where other alternatives will be chosen over the green marketed product. Enough information that that can be authenticated which is trust worthy, specific and valid should be availed to the target customer to enable them to make an informed purchase decision. Zhu (2013) also went on to add that credible sustainable advertisements create a positive attitude in a customer and encourage the customer to purchase the green-marketed products.

Momani et al (2014) disagree with Delafrooz, Zhu and Ansar that eco advertisement has a positive influence on purchase decision because in Momani et al's study, it was found that although products were being advertised as eco-friendly, because they were highly priced very little numbers of people would buy. The people instead opted for cheaper non-eco-friendly products that were of similar quality to the eco-advertised products.

Purohit(2009) adds that the young generation is concerned about their environment hence make eco-conscious purchase decisions. The findings show that eco –advertising play a major role in creating a positive perception about a certain product. Consumers become emotionally attracted to green products and choose to ignore the price of the product because they are just concerned about the effect the product will have on their health and environment.

Anand et al (2013) also argue that, green marketing strategies like eco advertising do little to influence the product evaluation in terms of green marketed product but instead the purchase decisions that consumers make are mainly influenced by personal norms thus there is a high degree of independence on the part of the consumers' purchase decision making. Umanakenan Etal (2013) added that there is a true relationship between green advertising and customer satisfaction. The green marketing mix components which include factors like the green price, green product, green place do not have an effect on customers satisfaction. The only factor that does have impact is green promotion hence the need by business to concentrate in green advertising

Kwakye et al (2012) agree with Arnand that there are other factors besides eco advertisement which influences customer purchase decision. Kwakye findings were that although eco advertisement works to a very small extent, word of mouth advertising was the main influencer of customer purchase decisions and also that even if people are made aware through eco adverts of eco-friendly products, if prices are set higher than conventional products, then they were not be willing to pay the extra money required.

Most of the scholars used in this study seem to agree that eco advertisement is crucial in that customers are made aware of eco-friendly products and their benefits that assists customer in their evaluation of product alternatives available.

2.7 The effect of eco-packaging on customers' attitude towards product value

Ansar (2013) state that in order to influence a positive attitude in customers towards green-marketed products, ecological packaging is the key. The ecological appeal of the packaging will get the attention of the customers and influence their purchase intention as they perceive value of the product. Factors such as color of the package, look and feel should be carefully taken into consideration as they sizzle the customer and assist in the perception of value of a product in the customers' minds.

Xin (2013) argue that eco packaging has very little influence on consumer attitudes towards a particular product as his study concluded that consumers are more interested in the price of the product as compared to eco- packaging with factors affecting customer attitude being product label and design. If the product is highly priced then the customers are not attracted even if it is eco-labeled, they will opt for the conventional ones which are cheap.

Parmar et al (2012) agrees with Ansar that eco packaging withal details including methods of disposal is one of the most vital tools in as far as marketing products to the target market is concerned. Patan went on to add that visually appealing package elements have very strong influences on customers' attitude towards the product, its value and influences the customer to purchase the product. Also different package cues, these are package color, typography, illustrations and graphics all influence the purchase decision the customer ultimately makes as he/she associates what is on the package with the product inside.

Amin and Parmar (2014) concur with Patan and Ansar that eco packaging is the most vital tool in marketing today. Elements of the packaging such as the type of material used which should be bio-degradable, color, shape, feeling and pictures on the package together lead to product attractiveness which influences customer

purchase behavior. For the factors above to have maximum effect, it all depends however on the customers' level of involvement and time pressure.

Bakhshandeh et al (2014) add that elements of product packaging such as color, shape, size of package and material when used together appropriately, play a major role in influencing customer decision making process. Visual elements of the package have positive effect on purchase behavior for customers whose level of involvement is low compared to those with a high level of involvement. Packaging unlike advertising has a wider reach and helps to reinforce customers' perceived product value and ultimately influences purchase decision.

Jeddi et al(2013) argue that environmental packaging affect customer purchase decision process to a small extent ,there are other factors such as culture, reference groups, marketing activities,learning,motivation,memory,characters and feeling which are locked in the customer's black box that affect the customers' purchase decision process to a large extent. The customer has to deal with the above mentioned factors all at once as he goes through the purchase decision process.

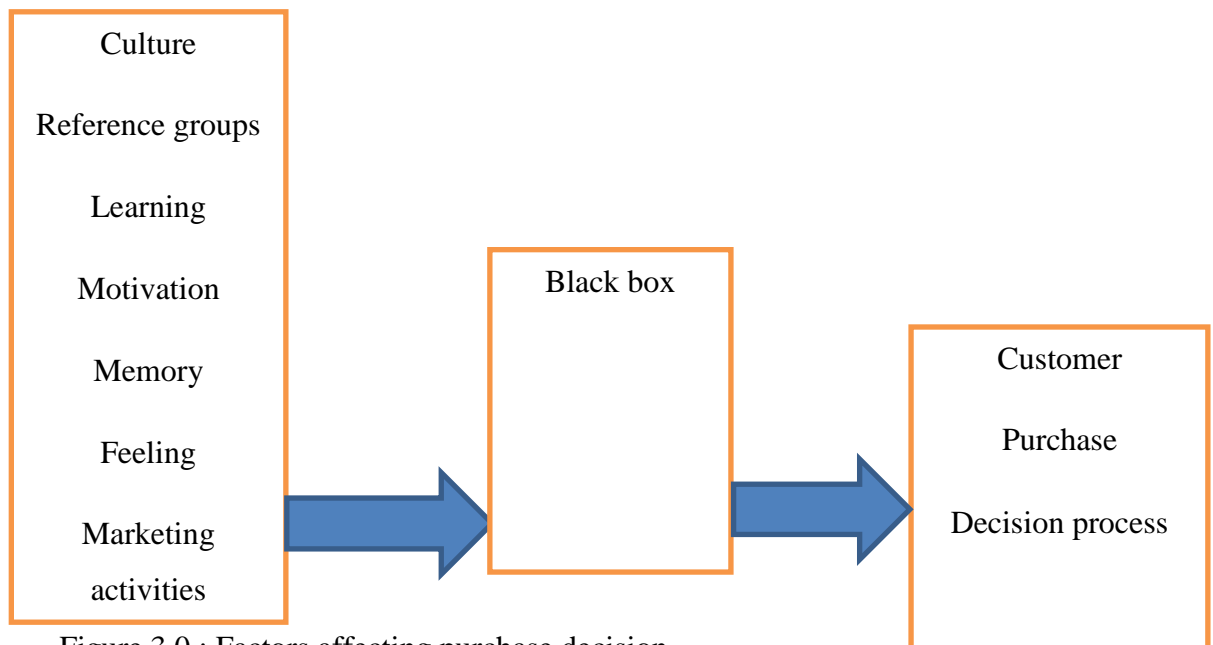


Figure 3.0 : Factors affecting purchase decision

Source:Jeddi(2013)

Ogden et al (2009) add that consumers are eager to learn and have now become environmental conscious .Eco-packaging can be used as a tool to communicate the information on green marketing issues that customers want to know. The marketers' task now is to organize many platforms which includes but should not be limited to eco-packaging to disseminate more information about green marketing strategies so that consumers can make sustainable purchase decisions which lessen health problems and lessen environmental degradation thus enhancing value of the product purchased.

Basically, the scholars who were reviewed in this study seem to agree that eco packaging enhances positive attitude towards green marketed products if the packages' shape, color, graphics are appealing.

2.8 Chapter summary

The chapter reviewed a variety of literature focusing on the issue of green marketing, its tools that are eco labeling, eco branding, eco packaging and eco advertisement and their impact on the customer purchase decision process. Other reasons which influence customer purchase decision other than green marketing strategies were also outlined. The following chapter looks at methodology that the research used to answer the questions raised and the gaps identified in the research.

CHAPTER III

RESEARCH METHODOLOGY

3.0 Introduction

The purpose of this chapter is to outline the research philosophy, design and methodology to be used in the data collection and analysis. It outlines the population, sampling techniques, data collection and presentation. This chapter will highlight the methods used to collect primary and secondary data as well as the reasons for selecting the particular method.

3.1 Research Philosophy

Research philosophy refers to the systematic search for existence, language, reason, mind, value and knowledge (Thornhill, 2007). The researcher used the pragmatic philosophy in this study. In this particular study, the researcher used both quantitative and qualitative approaches. This was paramount to enable the researcher to collect in-depth data that was relevant for the study. The researcher administered questionnaires to customers from various retail outlets in Harare and conducted interviews with Production and Marketing managers of FMCGs.

Quantitative approach was used to gather data on the frequency of customers who say eco-branding influences the product they purchase and also to assess the extent to which eco-advertising enhance product alternative evaluation. Qualitative approach on the other hand was used to ascertain the effect of eco-labeling on shortening customers' information search time and assess the effect of eco-packaging on customers' attitude towards product value.

3.2 Research design

Punch (2004) states that research design is the blue print of research and has four main components that are, the strategy, conceptual framework, sampling and

collection and analysis of data. The researcher used both qualitative and quantitative methods in the collection of data.

3.2.1 Descriptive research

The researcher used structured questionnaires with closed ended questions in order to gather quantitative primary data. The questionnaires were used to collect data on the significance of eco-branding on problem recognition and also assessing the extent to which eco-advertising enhances product alternative evaluation. Customers in several retail outlets were issued with questionnaires to complete.

3.2.2 Exploratory research design

Exploratory methods of collecting data were also used. The researcher used interviews in the search for secondary data on the level of green marketing adoption in Zimbabwe. The Marketing and Production managers were interviewed.

3.3 Target Population

The target population was marketing managers and Production managers from Delta, Unilever and Nestle as they had knowledge about green marketing issues. Customers were also interviewed.

Total Managers (Lower, middle and top) -300

Total customers -1,500,000

3.4 Sampling methods

Creswell (2003) states that there are probability and non-probability sampling methods. The researcher used convenience sampling, stratified, simple random sampling and judgmental.

3.4.1 Sampling frame

Aczel (1996) states that a sample is a randomly selected group of people or elements from a larger group that can be used to generalize data on the composition of the group. The analysis is made possible because of the number of observations from the population not just one isolated observation.

Managers were first put in stratum according to departments. The researcher came up with several departments but chose to use Marketing managers and Production managers as the target population.

Table 1.0: Sampling frame

CATEGORY	POPULATION
Marketing	40
Production	35
Customers	180
TOTAL	255

3.4.2 Sample size

To determine the sample size, the researcher used table by Krejcie and Morgan (1970).

Degree of freedom =1 at (3.841) confidence level. Degree of accuracy expressed as a proportion is (.05)

Table 1.2: Sample size

RESPONDENT	POPULATION	SAMPLE SIZE
Marketing managers	40	36
Production managers	35	32
Customer	180	118
TOTAL	255	186

3.4.3 Sample procedure.

Managers: The researcher first used stratified sampling arranging them according to Organization and the according to department and then went on to use judgmental sampling selecting those who seem to have knowledge on green marketing.

Consumers: The researcher first used stratified according to type of product purchased and later on used convenience so as to issue questionnaires to respondents available at the retail outlets

3.5 Data sources

The researcher used primary and secondary data.

Secondary data

The researcher used Newspapers to gather information on the Environmental Management Agency. Used the internet to gather data on published journals articles and other green marketing issues. The researcher also used company records to get data on numbers of Managers available and number per each department.

Primary data

The researcher conducted face to face and telephonic interviews with managers. Questionnaires were used on customers.

3.6 Research Instruments

The researcher used questionnaires and interviews to collect data.

3.6.1 Questionnaires

General to specific questions were asked in the questionnaires and interviews to allow the research to be focused and answer the research questions as the objectives and design were approved by the researcher's supervisor. The Researcher took the questionnaires to the malls, distributed questionnaires, waited for the respondents to complete and return.

The questionnaire was structured in 6 parts as follows;

- **Section A:** Demographics - Questions were asked on respondents' gender, age, academic qualifications, employment status, marital status and monthly income.
- **Section B:** Questions were asked on Significance of Eco branding on problem recognition.
- **Section C:** Effect of Eco labeling on shortening customers information search time.
- **Section D:** The extent to which environmental Eco advertising enhance product alternative evaluation
- **Section E:** The effect of Eco packaging on customer's attitudes towards product value

3.6.2 Interviews

Interviews were used to get an in-depth knowledge of people's inner thoughts, attitudes and behavior. They assisted in describing attitudes of the respondents to green marketing. The researcher used interviews in the form of face to face and telephonic with Production and Marketing managers. The researcher got telephone numbers from FMCG s' websites and phoned to make appointments for face-to-face interviews with some Marketing and Production managers who had time to meet with the researcher. The researcher also conducted telephonic interviews with some Marketing and Production managers who did not have ample time to meet with the researcher. The researcher used an interview guide and recorded all the responses during interviews.

3.7 Validity and reliability

Wallen et al (1996) define validity as the defensibility of the inferences the researchers make from the data collected through the use of the research instruments. Reliability on the hand refers to consistency in results according to Wallen (1996). Consistency help in giving the researcher confidence that results are a true representation of the study at hand. In order to do away with ambiguity, a pilot test of the questionnaires and interviews was done on one retail outlet before the survey commenced.

3.8 Research ethics

Tashakkori et al (1998) state that ethics should be used throughout the research process from the planning, execution and analysis of the study. The researcher was guide by research ethics. The respondents were not endangered in any way during the course of the research. The respondents participated willingly and all information about the researcher and purpose of the research were clearly outlined. The issue of confidentiality and security was stressed by the researcher

to all respondents who took part. The questionnaire stated that it was optional to divulge the respondents' actual name and other contact details so as to protect the confidentiality of the respondent.

3.9 Data processing, analysis and presentation

During data processing, questionnaires will each be allocated a unique number to avoid duplication of data. To analyze qualitative data, content analysis will be used. Quantitative data will be input into the SPSS statistical analysis program. Measures of central tendency such as mean will be used on descriptive data.

3.10 Chapter Summary

The chapter discussed the research design, philosophy, data collection methods, population and sampling procedure as well as the development of research instruments. Data entry, processing and analysis were also outlined. The next chapter presents and discusses the research findings.

CHAPTER IV

RESEARCH FINDINGS

4.0 Introduction

The purpose of this chapter is to present the findings from the research. A combination of graphs, charts and tables will be used in presenting the findings accompanied by brief narrations. The chapter is made up of seven subheadings namely: response rate, sample demographics, analysis of the significance of sustainable branding on problem recognition, analysis of the effect of environmental labeling on shortening customer's information search time, the extent to which environmental advertising enhances product alternative evaluation, the effect of sustainable packaging on customers' attitudes towards product value, Production and Marketing managers' opinion about green marketing issues and summary of findings.

4.1 Response rate

Table 4.1 below illustrates the response rate from the FMCG customers and Managers.

Type of respondent	Sample size	Number of responses	Percentage
FMCG customers	118	97	82%
Marketing managers	36	30	83%
Production managers	32	20	63%
Total	186	147	79%

The response rate of customers was 82% as some customers declined to respond and due to the time limit, the researcher could only manage ninety-seven completed questionnaires. The response rate on interviews was 83% because they were enthusiastic about the subject and hence wanted to give their input. The response rate from Production managers was the lowest because they viewed the interview and subject matter as a mere waste of their time hence twelve of them declined.

4.2 Sample Demographics

The study targeted customers through supermarket intercepts. In total, 97 customers were reached by the researcher. Of the 97, 63% of them were females and 37% were males as shown in figure 4.2.0 below.

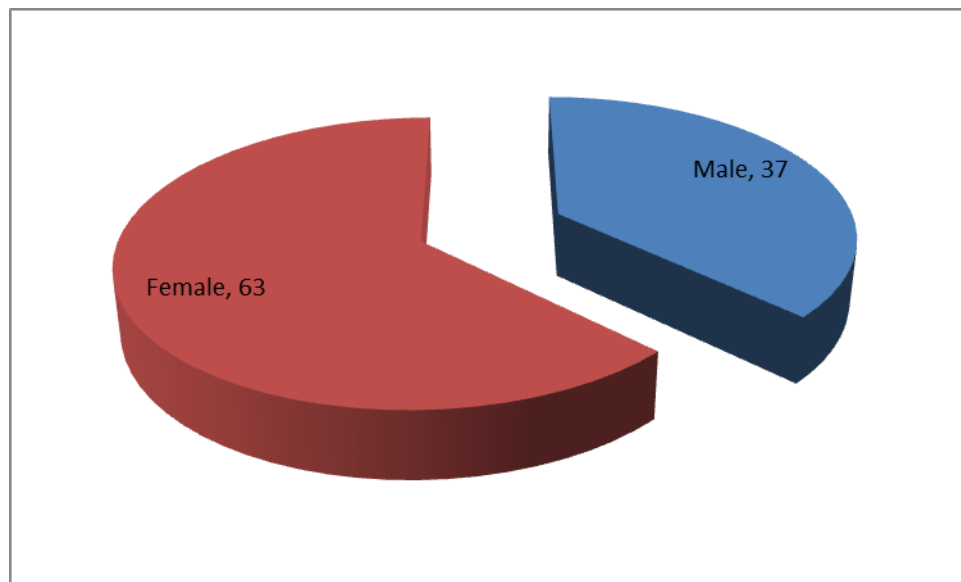


Figure 4.2.0: Sample breakdowns by Gender

In terms of age distribution, the 21 – 35 years and 36 – 56 years age groups contributed the highest proportions. These age groups understood the concept and were also eager to give their input on the subject matter. The age groups accounted for 37% and 38% of the sample respectively as shown in figure 4.2.1 below. The findings from this study show that age does affect purchase decision process for green marketed products and supports literature by Shalid et al

(2011).In this study, gender was found to influence green behavior as more females were practising green behavior than their male counterparts hence supports literature from Kreidler et al(2009)

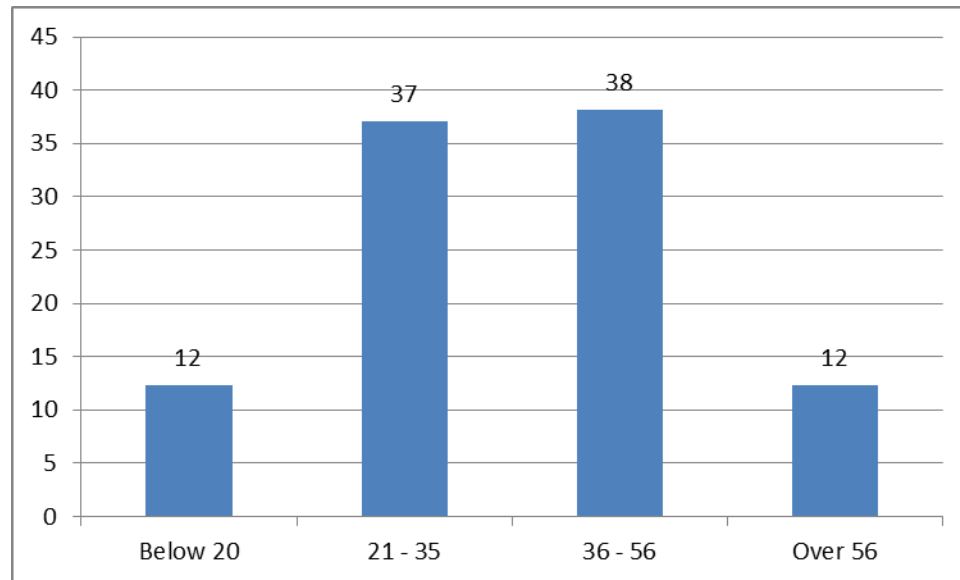


Figure 4.2.1: Sample breakdowns by Age

Academically, 49% of the respondents reported having attained a bachelor's degree, while 46% said they had only reached high school. Only 4% reported having studied up to Master's degree level as shown in the chart below.

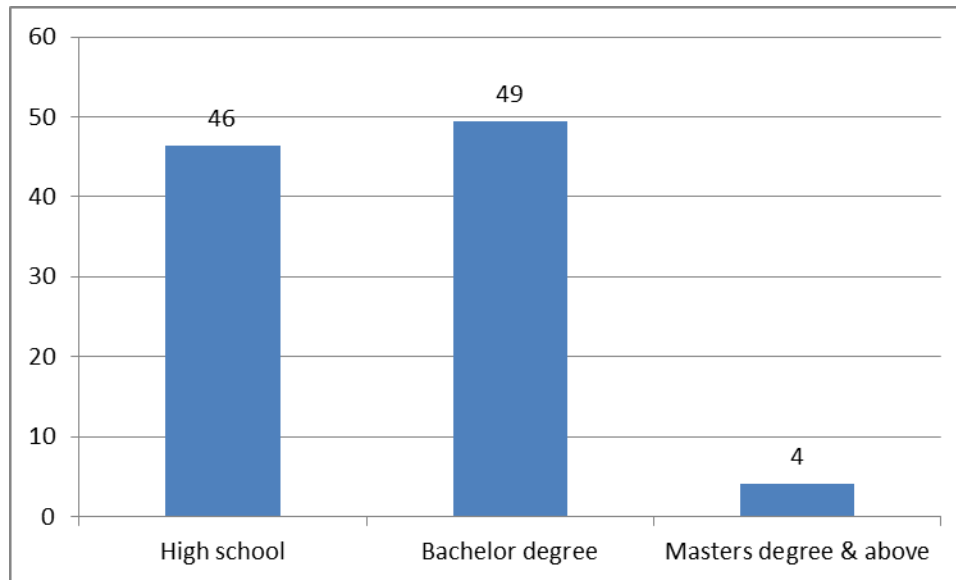


Figure 4.2.2: Sample breakdowns by Academic Qualification.

Academics qualification has a bearing on customers' green behavior as the highly educated were practising more green behavior than those with only high school education supporting Daria et al(2011).

More than 50% of the respondents reported being single while 36% reported that they were married. The balance, 12% reported that they were widowed as presented below.

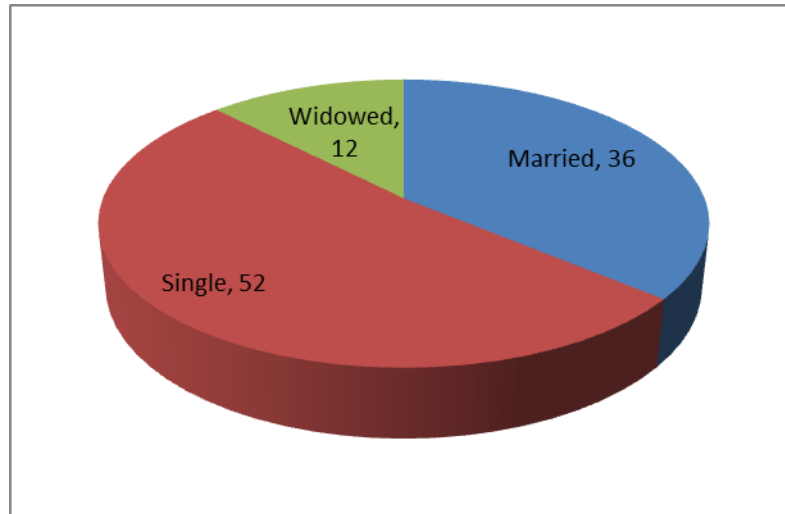


Figure 4.2.3: Sample breakdowns by marital status

With regards to employment status, 86% of the sampled respondents said they were formally employed by a company while 14% said they were self employed or private owners of their businesses. In the study, it was shown that marital status had no influence on green behavior by customers.

Monthly income was dominated by those earning between US\$351 and US\$500 (32%) followed by those earning under US\$150 (28%). Overall income distributions of the sample are shown in the graph below. Kreidler et al (2009) states that high income and level has a positive impact on purchase and it turned out to be true basing on the results from the survey as they indicated that they cannot afford some of the green marketed because they are more expensive than conventional products which are most Chinese.

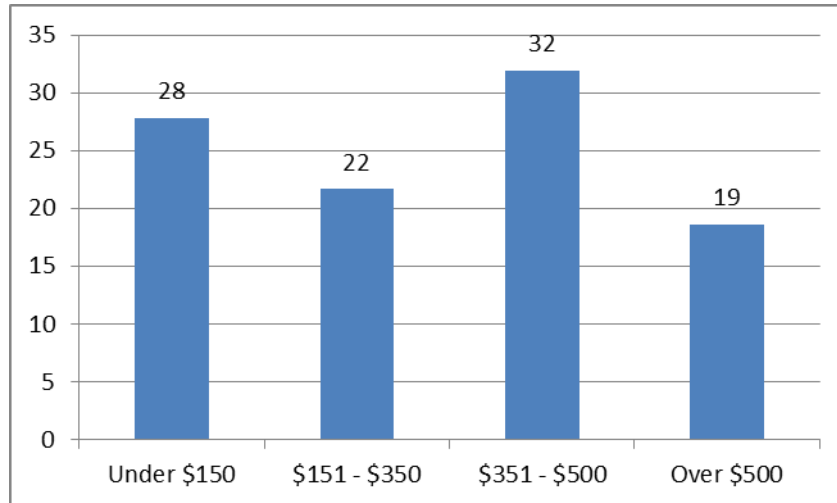


Figure 4.2.4: Sample breakdowns by monthly income

4.3. Analysis of the significance of sustainable branding on problem recognition

Consumers were asked to rate a number of attributes that were meant to show the significance of sustainable branding on problem recognition. The ratings were performed on a scale of 1 to 5, with 1 representing strongly disagree, 2 disagree, 3 neutral, 4 agree and 5 agree strongly. In total 6 attributes were rated, these are presented in the following sections

Table: 4.2 Analysis of the significance of sustainable branding on problem recognition

Attribute	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree	Mean
Need recognition based on nutritional information	0	0	13%	72%	14%	4
Belief in environmentally friendly product	0	23%	0	50%	28%	3.8
Sustainable branding influence product choice	0	0	44%	29%	27%	3.8
Environmental logos on purchase decision	0	0	0	14	28	3.7
Product's health benefits influences product purchase	0	0	0	72%	28%	4.3
Awareness of ecological issues enhances purchase	0	0	30%	35%	29%	3.9

The findings in the study conducted shown in table 4.2 above show that in as much as most customers felt that eco-branding is important, the attributes which were ranked had varying levels of significance to the customers in as far as need recognition is concerned. Customer's value to the branding which brings out health benefits and nutritional attributes had the highest and second highest, both with 72% saying they agree and mean scores of 4.3 and 4.0 respectively. The results are supported in literature by Sevedsakeki(2012).This implies that

marketers should take the product's health remedy and nutritional attributes as an opportunity to market the green products. The results contradict with Ling(2013)'s claim that sustainable branding alone does not trigger need recognition as shown by 27% saying they strongly agree and a mean score which is higher than average of 3.8. On the other hand Haery(2013) concurs with the findings as he states that sustainable branding does in fact make consumers realize their need for a particular green product. The consumers' belief in environmentally friendly products with 28% saying they strongly agree and a mean score of 3.8 which is reasonably high which supports Haery (2013) and Siegenthaler(2010), that consumers are now more eco-conscious confirming their belief in eco-friendly products. Environmental logos had the lowest mean score of 3.7 making it the least popular attribute to trigger need recognition according to the respondents. This result is supported by Ling (2013) who state that a logo showing that a product is green alone cannot trigger a need for that product. Customers also highlighted that there are other factors that trigger need recognition such as age and religion and this is supported by Gupta et al (2013). Therefore judging from the mean scores, it can be concluded that eco-branding does have a positive effect on problem recognition.

4.4 Analysis of the effect of environmental labeling on shortening customer's information search time

A total of 6 attributes were presented for rating as outlined in the following section.

Table 4.3: Analysis of the effect of environmental labeling on shortening customer's information search time

Attribute	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree	Mean
Household consumables bought on performance certification	0	0	14	58	28	4.1
Labels inform of health benefits	0	14	0	58	28	4.0
Environmental labels foster sustainable consumption	0	13	23	64	0	3.4
Clear ingredient labels shorten purchase decision	13	0	0	72	14	3.7
Environmental labels influence green purchases	0	27	23	51	0	3.2
Certified labels reduce customer uncertainty	0	0	0	72	28	4.3

Customers used as respondents had varying answers with regards to the second objective with ratings indicated in table 4.3 above. According to the respondents, the two most important attributes in eco-labeling were certification and performance certification with mean scores of 4.3 and 4.1 respectively. The reason being that most of the respondents were familiar with certifying bodies such as Standards Association of Zimbabwe and the logos which authenticate that products do comply with set performance standards. This tend to shorten the customers' information search time and also supports literature from Ottman

(2009).The findings also show that to consumers, this was their only way of differentiating quality from non-quality products and concurs with Awan (2011) and Biswas(2014).The third and fourth popular attributes were the fact that eco-labels provide information on health benefits and that they show product ingredients with mean scores of scores of 4.0 and 3.7 respectively. Clear ingredients on product package was found to rank number four with a mean score of 3.7 as many respondents said that although they do look at ingredients, they do not understand them thereby lengthening information search time as they would usually consult shop assistants. This is caused by eco-labels which the respondents claimed to be too cluttered to understand or too overloaded with technical jargon which the customers do not understand hence concurring with Grunert (2011), who states that sometimes information overload, confuses the customers. There are instances were eco-labels do no foster sustainable consumption and do not influence purchase behavior that is the reason why the two attributes had low mean scores of 3.4 and 3.2 respectively. The reason most of the respondents cited was poor in-store displays and this claim is supported by Larson (2011) and Khan(2012).The mean scores were above half implying that eco-labeling is vital and does shorten customer information search time but the marketer’s task is to ensure that eco-labels are clear and ingredients are not cluttered for them to be effective.

4.5 The extent to which environmental advertising enhances product alternative evaluation

A total of 4 attributes were presented for rating as outlined in the following section.

Table: 4.4 The extent to which environmental advertising enhances product alternative evaluation

Attribute	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree	Mean
Environmental benefits preferred on advertising	0	0	44	56	0	3.6
Environmental attributes product promotion influences in-store purchase	0	13	36	51	0	3.4
Health attributes product promotion influences product choice	0	0	13	72	14	4.0
Companies environmental awareness shows commitment to sustainability	0	0	27	59	14	3.9

The respondents were asked to rank eco-advertising attributes basing on their importance and the results are shown in table 4.4 above. The findings show that the attribute ranked highest with 72% saying they agree and a mean score of 4.4 was the promotion of green product basing on their health benefits. The reason being that there are now so many diseases which can be avoided by practicing green behavior and is supported by Hello (2014).Razak92013) states that what customers perceived about environmental advertising had no effect whatsoever in

their product evaluation and purchase. This is contrary to what was brought out in this study as it was found that awareness of companies' commitment to green marketing mainly focusing on the environmentally well-being important to the customer with 59% saying they agree and a mean score of 3.9. The respondents preferred advertising basing on products' environmental benefits with 56% saying they agree and a mean score of 3.6. This is evident in Boztepe (2012). The least popular was the attribute which states that environmental promotion prompts in store purchase. This turned out to be true with 51% saying they agree but some also pointed out that with the prevailing harsh economic conditions, impulse buying is not as rampant as it used to be when the economy was good hence sometimes the promotion may not prompt selection and purchase of the green product contrary to Delafrooz et al(2014) and Zhu(2013)'s literature that environmental advertising almost always leads to green product selection and purchase and on the hand, this study supports Momani et al(2014). All the mean scores were above half which implies that eco-advertising does in fact enhance product alternative evaluation.

4.6. The effect of sustainable packaging on customers' attitudes towards product value

A total of 5 attributes were presented for rating as outlined in the following sections.

Table 4.5: The effect of sustainable packaging on customers' attitudes towards product value

Attribute	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree	Mean
Product bought due to reusable package	13	0	37	35	12	3.4
Environmental friendly packaging preferred on household consumables	0	0	36	49	0	3.8
Disposal instructions on product preferred on purchase	0	0	22	52	27	4.1
Biodegradable packaging preferred to non-biodegradable	0	0	49	37	13	3.1
Reusable packaging has added value	0	0	36	36	28	3.9

Table 4.5 above illustrates results on the study pertaining to eco-packaging. Respondents were asked to rank according to importance. Disposal instructions of a product package was found to be the most popular attribute with 27% saying that they strongly agree and a mean score of 4.1. Parmer et al(2012) and Ansar (2013) concur with these findings as they stated that eco-package with all details include method of disposal is a vital marketing tool. 285 of the respondents said they strongly agree with the attribute that the use of reusable packaging by manufactures enhances the customers perceived product value with a mean of 3.9. 49% of the respondents agreed that they prefer eco-friendly packaging on their household products with a mean of 3.8. However, Jeddi et al(2013) disagrees with these findings as the author cites factors such as reference groups, motivation and

memory among others as causing positive attitude towards products as opposed to eco-packaging. Only 12% strongly agreed that they would buy a product because it has reusable packaging. Most of the respondents said they preferred other factors such as color of package , shape and feel concurring with Ansar(2013) .The least popular attribute was the statement that customers preferred biodegradable as compared to non-biodegradable packaging with 37% saying they agree and a mean score of 3.1.This was supports Ansar (2013) who says that ecological packaging is the key to positive customer attitude towards product value. Generally the mean scores on all the attributes were more than half meaning that the respondents valued eco-packaging and thought ti enhances positive customer attitudes towards product value.However,marketers also have task to improve on other elements of packaging as well such as color, feel and size as most respondents claimed that most eco-packages are not attractive.

4.7 Production and Marketing managers' opinion about green marketing issues

In all,32 out of 50 which makes up 65% of the respondents said product differentiation based on environmental attributes doesn't affect problem recognition. Only 18 out of 50 which makes up 35% said yes, it does. The Managers general response was they are aware of green marketing issues however their response differed with the customers overall answer which was that product differentiation does trigger problem recognition. Main reasons for the Managers 'opinion was to do with the fact that they lacked market intelligence hence were not really sure that most customers used as respondents had said yes. Overall, 36 out of 50 which make up 72% of the respondents said yes, performance certification labels do shorten information search time. Only 14 out of 50 which make up 28% said it does not as shown below.

A high proportion of 43 out of 50, which make up 86% said yes, information from adverts based on products' environmental and health impact is useful in making product choices. Only 7 out of 50 which make up 14% said no. Main reasons for opinion cited by the Managers was that the lifestyle trends are now changing and their customers are now practicing more green behavior than before because of numerous diseases nowadays which are associated with unhealthy lifestyles. The adverts help the customers in making informed decisions which are good for their health and environmental well-being as well.

A large number of respondents about 32 out of 50 which make up 86% said no, when they were asked if environmentally friendly packaging influence customers' attitudes towards product value.. Only 18 out of 50 which make up 14% said yes. Main reasons for opinion were that people are more worried about quality and price. Hence they try to minimize the price paid by the end user by using cheap packaging material which may sometimes be environmentally unfriendly.

4.7.1 Summary of major findings

Green marketing strategies such as eco-branding, eco-labeling, eco-advertising and eco-packaging were shown to influence customer purchase decision as their average mean scores were all above half of total which was out of 5 ranging from 3.2-4.3. When asked for general comments, almost every Manager interviewed said as Zimbabweans we are still far behind trends to worry about environmental issues although as companies they are trying their best to ensure consumers are educated so that it will be easy for them to use green marketing strategies to create competitive advantage in order to outpace competitors. Other factors such as risk of hefty penalties from the Environmental Management Agency are however prompting level of involvement of FMCGs in green marketing issues. They are of the opinion that society is ignorant on environmental issues hence can be manipulated without implementing green marketing strategies

CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

5.0 Summary

The purpose of this study has been to find out if green marketing strategies have an impact customer purchase decision process in the FMCG sector in Zimbabwe. The study enabled the researcher to establish the extent to which green marketing strategies are being employed and their effect in enhancing customer decision making process. In an effort to assist FMCGs to increase their market share by gaining customers who buy healthy and environmentally friendly products. The researcher went on to further find out other factors which also influence the customer decision making process. The factors brought out enabled the researcher to come up with an understanding of what issue FMCGs need to address to enhance adoption of green marketing by consumers so that the consumers can understand the green marketing strategies and be able to make sustainable purchase decisions.

The overall findings were that most people are now eco-conscious but they do not have enough knowledge on the green marketing issues but some who had knowledge were responding to green marketing strategies such as eco-branding, eco-labeling, eco-packaging and eco-branding.

Green marketing strategies were found out to be very important to the customers as all the mean scores were above 2.5 which is a sign to marketers that trends have indeed changed and marketers need to focus more on green marketing. Although green marketing strategies are being embraced there is need for FMCGs' management to do more in terms of awareness to improve the adoption in Zimbabwe. FMCG management seem not to agree with customers used as respondents that green marketing is important and can assist the companies to outpace their competitors. Management of FMCGs must do more in terms of

gathering intelligence from their market in order to survive as it seem green marketing is not going away anytime soon.

5.1 Conclusions

5.1.1 Effect of eco-branding on problem recognition

The results show that 72% of the customers interviewed agreed that eco-branding has an effect on problem recognition with a mean of 4.0 out of 5. The results the importance of ecolabelling on shortening customers' information search time show that a total of 64% are familiar with certification of product and environmental labels and that the presence of these shortened the time they spent on what they termed a good quality product. This implies that FMCGs need to improve on their standards in as far as certification is concerned to enable customers to make purchase decisions promptly.

5.1.2 Effect of eco-labeling on shortening customers' information search time

Eco-labeling was said to generally have a positive effect on shortening the customer's information search time. However, it was generally argued that, for it to be effective it has to take into account of the illiterate as well as the fact that the majority of Zimbabweans are not environmentally conscious. The following positives emerged

The majority of the respondents making up 58% of the respondents agreed that Eco labeling is paramount and that they prefer ecolabeled products to non-eco labeled products. The average mean of the respondents who agreed was 4.1 out of 5. Health benefits on the label and nutritional attributes were vital with a total of 58% in agreement. In order for the labels to work, they need to be clear and communicated well so that customers can understand. Some customers however were of the opinion that although ecolabels shorten information search time, consumers felt the eco labeled products are also highly priced because of the belief by FMCGs that they are supplying a high quality product which makes it more expensive as compared to conventional product. This implies that

management of FMCGs need to look into this issue and find out ways of reducing their costs of manufacturing of the product so that the end price is fair and is affordable to green customers.

Respondents also brought to light that in some instances however eco-labels are so cluttered that it is difficult to make a decision based on the information they provide hence customers sometimes opt for conventional products .This implies that management of FMCGs; task is to make sure that labels are un cluttered and can easily be understood by green consumers.

5.1.3 Assess the extent to which eco-advertising enhances product alternative evaluation

Eco-advertising was said to enhance product alternative evaluation mainly if it talks of health issues more than if it highlights environmental issues. This is because, generally, consumers are now more health conscious than they are environmentally conscious. A total of 72% of the respondents agreed that if green products are marketed bring out their health and environmental attributes, product selection become easier as consumer can easily identify and select a green product on the shelve. Respondents were mainly concerned about the health attributes than environmental attributes with only 51% of the respondents basing their choice on environmental attributes. This implies that management now has a task to concentrate more on green awareness mainly focusing on the environment to make consumers aware.

5.1.4 Assess the effect of eco-packaging on customers' attitude towards product value

There were mixed feelings about packaging with other consumers saying yes it enhances the value of the brand, though at the expense of a higher price in most cases. However, others felt that its detrimental to the brand as it makes it a “niche” brand and thus alienate itself from possible buyers.49% of the

respondents preferred environmentally friendly packaging .Most customers were not really concerned about the packaging being biodegradable .Most respondents made their choices basing on the package color, size and feel neglecting the eco-friendliness of the product.

5.2 Recommendations

Following findings from the research, the following recommendations are proposed:

There is need to lobby policy makers so that people are educated about the environment in general before campaigners for green marketing can come in and have a positive and sustainable impact. At the moment, the majority of consumers are more concerned about quality and affordability at the expense of environmental issues.

When companies make the decision to go the green marketing route, they need to consider that they communicate to appeal to everyone and not just a selected few. Tied to this is consideration for those who cannot read and also the fact that all key languages are considered.

Adoption of eco-packaging, particularly focusing on biodegradable packaging is a noble idea but it must not come at the expense of making the product seem expensive at the end of the day. While it increases the product's worth, the product, in the eyes of the consumers, will be considered expensive and they will not consider it.

5.3 Further study

Further studies need to be done on green marketing strategies in other industries.

Also another study on the impact of green policies by the Government on level of adoption by the Businesses in others industries.

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