REFERENCES

- Michael A., Tarrant H., and Ken Cordell, (2017)"The Effect of Respondent Characteristics on General Environmental Attitude-Behavior", Correspondence Environment and Behavior, vol. 39 no.; 518-537.
- Adamantions Diamantopoulos, Bodo B Schlegelmilch, Rudolf R Sinkovics, Greg M Bohlen, (June 2013,)"Can socio-demographics still play a role in profiling green consumers? A review of the evidence and an empirical investigation" Journal of Business Research, 480.
- Alan, B, Emma B, (2013) "Business Research Methods, "Oxford, Oxford Press, 3rd Edition 126 148.
- Albino V., Balice A. and Dangelico R. M., (2009)"Environmental strategies and green product development: an overview on sustainability-driven companies", Business Strategy and the Environment, (18) 83-96.
- Alreck, P L (2010). "Consumer Age Role Norms," Psychology and Marketing, October, 891-900.
- Antil H. John, (2013)"Uses Of Response Certainty In Attitude Measurement", Advances Consumer Research Volume 20,; pp. 309-315.
- Anderson, E.W., C. Fornell, and R.T. Rust, (2017) "Customer Satisfaction, Productivity, and Profitability: Differences Between Goods and Services", Marketing Science, (2), 139-148.
- Andreassen, T. W. and B. Lindestad (2018), "Customer loyalty and complex services," International Journal of Service Industry Management, 9 (1), 7-23.
- Arcury A. Thomas, (2010,)"Environmental Attitude and Environmental Knowledge" Human Organization (59)400-405.

- Aris Solomon and Linda Lewis, (2012) "Incentives and disincentives for corporate environmental disclosure", Business Strategy and the Environment, (21)155-168.
- Azzone, G. and Manzini R., (2014)"Measuring strategic environmental performance" Business Strategy and the Environment, (13) 1-18.
- Barrett S. Environmental regulations for Barrett, S., (2011)"Environmental Regulation for Competitive Advantage". Business Strategy Review, (5) 1-15
- Balderjahn I. (2018)"Personality variables and environmental attitudes as predictors of ecologically responsible consumption patterns", Journal of Business Research, (37)50-56.
- Bhate Seema, (2015)"An examination of the relative roles played by consumer behavior settings and levels of involvement in determining environmental behavior", Journal of Retailing and Consumer Services, (22)419-42.
- Bodo B. Schlegelmilch, Greg M. Bohlen, Adamantios Diamantopoulos, (2016) "The link between green purchasing decisions and measures of environmental consciousness", European Journal of Marketing, (50)25-45.
- Bridget Martin and Antonis C. Simintiras, (2015) "The impact of green product lines on the environment: does what they know affect how they feel?", Marketing Intelligence & Planning, (23)16-23.
- Butler Sara M. and Francis Sally,(2017)"The Effects of Environmental Attitudes on Apparel Purchasing Behavior", Clothing and Textiles Research Journal vol. 35 no. 12 March; pp. 75-85.
- Caroline Gauthier, (2015)"Measuring Corporate Social and Environmental Performance: The Extended Life-Cycle Assessment" Journal of Business Ethics, (59)199-205.
- Paula Castro, Margarida Garrido, Elizabeth Reis and Joao Menezes, (2019)"Ambivalence and conservation behavior: An exploratory study on

- *the recycling of metal cans*" Journal of Environmental Psychology Volume (39) 25-35.
- Chan Ricky Y. K.,(2011)"Determinants of Indian consumers green purchase behavior" Psychology and Marketing, (28)189-213.
- Chao Yu-Long and Lam San-Pui (2018)"Measuring Responsible Environmental Behavior:" Self-Reported and Other-Reported Measures and Their Differences in Testing a Behavioral Model, Environment and Behavior 53: 53-71.
- Chinnici, G.and D'Amico, M. & Pecorino, B. A (2012) multivariate statistical analysis on the consumers of organic products British Food Journal, (104) 185-194.
- Clark, R. N.; Stankey, G. H. (2009): "The Recreation Opportunity Spectrum:" A Framework for Planning, Management, and Research. USDA Forest Service, General Technical Report, 32.
- Clinton J. Andrews (2018)" *Environmental business strategy: Corporate leaders'* perceptions" Society and Natural Resources, July/August, 11, 530-40.
- Cheah, I. and Phau, I., (2018), "Attitudes towards Environmentally Friendly Products:" *The Influence of Eco-literacy, Interpersonal Influence and Value Orientation*, Marketing Intelligence& Planning, 19(8)352-370.
- Coddington W. (2013) "Environmental Marketing:" Positive Strategies for Reaching the Green Consumer. McGraw-. Hill: New York. 105-113.
- Coddington Walter, (2013)"Environmental marketing's:" new relationship with corporate environmental management, environmental Quality Management, volume 22, Issue 3,272spring 297-302.

- Dagher, G. and Itani, O., (2017), "The Influence of Environmental Attitude,

 Environmental Concern and Social Influence on Green Purchasing

 Behavior", Review of Business Research, 12 (2) 100-112.
- Dipti Shankar Dinkar Khashaba barges and more (2014), "eco-friendly Packaged Products on Satara district the study of customer awareness," Jin research ideas, (IV) 33-36.
- Ishaswini data and Saroj Kumar (2018), "Influence of pro-environment Eco-Friendly Procurement consumer research in India", International Journal of Business and Management, (6) 53-57.
- Davis Joel J.,(2011)"Ethics and environmental marketing" Journal of Business Ethics (3rdeds). Random: New York 233-346.
- Davis, J. J., (2013)"Strategies for Environmental Advertising", Journal of Consumer Marketing 10 (2) pp. 36-69.
- Decicco, J. M. and Thomas, M., (2019)"A Method for Green Rating of Automobiles", Journal of Industrial Ecology, (2) 55-75.
- D'Souza Clare and Peretiatko Roman.(2012)"The nexus between industrialization and environment: A case study of Indian enterprises", Environmental Management and Health, (23) 80-95.
- D'Souza Clare,(2014)''*Ecolabel programmes: a stakeholder (consumer)*perspective'', Corporate Communications: An International Journal, (19) 170180.
- Duckitt John and Linda D. Cameron, (2016) "A Cross-Cultural Study of Environmental Motive Concerns and Their Implications for Proenvironmental Behavior", Environment and Behavior vol. (38), 740-760.
- Eagly, A. H. and Carli, L (2011). "Sex of Researchers and Sex-Typed Communications as Determinants of Sex Differences on Influence ability: A Meta-Analysis of Social Influence Studies," Psychological Bulletin, 90 (1) 1-22.

- Eriksson Clas (2012) "Customer reaction towards the advertisements showing eco concern of the companies", Environmental Management and Health, (13) 80-96.
- Everhart, D E, Shucard, J L, Quatrin, T and Shucard, D W (2011). "Sex-related Differences" in ERPs, face recognition, Personality and Individual Differences, 979–989.
- Fern K. Willits,(2014)"Environmental Attitudes and Behavior A Pennsylvania Survey" Environment and Behavior, (26)230-250.
- First I. and Khetriwal, D. S.,(2010)"Exploring the relationship between environmental orientation and brand value: is there fire or only smoke?"

 Business Strategy and the Environment, (29)80.
- Finisterra do Paço, A. M. and Raposo, M. L. B., (2018), "Determining the Characteristics to Profile the "Green" Consumer: An Exploratory Approach", International Review of Public Nonprofit Mark, (6) 121-130.
- Fischer E and, S J Arnold (2014). "Sex, Gender Identity, Gender Role Attitudes, and Consumer Behavior," Psychology & Marketing, 11(2) 63-182.
- Florian G. Kaiser, Britta Oerke and Franz X. Bogner, (2017)"*Behavior-based environmental attitude: Development of an instrument for adolescents*", Journal of Environmental Psychology, (37) 240-250.
- Florian G. Kaiser, Michael Ranney, Terry Hartig and Peter A. Bowler, (2019)
 "Ecological Behavior, Environmental Attitude, and Feelings of
 Responsibility for the Environment", European Psychologist (14)59-74.
- Forbes Sharon L., Cohen A David., Ross Cullen, Stephen D. Wratten and Joanna Fountain, (2019)"Consumer attitudes regarding environmentally sustainable wine: an exploratory study of the New Zealand marketplace" Journal of Cleaner Production (17)1190-1198.

- Friedman, M., (2010) "The social responsibility of business is to increase its profits", New York Times Magazine, (33)122-125.
- Gerard P. Prendergast and Edmund R. Thompson (2018) "Cynical Segmentation of Environmental Markets: The Product of Marketers' Dispositions or Corporate Demands?" Journal of Euro marketing (16)17-35.
- Gurusamy, P. (2016). *Green Marketing- An Over View*. Indian Journal of Applied Research, 8(7) 124-136.
- Gert Cornelissen, Mario Pandelaere, Luk Warlop and Siegfried Dewitte (2018)"Positive cueing: Promoting sustainable consumer behavior by cueing common environmental behaviors as environmental", International Journal of Research in Marketing, (25)46-55.
- Gilg Andrew, Barr Stewart and Ford Nicholas, (2010)"Green consumption or sustainable lifestyles? Identifying the sustainable consumer" Journal of Environmental Psychology (30)80-94.
- Giovanni Azzone, and Raffaella Manzini (2014)"*Measuring strategic environmental performance*" Business Strategy and the Environment, (3)1-14.
- Gonzalo Diaz Meneses and Asuncion Beerli Palacio, (2015)"*Recycling Behavior: A Multidimensional Approach*" Environment and Behavior November 1, (57)730-760.
- Goswami, P.,(2011)"Is the urban Indian consumer ready for clothing with ecolabels?" International Journal of Consumer Studies, (32)438-446.
- Gupta, C.B and Rajan Nair, N. (2013). *Marketing Management. New Delhi*: Sultan Chand and Sons.100-102.
- Hansen, E.(2017) "Forest certification and its role in marketing strategy", Forest Products Journal, 47 (3)16-22.
- Hair, J F., Ralph, EA., Ronald LT., & William, C B., (2015). *Multivariate Data Analysis*. 7th Edition: Prentice Hall, New Jersey.

- Harper, G. & Makatouni, (2012) A Consumer perception of organic food production and farm animal welfare British Food Journal, 104(3)287-299.
- Harrison M.C., Henneman R.L., Blatt L.A. (2019), "Design of A Human Factor Cost- Justification Tool", in Bias R.G., Mayhew D.J., (2ndeds), Cost-Justifying Usability, New York, Academic Press. 27-29.
- Hartmann Patrick Vanessa and Apaolaza-Ibanez, (2018) "Virtual Nature Experiences as Emotional Benefits in Green Product Consumption: The Moderating Role of Environmental Attitudes", Environment and Behavior 40 (6) 818-842.
- Hawkins I. Del, Roger J. Best, Kenneth A. Coney (2013). *Consumer Behaviour-Building Marketing Strategy*, Ninth Edition, Tata McGraw Hill, New Delhi, 120-133.
- Henry, P (2010). "Modes of Thought that vary systematically with both Social Class and Age," Psychology and Marketing, May, 421-440.
- Herrmann K Kristina., (2014)"Corporate Social Responsibility and Sustainable

 Development: The European Union Initiative as a Case Study", Indiana

 Journal of Global Legal Studies 11 (2)205-232.
- Herzberg, F.(2016) *Work and the Nature of Man*. Cleveland: World Publishing Co. pp. 36-37.
- Hussain, S. S., (2010)''Green Consumerism and Eco labelling: A Strategic Behavioural Model'' Journal of Agricultural Economics, 77-89.
- Hutchinbson, C.(1996)"Integrating environmental policy with business strategy", Long Range Planning. (29)1-10.
- Hye-Shin Kim and Mary Lynn Damhorst, (2018)"*Environmental Concern and Apparel Consumption*", Clothing and Textiles Research Journal (26)126–133.

- Indiana Mary (2017)"Modes of Thought that vary systematically with both Social Class and Age," Psychology and Marketing, May, 421 -440.
- Jain K. Sanjay and Sharma Kavita (2012)"Relevance of Personal Factors as Antecedents of Consumer Involvement: An Exploration," Vision, January -June, 13 - 24.
- Jain, S.K. and Kaur, G., (2014), "Green Marketing: An Attitudinal and Behavioral Analysis of Indian Consumer", Global Business Review, 5(2)188-204.
- K Suresh (2016)"Green Marketing, ed. Book, ICFAI Publications, (1) 237.
- Ramachandran, K.K. Dayana Sajjanan, (2014) "Perception of Consumers Towards

 Branded Jewellery Products of Malabar Gold In Thiruvananthapuram

 City", International Journal of Management (IJM), (5)10-20
- ChandrasekarK.S.,(2010) *Marketing Management text and cases*, tata McGraw hill education pvt. Ltd. 12-15.
- Kaiser, F. G. and Wilson, M.,(2010)"Assessing People's General Ecological Behavior: A Cross-Cultural Measure", Journal of Applied Social Psychology, 30(2)952-978.
- Kaiser, F., Wolfing, S. & Fuhrer, U.(2009)*Environmental attitude and Ecological behavior* Journal of Environmental Psychology, (19)1-19.
- Karns David A. and KheraInder P. U.S.,(2013)"consumer attitudes and homeheating conservation behavior: A multiattribute longitudinal model", Journal of Economic Psychology, (4)57-70.
- Kent L. Granzin, Janeen E. and Bottom Olsen, (2011)" Characterizing Participants in Activities Protecting the Environment: A Focus on Donating, Recycling, and Conservation Behaviors", Journal of Public Policy & Marketing Vol. 20, No. 2, Fall,1-25.

- KerenPriyadarshini and Gupta K Omprakash., (2013)"Compliance to Environmental Regulations: The Indian Context" International Journal of Business and Economics, (2)9-26.
- Kilbourne William and Pickett Gregory, (2008)"How materialism affects environmental beliefs, concern, and environmentally responsible behavior" Journal of Business Research Volume 61, Issue 9, September, 885-893.
- Kozup, J., Creyer, E. & Burton, S.(2013)"Making Healthful Food Choices:" The Influence of Health Claims and Nutrition Information on Consumers' Evaluation of Packaged Food Products and Restaurant Menu Items Journal of Marketing,(67)19-34.
- Kothari, C.R. (2014). *Research Methodology-Methods & Techniques*. New Delhi: New Age International Private Limited 174.
- Kotler P. (2018), "Marketing Management: Analysis, Planning, Implementation," 19th ed., Englewood Cliffs (NJ), Prentice Hall, 60-68.
- Kumar Rajeev (2017), Consumer Behaviour: An applied orientation in Indian context, 5th edition, Himalaya publishing house 24-29.
- Lam San-Pui. (2017)"What Makes Customers Bring Their Bags or Buy Bags from the Shop? A Survey of Customers at a Taiwan Hypermarket". Environment and Behavior, (38)318-332.
- Laroche Michel, Bergeron Jasmin and Guido Barbaro-Forleo, (2011) "Targeting consumers who are willing to pay more for environmentally friendly products", Journal of Consumer Marketing, (18)503 -520.
- Laufer William S.,(2007)"Social Accountability and Corporate Green washing" Journal of Business Ethics (43)253-261.
- Lea, E. & Worsley, T. Australians' (2015) *organic food beliefs, demographics and values* British Food Journal, 117(11)850-860.

- Lilien, G.L., P. Kotler, and K.S. Moorthy, (2018) "*Marketing Models*", Prentice Hall, Englewood Cliffs, New Jersey 142-147.
- Liere Van, K. (2013)"Environmental Concern: Does it make a difference how it's measured?" Environment and Behavior, (13)651-676.
- Lin, Y. &Chang. C.A. Doubie Standard (2012) "The Role of Environmental Consciousness in Green Product Usage" Journal of Marketing, (76)125-134.
- Lockie, S., Lyons, K., Lawrence, G. & Mummery, K. (2012) "Eating Green':"

 Motivations Behind Organic Food Consumption in Australia European

 Society for Rural Sociology, 52(1)23-40.
- Lyon, T. P. and Maxwell, J. W., (2011)" *Green wash: Corporate Environmental Disclosure under Threat of Audit*", Journal of Economics & Management Strategy, (20)3–41.
- Mainieri Tina, Barnett Elaine G., Valdero Trisha R., Unipan John B., and Oskamp Stuart, (2017)''Green Buying: The Influence of Environmental Concern on Consumer Behavior'', The Journal of Social Psychology, (157)180-204.
- Meinhold L. Jana and Malkus Amy J., (2015)"Environmental Behaviors Can Knowledge, Attitudes, and Self-Efficacy Make a Difference?", Environment and Behavior, (37)511-532
- Mendleson Nicola and Polonsky Jay Michael, (2015)"Using strategic alliances to develop credible green marketing", Journal of Consumer Marketing, (2)4-18
- Moisander, J. (2017) "*Motivational complexity of green consumerism*" International Journal of Consumer Studies, (41)304-309.
- Nargundkar, R. (2015). *Marketing Research: Text and Cases*. Tata McGraw-Hill Publishing Company New Delhi, (7)105-107.

- Olson, E. (2012) "It's not easy being green: the effects of attribute tradeoffs on green product preference and choice" of the Acad. Mark. Sci. 15-17.
- Oskamp Stuart, Harrington Maura J., Todd C. Edwards Deborah L. Sherwood, Shawn M. Okuda and Deborah C. Swanson (2011)"Factors Influencing Household Recycling Behavior" Environment and Behavior, vol. (23)494-519.
- Ottman, J. (2013). Green Marketing: Challenges and opportunities for the New Marketing Age. Lincolnwood, IL: NTC Business Books. 116-121.
- Ozkam Yasemin (2009)"The effect of some demographic Characteristics of Turkish Consumers on their Socially Responsible Consumption Behaviors", world applied science Journal/IDOSI Publications, ISSN1818-49526 (7)946-960.
- Pickett-Baker, J. & Ozaki, R. (2008) "Pro-environmental products:" marketing influence on consumer purchase decision Journal of Consumer Marketing 25(5)281 293.
- Pedhazur, E. J., & Schmelkin, L. P. (2011). "Measurement, Design, and Analysis an Integrated Approach" Hillsdale, NJ Lawrence Erlbaum Associates. 164.
- Raghunathan, R., Naylor, R. & Hoyer, W. (2006) "The Unhealthy Tasty Intuition and Its Effects on Taste Inferences, Enjoyment, and Choice of Food Products" Journal of Marketing, (70)170-184.
- Schlegelmilch, B., Arizona, B., Bohlen, G. & Diamantopoulos, (2016) "A the link between green purchasing decisions and measures of environmental consciousness" European Journal of Marketing, 50(5)25-45.
- Stibel, J.M. (2017), "Mental models and online consumer behavior. Behaviour& Information Technology" 120-123.
- Zeithaml, V.A. (2018), "Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence;" Journal of Marketing, (62)84-87.