

## LIFE STYLE MARKETING FOR ENVIRONMENT AND SUSTAINABILITY

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### ABSTRACT

*Any idea of 'Life style for Environment Movement' is put forth in front of the Nation which also wants to follow this goal not only for itself but 'Inside-Out' for the Global stake holders and beyond. This goal is having two uncompromising elements one is 'Branding' and the other is 'Marketing' as a strategy for marketing of social idea or social marketing, under such a circumstance will usher a paradigm shift from present standing wherein the nation state which embraced the GM seeds and the culture of genetic engineering, gene -editing experiments are going on regardless of its impact of safety, health and environment is facing wrath of the environmental activists. The goal is to perfect the people, planet and profit. )*

**KEYWORDS:** 'LIFE', Generation Z, Ethos, Pathos, Logos, 'CLT', Consumerism, Dharma, Liberal Consumerism, Responsible Consumerism, Critical Consumerism, Radical Consumerism, Radical Trust, 'TPB', 'TRA', 'UCR', Mint Green, Green Wash, Green Myopia.

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### INTRODUCTION

The Hon'ble Prime Minister of India on World Environment Day announced 'Lifestyle for the Environment(LIFE)<sup>1</sup>, his construal framework is inviting ideas and suggestions from academics, universities and research institutions etc to influence and prod the stakeholders and consumers which include individuals, communities and institutions across the world to consciously consider environment as integral component of lifestyle itself.

Questions that arise are the following that need to be answered with academic and research orientation.

- 1) Why such a thought? Since the country must be in a amenable position to absorb this type of Positioning?
- 2) If it is so, what will be the group and their orientation?
- 3) How to navigate the bends to reach these goals.
- 4) What are the consumerism quagmires that it will have to address?
- 1) **Why such a thought? Since the country must be in a amenable to absorb this type of positioning?**

A.) Economy dictates thoughts.

Per capita income will be in top 10% of all economies<sup>2</sup>. India's annual Gross Domestic Product (GDP) growth forecast for the financial year 2022-23 has been downgraded by the Federation of Indian Chambers of Commerce & Industry (FICCI) at 7.0% with a minimum and maximum growth estimate of 6.5% and 7.3% respectively<sup>3</sup>. This is larger than the world's 2nd largest economy China whose growth rate of GDP is projected in the same time period at 3%. The country is going to see an economic boom in the years to come under the normal circumstances. On the hind sight one has to note that the institutional structures are failing (attendance to temples, churches and marriage rate down) this void will be filled by lifestyle marketing orientation. "India has risen from below through the energy and ingenuity of its people, almost despite the state. It is quite unlike the top-down success of East Asian countries, which was steered skillfully by the state"<sup>4</sup>. The nation's success with serious limitations of Institutions that are failing to emit positive externality has been three, democracy, people centered prosperity and social harmony. There are striking achievements that makes us proud in this 75th year of Independence, we have remained united despite so many predictions of our breaking up, and average life expectancy has risen from 32 years during independence to 70 years. Literacy has grown from 12% to 78%. The extremely poor (defined by \$1.90 income per day) have declined from 70% to 21% in 2011. Electricity has reached 90% of the people to that of 50% in the year 1995. Lifestyle marketing is proper when the Maslows higher needs have to be attained namely the 'Affiliation and the Esteem'. In words of Molly Esselstrom, "when you are marketing to these higher level needs for a consumer, you're in a whole new field."<sup>5</sup>. The private sectors have more of successes to share than the public sectors and therefore the growth is private sector induced.

B) Is Life Style Marketing for Environment and Sustainability amenable?

According to the Levy and Zaltman, 'Companies are judged for their value to society and their relationship to such concerns as health, environmentalism, economic growth, freedom and so on.'<sup>6</sup>. Thus is the entry of environmentalism and sustainability. **They are two sides of the same coin. Our economy is strong enough to nudge<sup>7</sup> the mass to now look for Life Style Positioning with Green and Greener products and services as offering to the society and this primarily in years to follow be the domain of the private sector.** The one line statement is a concept well amenable for India. The case to most of the readers will be of 'ifs and buts' since the Hon'ble Prime Minister has shown the path tandem to the Construal Limit Theory<sup>8</sup> with policy that are a thinking in a big-picture way, often referred as High-level or Central Approach. It definitely requires navigational bend or the Low-level construal(s) for the policy to blossom. One has to understand the Construal level theory (CLT) as every process of change starts from the High level Construal moves towards the lower Level Construal that is more the moving from the abstract towards the concrete traversing the temporal, spatial, social and hypothetical to uncover the possibility of happening from the non-happening.

Hind side, India is facing the most difficult situation in term of surface and groundwater which many of the developed worlds is not facing. The potable/sweet water finiteness, pollutions through CO<sub>2</sub> and Methane is bound to impact India and the Globe also. Just like land the sweet and potable water is also finite and it is essential for survival of human kind and business. Annual Per capita water has declined by 75% from 6,042 cubic meters in 1947 to 1,486 cubic

meters in 2021. The water bodies have reduced also and in years to come in India it will further reduce owing to population stress over land and obviously the demand for buildings<sup>9</sup>. From being importer of Wheat, India is today exporting wheat which is output of inorganic production process. Thus owing to mono cropping and inorganic process the crop production the sub-surface and underground water levels are declining. Added to it is the emission of CO<sub>2</sub> and methane which are the main sources of Green House Gas pollution.

The generation it will address is largely the 'Net Workers' or some who nurture a culture of commitment and trust; understand value in their own terms with urge to solve finding a customer within a customer and building a community which is more reliable than family or peers. Kotler has referred them as 'Netizen'. It is namely the Generation Z<sup>10</sup>, this is the generation born between 1995-2010. This is the generation that shows a consumption pattern of **uniqueness, unlimited options** and being **ethical** in their choices quite contrary to the early generation of 'Y' that focused on 'Experiences', 'Festivals' and 'Flagship' choices. Since generation 'Z' is ethical they have considerable faith in digging and truth and quickly unfollow the path of 'Y'. Green marketing here-in can chip in with this concept of green as the individual survival, good health and financial wellbeing is being questioned by the post corona phenomena. Green marketing is normally 'Normative' as it does not believe in individual taste and well being it believes in group well being. The market focus is on the delivering the certified green products at affordable cost, selectively following the mantra of 'Value Innovation'<sup>11</sup>. At this juncture Business Strategy with focus on Demographics-Psychographic Positioning - Life Style Marketing is amenable for the second 'Largest Democracy' of the world. **The author here-in is stating that it is a business strategy and not a market strategy that the nation has to follow as the country has to have sustainable policy. The market strategy is short term and the business strategy is long term focusing on national development of economy and asset contrary of market strategy.**

## **2) If it is so, what will be the group and their orientation?**

In the book 'Cultural Creatives' by Paul Ray and Sherry Anderson argue that largely under the radar of the mainstream media -50 million people of adult American population, cared much of the so-called hippie concerns of 1960<sup>12</sup>. These include 1) personal spiritual growth, 2) Human right and 3) ecology and serve as guiding principles for how cultural creatives conduct their lives and respond to the world around them. The present terminology 'LOHAS' is present in the book. The full form of this abbreviation is 'Lifestyles and Health Sustainability'. Incidentally it is worth mentioning that cultural creatives were initially unaware of themselves as part of the social force. They were a loosely yet connected **subculture** of primarily college-educated, middle class people who simply shared a distinct way of thinking of the world

## **From Subculture towards the Market**

LOHAS is a distinct market segment<sup>13</sup>, they are active at home and within their communities, they readily accept the sustainable products and services, support the programs pertaining to environmental and social consciousness and in this respect they walk the talk. This segment seeks out information to ensure the products they purchase and synchronize with their discerning environmental and social standard. They are skeptic of paid media; therefore they frequently consult the Internet and social among other sources of information. They definitely are the ones' seeking social and esteem needs.

When we care we share. **The purpose is arousal of the drive.** Sometimes it is High Arousal or Low Arousal. The **emotions** are two Positive and Negative. Building a matrix we get the matrix stated below:

	HIGH AROUSAL	LOW AROUSAL
POSITIVE	<b>Cell 1</b> Awe Excitement Amusement	<b>Cell 2</b> Contentment
NEGATIVE	<b>Cell 4</b> Anger Anxiety	<b>Cell 3</b> Sadness

(The table is modified and adopted from Jonathan Berger Pg109)14. The author is marketing academic and professional; therefore, it is advised that one should operate in or between Cell(s) 1, 2, and 4.

A key factor in driving products to **catch on is public visibility.** If something is built to Show, its built to grow. This phenomena play out all the time in social media communication. In other word the 'Herd' mentality is followed. The audience adhere to it resolve their uncertainty. Social proof even plays a role of some kind of testimony. This idea convergence is remarkable. It states that it is difficult to copy what cannot be seen. Making things more observable makes them easier to imitate, which make them more likely to become popular. Under the circumstance, one has to make the product and ideas more public. One needs to obtrusively present and demonstrate along with subtle questions and answers, thereby create behavioral residues that stick around even after one espoused the idea.

**The issue at hand is whether the product or idea helps the person or others. One has to craft the content looking at the usefulness.** The issue could be any, from idea generation to health or saving money. The billion dollar question is how to make the content and its execution seems to the audience a good deal. The value generated should be incredible both monetarily and otherwise. The knowledge and its subjective nature need to be packaged, such that it is discreetly shift able and usable

**One need to build a psychological cover that allows the audiences to talk** about a product or idea with no trace of that being an advertisement. It should have components which have lesser components of contradictions or conflict and more of agreement with the target audiences and along with it elements of dramatization. Information travels under the guise of what may seem like idle chatter. One needs to make it more than a story by installing in it the 'Virality'. One need to make the message so integral as people cannot tell without it.

Rather than a top down the strategy should be bottom up and it should look like



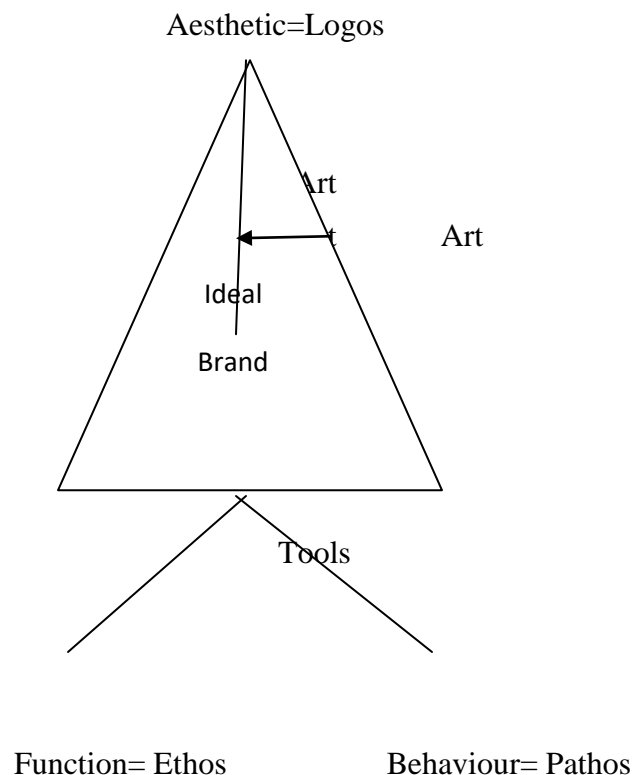
(Sourced: Modified from Winsor John., pp.177

One need to build a psychological cover that allows the audiences to talk about a product or idea with no trace of that being an advertisement. It should have components which have lesser components of contradictions or conflict and more of agreement with the target audiences and along with it elements of dramatization. Information travels under the guise of what may seem like idle chatter. One needs to make it more than a story by installing in it the 'Virality'. One need to make the message so integral as people cannot tell without it. The author humbly submits that since 'Radical Trust'<sup>16</sup> is the call of the day, simply stating the content generation to be the way towards the emancipation of thoughts and passage therefore towards 'Search Advertising' for the firm, which the firm looks as an opportunity one has to be careful that 'Ethics' should not be underplayed while such trust in consumers and the advertising search process is carried.

### 3) How to navigate the bends to reach these goals?

The radical trust is true for consumer related models of the man<sup>17</sup>: 1) the economic man, 2) passive man, 3) the cognitive man and 4) the emotional man and more so for the passive, cognitive and emotional. While understanding what to purchase they are guided by the ideal brand pyramid. Here in it refers to the social marketing of this concept 'Life Style Marketing for Environment and Sustainability". **One has to understand that any social marketing program is worth the attention**

**by the audience when it has the voice of value or money.** It becomes a brand in itself for audience to buy. One has to draw in the ideal brand pyramid.



The Ideal Brand Pyramid

**(Sourced:** Modified from Fisher and Sherry pp 56)

The Aristotle's philosophy exactly of Rhetoric, Poetic and Aesthetic, does not fit here (i.e., literal sense is not working). The ethos stands for 'What is being presented'? Similarly, Pathos stands for Emotion, which is indirectly asking of who are the people involved and what is psychosocial, intellectual and emotional participation? The Logos is 'how it is being presented?' ' Lifestyle Marketing' of the green should have aspirational value here in it is the aesthetics.

The function that is being presented is the outcome of technology and attribute/functions. One has to understand that the attributes do not matter unless they deliver benefits for the 'Unique Consumer Response' (UCR). The UCR will be different for different person and is hard to be pin-pointed. However, one can broadly state that when 'Value Innovation' is done then the degree of UCR is more. Value innovation is a state where cost/ price is notably less and value offering is phenomenally high. The value offering becomes phenomenally when the technology base changes.

Using the Construal Level basis, following the guidelines of High Level Construal it is possible to sell Green and Sustainability as a life style if the following three<sup>19</sup> becomes the core mission of the Life Style Marketing firm.

- 1) Customer Group
- 2) Customer Need

### 3) Required Technologies

But the academic interaction that has been called for by the Hon'ble Prime Minister is to materialize the long term by the short-term, i.e., having a low level construal. This requires defining Environment and Sustainability. "The complete range of external conditions under which an organism lives, including physical ,chemical and biological factors, such as temperature, light, the availability of food and water, and the effects of other organisms"<sup>20</sup> is referred as 'Environment'. Sustainability has been defined as "the degree to which activity can be sustained without causing harm to environment or the depletion of non-renewable resources."<sup>21</sup>

On the platter of the firm the Green Product or Services are defined by Elkington, Hailes and Makower<sup>22</sup>, the following are the characteristics of green product:

- Are not dangerous to people or animals.
- Do not damage the environment in manufacture, use or disposal.
- Do not consume a disproportionate amount of energy in manufacture, use or disposal.
- Do not cause unnecessary waste.
- Do not involve unnecessary cruelty to animals.
- Do not use materials from threatened species or environment.

While what will be the '**Dharma**' (**charecteristics**) of the product is very clear. It is important to know that the navigational bends to the Life Style of Green Marketing is slightly different. An international study found that while consumers said that they like ecological friendly products (attitudinal data) but behavioral data showed that only  $\frac{1}{3}$  of the respondents (behavioral data) actually bought such product, most of the respondents did not know which lifestyle changes (psychographic) are the best means to reduce global warming<sup>23</sup>. One finds that behavioral data for assessing the life-style of Environment is the yard stick Here in the author submits that while 'foot-in-the-door technique"<sup>24</sup> may happen but cannot be the basis of conclusion for the Life Style Environment Marketing as internalised. This strategy is based on the technique that individual look at their prior behaviour compliance with minor request and conclude that they are the person's to say 'Yes' to such request. While the (basic) need, namely, power, affiliation and achievements are true as motivators in case of Life Style Environmental Marketing they may not be so as compliance of norms are important pertaining to the 'Green'. On the march will be the strategies of the firm then the rules as stated by Sun Tzu<sup>25</sup> are the following:

- 1) Occupy strong natural position.
- 2) Always seek the High Ground.
- 3) Make an estimate of the situation.
- 4) Discipline can build allegiance.

A brief deliberation of each is worth understanding as methodology of looking into is worth the analysis. The natural position refers to area(s) or core-competence leading to unique green product (say the case of Baba Ramdev offering the bottom of the pyramid 'Dant Kranti' the

ayurvedic toothpaste an offer of price and value perception. It could also mean going back to one's root. The perception here is "what we are matches what we really are?" All who tried copying has failed; often they have failed owing to not understanding the subtleties.

The concept of high ground is based on firm's ability to own a position wherefrom one can see the activities of other competitor and not vice-versa and this would enable the firm to control the activity (ies) of the competing firm(s). Transposed on business this means positioning and occupying a key strong point in mind. The firm occupies this position because it is the leader or because of significant differentiation.

As one is on high ground the eagle like approach will be liked by firm, it will attack where real superiority it senses exists. The estimation will lead one to the following questions:

- 1) What position the firm owns?
- 2) What is the target position the firm wants to hit?
- 3) Who do we have to outmaneuver?
- 4) How much resource expenditure and time will it take?
- 5) Can we stick it out?
- 6) Will the result justify the expense?

These questions will lead to proper estimation of the situation the disciplining by the leader is required because he/she /agency role is not to be liked or disliked in case of the 'Green'. At times hard and non popular decision need to be taken. The firm/its manager has to understand that techniques and people both matter Being fair and impartial does not mean being impersonal. At times, hard decisions must be made ceasing which the firm/its manager abdicates the authority leading to failure in bringing change in 'Life Style Marketing for Environment and Sustainability'.

#### **4) What are the consumerism quagmire that it will have to address ?**

Jack Welch of General Electric once observed " The value decade is upon us. If you can't sell a top-quality product at the world's lowest price, you are going to be out of the game", this line may look simple or common knowledge yet it is not so, contrary to Michael Porter both do not go together, but Jack Welch says so. Welch subtly is stating that high differentiation and low cost is the success to consumerism. Mastering the art of 'High Differentiation' and 'Lowering the Cost' brings concept **of 'Super Value Challenge' a term coined by Kotler. The Super Value Firms are the aspirational target of all. The Life Style is in Super Value Creation and Delivery in relevance to Green and Sustainability.**

**Concept of Consumerism is important pivot- 'Consumerism is a movement of consumers' seeking redressal and restitution against gaps in value expectations that they have accumulated while acquiring a standard of living'.**

Consumerism is the idea that increasing the consumption of goods and services purchased in the market is always a desirable goal, and that a person's well-being and happiness depend fundamentally on obtaining consumer goods and material possessions<sup>25</sup>

Antonides and Van Raaij have distinguished different types of general consumerism in reference to underlying political and social commitments<sup>27</sup>. The following are the types enumerated below.

- 1) Liberal consumerism which focuses on looking after the rights and increasing the powers of the consumers in the markets.
- 2) Responsible consumerism, that focuses on the societal responsibility of consumers.
- 3) Critical consumerism which focuses on questioning some features of the prevailing consumption system, e.g. demanding legislation and government action for better and safer products.
- 4) Radical consumerism that focuses on attacking the capitalist ideology of consumption, i.e., the inequity that prevails in the social system.

The four types of consumerism stated above of Antonides and Van Raaij as mapped by the author on market domain turns out as stated in the table below

Types of Consumerism	Domains of marketing
Liberal consumerism	Defining the market and understanding the value.
Responsible consumerism	Determine the value proposition.
Critical consumerism	Deliver the value.
Radical consumerism	Monitoring the value

The problem is in understanding the Responsible Consumerism, Critical Consumerism and Radical

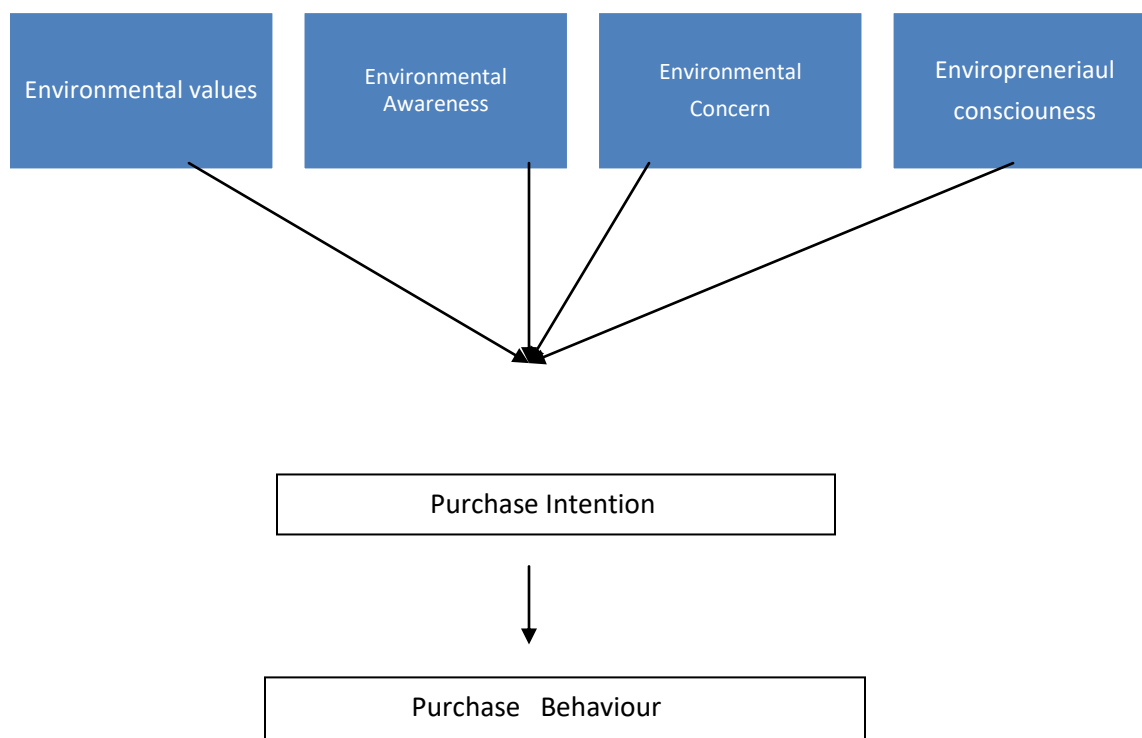
### Consumerism

Superimposed on it is the dawn of 'Green' consumerism- a growing preference among consumers for goods and services that are environment friendly- there seems to be little doubt that pursuit of economically responsible and environmentally friendly policies and practices across the entire spectrum of an organisation's activities is likely to become an increasingly important organisational imperative in the year's ahead.<sup>28</sup>

Green consumers are all searching for value. Value is the transformation of benefits and therefore is individual and is guided by his or her attitude. It owes its action to the Theory of Reasoned Action (TRA)<sup>29</sup>. This is followed by Theory of Planned Behaviour (TPB)<sup>30</sup> which states the inter-relationships between individual's beliefs and society norms with green buying behaviour. "The value of campaigning is declining and the value of **actual delivery and execution is rising**. Independent unbiased sources of analysis and assessment are emerging and the feasibility of bouncing off perceptions and opinions amongst family and friends and just likeminded fellow citizens is increasing exponentially"<sup>31</sup>. In the work of Rambalak Yadav, one finds that he has proven that there is a positive impact of TPB on green purchases in case of India. According to TPB work of Ajzen, three constructs are important in predicting intention, namely attitude, subjective norms and perceived behavioural control. The 'Sustainability' component in the Life Style Marketing for Environment refers to a concept shown below:



This leads to the Fact of Life Cycle Analysis<sup>32</sup> and the Green Marketing and the future for the commercial world will be sustainability, therefore the Hon'ble Prime Minister is true as the pathway shows.



(Source: Modified from Green Marketing pp.59 -Minakshi Taygi)

**There exists some pitfall to the Life Style Marketing for Environment and Sustainability.**

Three issues need to be highlighted while we talk now after presenting facts enabling the navigational bends:

1. Green Wash
2. Mint Green
3. Green Myopia.

In the age of using alternative energy while having 'Green Life Style' approach sometimes leads one to deeper issues of Green Wash<sup>33</sup> as state makes changes in the ordinance to favor issues of green relevant to the product. Green Wash is a term used to describe products of businesses, organisations, and individuals who exaggerate or make false claims about the environmental benefits of their products or services.

The ordinance has given benefit of subsidy in reference to the usage of solar panels this itself is a quagmire as one goes deeper into finite issues. The silicon chips require fresh sweet water for production while availability of such water is diminishing and polluted rivers are in progress.

Government of India like many other countries has asked (petroleum firms that) 'petrol' be mandatorily blended with 10% of Ethanol. One of the sources of 'Ethanol' in India is Jatropha plant. Jatropha plantation is remunerative for farmer as it has become a cash crop. But it is known that cultivation of the crop lowers the ground water table.

The reduction of fossil fuel usage is a goal for the 'Mint Green' market; therefore 'Petrol' usage in car is to be reduced. i.e., 'Mint Green market'. The 'Mint Green' is a concept to look for sustainable ways to replace an existing product or service (this is contrary to the 'Dark Green' where one ponders whether it is desirable to produce the so called Sustainable substitute, if so under what condition?).

The Motor Vehicle act of replacing erstwhile old cars and the incentive of lower road tax is provided as one purchases Electric Cars which is not without question. The most electric cars run on dirty fuel in India this is '**Thermal Based Electric Source**' of the car. Again this change will bring enormous wastes periodically. The LCA (life cycle analysis is being overlooked) should be done as 'Green Life Style Marketing and Sustainability' is emphasized. Hybrid Hydrogen power sourced vehicles would have been a better alternative for the mass rather than this knee jerk electric cars?

The Green Myopia<sup>34</sup> is a passion for the industry in which they forget to address the need of Blue Ocean strategy which also states that 'Value Innovation' added with customerisation is essential for the success of the product and the service. Green marketing must satisfy two objectives: Improved environmental quality and customer satisfaction. Misjudging either or overemphasizing the former at the expense of the latter is what can be called "Green Marketing Myopia." The 'LED Bulbs' are answering the green lifestyle with a better alternative. Good architecture answers the problem of reducing the use of finite energy and depending on the nature to address the problem. We design houses and fall into loop and de loops to handle the energy demand. Doing things right cannot be the solution for green, doing the right thing is the solution for green as time and space are becoming small and sustainability is knocking the door of the 'Green Life Style'. The Sri Aurobindo Ashram in Pondicherry has a guest house where the 'Air Condition' is not required despite its location being next to the sea and the weather being sultry. The author is unable to recall the name and admits it as his limitation in this writing. It is a marvelous piece of architectural work.

### Summary;

Every change in the social arena is subject to construal (mental) of super ordinate or central to the lower level of subordinate thought (short and ground level) in order to see the morphosis of change to occur in has the social space. But the change happens when the space allows the time

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to be proper to give it a say. The time of change is apt for the leader to think and design as India has outmatched the GDP growth rate of the second largest economy of China. It is FICCI stating that the GDP will be 7%. At the same time the country is going through. It is among the 10 largest per capita earning economies. At the same time is the shortage of ground and surface level potable water and increasing level of Methane and Carbon Foot Print. The lifestyle goes with building the brand and the interaction to be developed with the Z generation.

The sustainability with lifestyle is a function of Green Supply Chain and the Green Marketing. While navigational bends have been stated to reach the national objective, pitfalls also occurs and these need to be guarded as one sails on the boat of the green life style that is sustainable also.

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