



ASSESSING THE IMPACT OF GREEN MARKETING PRACTICES ON RETAIL PRODUCTS IN INDIA

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ABSTRACT

This study explores the impact of green marketing practices on consumer spending patterns within shopping malls in the city of Haryana, India. Utilizing a quantitative research approach, data was collected from a diverse sample of 100 consumers across different demographics, and ANOVA analysis was employed to examine the impact of Green marketing practices on consumer decision-making. The findings revealed significant differences in consumer spending patterns across malls with varying levels of Green marketing practices. The study underscores the substantial influence of environmentally conscious initiatives on shaping consumer behavior. Based on these results, practical recommendations are offered, emphasizing the enhancement of Green marketing initiatives, tailored marketing strategies, educational campaigns, continuous monitoring, and collaboration among shopping malls. The insights derived from this research contribute to a nuanced understanding of the relationship between sustainable marketing practices and consumer behavior, providing valuable guidance for the strategic development of environmentally responsible initiatives within the retail sector.

Keywords: Green Marketing, Consumer Behaviour, Consumer Spending Patterns, Retail products, Sustainable marketing.

1. INTRODUCTION

Green marketing has gained prominence in recent years as businesses worldwide strive to address environmental concerns and meet the growing demand for sustainable products and services. In the Indian context, where environmental issues such as pollution, deforestation, and climate change are increasingly pressing, the adoption of green marketing strategies holds significant implications for both businesses and consumers.

Environmentally cognizant or "green" marketing makes references to both the conservation of environment and needs of the consumer. According to numerous environmentalists, green marketing deals with the four components of the marketing blend (item, cost, advancement, and appropriation) to give products that offer unmatched environmental benefits, like decreased squander, expanded energy efficiency, or conceivably diminished appearance of poisonous outpourings.

During the last few decades, environmental concerns, for example, global warming, environmental change and fast consumption of natural resources, and so on have been vital issues (Bashar, 2023). The crumbling of eco-framework and lack of natural resources genuinely influence people in an adverse manner.

Noteworthy change in the climatic conditions represents a danger to the survival of the general public. Keeping in mind the end goal to react to basic issues emerging from overall environmental change and natural asset conservation, ideas concentrating on environmental obligation rose. Security of the earth is the essential duty of every last individual and the method of measures has turned out to be one of the greatest difficulties to advance.

1.1 The Emergence of Green Marketing

Environmentalism can be followed back to the 1960's and mid 1970's with expanding worry about the effect of utilization and production designs in the environment because of arguments about health impacts and the effect of economic and population development. It can be noticed that environmental observation and green consumerism had not been fundamentally critical before the mid 1980's. Green idea and green marketing had an exponential development amidst the most recent couple of decades and it made a global impact not just on business organisations but also consumers.

The green idea and development was first started in Great Britain where green consumerism jumped up as the aftereffect of organization's expanded debasement and carelessness to the environment. In this way, the idea of green marketing spread all through Great Britain. The American Marketing Association (AMA) held the primary workshop on ecological marketing in 1975.

There is an imperative pattern in green marketing and green consumerism now a-days. Asian nations have begun hinting at its development. Ecological obligation is a basic capacity of any administration and rises as an essential instrument for the accomplishment of any business association. Environmental awareness, expanding enthusiasm of consumers in green products, and so forth prompted corporate enthusiasm for green marketing, starting significant changes and innovations (Seman et al., 2019). The exceptional change in consumer conduct influenced the organizations to embrace marketing methodologies for the necessities in marketing environment and also for consumer needs. Rise in environmental concerns among consumers has been seen as the greatest open door by business undertakings. Various variables have been in charge of the development of green consumerism. These incorporate uplifted awareness of green issues among individuals, expanded levels of data accessible to green consumers, development of an expanding number of green substitutes to customary products; across the board utilization of green topics in advertising; a move in values towards worry for environment and society; expanded marketing and promoting action among environmental and social foundations. Companies while practicing environmental safety should remember their social responsibility. Henceforth, they should not abuse the green agenda for commercial closures but rather should give incredible push to sustainable development also. Along these lines, achievement in business relies upon the capacity of marketing practices to influence green contrasting options to seem natural and worthy. The significance of consumer interest likewise in green marketing activities becomes vital.

1.2 RESEARCH OBJECTIVES

- To examine the current Green marketing practices implemented by shopping malls in Haryana, India.
- To investigate the impact of Green marketing practices on consumer decision-making and spending pattern in shopping malls.
- To investigate the differences, if any, in consumer purchase patterns among shopping malls promoting green products with others not following such practices.

2. LITERATURE REVIEW

Green marketing has gained significant attention in recent years as consumers become increasingly aware of environmental issues and seek products and services that align with their values of sustainability and environmental responsibility. This literature review explores the various ways in which green marketing practices influence consumer behaviour, examining research findings and theoretical frameworks to provide insights into this evolving field.

Numerous studies have highlighted the role of green marketing in raising consumer awareness about environmental issues. For instance, a study by Ottman (1998) found that green marketing campaigns effectively communicate environmental benefits to consumers, leading to improved perceptions of environmentally friendly products. Similarly, research by Polonsky (1994) suggests that green marketing

initiatives contribute to shaping consumer perceptions of companies as socially responsible entities, thereby influencing their buying behaviour.

Findings from studies by Menon and Menon (1997) and Lin and Huang (2012) indicate that information from credible sources such as environmental organizations or government agencies has a stronger impact on consumer attitudes and purchasing decisions compared to marketing messages from companies themselves. Thus, the credibility of information sources plays a crucial role in shaping consumer perceptions of green products.

Tanner & Kast (2003) distinguish relevant and individual obstructions that keep consumers from buying green food and to expand familiarity with the advancement of green buys. The effect of explicit classes of individual variables, like attitudes, guidelines, and information limits, as well as logical elements, like everyday environments, monetary attributes, and store qualities, are analysed corresponding to Swiss consumers' green buys utilizing review information. Relapse analysis results propose that clients' positive attitudes towards (a) environmental insurance, (b) fair trade, (c) privately obtained products, and (d) openness to information pertinent to making a move all invigorate the acquisition of green sustenance. Green behaviour is thusly adversely related with (e) noticed time obstructions and (f) the recurrence of market shopping. Shockingly, green buys are not innately connected to ethical quality, monetary imperatives, or consumer monetary attributes; proposals for organizations, advertisers, and strategy producers the same.

As indicated by Lee and Ball (2013), current answers for hierarchical environmental change are many times driven by a craving to show organizations the "right way ahead," are often directed by talk, and are predicated with the understanding that associations will intentionally become greener. None of these suspicions is upheld by much proof. Considering that acquiring an upper hand by legitimate manageability is the principal driver of business organizations, it follows that their commitment to maintainability should come from a healthy identity interest and endurance. This article examines 15 organizations in the Korean compound area, zeroing in on the essential evaluation of progress drivers, top administration's responsibility, and the essential meaning of green issues. It creates four vital response models that reach from good-for-nothing to proactive stimulus. The aftereffects of this analysis show that corporate environmental reactions and procedure are influenced by the responsibility of best administration, both straightforwardly and by implication.

Another study examines the impact of various green marketing strategies, including the eco-label, eco-brand, and environmental advertising. The sampling method employed was available cluster sampling, with Tehran city divided into four geographic areas: North, South, East, and West. The study focused on the western and northern regions. Through the utilization of the Spearman correlation test and multiple regression analysis, findings revealed that environmental advertising exerted the most substantial influence on consumer purchasing behaviour, while the eco-brand had the least impact (Delafrooz et al., 2014).

Using a quantitative, exploratory, and descriptive approach, a survey was conducted with a sample size of 100 consumers. The findings reveal that South African consumers possess a strong understanding of environmental issues. Components of the green marketing mix, particularly green promotional efforts, were observed to heighten awareness and foster positive shifts in consumption patterns. A considerable portion of participants expressed a preference for supporting socially responsible retailers, and they exhibited a preference for green products over conventional alternatives. However, price sensitivity was evident among respondents, influencing their purchasing choices. Interestingly, no significant disparities were detected between low and high-income earners in terms of price sensitivity, nor between individuals with differing levels of education concerning their awareness of environmental degradation and familiarity with green marketing strategies (Govender & Govender, 2016).

As indicated by Karna et al. (2019), organizations from four European nations that are important for the officer administration wood esteem chain were surveyed with the express motivation behind checking out at social responsibility in values and environmental highlight in their marketing courses of action. Most of organizations in Finland, Sweden, Germany, and the UK accentuate environmental issues in their hierarchical missions, marketing plans, and authoritative designs. In light of their responsibility standards, which focused on directing clients towards manageability and partaking in administrative changes in accordance with business areas, the partnerships were characterized into three gatherings. In their marketing system, "proactive green advertisers," or organizations that accentuate supportability and have confidence in the unrestricted economy, obviously stress environmental issues more than customary "utilization advertisers" or "responsive

green advertisers," who underline manageability under administrative change. Since proactive advertisers are the best at carrying out environmental marketing deliberately and acquiring an upper hand through environmentally cognizant behaviour, their model ought to act as a model for sustainable business and cultural development. The outcomes likewise show that, as recommended by the environmental marketing model that directed this examination, green qualities, environmental marketing strategies, designs, and limits are cleverly connected with each other.

The connection between clients' guaranteed readiness to pay something else for "Green power" and their assessments of the environmental effect of various energy sources is analysed by Rowlands (2019). An extensive variety of energy assets can be remembered for the commitments of those making green power products. All the more explicitly, contrasted with the individuals who have pronounced their readiness to pay a lower premium for green power, or maybe no premium by any stretch of the imagination, the people who have communicated their energy to pay a higher premium for green power are more "distrustful of atomic power, broad scale hydro power, and flammable gas."

Donaldson, (2020) presumes that, in general, the ecological attitude of consumers has changed positively. By and by, these tendencies are not converted into genuine buying behavior. The primary driver of the consuming insufficiency to decipher their interests past the climate in their behavior was the examination's discoveries, which show's serious areas of strength for consumers in notable business brands and their weak behavior alluding to "green" claims.

Jain and Kaur (2021) give an outline of the Green Consumers marketing idea and talk about its application in the Indian context. Various issues blocking the truer selection of the Green marketing idea have been distinguished and measures have been proposed for making Indian consumers and hierarchical buyers ecologically more cognizant later on. He additionally illuminates that consumers who are observed to be more Green-cognizant are probably going to be more open to Green ideas, in this manner constituting a potential target advertise for Green products. Consumers with bring down levels of environmental awareness and cognizance, then again, require an alternate Green marketing methodology as mass-media based education battles. They should be first made environmentally mindful and cognizant before they can be influenced to embrace the Green products and engage in eco-friendly behaviour.

De Boer (2023) analyses the job that naming and affirmation plans play. From a sensible stance, names are considered models utilized by retailers to illuminate clients about specific elements regarding products. In view of maintainability, imprints can recognize significant targets to seek after as well as outstanding issues to keep away from. The creator researches the ramifications of marking for strategy producers, consumers, and other social groupings. Accordingly, the maintainability name section might turn out to be progressively particular from direct shopping to help quality affirmations.

A study by Ismail et al. (2023) investigates how a company's strategic approach to green marketing impacts environmental sustainability. It also explores how the ability to absorb green practices affects the connection between strategic green marketing and environmental sustainability. We employed partial least squares structural equation modelling and surveyed 391 manufacturing firms in Tanzania using structured questionnaires. The key discoveries of our study reveal that strategic green marketing significantly and positively affects environmental sustainability, and that a company's capacity to absorb green initiatives enhances this positive relationship.

3. RESEARCH METHODOLOGY

The research methodology section outlines the mixed-methods approach employed in this study, combining quantitative survey data collection with qualitative semi-structured interviews. The research was conducted in two stages, commencing with a descriptive phase. Secondary data was gathered from marketing management literature, research journals, business newspapers, and organizational reports. Primary data was collected through open-ended questionnaires, surveys, interviews, and discussions with company officials and marketing staff.

3.1 Selection of Research Design

To understand the novelty of Green marketing practices in shopping malls in Haryana, the researcher employed a mixed methods research approach to understand these practices and consumer attitudes. Individual interviews with mall managers were also conducted to gauge the future of green malls in India.

Descriptive research was used to understand the information, attitudes, and behaviors of consumers and mall owners regarding environmental issues.

3.2 Data Collection Methods - Quantitative

Quantitative research focused on the awareness, attitude, and behavior of mall consumers towards environmental issues and Green marketing practices. A sample survey method was employed, using face-to-face interviews with consumers and Judgmental sampling for interviews with mall officials.

3.3 Universe of the Study and Sample

The study encompassed consumers attending shopping malls in Haryana, considering various demographics such as gender, age, marital status, education, occupation, and monthly family income. The study concentrated on selected cities of Haryana due to time and resource constraints. Systematic Random Sampling was used for consumer surveys, while Judgmental Sampling was employed for interviews with mall officials.

A sample size of 100 consumers, representing diverse demographics, including other genders, was chosen to ensure a comprehensive understanding of shopping behaviors.

3.4 Data Collection & Data Analysis

Data was collected through structured questionnaires designed to capture demographic factors such as gender, age, occupation, and income. Tables, charts and graphs have been used for data analysis from survey. For statistical analysis of data, ANOVA test has been employed by using SPSS 25.0.

4. Findings of interview/ discussion with staff of shopping malls

As per discussion and interview with the marketing staff of the shopping malls of Gurugram, Haryana, some common green marketing practices followed are:

Energy-efficient lighting: Many malls switch to LED lighting, which consumes less energy and has a longer lifespan compared to traditional lighting systems.

Water conservation: Malls may implement water-saving measures such as installing low-flow faucets and toilets, as well as recycling water for landscaping and cleaning purposes.

Waste management: Implementing recycling programs for paper, plastic, glass, and other materials can help reduce the amount of waste generated by the mall. Some malls may also compost organic waste from food courts or restaurants.

Sustainable materials: During construction or renovation, malls may opt for eco-friendly building materials such as recycled steel, sustainable wood, and low VOC paints.

Green transportation: Encouraging the use of public transportation, carpooling, or cycling by providing designated parking spaces for bicycles and electric vehicles can help reduce carbon emissions associated with commuting to the mall.

Green spaces: Incorporating greenery and open spaces within the mall premises not only enhances the aesthetics but also contributes to air quality and provides a pleasant environment for shoppers.

Promotion of eco-friendly products: Malls may collaborate with eco-friendly brands or host events promoting sustainable products and practices to raise awareness among shoppers.

Renewable energy sources: Some malls invest in renewable energy sources such as solar panels or wind turbines to reduce their reliance on non-renewable energy and lower carbon emissions.

Education and awareness: Organizing workshops, seminars, or informational campaigns on environmental issues and sustainable living can engage both employees and visitors in adopting green practices.

Certifications: Obtaining certifications such as LEED (Leadership in Energy and Environmental Design) or Green Building Certification can demonstrate a mall's commitment to sustainability and attract environmentally-conscious tenants and shoppers.

5. Data Analysis and Interpretation

Table 1: Demographic characteristics of the respondents

| | No. of respondents | % |
|-----------------------------------|--------------------|--------|
| Gender | | |
| Males | 52 | 52% |
| Females | 48 | 48% |
| Age group | | |
| 18-25 | 30 | 30% |
| 26-40 | 43 | 43% |
| 41-50 | 16 | 16% |
| Above 50 | 11 | 11% |
| Marital status | | |
| Married | 52 | 52% |
| Unmarried | 48 | 48% |
| Income level | | |
| Less than 10,000 Rupees per month | 11 | 11% |
| 10000-20000 Rupees per month | 14 | 14% |
| 20000-30000 Rupees per month | 23 | 23% |
| 30000-40000 Rupees per month | 25 | 25% |
| Above 40000 Rupees per month | 27 | 27% |
| Family cycle | | |
| Bachelor | 16 | 16 |
| Newly married without children | 15 | 15 |
| Married with dependent children | 36 | 36 |
| Married with independent children | 33 | 33 |
| Total | 100 | 100.00 |

Source: Primary data

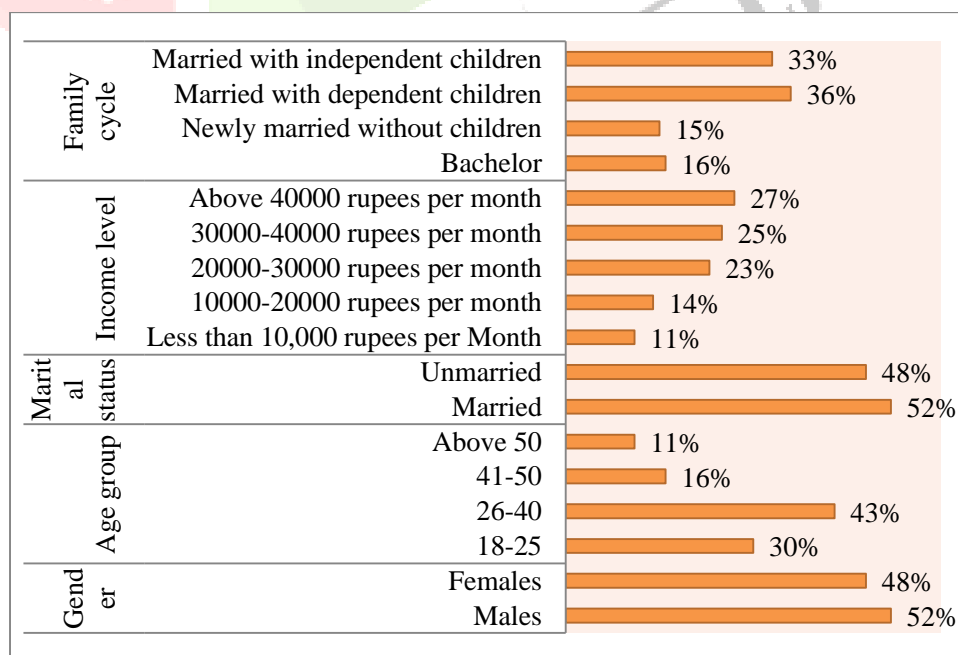


Figure 1: Demographic characteristics

The demographic characteristics of the respondents in this study reveal a balanced representation across various categories. In terms of gender distribution, 52% were males, and 48% were females. The age group analysis indicates a diverse range, with 30% falling between 18-25 years, 43% between 26-40 years,

16% between 41-50 years, and 11% above 50 years. Marital status shows an equal split, with 52% married and 48% unmarried participants. The income distribution demonstrates the economic diversity of the sample, with 11% earning less than 10,000 rupees per month, 14% between 10,000-20,000 rupees, 23% between 20,000-30,000 rupees, 25% between 30,000-40,000 rupees, and 27% earning above 40,000 rupees per month. Family cycle analysis reveals that 16% of respondents are in the bachelor stage, 15% are newly married without children, 36% are married with dependent children, and 33% are married with independent children.

Table 2: Purchasing and spending pattern of consumers on green products

| Section preferred | No. of respondents | % |
|--|--------------------|------|
| Organic fruits and vegetables | 10 | 10% |
| Groceries (green home cleaning and personal care products) | 28 | 28% |
| Energy efficient appliances | 40 | 40% |
| Bio-degradable products | 22 | 22% |
| Spending pattern (in Rs.) | | |
| Below 500 | 11 | 11 % |
| 500-1000 | 22 | 22% |
| 1000-2000 | 35 | 35% |
| More than 2000 | 32 | 32% |
| Total | 100 | 100% |

Source: Primary data

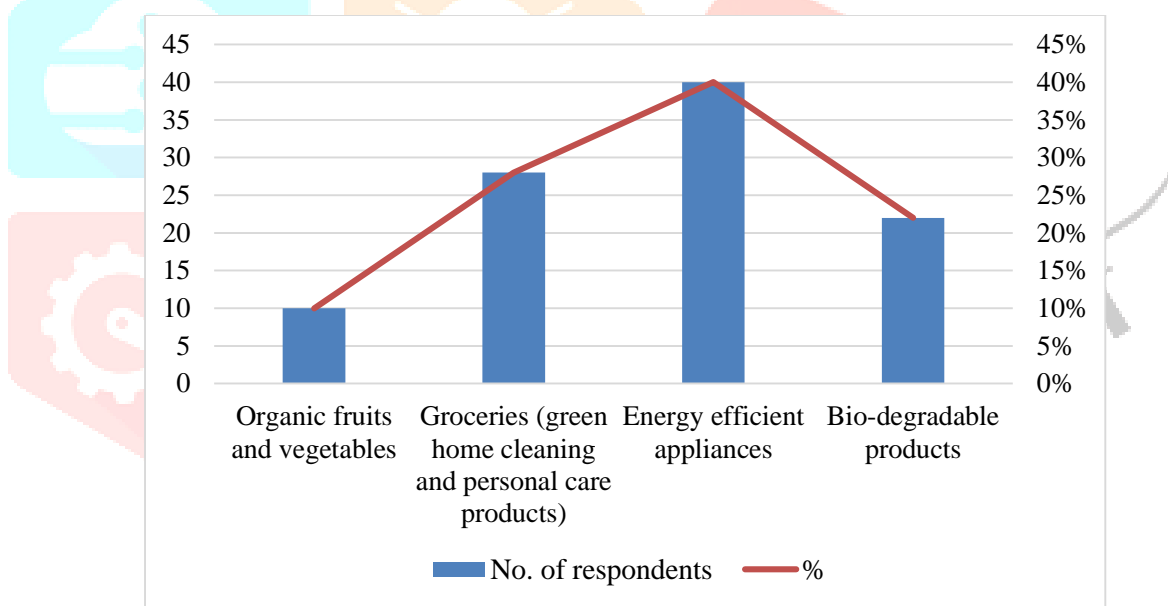


Figure 2: Green products purchased (preferred) by consumers in shopping malls

In understanding the purchasing preferences and spending patterns, table 2 illustrates that 10% of respondents preferred organic fruits and vegetables, 28% favoured groceries, and 40% expressed a preference for energy efficient appliances whereas 22% consumers shown interest in purchasing bio-degradable products. Furthermore, in terms of spending patterns, 10% of respondents spent below 500 rupees, 22% spent between 500-1000 rupees, 35% spent between 1000-2000 rupees, and 32% spent more than 2000 rupees.

Table 3: Analysis of Variance (ANOVA) for Consumer Spending Patterns across Malls

| Source of Variation | Sum of Squares (SS) | Degrees of Freedom (df) | Mean Square (MS) | F statistic | p-value |
|--------------------------|---------------------|-------------------------|------------------|-------------|---------|
| Between Groups (Malls) | 50 | 2 | 56 | 4.5 | 0.026 |
| Within Groups (Residual) | 50 | 97 | 65 | | |
| Total | 100 | 99 | | | |

Source: Data analysis using SPSS

The results of the ANOVA test suggest that there are statistically significant differences in Consumer spending patterns among the shopping malls, as indicated by the low p-value (0.026) which is less than $p < 0.05$. The F-Value of 4.5 further supports the significance of these differences. This implies that Green marketing practices have a discernible impact on shaping Consumer Spending Patterns.

6. CONCLUSION AND RECOMMENDATIONS

By identifying opportunities and challenges in promoting sustainable consumption, the study provides valuable insights for businesses, policymakers, and researchers seeking to advance environmental sustainability agendas in India. From the analysis of consumer spending patterns across diverse shopping malls in the study, it is evident that Green marketing practices exert a significant influence on consumer behavior. The results of ANOVA test revealed noteworthy variability in spending patterns attributable to differences in the implementation of Green marketing practices among the malls. The study has provided evidence on impact of green marketing on consumer purchase and spending behaviour as statistically significant differences were found in Consumer spending patterns across malls based on their distinct approaches to Green marketing. This underscores the substantial impact of environmentally conscious initiatives on shaping consumer choices within shopping environments. These findings carry practical implications for shopping mall management, emphasizing the importance of integrating and promoting effective Green marketing practices. The ability to attract a more environmentally conscious consumer base is linked to the successful implementation of sustainable features and the promotion of eco-friendly products. Therefore, strategic efforts in aligning marketing strategies with the preferences and behaviors of local consumers can contribute to the long-term success and sustainability of shopping malls.

6.1 Recommendations:

Following recommendations are provided for promoting sustainable consumption patterns in India, considering the complex interplay of factors influencing consumer behaviour in the context of green marketing.

- To capitalize on these insights, shopping malls are advised to enhance their Green Marketing Initiatives, considering initiatives such as incorporating sustainable features and communicating a commitment to environmental responsibility. Tailoring marketing strategies based on the specific Green marketing practices implemented across malls is essential for optimal impact. Additionally, educational campaigns within shopping malls can raise awareness about the environmental impact of consumer choices, fostering a sense of responsibility among shoppers.
- Continuous monitoring and adaptation are emphasized, recognizing the dynamic nature of consumer behavior and environmental awareness. Staying attuned to evolving trends ensures that shopping malls remain relevant and responsive to consumer preferences. Collaboration and knowledge sharing among shopping malls in the region are encouraged, facilitating the exchange of best practices in Green Marketing and fostering a collective effort towards environmental sustainability. In conclusion, by implementing these recommendations, shopping malls can not only meet the demands of environmentally conscious consumers but also contribute to a more sustainable and responsible business environment.

Limitations of the Study

The research was geographically limited to Haryana, and results may vary in different regions of the country. The sample size was limited and susceptible to errors, and the reliance on consumer self-reporting may have introduced biases.

Scope for future research

While the study identified shopping behaviours in shopping malls of Haryana as a result of green marketing practices, future research could delve deeper into these practices, compare shopping centres in different states of India and explore factors such as environmental awareness, product attributes, marketing strategies, and socio-cultural norms that influence consumers' green purchasing behaviour.

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