

Investigating how Congruence between consumers' environmental values and Marketing Information Influence Green Purchasing Behaviour in Sri Lanka

D.S.Rohini Samarasinghe¹

Many of today's environmental issues are directly or indirectly consequences of people's everyday behaviors. Green is waking up in Sri Lanka in terms of the increase in consumers' positive attitudes towards green products. In this context, an increasing amount of attention is given to understand the attitude-behavior gap of green purchase behavior by using alternative theoretical models. Socio-psychological research indicates that the environment has had an impact on consumer behaviour according to their pro-environmental attitudes and consumer's green values, belief and personal norms (VBN theory of Stern, 2000) whilst marketing research shows that green information have become effective contributors in motivating consumers to engage in green purchasing behaviour. However, there are no studies that address how this green information intervene the direct link between VBN variables and purchase intention. This study addresses this knowledge gap and employs the VBN theory in developing its conceptual model with modifications in bringing its major argument on how marketing information plays a significant role in shaping consumers' green specific intention and hence effective in predicting actual behaviour. The purpose of the study is to investigate the role of congruence between individual's value orientation and consumer perceived green marketing information in bridging the gap between green attitude and purchase intention. A random sample of 500 consumers will be taken for data collection. Dimensions for the study are identified and they are measured through Likert-type scales. The data will be collected through a self-administered questionnaire and used regression analysis. This study will provide to product planners with valuable insights on consumer behaviour as applicable to the Asian region in order to develop effective green strategies.

Keywords: green consumer behaviour, environmental values, green information, value congruence, asian region

Contemporary marketing literature makes use of the pivotal role of sustainability requirements in shaping how business operates in the 21st century. A sustainable development means a compromise between environmental, economic and social objectives of society. Thus, developing strategic competencies through generic strategies are not sufficient. Emergence of social responsible marketing orientation has become a dominant role in business practices and environment as one of the social responsible marketing issues has become key role to minimize natural environmental damage. Social concerned about the environmental aspect of marketing has viewed and implemented in different ways. Marketing researchers have found a new line of research that has been given different terminologies such as ecological marketing (Fisk 1974), environmental marketing (Peattie 1995), Greener Marketing (Ottman 1994, Polonsky 1994, Carlson et al., 1993, Davis 1992, D'Souza 2004, 2006 & 2007), enviropreneurial marketing (Menon & Menon 1977) and sustainable marketing (Charter et al 2006, Fuller 1999). Kotler (1985) uses the term "societal marketing concept" to cover social and environmental responsibilities. These terminologies are normally considered the similar field of study: the analysis of how marketing activities influence on the environment and how environment variables can be incorporated into the various decisions of marketing. However, the change from ecology to green was accompanied by a change in focus from environmentalism to sustainability. Therefore, in this present study is employed the term "green marketing"; it defines as marketing activities that attempt to reduce the negative social and environmental impacts of business (Peattie 1995, Ottman 1994, Polonsky 1994).

¹ Department of Marketing management, University of Sri Jayewardenepura, Sri Lanka – e-mail: rohinisamarasingha@yahoo.com

Today, many consumers also believe that environmental issues are one of the pressing problems facing every society. The practice of green marketing and the force of 'going green' are now extending to the Asian region where environmental threats are disturbing governments and citizens. Sri Lanka is an Asian society, its environment quality lags far behind when compared to the developed countries. Research evidence suggested that citizens in Asian societies are increasingly becoming conscious of alarming environmental problems and government policies and business strategies in many Asian countries are being reshaped to give more consideration to long-term sustainable developments including environmental protection (Johri & Sahasakmontri, 1998, Kaman 2008).

Moreover, compared with what has been happening in the West, government, policy makers and companies in Sri Lanka are now at the stage of green awakening. For examples based on observations and some speeches entail that recently, the government and some citizens of Sri Lanka have become conscious to the seriousness of the environmental issues and health problems. Sri Lanka aspires to motivate people to choose healthy/organic food products, reduce pollution through new regulations and environmentally safe consumption as less carbon emission. Apart from some change in consumption tendency has been observed recently in Sri Lanka need in terms of the increase in consumers' knowledge, environmental concern and positive beliefs towards eco-friendly, safe, and cleaner products that do not pollute the environment. An important task here is to undertake a research on eco-orientation because even though environmental concerns are critical part of corporate social responsibility and ethics frameworks, researches have largely ignored eco-specific area related to consumer behaviour, values, norms, culture and so forth. In Sri Lanka, there is no research has been conducted in the area of eco-orientation.

As such values and responses towards green products are contextually different. Although sustainable/green marketing has reached a global dimension, the demand is still unstable and the market conditions and standards differ from market to market or culture to culture. Thus, this study will provide to product planners with valuable insights on consumer behaviour as applicability to the Sri Lanka in order to develop effective green strategies.

Furthermore, in practice, greening is no so longer appropriate until consumers are willing to accept it. Thus, consumers are motivating to change their consumption pattern in order to reduce environmental harm. In this context, green consumer behaviour for sustainable consumption paradigm has become mainstream therefore, it is important to study what factors influence the consumers' green products selection and purchasing decision process. Studies state that consumers' values and beliefs need to be considered when examining the influences that affect purchasing decisions (Follows & Jobber, 1999; Hoyer & MacInnis, 2004; Baker & Ozaki, 2008). As these findings value have been identified as key determinants of attitude and behaviour. Baker & Ozaki, (2008) define value as enduring beliefs that given behaviour is desirable or good and valuing the environment and Reser and Bentrupperbaumer (2005) explains environmental values play a primary role in pro-environmental behaviour: as values affect people's beliefs, which then have influences on personal norms that lead to consumers' pro-environmental behaviours. The social psychological theories provide dimensions to analysis environmental attitudes and people's pro-environmental behavioural intention (this is interchangeably use environmental significant behaviour –ESB, environmental friendly behaviour). Stern et al., (1995) VBN theory explain that environmental individual's values, beliefs from attitudes towards behaviour, which is then translated into intention of behaviour. They explained intentioned as immediate predictor of purchasing behaviour and provide a hierarchy of value- attitudes-

intention- behaviour as the conceptual framework for behavioural studies, but environmental researches have not totally tested in this process in the purchase of environmentally responsible products.

In this context, environmental values are seems to be motivated pro-environmental or green purchasing behaviours. But this outcome couldn't be confirmed. That means an individual's value and concerned about the environment does not necessarily behave purchase behaviour in general. There are some other factors influences between environmental values and behaviour related action. Researchers have identified this as "attitudes-behaviour gap" (also use "value-action gap"). In this sense, green promotion is to be effective when the product meets consumers' needs and aligns with their values. Therefore, this study will address green information is like to be good predictor within a gap between consumer values and behaviour in relation to green consumption. Studies have revealed that many businesses today have developed packaging, promotion and labelling strategies that are highly incorporated with environmentally friendly information to motivate green consumers.

Considering the above theoretical background, the study initially develop literature based conceptual model and test a model that explain the potential influences of different consumer values and green information as motivational domains of shape consumer green values-behaviour and action process. Thus this study main objective is;

To elucidate the role of congruence between individual's value orientation and green product information in influencing purchase intention through green beliefs and norms.

This study will attempt to empirically investigate on five sub-objectives to evaluate main objective of the study;

1. To explain the extent to which customers exhibit value orientation as key motive influence to the green purchase intention
2. To investigate the degree to which green information as key motive influence to the green purchase intention
3. To explain how congruence between consumer green value orientation and green product information lead to green purchase intention through components of VBN theory
4. To examine the green purchase intention always leads to actual green purchase decision? If not, why?
5. To find VBN & green information can help to serve consumers in different demographic profiles

Literature Review

In accounting for attitude- behaviour gap in purchase situations, researchers have used variety of theoretical reasoning in terms of conceptual models. Among those, Stern (2000) argues that attitudinal factors consisting Values-Beliefs-Norms (VBN theory), which highlights awareness-of-consequences beliefs are causally related to individual's environmental significant behaviour. According to VBN theory, pro-environmental behaviour is more likely to occur when certain values, beliefs, and personal norms (PNs) are in effect. The theory has been validated in a number of contexts such as consumer purchasing behaviours (Stern et al., 1999). In VBN theory, value theory (Schwartz, 1992), norm-activation theory (Schwartz, 1977), and the new ecological paradigm (NEP, Dunlap et al., 2000) are incorporated as the fundamental building blocks. This theory indicates that values toward behaviour-specific beliefs and personal moral norms guide to individual's action.

The VBN theory indicates that the relationship between values and actual behaviour is mediated by factors other than consumption specific attitudes. These factors are behaviour-specific beliefs and personal moral norms that guide the individual's actions. The first building block of VBN theory is values and it has been found that three value orientations are related to pro-environmental behaviours primarily biospheric, altruistic, and egoistic (de Groot and Steg, 2008; Hansla et al., 2008). The VBN theory in the next step shows that specific beliefs affect the behaviour of green consumers. Consequently, it has been found that if an individual is aware of the environmental consequences (AC) of a certain form of behaviour and ascribes responsibility ascription of responsibility (AR) to themselves for taking preventive action, a pro-environmental norm develops that has a high potential to affect actual behaviour (Stern, 2000; Bamberg and Schmidt, 2003).

AC and AR have been found positively associated with green consumer behaviours such as the acceptance of energy policies (Steg et al., 2005), recycling behaviour (Guagnano et al., 1995), and the reduction of car usage (Tanner, 1999). PNs have been found to be successful predictors of green consumer behaviour in many contexts. Widegren (1998) found that PNs influenced the willingness to pay higher prices for pro-environmental food, and Thøgersen (2002) found that PNs positively influenced the purchasing of organic wine. PNs have also been found to have a positive effect on the use of environmentally friendly travel modes (Hunecke et al., 2001; Nordlund and Garvill, 2003). A study by Minton and Rose (1997) that focused on green purchasing behaviour showed that PNs are related to purchases of a collection of low involvement non-durable consumer products. The results lend support to the assertion that PNs influence green consumer behaviours in terms of purchase intention and decision in low- to medium involvement contexts.

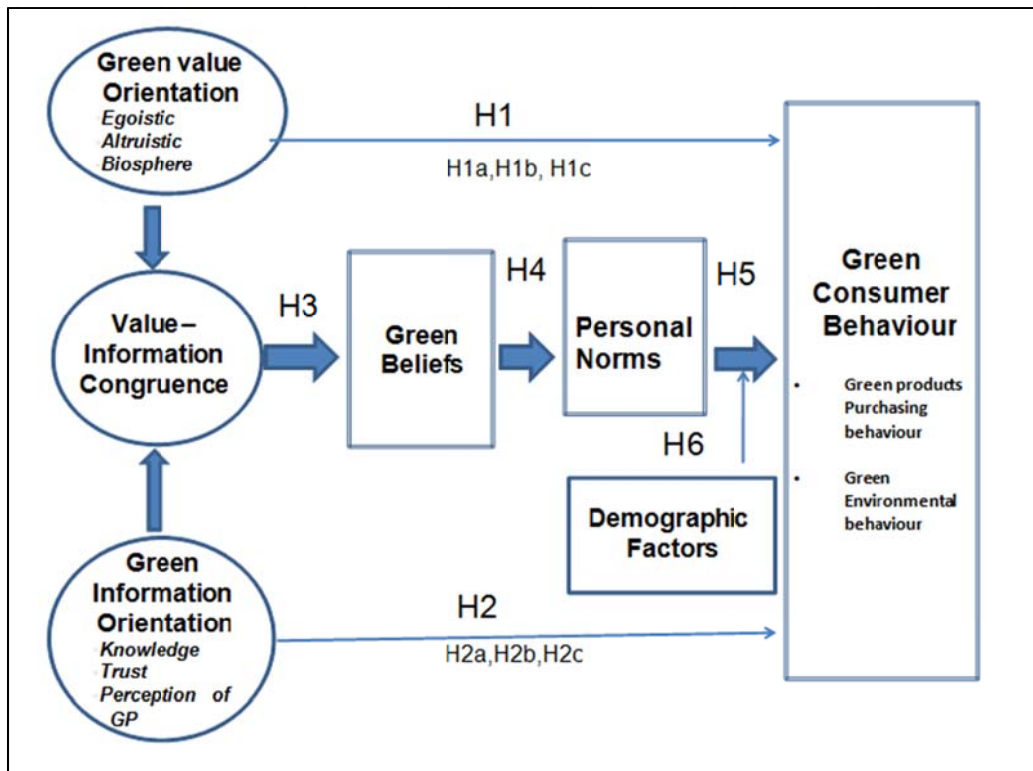
The study employs the VBN theory in developing its conceptual model with modifications in bringing its major argument on how marketing information plays a significant role in shaping consumers' green specific values, beliefs and norms which are closely linked to purchase intention and final buying decision. In literature, it is established that green information including green labelling, green advertising, and green word of mouth positively affects purchase intention of buyers. The role of green information has been operationalized in terms of knowledge and trust that consumers develop on products / brands. There are studies that ascertain the existence of a direct relationship between these two variables and purchase intention. However, there are no empirical studies that address how this green information intervene the VBN theory as a mechanism to strengthen its major linkages leading to purchase intention.

Hence, the study attempts to address this theoretical gap using the conceptual model that depicts how the similarity / congruence between green product / brand green information and customer green values influences the linkages in the VBN model leading purchase intention / decision (See Figure 1).

Research Hypotheses

Green Value Orientation

Values are distinct from attitudes or beliefs because they function as an organized system and are in generally viewed as determinants of attitudes and behaviour (Olson & Zanna, 1994). Values are typically conceptualized as important life goals or as normative standards that serve guiding principles important in a person's life (Rockeach, 1973). Schwartz (1992) modified this definition of values as "desirable transitional goals, varying in importance,



Note:

Green Beliefs measures = Awareness Consequences (AC) & Ascription Responsibility (AR) toward behaviour specific beliefs, Personal Norms = Sense of obligation to take Pro-environmental action

Figure 1. Theoretical Framework

which serves as guiding principles in the life of a person or other social entity”. He further clarified value as goals that they serve the interests of some social entity; they can motivate action giving it direction and emotional intensity; they can justify action and they acquire dominant group values through the learning experiences of individuals. Thus, they have mentioned that values are viewed as principles that guide the formation of attitudes and actions. Schwartz (1992, 1994) study has developed an instrument to measure dimensions of values which considered being universal. The instrument has represented ten value types with 52 value items composed under the four value categories: self-enhancement, self-transcendence, conservatism and open to change.

Stern et al., (1995) describe values are seen as “causally antecedents to worldviews, more specific beliefs and attitudes and ultimately behaviour. Consumers are therefore guided by their values and often seek to engage in consumption behaviours that comply with them. In theory build relationships between values and social psychological variables such as attitudes, beliefs, and behavioural intentions. These theoretical links have empirically proved that value orientations have to be strong predictors of pro-environmental attitudes and behaviour (Stern & Dietz, 1994; Stern et al., 1995, 1999; Karp 1996). For example, Stern et al., (1995) have shown that environmental attitudes and behaviour lead to formation of attitudes toward new or emergent attitudes objects such as the Ozone hole and global warming. Many other researchers have examined values in the environmental context and found relationships between consumption, environmental attitudes, recycling, political behaviour and others (e.g., Schultz, 2001). Thus, values may be a good predictor of attitudes toward emerging wants and we hypothesized;

H1: value orientation is positively influence the consumers' green beliefs and norms towards green purchase intention

Several theories have categorized environmental values in similar ways and value orientation is referred different value types. Schwartz & Blisky, (1987), have initially drown two types of values as collective values (Pro-social) and individual values (Pro-self). Garling et al., (2003) have mentioned pro-social (co-operators) value orientation means people focus on optimizing outcomes for others, whilst pro-self (non co-operators) means people who focus on optimizing outcome for themselves.

Schwartz (1992) revised pro-social values through empirical finding re-named it as self-transcendence (e.g., universalism, benevolence) and self-enhancement (e.g., power & achievement) and two other extended value components as conservation (traditional value) and openness to change (self-direction reflects independent thoughts and action). Research shows that especially the self-transcendent verses self-enhancement variable is related to different kinds of beliefs and pro-environmental behaviour. Stern et al., (1995) explained self-transcendence as a social-altruistic value orientation and self-enhancement as an egoistic value. Finally, they have proposed three distinction values, namely, biospheric, altruistic & egoistic and argued that these three value orientations may affect environmental beliefs, towards pro-environmental norms and related to green purchase behaviour. Schultz, (2001) has proposed biospheric, altruistic & egoistic values as three correlated factors to measure environmental concern. Some other scholars have categorized environmental values in similar ways. For example, Merchant (1992) distinguishes three ethics in his "Radical Ecology", ethics base on an individual ground is as an egocentric (egoistic); ethics base on society is as a homocentric or anthropocentric (altruistic), and ethics base on ecosystem is as an egocentric (biospheric).

Biospheric, altruistic values have been found to be positively related to pro-environmental behaviour while egoistic values have been found to be negatively influence to the pro-environmental behaviour (Stern & Dietz, 1994; Stern et al., 1998). Similar results have shown by Schultz & Zeleny (1998) indicating environmental concerns are positively influenced by altruistic values including biospherism, but negatively related to egoistic values. However, these three value orientations become important dimensions of predictor for green purchasing behaviour and the study proposed the following sub hypotheses;

H1a: Biospheric value orientation is positively influence the consumers' green beliefs and norms towards green purchasing intention

H1b: social-altruistic value orientation is positively influence the consumers' green beliefs and norms towards green purchasing intention

H1c: Egoistic value orientation is positively influence the consumers' green beliefs and norms towards green purchasing intention

Green Information Orientation

This study major argument is how marketing information plays a significant role in shaping consumers' green specific values, beliefs and norms which are closely linked to purchase intention and final buying decision. In literature, it is established that green information including advertising (Polonsky, 1994; Kangun & Polonsky, 1995; Welford, 1995; Schuhwerk & Lefkoff-Hagius, 1995) and labelling, (D'Souza et al., 2006; Carlson et al., 1993; Davis 1992; Peattie 1999) positively affects purchase intention of buyers.

Some studies have revealed that a wide variety of formal and informal sources of information were supported by consumers who demonstrated sustainable buying behaviour. For example Hartmann et al. (2005) claim that real information can encourage people to make green product choices. Little research has notified that honesty and informative labelling may have significant effect on the consumer pro-ethical or pro-consumerist purchasing behaviour (Shaw et al. 2005; Dickson and Sawyer 1990).

Sammer and Wustenhagen (2006) explain that eco-labelling is an important tool to overcome market failure due to information asymmetries for environmental products. Thus, this study will attempt to examine how consumers understand and respond to sustainability labelling. Thus, green information on labelling, advertising and other forms become influential solution for value-information processing for attitudes-behaviour gap, e.g., food companies have provided information about their products' carbon footprints as part of the front pack labelling used on their brands, electrical goods companies have provided energy savings labels on their products (Sammer and Wustenhagen, 2006).

It is also highly evident that consumers do perceive and demand appropriate label information and some researchers have found that consumer purchasing decision were often influence by environmental messages in product labelling (Polonsky 1997, 1998; D'Souza 2004). Even through research findings indicating strong support for labelling information, inconclusive result remains with how do consumers' understand/comprehend the information provided on labels. Based on the evidence of literature, the study formulated the following major hypothesis that:

H2: Consumers' comprehension of green information positively influences green purchase intention

The role of green information has been operationalized in terms of knowledge and trust that consumers develop on products / brands. There are studies that ascertain the existence of a direct relationship between these two variables and purchase intention. Research examined consumers' comprehension on labelling stand on knowledge, beliefs, values or attitudinal factors about the eco-labelling (Pettie 1995, D'Souza et al., 2004). The present study is limited to the knowledge of the label and beliefs towards the truth of the label information. Further, the above major hypothesis has been subdivided into two hypotheses for analysis purpose.

Knowledge of Green Information

Consumers on a daily basis are exposed to different types of labelling with messages on labels such as environmental friendly, ozone friendly, earth friendly, biodegradable, recyclable, renewable, and reusable. Some literature evaluation of the green market shows that most consumers appear ignorant in identifying the differences in environmental labels and consumers are unaware of regulations and information on such labels. Schuhwerk & Lefkoff-Hagius (1995) found that environmentally oriented consumers were differing in consumers' eco-knowledge and understanding of it. Thus, consumers' environmental knowledge is very important to understand green label information with product attributes. The literature reveals that consumers who are knowledgeable about the problems of environment can be motivated towards green purchase (Pettie 1995). Thus, it is hypothesized that:

H2a: Knowledge of green information positively influences green purchasing intention

The Truth of Green Information

Research indicates that the truth of label information has had a definite impact on consumer behaviour according to their environmental beliefs. Studies have expressed that honesty in labelling can influence the consumer pro-ethical or pro-consumerist purchasing behaviour Shaw et al. (2005), honesty and informative labelling may have significant effect on the consumer's pro-ethical purchasing behaviour (Dickson & Sawyer 1990). Further, Prothero et al. (1997) has found that marketers do not provide complete information to consumers and Polonsky (1998) reported that "not only information is incomplete but much of label information has been found to be inaccurate. Extend research indicates that some environmental friendly claims have been misinterpreted by the consumer or identified as misleading and false (Chase & Smith, 1992; West 1995). These findings imply that some consumers do not trust the information on label and it becomes one of the critical issues in green label strategy. As such accuracy and clear meaningful labels can influence consumers' purchase intention and it is hypothesized that:

H2b: Truth of green information positively influences green purchasing intention

Value – Information Congruence

In buying behaviour literature suggests that attention to product attributes is determined by internal and external factors (Mackenzie, 1986; Kotler, 2008). Mackenzie (1986) has suggested that internally driven salience results from personal characteristics are value and prior beliefs and consumers who have strong value and beliefs about the environment are likely to pay more attention to the environmental attributes of the products associate with externally driven results from variety of information such as advertising, personal selling and word of mouth. Thus, environmental information can be support to modify attitudes-behaviour gap of the consumer.

Further, Meglino & Ravlin (1998) stated that "values affects perception and behaviour; they also have implications for interpersonal interactions. That is, when person share similar value systems, they tend to perceive external stimuli in similar ways (e.g., interpersonal value congruence). In align with this we can argue individual's environmental values are congruent with his/her environmental information affect behaviour in similar ways.

In par with the argument of Hansala et al. (2008), an individual would select and believe in information that is congruent with his or her value orientation and deny that is not. Further, this view is supported by Stern et al. (1995) highlighting the fact that information congruent with an individual's values and world view would be more likely to influence beliefs and attitudes. Therefore, high level of individual value- product information congruence would develop specific information based beliefs. In line with this argument, a value orientation can be assumed to make individual focus on information that is congruent with his/ her value orientation. Thus, this hypothesizes that:

H3: consumer value-information congruence will have stronger beliefs and norms towards intention to purchase green products

Green Beliefs

Consumer's green/environmental beliefs have become effective contributor to identify target markets and motivate consumers to engage in green purchasing behaviour. According

to the Stern (2000), beliefs have been conceptualized as individual's awareness of the environmental consequences (AC) of a certain behaviour and ascription of responsibility (AR) to themselves for taking prevention actions, develop a pro-environmental norms which have a high potential to affect actual behaviour. Research indicates that the environment has had an explicit impact on consumer behaviour according to their environmental beliefs (D'Souza et al., 2007), environmental consequences and ascription of responsibility were positively associated with green consumer behaviour, e.g., recycling behaviour (Guagnano et al., 1995), willingness to reduce car use (Nordlund & Garvill, 2003).

Furthermore, Stern, Dietz & Guagnano (1995) indicate that information congruent with an individual's values and worldviews more likely to be influence beliefs and attitudes. However, there is no empirically conclusive evidence suggests that general green value orientation congruent with green information effect to purchasing intention for green products. Therefore, the study is hypothesized;

H3a: consumer's green values congruent with green information will have stronger and direct effect to personal norms toward green purchase intention

Personal Norms (PNs)

In combination with value-information, the proposed study model shows that specific beliefs affect the personal norms toward green purchasing intention. Personal norm is the last building block of VBN theory (Stern, 2000) which has the most related to actual behaviour. Personal norm defines as "feeling of a moral obligation to act, create a willing to act pro-environmentally". Research indicates that PNs may be good predictors for green consumer behaviour in many contexts, e.g., PNs positively influence of purchasing of organic wine (Thøgersen, 2002), environmentally friendly travel mode (Nordlund & Garvill, 2003). However, there is no empirical studies suggests that PNs congruence with green information effect of purchasing behaviour of green products. Therefore, following hypothesis can be developed;

H3b: Personal norms influence purchasing intention of green products

Socio-Demographics & Green Purchasing Behavioural Intention

Understanding environmental friendly/significant behaviour becomes more important because consumers have growing opportunities to express environmental values and attitudes. In fact some consumer research has focused on pro-environmental or green consumer behaviour and it was concluded that more research was needed on consumer needs and promotion (Davis, 1993; Simintiras et al., 1994). However, in late 1980s and 1990s main focuses of the green marketing research has dealt with environmental-friendly products with size of the green market, market potential, and the profile of the green consumers specially based on socio-demographics; age, gender, education and purchasing power (Roberts, 1990; Davis, 1993; Simintiras et al., 1994). For examples, the age variable has been explored in more green marketing researches. Roberts, (1996) has found positive correlation between age and environmental behaviour whist some other have shown that there is no significant correlation between age and environmental attitudes/behaviour (Kinnear et al., 1974). Some other findings explain that green consumers usually belong to the age group of 30 to 44, average or low income, women and better educated consumers (Ottman & Reilly, 1998); young people, men, better educated are more sensitive to environmental issues (D'Souza et al., 2005), however, there exist the some contradictory findings (de Paco, Raposeo & Filho, 2009). Further, Diamanatopoulos et al., (2003) summarized socio-demographic surveys made

in 1966-1994 to explain the green consumer and they were found among others, 39 studies on education, 31 studies on gender, 35 about age, and 21 studies with social classes.

Indeed, it can be concluded that numerous researchers explain characteristics of the green consumers explained to reflect and profile green consumers but it is still inconclusive and vary with different context and therefore it is one of the aspects for further research especially in different cultural contexts to identify green consumers. This study is also addressed demographic characteristics as moderating variable for green consumer behaviour.

Methodology & Proposed Analysis

The study will be used mixed methodology (both quantitative & qualitative) to achieve the objective of the study to examine the role of information in influencing value-action gap incorporate with VBN theoretical framework towards green consumer behaviour. Thus the study consist the following of two major phases.

Phase -01

A survey approach will be adopted. Initially the study will be used quantitative analysis to understand Sri Lankan consumers' values, beliefs, norms and green information toward purchasing intention of green products. Green attributes will be assessed using Likert scales and the data will be collected using a self-administered questionnaire. A sample of 300 consumers who are the regular purchasers or decision makers attending supermarkets located in (Colombo) the Western Province of Sri Lanka will be employed for the study. Since there is no sampling framework available with regard to the consumers, 1-in-K systematic sampling method will be employed in selecting sampling elements/customers. Data will be analyzed using both descriptive measures, ANOVA coefficient of correlations and regressions between variables. The survey instrument was measured to be both reliable and valid.

Phase - 02

The in-depth discussions and observations will be used as the further data collection method in order to explore how consumers' behave in the actual purchase situation rather than their self-reported behaviour. Consumers' observation method will be used specially in ethnographic research, where the researcher will live with groups of individuals and try to understand their actual behaviour and feelings and would interpret it from participants' perspective. In this approach, the researcher him/herself would be a part of the research instrument and try to understand a unique phenomenon from a Sri Lankan cultural paradigm.

References

- Ajzen, Ick . (1991) "The Theory of Planned Behaviour" *Organizational behaviour and human decision processes*, Vol. 50, pp. 179-211
- Ajzen, Ick. Fishbein, Martin (1977) "Attitude-Behaviour Relations: A Theoretical Analysis and Review of Empirical Research" , *Psychological Bulletin*, Vol. 84, (5), pp. 888-918
- Arquitt, Steven P., Cornwell, T. Bettina. (2007) "Micro-macro linking using system dynamics modelling: An examination of eco-labelling effects for farmed shrimp", *Journal of Macro marketing*, Sep 2007, Vol. 27 (3), pp.243-255

- Bjorner, T.B., Hansen, L.G., and Russell, C. S. (2004) "Environmental labelling and consumers' choice: an empirical analysis of the effect of the Nordic Swan", *Journal of Environmental Economics and Management*, Vol. 47, pp. 411-434
- Brundtland Report, *Our Common Future*, 1987
- Chatzidakis, Andreas., Hibbert, Sally., and Smith, Andrew. (2007), "why people don't take their concerns about fair trade to the supermarket: The role of neutralisation", *Journal of Business Ethics*, Aug2007, Vol. 74 (1), pp.89-100
- D'Souza, C., Taghian, M., Lamb, P. (2006) "An empirical study on the influence of environmental labels on consumers", *Corporate Communications: An International Journal* Vol.11 (2), pp. 162-173
- D'Souza, C., Taghian, M., Lamb, P.O. & Peretiatko, R. (2007) "Green Decisions: demographics and consumer understanding of environmental labels", *International Journal of Consumer Studies*, Issue 31, pp.371-376
- D'Souza, Clar, Taghian, Mehdi, Khosla, Rajiv. (2007), "Examination of environmental benefits and its impact on the influence of price, quality, and demographic characteristics with respect to green purchase intentions", *Journal of Targeting, Measurement & Analysis for Marketing*, Jan2007, Vol. 15 Issue 2, pp.69-78.
- D'Souza, Clar. (2004) "Eco-label programmes: a stakeholder (consumer) perspective", *Corporate communications: An International Journal*, Vol. 9(3), pp.179-188
- Diamantapoulos, A., Schlegelmilch, B.B., Sinkovics, R.R. and G.M. Bohlen (2003). "Can Socio-Demographics still play a Role in Profiling Green Consumers? A Review of the Evidence and an Empirical Investigation". *Journal of Business Research*, 56(4), 465-480.
- Finisterra do Paço, Arminda M. (2009) "Identifying the green consumer: A segmentation study", *Journal of targeting, measurement and analysis for marketing*, Vol.17 (1), pp17- (Full text is not available yet)
- Follows, S.B. and Jobber, D. (2000) "Environmentally responsible purchase behaviour: attest of a consumer model", *European Journal of Marketing*, Vol. 34 (5/6), pp. 723-746
- Gallastegui, I.G. (2002) "The use of eco-labels: a review of the literature", *European Environment*, Vol. 12, pp. 316-331
- Grankvist, G., Biel, A. (2007) "Predictors of purchase of eco-labelled food products: A panel study", *Science Direct*, Vol.18, pp.701-708
- Jack Loechner, (2009) "Consumers wants proof it's green", *Research brief for the centre for the media research*, 04/09/2009
- Karl E., Henion; Thomas C. Kinnear (January 1976). "Ecological Marketing". *Ecological Marketing*. American Marketing Association. pp. 168.
- Kilbourne, William, E. (1998) "Green Marketing: A theoretical perspective" *Journal of Marketing Management*, Vol. 14, pp.641-655
- Kilbourne, W.E, & Pickett, G. (2008), "How Materialism Affects Environmental Beliefs, Concern, and Environmentally Responsible Behaviour", *Journal of Business Research*, 61, 885-893
- McDonald, Seonaidh; Oates, Caroline J. (2006) "Sustainability: Consumer Perceptions and Marketing Strategies" *Business Strategy and the Environment*, May/Jun, Vol. 15, Issue 3, p157-170
- Michaud, C., Llerena, D. (2008) "Sustainable consumption and preferences: an experimental analysis", *DIME International Conference Innovation, Sustainability and Policy*, September
- Moorman, C. (1990), "The Effects of Stimulus and Consumer Characteristics on the Utilization of Nutrition Information," *Journal of Consumer Research*, 17 (3), 362-74.

- Patrick Hartmann, Vanessa Apaolaza Ibanez, F. Javier Forcada Sainz, (2005), "Green branding effects on attitude: functional versus emotional positioning strategies", *Marketing Intelligence and Planning*, Vol. 23, No.1, pp.9-29
- Peattie, K. (2001) "Towards Sustainability: The third Age of Green marketing", *Marketing review*, 2, pp 129-146
- Polonsky, M.J., Carlson, L., Prothero, A., Kapelianis, D. (1999) "A cross-cultural examination of the environmental information on packaging: some preliminary results" Google scholar
- Ralph E. Horne (2009) "Limits to labels: The role of eco-labels in the assessment of product sustainability and routes to sustainable Consumption" *International Journal of Consumer Studies*, Vol.33, pp.175-182
- Rubik, F. & Frankl, P. (eds) (2005) "The Future of Eco-labelling: making Environmental Product Information Systems Effective". Greenleaf Publishing, Sheffield.
- Rucker, D.D., & Petty, R.E. (2006), "Increasing the Effectiveness of Communications to Consumers: Recommendations Based on Elaboration Likelihood and Attitude Certainty Perspectives," *Journal of Public Policy & Marketing*, 25 (1), pp. 39-52.
- Sammer, Katharina., Wüstenhagen, Rolf (2006) "The influence of eco-labelling on consumer behaviour: Results of a discrete choice analysis for washing machines", *Business Strategy and the Environment*, Vol. 15 (3), pp.185-199
- Schlegelmilch, Bodo. B., Bohlen, Greg M., and Diamantopoulos, Adamantios. (1996) "The link between green purchasing decisions and measures of environmental consciousness", *European Journal of Marketing*. Vol. 30, Issue. 5; pp. 35-55
- Schultz, P. & Zelezney, L. (1999), "Values as Predictors of Environmental Attitudes: Evidence for Consistency Across 14 Countries:", *Journal of Environmental Psychology*, 19, 255-265
- Stern, P.C. (2000), "Toward a Coherent Theory of Environmentally Significant Behaviour", *A Journal of Social Issues*, 56, 407-424
- Stern, P.C., Dietz, T., & Guagnano, G.A. (1995) "The New Ecological Paradigm in Social-Psychological Context", *Environmental & Behaviour*, 27,723-743
- Straughan, R. & Roberts, J. (1999) "Environmental Segmentation Alternatives: A look at green consumer behaviour in the new millennium" *Journal of Consumer marketing* 16(6), 558-575
- The BBMG Conscious Consumer Report (2009) "BBMG Study Finds Green Trust Gap" Corporate Social Responsibility Press Release, NEW YORK, 24th March, www.bbm.com
- Wanninayake W.M.C.B., & Randiwela, P. (2008) "Consumer attractiveness towards green products of FMCG sector: an empirical study", Oxford Business & Economics Conference Program, June 22-24, Oxford UK