

# The Significance and Strategies of Enterprise Green Marketing Based on System Theory

**Mei Huang**

The University of Sydney  
E-mail: [mhua8132@163.com](mailto:mhua8132@163.com)

**Published: 28 January 2021**

**Copyright © Huang.**

## **Abstract**

Based on the system theory, the concept of environmental protection is regarded as the management idea of enterprise, green culture as its value, and consumers' green consumption as the center and starting point, striving to satisfy consumers' demand of green consumption and realize the green recycle of the whole society. This essay will analyse through green marketing activities, the relationship between the profit of green enterprises and environmental protection can be coordinated, so that the development of green enterprises can not only meet the needs of people, but also reduce the harm and threat to the survival and development of offspring, meaning the realization of the sustainable development of social economy. This essay also found that the key to promoting green marketing depends on the enterprise because green marketing is an activity of enterprise and the strategy of green marketing consists of a series of marketing strategies of the enterprise.

**Key words:** green consumption, green marketing, green culture, green product, green price, green channel

## **Background of green marketing**

### **1. The present situation and development trend of China's market economy**

Marketing is a kind of marketing activity of an enterprise, that is, the enterprise aims to sell goods and services to consumers with various marketing strategies so as to meet people's consumption demand. Marketing is a total circulation process including the stages of marketing strategic decision, production and sales. During that process, enterprises are required to be market-oriented when engaged in market research, product development, price determination and advertising. In addition, the enterprise is expected to stimulate

and transform a variety of potential needs so as to guide and create new needs. Moreover, the enterprise needs not only to meet the short-term and individual needs of consumers, but also to take into account the long-term needs of consumption in order to protect the overall interests of the public. Marketing is still a new thing in China and there is no marketing in the planned economy. However, with the continuous improvement of China's socialist market economic system, marketing is dramatically important because the function of marketing guiding the consumption behavior of citizens and the production activities of state-owned enterprises has become increasingly apparent. Thus, it is crucial to understand the current situation and development prospects of Chinese marketing for the development of Chinese economy and the survival of enterprises.

In term of the marketing environment, Chinese companies has joined the WTO, which means that Chinese companies should be abide by WTO rules. To adapt to the accelerated pace of China's accession to the WTO, it is necessary to analyse the marketing environment rationally. Firstly, the shortage economy in the domestic market is not exist anymore and some industries have experienced overcapacity to varying degrees. However, the "upgrading" of the residential consumption structure still has greater obstacles to realization and consumption disruption. It also shows the urgency of insufficient domestic demand. Secondly, the pace of mergers and acquisitions around the world has accelerated significantly since the 1990s, and the scale of the world economy has been formed. Thirdly, with the multi-polarization of market competition and the development of China's reform and opening up, enterprises are gradually being pushed to the market and aim to make profit, which has led to fundamental changes in China's economic structure and economic interest relations. Fourthly, the rapid development of the post-war revolution has promoted the advanced technology, and products tend to be high-tech and full of high quality. Fifthly, since the middle of this century, the way of marketing in western developed countries have been realized the sexual transformation from seller's market to buyer's market successfully, from traditional marketing to modern marketing, that is from being producer-centric to consumer-oriented, from price competition to service competition and brand competition, from pure make profits merely to consider the benefits of the environment and society. Relatively, modern marketing concepts and methods such as overall marketing, service marketing, image marketing, green marketing, and network marketing have emerged one after another.

## **2. The trend of marketing in China**

With the development of high-tech, especially information technology, the knowledge, technology and information play a more and more important role in the development of China's marketing and people will be in a new era called the era of knowledge economy. The advent of the knowledge economy stimulates people to change their mode of production, mode of thinking, mode of consumption and way of life deeply, and meanwhile many major changes will take place in the future marketing. Some new marketing methods are constantly emerging in the process of marketing, playing a more and more amazing role, and still traditional marketing methods will play an important role in a certain period of time. To be specific, firstly, the traditional marketing method will be developed into personnel marketing, which is still important in marketing and social and economic development. Secondly, with the change of relation of market supply and demand, personalized marketing will be gradually favoured since the idea of consumer-oriented marketing has been accepted by more and more enterprises. Thirdly, knowledge marketing will be widely used in the era of the knowledge economy which is the era of innovation and it is changing the rules of marketing. Fourthly, service marketing will become an important feature of the transformation from the mainstream economy of marketing to the knowledge economy, that is, the transformation of the economic focus from the manufacturing industry to the service industry. Finally, network marketing occupying more

and more market share will become the information transmission, which has always been the key link of marketing.

### **3. New thought, new way out**

Currently, due to the environmental degradation, people's worries about the environment and resources are gradually transformed into a kind of self-disciplined behaviour in the process of consumption, and they are more inclined to moderate, pollution-free and environmentally friendly consumption. Green demand has been or is gradually aroused in the world. This is particularly in economically developed countries which have formed a consumption chain with "green" as the main line: green demand - green design - green production - green products - green price - green market development - green consumption. Therefore, in fact, it is green demand that determines the emergence, scale, operation mode and development trend of green marketing.

Meanwhile, the difference of green demand and green technology level caused by the different degree of economic development has been used as a barrier to curb foreign trade of other countries. This led to the formation of a new type of non-tariff barrier, green trade barrier. According to the Agreement on Technical Barriers to Trade of the Uruguay Round, "no country shall be prevented from taking measures to protect the environment and protect the life and health of human beings, animals or plants." In this way, environmental protection has become an excuse not to commit to the relevant international trade norms. While it is the fact that some developed countries restrict the import of other foreign products not because of environmental protection. Establishing green barriers in western countries is mainly aimed at the labour-intensive and resource-intensive products that developing countries rely on to earn foreign exchange through export to a large extent. As a result, some products of developing countries will gradually withdraw from the international market. Therefore, it is more likely to restrict the development of foreign trade of developing countries strictly and further worsen their difficult situation in international trade and balance of payments. The European Union now pays more attention to supporting the less developed countries in the European Union, which will inevitably give rise to the strengthening of trade protectionism such as green barriers. Hence, the Chinese government and enterprises are supposed to prepare for measures as soon as possible. Green barriers mainly include imposing environmental import surtax, restricting or prohibiting imports, green trade sanctions, green marking system, green system of sanitation and quarantine, etc. Because of its strong concealment, high technical requirements and flexible characteristics, it will be taken advantage of by more and more developed countries for a long time in the future. It can be seen that if Chinese enterprises are willing to break through the green barriers, it is a necessity to strengthen green marketing.

## **Green marketing**

### **1. The concept of green marketing**

Green marketing is driven by green consumption. Due to the growing global environment problems, which has affected their quality of life and lifestyle, people call for enterprises to produce and sell green products that have the least impact on the environment, so as to reduce the consumption that endangers the environment. In this way, the aim of green marketing seeks to diminish the environmental effect on every stage of the life cycle, including raw material acquisition, manufacturing, distribution, consumption, and disposal (Dangelico, 2017). Similarly, Green marketing refers to "the marketing response to the environmental effects of the design, production, packaging, labelling, use, and disposal of goods or services" (Lampe, 1995). With the increasing awareness of admitting the interdependence among environment, society and economy, marketing not merely strives for less environmental destruction, but also realize sustainability on the whole. Baker (2003) defined this new idea of Green Marketing as "the holistic

management process responsible for identifying, anticipating and satisfying the needs of customers and society, in a profitable and sustainable way” (p. 727). Specifically, green marketing is relevant to the marketing strategy that enterprises regard the idea of environmental protection as their business philosophy, take green culture as their values, focus on consumers' green consumption, manage to meet consumers' needs of green consumption and ensure the process consistent with eco-system.

## **2. The function of green marketing**

2.1 Green civilization is advocated by green marketing. The green marketing activities negotiate the relationship between enterprises' interests, environmental protection and social development. As a result, economic development in such a way can not only meet the needs of most people but decline harm and threat to the survival and offspring's development to a large degree. In short, it is much more possible to attain the sustainable development of a social economy.

2.2 Green marketing is helpful for enterprises to occupy and expand the market because consumers tend to purchase green products with the enhancement of consumers' green consciousness, which will promote the sales and consumption of green products. Thus, the market related to green goods is more inclined to spread.

2.3 Green marketing promotes the construction of corporate culture and optimizes corporate behaviour. This can be explained that green marketing urges enterprises to adopt pollution prevention and control technology or use pollution-free technology in order to create a clean and safe working environment inside the enterprise. Hence, this contributes to the physical and mental health of enterprise employees. Accordingly, developing green marketing is beneficial to establish a "green" image of the enterprise and further facilitate product sales and enterprise development.

## **The advanced nature of green marketing**

### **1. Green consumption is the premise of green marketing.**

To be exact, it is the fact that the development of consumption demand transfers from low level to high level and obviously green consumption is a concept of higher-level consumption. When people's needs such as food and clothing are basically satisfied, they tend to improve their comprehensive quality of life and struggle to meet the need of a clean environment and products. Thus, meeting the green demand is the starting point of green marketing.

### **2. Green concept is the guiding ideology of green marketing.**

Green marketing is centred on meeting green demand and provides consumers with products that can effectively prevent waste of resources, environmental pollution and damage to health in the process of production, circulation, and consumption. Moreover, green marketing focuses more on the long-term interests and sustainable development of people. In addition, it attaches importance to coordinating the relationship between business operations and the environment and manages to acquire the integrated development of human behaviour and the natural environment.

### **3. Green marketing is more likely to rely on the green system.**

Green marketing aims to attain coordinated and sustainable development of human society. In order to achieve this goal, in a competitive market, it is necessary to conceive a complete management plan and system, formulate and carry out guidelines and policies of environmental protection and green marketing, restrict the short-term behaviour of local governments and departments. In this way the long-term benefits of society and human beings can be maintained.

#### **4. Green marketing should be based on the green concept.**

Technological progress the decisive factor of industrial change and evolution. This can be illustrated that the formation of emerging industries will inevitably require technological progress. If technological progress deviates from the green concept, the consequence may be the acceleration of environmental pollution. Thus, it is necessary to use green technology to promote the development of green products, and to promote the development of energy-saving and resource-renewable, pollution-free green products. It can be noticed that green marketing is based on the green concept.

#### **How to implement green marketing**

##### **1. Develop a green plan.**

The prerequisite for implementing green marketing strategies and producing green products is to conceive an appropriate green plan. In the corporate green plan, the policy and direction of the company's environmental affairs should be clarified. To be specific, it should not only clarify the company's own responsibility to develop and market green products, but also specify the direction of environmental protection efforts and how to try, as well as use it to guide daily decision-making. In addition, the corporate green plan ought to be combined with the corporate long-term strategic plan to ensure the full use of resources to a large extent.

##### **2. Green product strategy.**

In spite of the fact that no consumer product does not affect the environment completely, the terms 'green product' or 'environmental product' refer to productions aimed at protecting or improve the natural environment in a way of saving energy or resources, and minimise or get rid of using toxic substance, pollution, and waste (Ottman, 2006). In order to developing the green products, it is important to start with product design, including the selection of materials, the determination of product structure, function, manufacturing process, packaging and transportation methods, product use and product waste disposal, etc., which all need to take the environment into consideration. Especially green design is the key to this stage, it emphasizes the effective use of resources and energy. For example, Starbucks as a famous company, refuse to use any material that might be harmful to the environment, they make a priority of the products are less polluted, energy and source-saving and recycled. The campaign of them such as 'using coffee grounds creatively' as natural fertiliser is widely accepted by numerous consumers (Jeong, 2014 & Li, 2019). In addition, in product design, various factors must be considered comprehensively, such as material selection, product manufacturing brand, function, packaging, recycling, pollution-free, and safety. And besides, the production process of green products should be "a kind of cleaner production", which is the planning and management of human production activities with the least materials and energy consumption, recycling and reducing waste, making it harmless, or eliminating it in the production process. Moreover, naming products and choosing brands is also required to comply with the requirements of the green label, environmental label exactly. Furthermore, green packaging is also an extremely important part. Decomposable and non-toxic materials such as paper should be selected for packaging, and the packaging materials need to be simplified and excessive packaging is required to be avoided. This is because the enterprise is not only expected to provide products or labour services for consumers and meet their green consumption, but also consider the recyclability and decomposability of waste, as well as accomplish the recycling services of packaging products. For example, Starbucks decrease the number of packing layers in their products to simply the packing materials. As a result, the green product strategy makes it more possible to reduce the pollution to the environment.

### **3. Green price strategy.**

Green Pricing refers to making a price for green products that balance the consumers' sensitivity to the price against their intent to pay for sustainable environment (Jay, 1990). It is the fact that the price of green products is more likely to rise due to the expensive materials, higher cost of goods and environmental expenditure via increased taxation (Dennis, Harris, Peattie & Crane, 2005). To address these issues, firstly, to make full use of consumers' mentality of seeking novelty, difference, and admiration is a good technique because most people generally believe that green products have higher value and are willing to pay higher prices for this, which will encourage them to purchase green products. Accordingly, green pricing can be based on their perceived value of consumers. Secondly, the environmental protection expenditures of enterprises should be included in the cost and thus become part of the price composition and carry out the government intervention. To be specific, the extent of green product price increases not only depends on the extent of green product quality improvement and environmental protection expenditures, but also depends on consumers' understanding of green product prices. For example, in developed countries, the price of green products has been risen such as in European countries, and three-quarters of residents are willing to accept it (European Commission, 2011.). While, in China, due to the weak green awareness of consumers and a number of low-competence buyers, it is wise that the price increase of green products should not be too large, and relatively in metropolitans and medium-sized cities, the market prices can be slightly higher. Besides, the government is necessary to interevent via incentives or tax reduction such as providing finance or services for the enterprises so as to maintain the markets for green products, otherwise, it would not survive.

### **4. Green channel strategy.**

The key to the successful implementation of green marketing is to develop a green channel because it is not only related to the positioning of green products in consumers' minds, but also relevant to the cost of green marketing. Therefore, when choosing a green channel, firstly, it should be noticed to choose a middleman with a green reputation. For example, given choosing a large middleman who cares about environmental protection and has a good reputation in the minds of consumers, the enterprise is easier to launch green products with the aid of a good reputation of the middleman. The second is to set up a green product franchise organization to attract customers with the return of decoration as a sign. Thirdly, it is important that the selected middlemen should not operate non-green products that are mutually exclusive, competitive, and complementary, so that the middlemen will manage to promote the green products of the enterprise.

### **5. Green promotion strategy.**

Green promotion refers to various promotion activities carried out around green products. Its core is to establish a green image of the company and its products through disseminating sufficient information so as to coordinate it with the green demand of consumers, and then consolidate the company's market position. Therefore, green marketing is first regarded as a concept. Specifically, enterprises are expected to establish a good green image among the public by publicizing their own green marketing purposes such as doing the charity related to green consumption. In addition, it is necessary to apply the media to promote green products because the increasing use of media such as advertising exert influence people's lives a lot (Chitakornkijasil, 2012). And advertising has been affected by the shift from in green production and consumption. For example, the specified idea of green advertising in Italian newspaper promote the appearance of green messages and clarify the environmental function of products rather than merely focusing on company image (Testa, Iraldo, Tessitore & Frey, 2011). As a result, people's awareness of consuming the green products is raised and further enables them to guide green consumer demand. For

example, it has been found that green advertisement and ecolabelling promote consumers' buying intention, especially the majority of them tend to buy the print and television advertisement of green products and help to foresee the purchase's desire of consumers (Purohit, 2012). However, the potentials of green commercials are not developed fully since green products cannot be more illustrated and communicated clearly since the terms such as 'biodegradable', which need the technical and scientific knowledge to understand. And also, because the green advertising needs to satisfy the demands of emphasizing the product environmental advantages, improving sustainable lifestyle and the brand's green image (D'Souza, Taghian, Lamb, & Peretiatko, 2007). Nevertheless, consumers still respond to green advertising positively. Finally, companies need to promote green consumption vigorously because raising the public's green awareness enables them to guide green consumer demand. In fact, to encourage people to use green products and support green marketing is in itself a dedication to nature, to others, and to the future. To sum up, formulating a green promotion strategy is expected to combine long-term goals with current tasks and focus more on key points.

## **6. Promote green management.**

**Green management** Green management is defined as the design and scheme of goods and services that integrate the idea of environmental protection into the reduction of environmental pollution (Leonidou, Katsikeas & Morgan, 2013). This plan can be summarized as the "5R" principle: Research means to incorporate environmental protection into the company's decision-making elements and focus on investigating the company's environmental measures; Reduce refers to adopting new technologies and new processes to reduce or eliminate harmful discharge of waste; Rediscover is related to changing traditional products into "green products" and using "green trademarks" actively; Recycle refers to recycling waste products; Reserve is relevant to taking part in the community environmental activities, promoting environmental protection to employees and the public and to establish a green corporate image. Under the principle of green management, enterprises are more able to accelerate the transformation to green enterprises. For example, enterprises are stimulated to adopt various environmental protection technologies, implement clean production, and produce green products that meet the needs of society and consumers, thereby achieving sustainable development.

## **Green marketing produces green effects**

### **1. Green marketing guides green consumption.**

Consumers in the 21st century tend to consume green products. This is due to two reasons. Firstly, while social and economic development is beneficial to the society and consumers, it has caused a harmful effect on the natural and social environment, which has directly threatened people's health. Thus, people urge to bring environmental pollution under control, and require companies to stop producing products that are harmful to the environment and people's health. Secondly, the development of the social economy has rapidly increased the personal income of the majority of residents, and they urgently call for a high-quality living environment and high-quality consumption, which is also known as green consumption.

### **2. Green marketing contributes to the green and healthy development of society.**

This can be explained that more and more attention will be paid to green marketing. "Green marketing" is a series of business activities such as market research, product development, product pricing, and product promotion carried out by companies in order to realize consumers' green consumption needs, fulfil their environmental protection responsibilities and obligations, and achieve their own profitability purposes. It is a new marketing concept put forward under the circumstances that the company's living environment changes. Currently, green marketing has spread rapidly in the international market, showing strong vitality.

With the development of the economy and the acceleration of the process of industrialization, people's living standards are constantly improving, and their health awareness has also greatly increased. As a result, people's consumption behaviour has changed dramatically. For instance, they prefer vegetables that do not use chemical fertilizers, pesticides, or other chemical pollution, foods that do not use preservatives and other artificial pigment and chemicals, and "green refrigerators" that use non-freon refrigerants, which are all attractive to the consumers. This requires companies to develop in a way that is beneficial to consumers' health, environmental protection, and ecological environment. Despite the fact that some companies in China are suffering from serious losses, some of them are still committed to the integration of corporation development and environmental protection, struggling to obtain the green label. Fortunately, more and more companies realize that engaging in green marketing and producing green goods have become powerful weapons for companies to create brand-name effects, especially in the fierce competition among companies in the future. Furthermore, green marketing developing in such a way enables the community to form a green development model continuously and promote the formation of a harmonious society.

### **Green Marketing in the 21st Century**

Green marketing will become the mainstream of marketing in this century. This can be illustrated in five main aspects.

1. The strategy of social sustainable development calls for green marketing. Sustainable development strategy refers to a long-term strategy that social economic development is necessary to be linked to the natural environment and social environment, to coordinate economic construction with resources and environment, to adapt population growth to the development of social productivity, and to ensure a virtuous cycle of social development to a large extent. However, while the rapid development of social economy has created huge wealth for society and provided material welfare for consumers and brought huge commercial benefits to enterprises, it has seriously wasted natural resources, destroyed the natural ecological balance heavily, and contaminated the environment. And the social environment has been disrupted, all of which seriously threaten the virtuous circle of the human living environment. Therefore, it is imperative to protect the natural environment, control environmental pollution, solve the harsh social environment, and carry out sustainable development strategies. In the 1970s, western countries proposed the strategy of sustainable development. And the 1980s was a time when environmental protection awareness was gradually established, and it was called the "decade of the rise of environmental protection." In the 1990s, environmental protection was put into action, which was called the "decade of environmental action". Until 2012, countries around the world, especially developed economies, have set off strategies and guidelines to formulate "environmental protection signs" and put "environmental awareness" into effect. The implementation of the sustainable development strategy requires the government to emphasize setting up and implementing the overall goals, policies and specific methods of the sustainable development strategy from a macro perspective. Relatively, from a micro perspective, various enterprises are required to integrate their marketing activities with the development of the natural and social environment so that corporate marketing activities are beneficial to the virtuous development of the environment, and that is to say, companies need to carry out green marketing from the perspective of implementing sustainable development strategies.

2. The government pays more attention to enacting and performing legislation regulating marketing behaviour strictly. The government has become more stringent in its legislation and regulation of enterprises, which is constrained by the pressure of the movement to protect the interests of consumers and to protect the

ecological balance. At the same time, the increasing maturity of the market economy system also promotes the government's macro-control measures to become more well-organized.

3. Green marketing is the foundation of the rise and fall of enterprises in the 21st century. Enterprises in the 21st century will face a series of challenges. The first is the macro-environmental pressure such as the pressure of the movement of safeguarding consumers' interests and the ecological balance movement, as well as the stress of the government's standardized legislation, which all drives companies to be conscious of the importance of environmental conservation and then carry out green marketing; second is the increasing demand of consumers for green consumption. Due to that reason, what companies need to do is to conform to consumers' demand of green consumption and fulfil green marketing in order to gain the trust of customers. Finally, market competition has an important effect on enterprises, which leads to companies to change their business philosophy and apply green marketing for the sake of dealing with competitors effectively and raise market share rate continuously.

4. The traditional economy has been replaced by the modern economy to a large extent in China, laying the foundation for enterprises to carry out green marketing. It is well known that the traditional economy merely values the role of labour and capital in business activities, rather than the importance of land and other resources. In the past, people thought that natural resources were worthless. For example, in the planting industry, it was thought that the only cost was to develop and cultivate the natural resources simply because the land was considered valueless. As a result, under the domination of this perception, it was normal that natural resources were over-exploited, or even developed on a predatory basis. This is the same as marketing in the early days, which tended to be product-oriented and production-oriented, and its development focused on the quantity of goods and the creation of services, instead of the taste of life and consumers' satisfaction. Nowadays, the traditional economy has been replaced by the modern economy, and modern economy only attaches importance to labour and capital, but also pays attention to the role of natural resources in business activities. In addition, the modern economy emphasizes that economic development is supposed to be coordinated with the environment, thus providing the theoretical basis for companies to transform from traditional marketing to green marketing.

## **Conclusion**

This essay provides in-depth analysis of the content of green marketing. Our background information explored the current situation and development trend of China's market economy, confronted with the international market environment, and then identified it is necessary to implement green marketing in China greatly. After that, the notion, function and relevant concept of Green Marketing is inspected gradually. To implement the green marketing in China effectively, this essay recognized related strategies and significance integrated with enterprises as much as possible and the important role of Chinese government. Lastly, it has illustrated that the importance of green marketing in 21<sup>st</sup>, that is the development of a green economy is consistent with the green pro a green production environment and a green production method. More importantly, establishing a harmonious and sustainable awareness is a necessity in the future.

## **Reference**

[1] Baker, M. (2003). *The marketing book* (Fifth edition.). Butterworth-Heinemann.

- [2] Chitakornkijasil, P. (2012). Moral meaning in green marketing and socially responsible marketing. *The International Journal of Organizational Innovation*, 4(3).
- [3] Dangelico, V. (2017). "Green Marketing": An analysis of definitions, strategy steps, and tools through a systematic review of the literature. *Journal of Cleaner Production*, 165, 1263–1279.
- [4] Dennis, C., Harris, L., Peattie, K., & Crane, A. (2005). Green marketing: legend, myth, farce or prophecy? *Qualitative market research: an international journal*.
- [5] D'Souza, C., Taghian, M., Lamb, P., & Peretiatko, R. (2007). Green decisions: demographics and consumer understanding of environmental labels. *International Journal of Consumer Studies*, 31(4), 371-376.
- [6] European Commission, 2011. Attitudes of European Citizens towards the Environment, Special Eurobarometer 365.
- [7] Esmaili, F. (2015). Surveying of Importance of Green Marketing Compared Purchase Budget and Preferred Brand when Buying by AHP Method. *Mediterranean Journal of Social Sciences*, 6(4).
- [8] Jay, L. (1990). Green about the tills: markets discover the eco-consumer. *Management review*, 79(6), 24.
- [9] Jeong, J. (2014). The impact of eco-friendly practices on green image and customer attitudes: An investigation in a café setting. *International Journal of Hospitality Management*, 41, 10–20.
- [10] Lampe, G. (1995). Green marketing in Europe and the United States: An evolving business and society interface. *International Business Review*, 4(3), 295–312.
- [11] Leonidou, C. N., Katsikeas, C. S., & Morgan, N. A. (2013). "Greening" the marketing mix: Do firms do it and does it pay off?. *Journal of the Academy of Marketing Science*, 41(2), 151-170.
- [12] Li, L. (2019). Renewal or not? Consumer response to a renewed corporate social responsibility strategy: Evidence from the coffee shop industry. *Tourism Management* (1982), 72, 170–179.
- [13] Ottman, S. (2006). Avoiding Green Marketing Myopia: Ways to Improve Consumer Appeal for Environmentally Preferable Products. *Environment: Science and Policy for Sustainable Development*, 48(5), 22–36.
- [14] Purohit, H. C. (2012). Product positioning and consumer attitude towards eco-friendly labeling and advertisement. *Journal of Management Research*, 12(3), 153-162.
- [15] Testa, F., Iraldo, F., Tessitore, S., & Frey, M. (2011). Strategies and approaches green advertising: an empirical analysis of the Italian context. *International journal of environment and sustainable development*, 10(4), 375-395.