

A Comprehensive Analysis of Emerging Trends and Consumer Perceptions in Green Marketing

Jyoti Jyoti*
Avadesh Singh**

Abstract

Emerging trends in green marketing influence strategies as businesses recognize the importance of environmental responsibility. Consumers are increasingly discerning when evaluating green marketing messages, seeking transparency and authenticity. Greenwashing, or deceptive ecological claims, is met with scepticism, emphasizing the importance of credible communication. The rise of conscious consumerism is another significant trend, as consumers consider the environmental impact of their purchases and favour brands that demonstrate social and environmental responsibility. Digitalization has also played an essential role in shaping trends and consumer perceptions, as social media platforms amplify the reach of green marketing messages and provide a space for consumers to share experiences and opinions. This research investigates the relationship between green marketing trends and consumer perceptions, focusing on positive attitudes and sustainable consumer behaviour patterns. It uses a SWOT analysis to identify strengths and weaknesses in green marketing strategies and opportunities and threats from external factors. The research aims to provide insights into the ongoing discourse on green marketing and sustainable consumer behaviour, offering a comprehensive examination of both internal and external factors shaping marketing strategies and consumer choices.

Keywords: environmental awareness, green innovation, green marketing, consumer perception, corporate social responsibility.

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* Research Scholar, Banaras Hindu University, E-mail- Jyotibhu708@gmail.com

** Assistant professor, Faculty of Commerce, Banaras Hindu University, Email- avadhesh1212@gmail.com

1. Introduction

Polonsky's "An Introduction to Green Marketing" is a 1994 article that provides a comprehensive understanding of the emergence and early concepts of green marketing. The article discusses the origins of green marketing, its conceptual framework, challenges and opportunities, consumer perspectives, and practical strategies for implementing green marketing initiatives. Accessing the complete article through academic databases or libraries is recommended for a comprehensive understanding of green marketing (Polonsky, 1994). Green marketing promotes environmentally friendly products and services to encourage sustainable consumer behaviour. Key components include product innovation, transparent communication of environmental benefits, corporate social responsibility, green labelling and certification, and consumer education.

However, it faces challenges like greenwashing, where companies exaggerate their environmental efforts. Successful green marketing requires authenticity, transparency, and a genuine commitment to sustainable practices. Companies can meet the rising need for ecologically friendly products by addressing ecological concerns and promoting sustainable practices. In their article "Green marketing: legend, myth, farce, or prophecy?", Peattie and Charter (2003) critically examine the concept of green marketing, questioning its credibility and effectiveness. They use a qualitative research approach, providing a comprehension of the intricacies of green marketing. His study also discusses the challenges and opportunities associated with green marketing, its relevance to sustainable marketing practices, and its implications on different industries and businesses.

Their article contributes to the field by challenging prevailing notions and stimulating further discussions on green marketing's practicality and impact (Peattie & Charter, 2003). Consumer perception in green marketing is crucial as it directly influences purchasing decisions and shapes the success of sustainability initiatives. Key aspects of consumer perception include environmental concerns, trust and credibility, perceived value, knowledge and awareness, greenwashing impact, brand image, personal values alignment, and social influence.

Ecological problems are crucial as they resonate positively with environmentally conscious consumers. Trust is essential in green marketing, as consumers must trust the company's authentic environmental claims. Perceived value is another important factor, as consumers often weigh environmental benefits against price and quality.

Knowledge and awareness campaigns can enhance understanding and positively impact perception. Greenwashing, deceptive practices where a company falsely claims to be environmentally friendly, is vital for maintaining consumer trust. Brand image is also intertwined with green marketing efforts, and a positive association with sustainability enhances the brand's reputation. Personal values alignment is essential, and societal norms and peer influence can shape consumer perception. Overall, authenticity, transparency, and alignment with consumer values are crucial for the success of green marketing initiatives. Therefore, this study explores green marketing, focusing on emerging trends and consumer perceptions in the context of sustainability and environmental responsibility. As society becomes more aware of ecological challenges, Companies must modify their tactics to conform to shifting consumer values.

2. Review of the Literature

Green marketing trends, consumer perceptions, and strategies provide a comprehensive framework for understanding the evolving relationship between businesses, consumers, and environmental consciousness. "Green Marketing: Challenges and Opportunities for the New Marketing Age" by Jacquelyn A. Ottman provides a comprehensive overview of the emerging field of green marketing. The book explores green marketing's development, challenges businesses face in integrating environmental considerations, opportunities for sustainable business practices, consumer perception and behaviour, strategies for successful corporate social responsibility and green marketing (CSR), and case studies and practical examples.

Ottman traces the historical development in terms of green marketing, discusses the obstacles that businesses, and offers perceptions into the minds of consumers and behaviour. It also discusses the

concept of corporate social responsibility and how companies can synchronize their advertising campaigns with broader CSR initiatives to improve their environmental credibility (Ottman, 1998). Chan's study explores the elements impacting consumers' decisions to make environmentally friendly purchases among Chinese consumers, focusing on psychological and marketing influences. Key findings include cultural, social and peer influences, perceived consumer effectiveness, environmental knowledge and awareness, marketing strategies, and product characteristics. Cultural values and beliefs significantly influence consumers' environmental awareness and decisions. Social norms and group dynamics contribute to the adoption of environmentally friendly products.

Environmental knowledge and awareness are key determinants, and well-informed consumers are more likely to make green choices. Marketing strategies, such as eco-friendly campaigns and clear communication of environmental benefits, positively influence consumers. His research offers insightful information about the Chinese consumer context and the elements impacting green purchase decisions (Chan, 2001). Lyon and Maxwell's (2003) research on environmental economics and policy explores the effectiveness of self-regulation, taxation, and public voluntary environmental agreements in promoting sustainability. Their study emphasizes the importance of self-regulation, where firms adopt environmentally friendly practices, and the role of taxation in incentivizing firms to internalize environmental costs. It also examines public voluntary environmental agreements involving collaborations between public authorities and firms to achieve environmental objectives.

Their investigation offers insights into the conditions under which self-regulation, taxation, or public voluntary agreements might be most effective, contributing to the ongoing discourse on environmental policy design and implementation (Lyon & Maxwell, 2003). Maignan and Ferrell's 2001 study explores the antecedents and benefits of corporate citizenship in French businesses. His research, published in the *Journal of Business Research*, reveals internal motivators, regulatory influences, and societal expectations. It also

highlights the benefits of corporate citizenship, such as improved reputation, customer loyalty, and employee satisfaction. It also provides insights into the French business environment, including cultural factors, legal frameworks, and industry dynamics (Maignan & Ferrell, 2001). Peattie and Peattie (2003) examine the relationship between social marketing and commercial marketing theory.

The historical reliance on commercial marketing theories advocates for social marketing as an independent field, discusses the emergence of unique theories, highlights the application of social marketing principles, and explores the potential of interdisciplinary perspectives in developing social marketing theory. This is significant for those interested in the evolution of social marketing and its distinctiveness from commercial marketing theories (Peattie & Peattie, 2003). "Green Marketing Myopia" explores the risks of a short-sighted approach to environmental marketing. They define "green marketing myopia" as focusing on short-term gains over long-term sustainability. It compares short-term gains with long-term sustainability, highlighting instances where companies prioritize immediate benefits over long-term environmental impact. It includes case studies and examples to illustrate these issues.

Key issues related to myopic green marketing practices are identified, and recommendations for mitigation are offered. This is valuable for researchers, practitioners, and policymakers interested in green marketing's challenges and opportunities (Charter & Polonsky, 1999). "Opportunities for Green Marketing: Young Consumers" examines young consumers' preferences, attitudes, and behaviours toward environmentally friendly products and marketing strategies. It focuses on understanding young consumers' environmental awareness, analyzing green marketing strategies aimed at youth, identifying market engagement opportunities, exploring influencing factors, providing case studies or examples, comparing green marketing preferences with other age groups, and discussing challenges and limitations associated with green marketing to young consumers. It is valuable for marketers, researchers, and businesses interested in engaging young consumers in sustainable and green practices (Lee, 2008).

Starik's 1995 article "Should Trees Have Managerial Standing? Toward Stakeholder Status for Non-Human Nature" explores the ethical considerations and conceptual framework surrounding granting non-human entities, such as trees, stakeholder status in business decision-making. The review presents arguments supporting this concept, exploring ethical, ecological, and sustainability perspectives. It also delves into philosophical and ethical foundations, historical context, challenges, criticisms, implications for business practices, and comparative analysis with human stakeholders. This article is relevant for scholars, ethicists, and business professionals interested in the evolving ethical dimensions of stakeholder theory and environmental sustainability (Starik, 1995). Hansen's 2003 "Trust in Management and Performance: Who Minds the Shop While the Employees Watch the Boss?"

This paper aims to introduce trust in management, a theoretical framework, a link between trust and performance, employee perspectives on management, factors affecting trust, comparative studies, employee monitoring and trust, trust as a mediator, and empirical studies. It also covers topics such as employee monitoring practices, trust as a mediator and empirical studies. Access to the complete paper is required for a comprehensive understanding (Hansen, 2003). (Banerjee et al, 2003) introduced the concept of corporate environmentalism, its origins, and its influence on business practices. It explores factors such as regulatory pressures, consumer expectations, and internal motivations that shape a company's decision to adopt environmental practices. It also examines the impact of industry type on corporate environmentalism, regulatory frameworks, consumer attitudes, and internal motivations.

Studies that compare various industries and barriers to adopting environmentally friendly practices are also covered. It also examines the consequences of corporate environmentalism on marketing strategies, brand image, and consumer perceptions (Banerjee et.al, 2003). Hartmann, Ibanez, and Sainz discuss green branding, its increasing importance in marketing, and how it affects customers' attitudes. It explores the distinctions between functional and emotional positioning strategies in green

branding, their effects on consumer attitudes, and previous studies on green branding effects. It also discusses customer opinions of green brands, the consequences of functional positioning, and the effects of emotional positioning. It also compares the efficiency of functional and emotional positioning strategies, explores consumer behaviour and green branding, and examines factors influencing attitude formation, such as trust, credibility, and perceived sincerity.

It also touches on methodologies used in studies assessing green branding effects (Hartmann et.al, 2005). Gössling and Peeters discuss tourism's global environmental impact, focusing on its growth and significance over time. It provides a historical overview of tourism's environmental impact from 1900 to 2015, examining key trends, developments, and contributing factors. It also discusses various methodologies to assess tourism's environmental impact, including carbon emissions, biodiversity loss, water consumption, and waste generation. It also discusses regional disparities, contributors to environmental impact, the evolution of tourism patterns, sustainable tourism practices, future projections, and policy implications for managing and reducing tourism's environmental impact. Accessing the complete article is necessary for a comprehensive understanding (Gössling & Peeters, 2015).

Biswas and Roy focus on Customer behaviour in the developing nations of the East, highlighting unique factors influencing purchasing decisions. They discuss the global growth and adoption of green products, emphasizing sustainability considerations. It explores factors influencing green purchasing, including cultural, economic, and social considerations. It also discusses perceived benefits and barriers, awareness and knowledge levels, cultural influences on green consumerism, comparative studies across economies, how well marketing and communication strategies work, and obstacles and possibilities associated with promoting and adopting green products in emerging economies. To access the complete article, access it through academic databases or libraries (Biswas & Roy, 2015). Sharma and Iyer explore the relationship between green marketing initiatives and brand equity.

It presents a conceptual framework, defines green marketing and brand equity, reviews previous studies, delves into the elements that comprise brand equity, discusses the function of environmentally friendly advertising in building brand equity, explores consumer perceptions and attitudes, examines the credibility of green claims, and compares green marketing's effects across different industries. It also discusses methodologies used in assessing brand equity and identifies gaps in existing research. Accessing the complete article is essential for a comprehensive understanding of Sharma and Iyer's arguments and insights (Sharma & Iyer, 2012). Green and Peloza's study focus on the role of advertising appeals in shaping consumer behaviour towards environmentally friendly consumption. It discusses various advertising appeals, their effectiveness, cognitive and emotional appeals, consumer attitudes towards green advertising, behavioural outcomes, message framing, societal and cultural influences, and comparative analysis across products or industries.

It explores the effectiveness of environmental appeals, cognitive and emotional appeals, consumer attitudes, behavioural outcomes, message framing, societal and cultural influences, and advertising appeal types of obstacles to environmentally friendly consumption (Green & Peloza, 2014). Boulouta and Pitelis introduce the concept of Corporate Social Responsibility (CSR), its definition, components, evolution, and impact on national competitiveness. It explores the concept of national competitiveness, theoretical frameworks linking CSR and national competitiveness, the impact of CSR on economic development, the role of business ethics, comparative analysis across countries, government policies and CSR, and challenges and opportunities associated with implementing CSR initiatives at the national level. It also discusses the role of business ethics in CSR initiatives, the comparative analysis across countries, and the influence of government policies on CSR integration.

The complete article is essential for a comprehensive understanding (Boulouta & Pitelis, 2014). Wagner and Schaltegger discuss the increasing importance of corporate environmental strategies in business. They cover several corporate environmental

strategies, such as proactive, reactive, or sustainable approaches. It also explores environmental performance metrics, linking environmental strategy to competitiveness, and its impact on economic performance. It also discusses the EU manufacturing sector and its comparative analysis across companies. It also explores the role of innovation and technology in supporting corporate environmental strategies. It also discusses stakeholder perspectives on environmental strategies and policy implications for companies and stakeholders. Access the complete article through academic databases or libraries (Wagner & Schaltegger, 2003).

The evolving landscape of green marketing emphasizes the significance of sustainability in branding strategies. It discusses the evolution of environmentally friendly advertising strategies, tools for sustainable branding, the way that consumers view green brands, case studies of sustainable branding, communication strategies in green marketing, challenges and pitfalls in green marketing, integration of sustainability in branding, market trends influencing green marketing, and the impact on corporate reputation. It also offers guidance for practitioners, summarising key strategies and tools for successful sustainable branding. Accessing the complete book is recommended for a comprehensive understanding of Ottman's arguments and insights (Ottman, 2011).

Research Objective

1. To find patterns and changes in sustainable consumer behaviour by evaluating and comprehending the dynamic relationship between new developments in green marketing and their impact on consumer perceptions.
2. The aim is to investigate and identify the main elements that make green marketing techniques effective at positively influencing consumers' attitudes, with an emphasis on how they affect the promotion of sustainable consumer behaviour.

Research Question

1. How do recent developments in green marketing affect consumer attitudes and

encourage environmentally friendly consumer behaviour?

2. What factors influence how well green marketing techniques influence consumers' perceptions and motivate them to make sustainable purchasing choices?

3. Methodology

This research uses a SWOT analysis methodology to analyse the internal and external factors influencing green marketing trends and consumer perceptions. The strengths component focuses on internal elements with a favourable consumer attitude towards eco-friendly products and services. The weaknesses aspect examines internal challenges that may hinder the effectiveness of green marketing strategies or create negative perceptions. The Opportunities section explores external factors that offer avenues for enhancing understanding of emerging trends and consumer perceptions, such as market trends or innovations that businesses can leverage to align more effectively with environmentally conscious consumers. The threats dimension examines external challenges that could pose risks to the success of green marketing initiatives. The systematic application of the SWOT analysis methodology aims to uncover insights that inform the broader goals of understanding, adapting to, and influencing the evolving landscape of green marketing.

SWOT Analysis

SWOT Analysis is a strategic planning tool to evaluate an organization's strengths, weaknesses, opportunities, and threats. It helps manage resources and achieve specific goals within a specific timeframe. Implementing SWOT analysis helps formulate business strategies based on internal and external factors. It provides a study of SWOT Analysis basics, its historical development, merits, and limitations, focusing on its historical development and application in various business activities (C R & K.B, 2023). SWOT Analysis is an organization's strategic planning tool to build organizational and competitive strategies.

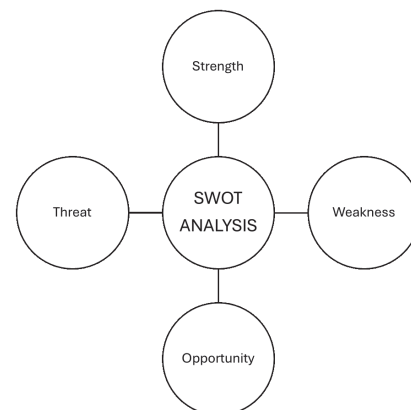
According to the System Approach, businesses are whole in interacting with their environments. SWOT

Analysis helps managers identify organizational and environmental factors, which can be internal or external. The acronym SWOT stands for 'strengths', 'weaknesses', 'opportunities', and 'threats'. The tool can be formulated as 'TOWS Analysis' or 'TOWS Matrix'. It is a crucial tool for situation analysis, helping managers identify organizational and environmental factors. The analysis has two dimensions: internal, which includes organizational factors, strengths and weaknesses, and external, which includes environmental factors, opportunities, and threats (Gürel, 2017).

SWOT analysis is a strategic planning tool that evaluates a business's strengths, weaknesses, opportunities, and threats. It helps identify areas of advantage, disadvantage, opportunities, and threats. Strengths include unique capabilities, resources, and skills, while weaknesses are areas that need improvement or vulnerabilities. Opportunities arise from market trends, technological advancements, or competitive changes. Threats include competitive pressures, economic uncertainties, and regulatory changes. SWOT analysis involves key stakeholders, considering internal and external perspectives, and informs decision-making and strategic planning processes.

Figure 1

SWOT Analysis framework illustrating strengths, weaknesses, opportunities, and threats.



Source: Author's presentation

Table 1*SWOT Analysis of Green Marketing*

STRENGTHS	WEAKNESSES
• Growing environmental consciousness stimulates interest in eco-friendly consumer behaviour. • Green marketing campaigns capitalize on consumers' desire for sustainable goods. • Evolving technologies enable new channels for efficient green marketing tactics. • Government policy and regulatory support encourage sustainable practices. • Data analytics tools deepen understanding of consumer behaviour.	• Inadequate knowledge of consumer preferences across demographics. • No established metrics to evaluate the success of green marketing initiatives. • Price-conscious buyers may be discouraged by the higher costs of eco-friendly products. • Resistance from traditional industries to adopt sustainable practices. • Risk of weakened consumer confidence due to greenwashing techniques.
OPPORTUNITIES	THREATS
• Growing demand for sustainable products creates new market opportunities. • Partnerships with environmental groups enhance outreach and credibility. • Customized digital green messaging enabled by new technologies. • Emerging markets show rising awareness of environmental issues. • Influencer and celebrity partnerships expand campaign reach.	• Market saturation and commoditization due to intense competition. • Decline in willingness to pay higher prices during economic downturns. • Negative publicity or disputes over environmental policies can harm a reputation. • Need for frequent adaptation of strategies due to shifting laws and policies. • Consumer confusion or lack of knowledge about the true environmental impact.

Source: Author's presentation

Strengths

The increasing environmental consciousness drives consumer interest in environmentally friendly practices. Green marketing campaigns can capitalize on this desire, and evolving technologies provide new avenues for efficient green marketing. Government policies and regulatory support promote sustainable practices, and data analytics tools enable a deeper understanding of consumer behaviour.

Weaknesses

Green marketing initiatives may be weakened by greenwashing due to insufficient knowledge of consumer preferences and motivations, lack of established metrics for success evaluation, potential price-conscious buyers being turned off by eco-friendly costs, and resistance from traditional industries to adopt sustainable practices.

Opportunities

Consumers are shifting towards sustainable products, creating a growing market opportunity. Partnerships with environmental groups enhance outreach and credibility. Digital marketing advancements enable customized green messaging. Emerging markets with growing environmental consciousness are entering the market. Influencer and celebrity partnerships can expand green marketing campaigns.

Threats

Due to intense competition, the green market may become saturated, leading to a decline in consumer willingness to pay higher prices for environmentally friendly products. Economic downturns, such as negative press or environmental policy disputes, may also impact a company's reputation. Changes in laws and policies may require regular modifications to marketing strategies.

4. Results and Findings

The study reveals a significant impact of green marketing developments on consumer attitudes, with a positive shift towards environmentally friendly behaviour. Innovations in green marketing strategies are identified as catalysts for this shift, influencing consumers to adopt more sustainable practices in their daily lives. The dynamic relationship between green marketing developments and sustainable behaviour is evident, with consumers exposed to novel green marketing approaches more likely to integrate environmentally friendly choices into their lifestyles. Effective green marketing techniques include clear communication of environmental benefits, credibility of green marketing initiatives, and alignment with consumer values. Transparency in messaging plays a pivotal role in shaping consumer perceptions. Authenticity and ethical grounding are essential elements that positively influence consumers' attitudes.

Trust is crucial in shaping positive consumer perceptions. An essential element contributing to the effectiveness of green marketing techniques is their alignment with consumer values. Strategies that resonate with consumers' values and beliefs regarding environmental responsibility have a

more substantial impact on motivating sustainable purchasing choices. The findings highlight the intricate dynamics between new developments in green marketing and sustainable consumer behaviour. Businesses should prioritize transparent communication, build credibility through authentic practices, and align marketing strategies with consumer values to maximize the positive impact of green marketing on sustainable behaviour. Additionally, ongoing innovation in green marketing approaches is crucial for maintaining consumer engagement and fostering a lasting commitment to environmentally friendly choices.

4.1. Discussion

The study aimed to evaluate the relationship between new developments in green marketing and sustainable consumer behaviour, revealing insightful patterns. The findings suggest a clear link between exposure to innovative green marketing strategies and changes in consumer attitudes. This highlights the need for businesses to stay abreast of trends understand the impact of new developments on consumer perceptions and shape a more environmentally conscious consumer base. The study found a positive correlation between exposure to these developments and heightened environmental awareness among consumers, which has implications for businesses seeking to leverage innovative green marketing strategies to foster a more sustainable mindset. The study also identified elements for effective green marketing, such as transparent communication of environmental benefits and authenticity in green marketing initiatives.

The study revealed that clear communication, credibility, and alignment with consumer values significantly impact how well green marketing influences perceptions. These elements collectively motivate consumers to make sustainable purchasing choices, allowing businesses to craft more impactful green marketing campaigns. The comprehensive exploration of objectives and research questions provides a foundation for understanding the intricate dynamics between green marketing and sustainable consumer behaviour, offering actionable insights for businesses seeking to enhance their environmental responsibility. Future research may delve deeper

into specific consumer segments or industry sectors, allowing for a more nuanced understanding of the evolving relationship between green marketing developments and sustainable consumer behaviour. Additionally, ongoing monitoring of emerging trends in green marketing will be essential to adapt strategies effectively and maintain a positive impact on consumer perceptions and behaviour.

5. Conclusion

The study investigates the relationship between green marketing developments and sustainable consumer behaviour, focusing on patterns and changes in consumer attitudes. It reveals clear patterns in sustainable consumer behaviour, with a positive correlation between exposure to innovative green marketing approaches and adopting sustainable behaviours. Key elements influencing green marketing effectiveness include transparent communication of environmental benefits, authenticity in conveying sustainability messages, and the credibility of green marketing initiatives and their alignment with consumer values. The study also reveals that positive attitudes cultivated through effective green marketing techniques translate into tangible shifts in consumer purchasing choices.

As consumers are motivated by environmentally friendly messaging, there is a notable increase in the preference for sustainable products and services. This real-world impact reinforces strategic green marketing practices' significance in influencing perceptions and consumer behaviour. The findings offer valuable guidance for future research and industry applications, emphasising the need for ongoing adaptation and innovation in marketing strategies. Businesses can leverage these insights to refine their approaches, ensuring they remain authentically aligned with consumer values and contribute meaningfully to promoting sustainable practices. Future research could explore demographic or cultural influences on consumer behaviour and explore innovative strategies for enhancing the effectiveness of green marketing initiatives.

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