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APPENDIXES

Appendix A Questionnaire in English Language

Sudan University of Science & Technology
College of Graduate Studies

Impact of Green Marketing Mix on the Purchase Intention: Total Image as Mediator and Psychological Variables as Moderator

All information will be treated as STRICTLY CONFIDENTIAL and will be used for an academic purpose. Please feel free to contact the researcher if you may need any information concerning the questionnaire.

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Section 1: General Profile.

This section consists of general questions, which are important for us to know about the backgrounds of our respondents in general. Please tick (✓) clearly in the space that represents the most appropriate answer for your case, as what provided below.

-Age years. 1

1- 18 to 33 year	2- 34 to 49	3- 50 to 65	4- Above 66 year

2- Your Gender:

1- Male	2- Female

3- Your Educational Level:

1- graduate	2- undergraduate

4- Your marital Status:

1. Single	2. Married	3. Divorced	4. Widowed	5. Separate

:Your income -5

1- less than 1000	2- 1001- 1500	3- 1501- 2000	4- Above 2000

:Your experience -6

1-	2-	3-	4-
Less than 5	6-10	11-15	above15

7- - Your occupation:

1-	2-	3-	4-
employee	section management	Financial management	others

Section 2: in this section the author assume scenario. Please answer this sentences regard to: company (x) after read the following scenario (to the best of what you knew).

Company (x) produce food products, this company don't harmful the environment it's produce (environment Friendly Products) an environment more safe and healthy.

The price specified in the light of company's policies with regard to environmental consideration imposed by rules and company instructions or its initiatives in this regard.

The distribution gates use that deal with green products, which are appropriate for consumers, in terms of facilitating their delivery, and to secure cycling procedures conducting within environmental conditions and requirements. In addition to that providing real information about the products in a way that does not hurt the materialistic and moral consumers' interests.



Langkah kecil memberikan perubahan

Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1	2	3	4	5

Green product						
1	Company (x) makes products free of strong toxicity materials.					
2	Company (x) makes Products refills do not cause damage to the environment.					
3	There effective control on the food Product that are Produced by the company(x).					

4	The Company(x) concentrates on Producing the food products carry the Least percentage of the adverse reflections on the human beings.					
5	The company(x) contribute, in producing food products with less pollution.					
Item	Green price					
1	The company(x) is keen to specify low prices for its food Products.					
2	Price of the food Products Proportionate with their quality.					
3	It is noted that the company(x) raises the prices of its food products which have harmful negative usage that happens as a result of misuse.					
4	High price of green foods sometimes stop me from purchasing them					
5	Price gap between the green foods and conventional foods is huge.					
Item	Green place					
1	Products that are friendly to the environment are sold at distinguished agents.					
2	The company(x) is keen to deal with agents friendly to the environment.					
3	The company(x) controls its distributors to prevent us age the products that harm the environment.					
4	The store in company(x) is clean.					
5	The company(x) make delivery is easy.					
Item	promotion					
1	Company (x) Contribute in supporting the environmental centers.					
2	The company(x) devotes a special day for the environment.					
3	The company(x) support holding. Seminars and conferences related to the environment.					

4	Employees of the company(x) direct the customers to how they can use the products in a way that does not harm the environment.					
---	--	--	--	--	--	--

Section 3: The following parts describe the image that comes through two concepts (namely; corporate image and brand image). Please circle the most appropriate number after the following sentences according to your opinion (*to the best of what you know*).

Item	corporate image					
1	I have the full information about the company(x) Participation in the field of green marketing.					
2	I feel with the desire to continue with the company(x) that carries out green marketing					
3	I feel with trust in the food Products company(x) that carry out green marketing.					
4	The company(x) that I buy its food products participates effectively in green marketing.					
5	I believe that the company(x) that I deal with is successful in the field of the food products.					
6	The company(x) which I share with experts developed methods in food products.					
7	I focus on green marketing fields which the company(x) follows when taking the decision to share with it.					
Item	Brand image					
1	This particular brand company(x) has a differentiated image in comparison with the other brand.					
2	This particular brand company(x) has a clean image.					
3	This particular brand company(x) is well established					
4	I tend to buy brands company(x) that really make me look good in front of my friends					
5	I avoid buying a brand company(x), which has a very cheap/poor image Composite reliability					

Section 4: The following parts describe the purchase intention for consumer Please circle the most appropriate number after the following sentences according to your opinion (*to the best of what your knew*).

Item	purchase intention				
1	For future purchases, I plan to seek out environmental products.				
2	For future purchases, I plan to buy environmental apparel for myself or as gifts.				
3	I plan to spend time searching company websites to learn more about environmentally friendly options.				
4	For future purchases, I will take more time to search environmentally friendly alternatives to products that I typically buy.				
5	I plan to continue to purchase friendly products in the future.				

Section 3: The following parts describe the psychologies variables this comes through four concepts (namely; environmental knowledge , environmental concern , environmental belief and environmental awareness) Please circle the most appropriate number after the following sentences according to your opinion (*to the best of what your knew*).

Item	environmental knowledge				
1	I am very knowledgeable about environmental issues.				
2	I know that I buy products that are environmentally safe.				
3	Information about friendly product is essential.				
4	I know a lot of information about friendly products.				
Item	environmental concern				
1	I have convinced members of my family or friends not to buy food products which are harmful to the environment.				
2	I have replaced food products in others companies with those friendly products.				
3	I have purchase friendly products because they cause less pollution.				
4	When I purchase food products, I always make a				

	conscious effort to buy those food products that is low in pollutants.					
5	When I have a choice between two equal products, I always purchase the one which is less harmful to other people and the environment.					
6	I will not buy food product if the company that sells it is ecologically Irresponsible.					
Item	environmental belief					
1	Friendly Products are healthier than conventionally grown food.					
2	I would buy more friendly products if it were more available.					
3	Friendly products taste better than conventionally grown food.					
4	Friendly products have more vitamins and minerals than conventional foods.					
5	I never buy friendly products.					
6	I am put off food products because it looks Unappealing.					
7	Eating friendly products is risky for one's health.					

Appendix A2

Questionnaire in Arabic Language

استبيان باللغة العربية

جامعة السودان للعلوم والتكنولوجيا

كلية الدراسات التجارية

اثر المزيج التسويقي الاخضر على النية الشرائية: والصورة الكلية كمتغير وسيط والمتغيرات السيكولوجية كمتغير معدل

يهدف هذا الاستبيان لمعرفة اثر المزيج التسويقي الاخضر على النية الشرائية. انا انشد تعاونك من خلال اخذ دقائق قليلة من زمنك الغالي ملل الاستبيان الذي بين يديك بالكامل بكل دقة وحياد.

كل المعلومات سوف تعامل بسرية تامة وسوف تستخدم لغرض البحث الاكاديمي فقط لا تتردوا . في الاتصال بالباحث متى ما احتجتم الى معلومات تتعلق بالاستبيان

اسم الباحثة: ثريا عمر محمود

(أنظر لاعلان الشركة (س))

القسم 2: الجزء التالي يصف عناصر المزيج التسويقي الاخضر متمثلة في (المنتج, السعر, التوزيع والترويج) من فضلك ضع علامة () بعد قراءة الجمل ادناه حسب وجهة نظرك

لا	لا	لا أدر	أوافق	أوافق بشدة
أوافق بشدة	أوافق	ي		

المنتج الاخضر

- 1 الشركة (س) سوف تنتج منتجات خالية من المواد الضارة
- 2 الشركة (س) سوف تنتج منتجات يمكن اعادة تعبئتها حتى لا تكون سبب في ضرر البيئة
- 3 سوف تكون هناك مراقبة فعالة على انتاج المنتجات (الغذائية التي تنتجها الشركة (س)
- 4 الشركة (س) سوف تركز على انتاج منتجات تحمل أقل نسبة من الاثار الضارة للمستهلك
- 5 الشركة (س) سوف تساهم في انتاج منتجات غذائية ذات اقل ضرر للبيئة

لا	لا	لا أدر	أوافق	أوافق بشدة
أوافق بشدة	أوافق	ي		

السعر الاخضر

- 1 الشركة (س) سوف تهتم بتحديد سعر منخفض للمنتجات الغذائية
- 2 سعرومنتجات الشركة (س) سوف يكون متناسبا مع جودتها
- 3 ان الشركة (س) سوف تزيد اسعار المنتجات التي يؤدي استخدامها السيئ الى اثار ضارة
- 4 السعر المرتفع لمنتجات الشركة (س) سوف يمنعني من شرائها أحيانا
- 5 سوف يكون الفرق بين سعرومنتجات الشركة (س) والمنتجات البديلة كبير

لا	لا	لا أدر	أوافق	أوافق بشدة
أوافق بشدة	أوافق	ي		

التوزيع الاخضر

- 1 منتجات الشركة (س) سوف تباع عبر وكلاء

- مشهورين
2 الشركة (س) سوف تهتم بالتعامل مع وكالات صديقة
للبينة.
- 3 الشركة (س) سوف تراقب الموزعين لكي
يمنعوا المستهلك من استخدام المنتجات التي تضر
بالبينة.
- 4 سوف تعمل الشركة (س) على جعل مخازنها نظيفة
- 5 سوف تعمل الشركة (س) على تسهيل عملية ترحيل
منتجاتها.

الترويج الاخضر

لا	لا	لاأدر	أوافق	أوافق
أوافق	أوافق	ي	ق	ق
بشدة	ق		بشدة	ة

- 1 الشركة (س) سوف تساهم في دعم المنظمات المهتمة
بالبينة
- 2 الشركة (س) سوف تخصص يوم خاص للبينة
- 3 الشركة (س) سوف تدعم عقد السماتارات والمؤتمرات
ذات الصلة بالبينة
- 4 الموظفين في الشركة (س) سوف يوجهون المستهلك
أولا باول لكي يستطيع استخدام المنتجات بطريقة لا
تضر بالبينة.

القسم 3: الجزء التالي يصف الصورة الذهنية والتي تأتي من خلال مفهومين هما: (صورة الشركة
و صورة العلامة) من فضلك ضع علامة () بعد قراءة الجمل ادناه حسب وجهة نظرك

صورة الشركة

لا	لا	لاأدر	أوافق	أوافق
أوافق	أوافق	ي	ق	ق
بشدة	ق		بشدة	ة

- 1 سوف امتلك معلومات كاملة عن مشاركة الشركة (س)
في حقل التسويق البيئي
- 2 سوف اشعر بالرغبة في الاستمرار مع الشركة (س) التي
تعتمد على التسويق البيئي
- 3 سوف اشعر بالثقة في منتجات الشركة (س) التي تنفذ
التسويق البيئي
- 4 الشركة (س) التي اقوم بشراء منتجاتها سيكون لها
مشاركات فعالة في التسويق البيئي
- 5 اعتقد ان الشركة (س) سوف تعمل بنجاح في مجال
المنتجات الغذائية
- 6 سوف اشترك مع الشركة (س) في طرق مواكبة تطور

المنتجات الغذائية

7 سوف اركز على حقل التسويق البيئي الذي تتبعه الشركة(س) عند اتخاذ قرارالمشاركة معها

صورة العلامة

أواف ق بشدة
أواف ق
لا أواف ق بشدة
لا أواف ق
لا أواف ق بشدة

- 1 صورة علامة منتجات الشركة(س) سوف تكون متميزة مقارنة بالعلامات الأخرى
- 2 علامة منتجات الشركة(س) سوف تكون معروفة جدا
- 3 صورة علامة منتجات الشركة(س) سوف تكون نظيفة
- 4 اقوم بشراء علامة منتجات الشركة (س) لأنها سوف تجعلني مشهور أمام أصدقائي
- 5 سوف أتجنب شراء العلامات التي تكون رخيصة

القسم 4: الجزء التالي يصف نية الشراء للمستهلك، من فضلك ضع علامة () بعد قراءة الجمل ادناه حسب وجهة نظرك

نية الشراء

- 1 .سوف أخطط للبحث عن المنتجات الصديقة للبيئة
- 2 سوف اخطط لشراء منتجات الشركة(س) لنفسى أو للهدايا
- 3 اخطط لقضاء الوقت في البحث عن مواقع الشركات لكي أعرف المزيد عن الخيارات الصديقة للبيئة
- 4 سوف آخذ زمن اكثر للبحث عن بدائل المنتجات الصديقة للبيئة التي أقوم بشراءها عادة
- 5 سوف أقوم باستمرار في شراء منتجات الشركة(س) في المستقبل

القسم 5: في القسم التالي وصف للمتغيرات النفسية والتي تاتي من خلال اربعة مفاهيم (هي: المعرفة البيئية، الاهتمام البيئي و الاعتقاد البيئي). من فضلك ضع علامة () بعد قراءة الجمل ادناه حسب وجهة نظرك

المعرفة البيئية

أواف ق بشدة
أواف ق
لا أواف ق
لا أواف ق
لا أواف ق بشدة

- 1 انا ذو معرفة واسعة بالقضايا البيئية
- 2 عند الشراء لدي المعرفة بالمنتجات ذات السلامة البيئية
- 3 المعلومات عن المنتجات الصديقة للبيئة مسألة هامة بالنسبة لي

4

لدي الكثير من المعلومات عن المنتجات الصديقة للبيئة

الاهتمام البيئي

أوافق بشدة
أوافق
لا
لا
لا
لا
أوافق بشدة

- 1 اعمل على اقناع افراد اسرتي و اصدقائي بأن لا يشترو المنتجات الغذائية التي تسبب اضرار بيئية
- 2 أقوم باستبدال المنتجات الغذائية الاخرى بتلك المنتجات النظيرة الصديقة للبيئة
- 3 اشترى المنتجات الصديقة للبيئة لأنها ذات اقل ضرر للبيئة
- 4 عندما اشترى المنتجات الغذائية دائما اقوم بمجهودات واعية لكي اشترى المنتجات الغذائية ذات الاقل تلوثا
- 5 عندما افاضل بين جودة منتجين دائما اشترى التي تكون اقل ضرر للافراد الاخرين والبيئة
- 6 لااشترى المنتجات الغذائية من الشركات التي تبيع منتجات غير مسؤولة بيئيا

الاعتقاد البيئي

أوافق بشدة
أوافق
لا
لا
لا
لا
أوافق بشدة

- 1 أعتقد المنتجات الصديقة للبيئة اكثر صحة من المنتجات التقليدية
- 2 انا اشترى المزيد من المنتجات الصديقة للبيئة لو كانت متوفرة
- 3 أعتقد المنتجات الصديقة للبيئة طعمها افضل من المنتجات التقليدية
- 4 أعتقد المنتجات الصديقة للبيئة تحتوي فيتامينات ومعادن اكثر من الاغذية التقليدية
- 5 لا اشترى المنتجات الصديقة للبيئة على الاطلاق
- 6 لا اتسرع في شراء المنتجات الصديقة للبيئة لان مظهرها غير جاذب
- 7 أعتقد تناول المنتجات الصديقة للبيئة خطر لانه غير صحي

إعلان

تعلن الشركة (س) والتي تعمل في مجال المنتجات الغذائية, عن منتجات جديدة لا تضر بالبيئة (سوف تنتج منتجات صديقة للبيئة). والشركة (س) سوف تحدد السعر ضمن سياسات واضحة بما يتناسب مع جودة منتجاتها. التوزيع الذي سوف تستخدمه الشركة (س) في التعامل مع المنتجات الخضراء سيكون عبروكالات مشهورة صديقة للبيئة مما يسهل عملية التوصيل ويؤمن اجراءات التعاقد مع الموزعين . بالاضافة لذلك الشركة(س) سوف تمد المستهلكين بالمعلومات الحقيقية عن مكونات المنتجات وصلاحياتها وستقوم بدعم المنظمات البيئية.

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Ades. 



Langkah kecil memberikan perubahan

Appendix B

SPSS Out Put

Appendix B1: Respondents Demographic Characteristics

Appendix B2: Factor Analysis

Appendix B2.1: Factor Analysis for green Marketing mix

Appendix B2.2: Factor Analysis for purchase intention

Appendix B2.3: Factor Analysis for total image

Appendix B2.4: Factor Analysis for psychological variables

Appendix B3: Reliability and Descriptive Statistics

Appendix B4:T. Tests

Appendix B4.1: Test for green marketing mix Differences

Appendix B4.2: Test for Purchase Intention Differences

Appendix B4.3: Test for Total Image Differences

Appendix B5: Person Correlations between All the Variables

Appendix B6: Regression of Green Marketing mix on Purchase Intention

Appendix B7: Regression of Green Marketing mix on Total Image

Appendix B8: Regression of Total Image On Purchase Intention

Appendix B9: Mediating Effect of Total Image

Appendix B9.1: Mediating Effect of Corporate Image between Green Marketing Mix and Purchase Intention

Appendix B9.1: Mediating Effect of Brand Image between Green Marketing Mix and Purchase Intention

Appendix B10: Moderating Effect of psychological variables between Green Marketing Mix and Total image

Appendix B10.1: Moderating Effect of Environmental Knowledge on the Green Marketing Mix corporate image

Appendix B10.2: Moderating Effect of Environmental Concern on the Green Marketing Mix corporate image

Appendix B10.3: Moderating Effect of Environmental Belief on the Green Marketing Mix corporate image

Appendix B10.4: Moderating Effect of Environmental awareness on the Green Marketing Mix corporate image

Appendix B10.5: Moderating Effect of Environmental Knowledge on the Green Marketing Mix Brand image

Appendix B10.6: Moderating Effect of Environmental Concern on the Green Marketing Mix Brand image

Appendix B10.7: Moderating Effect of Environmental Belief on the Green Marketing Mix Brand image

Appendix B10.8: Moderating Effect of Environmental awareness on the Green Marketing Mix Brand image

Appendix B1

Respondents Demographic Characteristics

		id	gender	age	college	status	income	occupation	experience
N	Valid	341	341	341	341	341	341	341	341
	Missing	0	0	0	0	0	0	0	0

		gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	159	46.6	46.6	46.6
	female	182	53.4	53.4	100.0
Total		341	100.0	100.0	

age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than 30	189	55.4	55.4	55.4
	30- 40	116	34.0	34.0	89.4
	41-50	32	9.4	9.4	98.8
	51-60	4	1.2	1.2	100.0
	Total	341	100.0	100.0	

college

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sudan	49	14.4	14.4	14.4
	alnielien	40	11.7	11.7	26.1
	Khartoum	33	9.7	9.7	35.8
	alzaim alazhari	40	11.7	11.7	47.5
	technologe and scenes	36	10.6	10.6	58.1
	alislamia	23	6.7	6.7	64.8
	academic	27	7.9	7.9	72.7
	alahfad	26	7.6	7.6	80.4
	international Sudan university	26	7.6	7.6	88.0
	almstagbal	7	2.1	2.1	90.0
	technology medicine and scenes	13	3.8	3.8	93.8
	garden city	21	6.2	6.2	100.0
	Total	341	100.0	100.0	

status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Marred	135	39.6	39.6	39.6
	Single	193	56.6	56.6	96.2
	Other	13	3.8	3.8	100.0
	Total	341	100.0	100.0	

income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	500-1000	65	19.1	19.1	19.1
	1001-2000	157	46.0	46.0	65.1
	2001-4000	38	11.1	11.1	76.2
	4001-6000	26	7.6	7.6	83.9
	0	55	16.1	16.1	100.0
	Total	341	100.0	100.0	

occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	employee	189	55.4	55.4	55.4
	section management	35	10.3	10.3	65.7
	management	16	4.7	4.7	70.4
	others	46	13.5	13.5	83.9
	student	55	16.1	16.1	100.0
	Total	341	100.0	100.0	

experience

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than 5	157	46.0	46.0	46.0
	6-10	75	22.0	22.0	68.0
	11-15	29	8.5	8.5	76.5
	more than 15	24	7.0	7.0	83.6
	no experience	56	16.4	16.4	100.0
	Total	341	100.0	100.0	

Appendix: B2 Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.903
Bartlett's Test of Sphericity	Approx. Chi-Square	2282.241
	df	120
	Sig.	.000

Communalities

	Initial	Extraction
Company (x) makes products free of strong toxicity materials.mix1	1.000	.574
There effective control on the food Product that are Produced by the company(x).mix3	1.000	.562
The Company(x) concentrates on Producing the food products carry the Least percentage of the adverse reflections on the human beings.mix4	1.000	.775
The company(x) contribute, in producing food products with less polution.mix5	1.000	.616
Price of the food Products Proportionate with their quality.mix7	1.000	.537
It is noted that the company(x) raises the prices of its food products which have harmful negative usage that happens as a result of misuse.mix8	1.000	.645
High price of green foods sometimes stop me from purchasing themmix9	1.000	.643
Price gap between the green foods and conventional foods is hugemix10	1.000	.603
Products that are friendly to the environment are sold at distinguished agents.mix11	1.000	.664
The company(x) is keen to deal with agents friendly to the environment.mix12	1.000	.686
The store in company(x) is clean.mix14	1.000	.670
The company(x) make delivery is easy.mix15	1.000	.667
Company (x) Contribute in supporting the environmental centers.mix16	1.000	.585
The company(x) devotes a special day for the environment.mix17	1.000	.733
The company(x) support holding. Seminars and conferences related to the environment.mix18	1.000	.696
Employees of the company(x) direct the customers to hour they can use the products in a way does not harm the environment.mix19	1.000	.564

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.485	40.534	40.534	6.485	40.534	40.534	2.747	17.166	17.166
2	1.430	8.940	49.474	1.430	8.940	49.474	2.636	16.478	33.644
3	1.213	7.584	57.058	1.213	7.584	57.058	2.561	16.003	49.648
4	1.092	6.827	63.885	1.092	6.827	63.885	2.278	14.237	63.885
5	.727	4.542	68.427						
6	.676	4.222	72.649						
7	.643	4.019	76.668						
8	.601	3.759	80.426						
9	.563	3.520	83.946						
10	.468	2.928	86.874						
11	.434	2.715	89.589						
12	.374	2.336	91.924						
13	.363	2.271	94.196						
14	.327	2.047	96.242						
15	.310	1.938	98.181						
16	.291	1.819	100.000						

Extraction Method: Principal Component Analysis.

Rotated Component Matrix^a

	Component			
	1	2	3	4
	The company(x) devotes a special day for the environment.mix17	.795	.241	.112
The company(x) support holding. Seminars and conferences related to the environment.mix18	.780	.206	.113	.180
Employees of the company(x) direct the customers to hour they can use the products in a way does not harm the environment.mix19	.651	.175	.252	.215
Company (x) Contribute in supporting the environmental centers.mix16	.609	.315	.324	.098
Products that are friendly to the environment are sold at distinguished agents.mix11	.096	.753	.093	.282
The company(x) make delivery is easy.mix15	.237	.740	.229	.105
The company(x) is keen to deal with agents friendly to the environment.mix12	.352	.716	.183	.128
The store in company(x) is clean.mix14	.282	.696	.285	.159
The Company(x) concentrates on Producing the food products carry the Least percentage of the adverse reflections on the human beings.mix4	.096	.163	.852	.119
The company(x) contribute, in producing food products with less polution.mix5	.061	.283	.719	.125
There effective control on the food Product that are Produced by the company(x).mix3	.335	.185	.638	.092
Company (x) makes products free of strong toxicity materials.mix1	.394	.060	.619	.179
It is noted that the company(x) raises the prices of its food products which have harmful negative usage that happens as a result of misuse.mix8	.245	.098	.092	.753
High price of green foods sometimes stop me from purchasing them.mix9	.065	.306	-.051	.737
Price gap between the green foods and conventional foods is hugemix10	.102	.060	.252	.725
Price of the food Products Proportionate with their quality.mix7	.298	.208	.289	.567

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.843
Bartlett's Test of Sphericity	Approx. Chi-Square
	845.416
	df
	21
	Sig.
	.000

Communalities

	Initial	Extraction
I have the full information about the company(x) Participation in the field of green marketing.im1	1.000	.550
I feel with the desire to continue with the company(x) that carries out green marketing.im2	1.000	.723
I feel with trust in the food Products company(x) that carry out green marketing.im3	1.000	.702
The company(x) that I buy its food products participates effectively in green marketing.im4	1.000	.585
This particular brand company(x) has a clean image.im9	1.000	.634
This particular brand company(x) is well established.im10	1.000	.697
I tend to buy brands company(x) that really make me look good in front of my friends.im11	1.000	.665

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.541	50.580	50.580	3.541	50.580	50.580	2.712	38.738	38.738
2	1.016	14.509	65.090	1.016	14.509	65.090	1.845	26.352	65.090
3	.690	9.859	74.949						
4	.628	8.972	83.921						
5	.418	5.974	89.895						
6	.374	5.336	95.231						
7	.334	4.769	100.000						

Extraction Method: Principal Component Analysis.

Rotated Component Matrix^a

	Component	
	1	2
I feel with the desire to continue with the company(x) that carries out green marketing.im2	.822	.217
I feel with trust in the food Products company(x) that carry out green marketing.im3	.819	.178
The company(x) that I buy its food products participates effectively in green marketing.im4	.726	.243
I have the full information about the company(x) Participation in the field of green marketing.im1	.725	.156
I tend to buy brands company(x) that really make me look good in front of my friends.im11	.011	.815
This particular brand company(x) is well established.im10	.325	.719
This particular brand company(x) has a clean image.im9	.344	.708

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 3 iterations

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.805
Bartlett's Test of Sphericity	Approx. Chi-Square
	674.455
	df
	10
	Sig.
	.000

Communalities

	Initial	Extraction
For future purchases, I plan to seek out environmental products.pur1	1.000	.560
For future purchases, I plan to buy environmental apparel for myself or as gifts.pur2	1.000	.569
I plan to spend time searching company websites to learn more about environmentally friendly options.pur3	1.000	.703
For future purchases, I will take more time to search environmentally friendly alternatives to products that I typically buy.pur4	1.000	.639
I plan to continue to purchase friendly products in the future.pur5	1.000	.585

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.056	61.115	61.115	3.056	61.115	61.115
2	.766	15.311	76.426			
3	.457	9.132	85.558			
4	.420	8.396	93.954			
5	.302	6.046	100.000			

Extraction Method: Principal Component Analysis.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.890
Bartlett's Test of Sphericity	Approx. Chi-Square	2423.597
	df	105
	Sig.	.000

Communalities

	Initial	Extraction
I know that I buy products that are environmentally safe.en1	1.000	.754
I am very knowledgeable about environmental issues.en2	1.000	.697
I know a lot of information about friendly products.en4	1.000	.701
I have replaced food products in others companies with those friendly products.en6	1.000	.599
I have purchase friendly products because they cause less pollution.en7	1.000	.718
When I purchase food products, I always make a conscious effort to buy those food products that is low in pollutants.en8	1.000	.694
When I have a choice between two equal products, I always purchase the one which is less harmful to other people and the environment.en9	1.000	.688
I will not buy food product if the company that sells it is ecologically Irresponsible.en10	1.000	.583
Friendly Products are healthier than conventionally grown food.en11	1.000	.593
I would buy more friendly products if it were more available.en12	1.000	.660
Friendly products tastes better than conventionally grown food.en13	1.000	.666
Friendly products have more vitamins and minerals than conventional foods.en14	1.000	.662
I never buy friendly products.en15	1.000	.752
I am put off food products because it looks Unappealing.en16	1.000	.761
Eating friendly products is risky for one's health.en17	1.000	.729

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.378	42.519	42.519	6.378	42.519	42.519	3.287	21.916	21.916
2	1.588	10.588	53.107	1.588	10.588	53.107	2.463	16.420	38.336
3	1.256	8.374	61.481	1.256	8.374	61.481	2.258	15.051	53.387
4	1.036	6.908	68.388	1.036	6.908	68.388	2.250	15.001	68.388
5	.730	4.868	73.256						
6	.628	4.185	77.442						
7	.531	3.543	80.985						
8	.455	3.037	84.022						
9	.440	2.935	86.956						
10	.410	2.733	89.690						
11	.385	2.565	92.255						
12	.323	2.151	94.406						
13	.307	2.044	96.449						
14	.287	1.913	98.362						
15	.246	1.638	100.000						

Extraction Method: Principal Component Analysis.

Rotated Component Matrix^a

	Component			
	1	2	3	4
I have purchase friendly products because they cause less pollution.en7	.793	.205	.167	.135
When I purchase food products, I always make a conscious effort to buy those food products that is low in pollutants.en8	.777	.228	.143	.135
When I have a choice between two equal products, I always purchase the one which is less harmful to other people and the environment.en9	.769	.156	.216	.162
I have replaced food products in others companies with those friendly products.en6	.695	.164	.122	.274
I will not buy food product if the company that sells it is ecologically Irresponsible.en10	.675	.225	.227	.156
Friendly products have more vitamins and minerals than conventional foods.en14	.127	.764	.234	.089
Friendly products tastes better than conventionally grown food.en13	.189	.763	.182	.126
I would buy more friendly products if it were more available.en12	.301	.707	.153	.216
Friendly Products are healthier than conventionally grown food.en11	.345	.615	.132	.280
I am put off food products because it looks Unappealing.en16	.180	.204	.823	.094
I never buy friendly products.en15	.242	.118	.820	.084
Eating friendly products is risky for one's health.en17	.207	.295	.769	.088
I know that I buy products that are environmentally safe.en1	.113	.176	.086	.838
I know a lot of information about friendly products.en4	.264	.124	.042	.784
I am very knowledgeable about environmental issues.en2	.219	.188	.127	.773

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations.

Appendix B3: Descriptive Analysis and Reliability for Study Variables

Green product

Reliability Statistics

Cronbach's Alpha	N of Items
.786	5

Green price

Reliability Statistics

Cronbach's Alpha	N of Items
.750	2

Green place

Reliability Statistics

Cronbach's Alpha	N of Items
.830	5

Green promotion

Reliability Statistics

Cronbach's Alpha	N of Items
.815	3

Corporate image

Reliability Statistics

Cronbach's Alpha	N of Items
.817	6

Brand image

Reliability Statistics

Cronbach's Alpha	N of Items
.706	2

Purchase intention

Reliability Statistics

Cronbach's Alpha	N of Items
.842	5

Environmental concern

Reliability Statistics

Cronbach's Alpha	N of Items
.865	6

Environmental belief

Reliability Statistics

Cronbach's Alpha	N of Items
.804	4

Environmental awareness

Reliability Statistics

Cronbach's Alpha	N of Items
.828	3

Environmental knowledge

Reliability Statistics

Cronbach's Alpha	N of Items
.796	3

Statistics

		green product	green price	green place	green promotion
N	Valid	341	341	341	341
	Missing	0	0	0	0
Mean		4.2148	3.6672	4.0640	4.2402
Std. Deviation		.73031	.98812	.75487	.72498
Skewness		-1.528	-.508	-1.267	-1.694
Std. Error of Skewness		.132	.132	.132	.132

Statistics

		corporate image	brand image
N	Valid	341	341
	Missing	0	0
Mean		4.1726	3.4164
Std. Deviation		.66980	1.07767
Skewness		-1.852	-.351
Std. Error of Skewness		.132	.132

Statistics

purchase intention

N	Valid	341
	Missing	0
Mean		4.0469
Std. Deviation		.77469
Skewness		-1.510
Std. Error of Skewness		.132

Statistics

		environmental knowledge	environmental concern	environmental belief	environmental awareness
N	Valid	341	341	341	341
	Missing	0	0	0	0
Mean		3.6364	4.0630	4.0513	1.8900
Std. Deviation		.94699	.83762	.79747	.81050
Skewness		-.632	-1.295	-1.461	1.549
Std. Error of Skewness		.132	.132	.132	.132

Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
green product	.161	341	.000	.848	341	.000
green price	.169	341	.000	.933	341	.000
green place	.170	341	.000	.893	341	.000
green promotion	.194	341	.000	.829	341	.000

Appendix B4: T. Test

Appendix B4:T- Test

Group Statistics

Gender	N	Mean	Std.Deviation	Std.Error Mean
Male	159	3.9899	.81623	.06473
Female	182	4.0967	.73514	.05449

Independent samples test

t.test for Equality of Means

Levene.s
test for
Equality
of
Variances

	F	Sig.	T	Df	Sig. (2- tailed)	Mean Differ ence	Std.Erro r Differen ce	95% confidence interval of the difference	
								lower	upper
Variances ssumed	.845	.359	-1.271	339	.205	-.10677	.08402	-.2720 3	.05850
Variances not ssumed				320.69 7	.208	-.10677	.08461	-.2732 3	.05970
			-1.262						

T-Test

Group statistics

Age 2	N	Mean	Std.Deviation	Std.Error Mean
1.00	189	4.0825	.73511	.05347
2.00	152	4.0026	.82156	.06664

Independent samples test

t.test for Equality of Means

Leven
e.s
test
for

	F	Sig.	T	Df	Sig. (2-tailed)	Mean Difference	Std.Error Difference	95% confidence interval of the difference		
								lower	upper	
Equal ity of Varia nces assum ed	10809	.180	1.809	.180	.947	339	.345	.07991	.08441	-.08613
Equal Varia nces not assum ed					.935	306.120	.350	.07991	.08544	-.882124803

T-Test

Group statistics

status 2	N	Mean	Std.Deviation	Std.Error Mean
1.00	148	3.9797	.83487	.06863
2.00	193	4.0984	.72316	.05205

Independent samples test

Leven
e.s test
for
Equali
ty of
Varian
ces

t.test for Equality of Means

F	Sig.	T	Df	Sig.	Mean	Std.Error	95%
---	------	---	----	------	------	-----------	-----

					(2-tailed)	Difference	Difference	confidence interval of the difference	
								lower	upper
Variances assumed	3.369	.067	-1.405	339	.161	-.11872	.08452	-.28497	
Variances not assumed			-1.378	291.052	.169	-.11872	.08613	-.28824	

T-Test

Group statistics

college 2	N	Mean	Std.Deviation	Std.Error Mean
1.00	172	4.1279	.75046	.05722
2.00	169	3.9645	.79233	.06095

Independent samples test

Levene's test for Equality of Variances

t.test for Equality of Means

	F	Sig.	T	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
Equal variances assumed	.087	.768	1.956	339	.051	.16341	.08356	-.00095	.32777
Equal Variances not assumed			1.955	337.259	.051	.16341	.08360	-.00103	.32785

T-Test

Group statistics

Incom 2	N	Mean	Std.Deviation	Std.Error Mean
1.00	129	4.0403	.81178	.07147
2.00	157	3.9771	.80446	.06420

Independent samples test

t.test for Equality of Means

Levene's test for Equality of Variances

	F	Sig.	T	Df	Sig.(2-tailed)	Mean Difference	Std. Error Difference	95%Confidence Interval of the Difference	
								Lower	Upper
Equal variances assumed	.002	.965	.659	284	.511	.06324	.009599	-.12570	.25218
Equal Variances not assumed			.658	272.389	.511	.06324	.09608	-.12590	.25238

T-Test

Group statistics

occupation 2	N	Mean	Std.Deviation	Std.Error Mean
1.00	189	4.0222	.79368	.05773
2.00	152	4.0776	.75188	.06099

Independent samples test

	t.test for Equality of Means								
	Levene's test for Equality of Variances								
	F	Sig.	T	df	Sig.(2-tailed)	Mean Difference	Std. Error Difference	95%Confidence Interval of the Difference	
								Lower	Upper
Equal variances assumed	.057	.811	-.656	339	.512	-.05541	.08447	-.22157	.11075
Equal Variances not assumed			-.660	330.025	.510	-.05541	.08398	-.22061	.10979

T-Test

Group statistics

experience 2	N	Mean	Std.Deviation	Std.Error Mean
1.00	157	4.0191	.78309	.06250
2.00	184	4.0707	.76880	.05668

Independent samples test

Levene's test for		t.test for Equality of Means		
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	Equality of Variances		T	Df	Sig.(2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
	F	Sig.						Lower	Upper
Equal variances assumed	.094	.760	-.612	339	.541	-.05154	.08425	-.217	.11417
Equal Variances not assumed			-.611	328.627	.542	-.05154	.08437	-.21751	.11443

T-Test

Group statistics

gender	N	Mean	Std.Deviation	Std.Error Mean
1.00	159	4.1153	.77381	.06137
2.00	182	4.2227	.56091	.04158

Independent samples test

Levene's test for Equality of Variances

t.test for Equality of Means

F	Sig.	T	Df	Sig.(2-tailed)	Mean Differ	Std. Error	95% Confidence Interval of the
---	------	---	----	----------------	-------------	------------	--------------------------------

						ence	Differ ence	Difference	
								Lower	Upper
Equal variances assumed	5.519	.019	-1.480	339	.140	-.1074 1	.07258	-.25017	.03536
Equal Variances not assumed			-1.449	284.091	.148	-.1074 1	-.1074 1	-.25331	.03850

T-Test

Group statistics

Age2	N	Mean	Std.Deviation	Std.Error Mean
1.00	189	4.1774	.62631	.04556
2.00	152	4.1667	.72229	.05859

Independent samples test

	Levene's test for Equality of Variances		t.test for Equality of Means						
	F	Sig.	T	Df	Sig.(2-tailed)	Mean Difference	Std. Error Difference	95%Confidence Interval of the Difference	
								Lower	Upper
Equal variances	1.216	.271	.147	339	.883	.1076	.07308	-.13299	.15450

assumed

Equal Variance not assumed
 .145 300.560 .885 .01076 .07421 -.13529 015680

T-Test

Group statistics

Status 2	N	Mean	Std.Deviation	Std.Error Mean
1.00	148	4.1160	.74704	.06141
2.00	193	4.2161	.60233	.04336

Independent samples test

Levene's test for Equality of Variances

t.test for Equality of Means

	F	Sig.	T	Df	Sig.(2-tailed)	Mean Difference	Std. Error Difference	95%Confidence Interval of the Difference	
								Lower	Upper
Equal variances assumed	2.612	.107	-1.369	339	.172	-.10007	.07309	-.24384	.04369
Equal Variance			-.1331	277.329	.184	-.0007	.07517	-.2480	.04791

es
not
assume
d

T-Test

Group statistics

College 2	N	Mean	Std.Deviation	Std.Error Mean
1.00	172	4.2083	.64540	.04921
2.00	169	4.1363	.69377	.05337

Independent samples test

Levene.s
test for
Equality
of
Variance
s

t.test for Equality of Means

	F	Sig.	T	Df	Sig.(2-tailed)	Mean Difference	Std. Error Difference	95%Confidence Interval of the Difference	
								Lower	Upper
Equal variances assumed	.095	.758	.993	339	.321	.07204	.07255	-.07066	.21474
Equal Variances not assumed			.992	336.292	.322	.07204	.07259	-.07075	.21484

T-Test

Group statistics

Income 2	N	Mean	Std.Deviation	Std.Error Mean
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1.00	129	4.2261	.62839	.05533
2.00	157	4.0637	.74953	.05982

Independent samples test

	Levene.s test for Equality of Variances F	Sig.	T	Df	t.test for Equality of Means				
					Sig.(2- tailed)	Mean Differenc e	Std. Error Difference	95%Confidence Interval of the Difference Lower Upper	
Equal variances assumed	1.611	.205	1.959	284	.051	.16240	.08289	-.0007 6	.32556
Equal Variances not assumed			1.993	283.877	.047	.16240	.08148	.00202	.32279

T-Test

Group statistics

Occupation 2	N	Mean	Std.Deviation	Std.Error Mean
1.00	189	4.1367	.71271	.05184
2.00	152	4.2173	.61164	.04961

Independent samples test

	Levene.s test for Equality of Variances F	Sig.	T	Df	t.test for Equality of Means				
					Sig.(2- tailed)	Mean Differenc e	Std. Error Differenc e	95%Confidence Interval of the Difference Lower Upper	
Equal variances	.373	.542	-1.105	339	.270	-008064	.07295	-.2241 3	.06285

assumed

Equal
Variances
not
assumed

-1.124 337.549 .262 -.08064 .07176 -.22178 .06050

T-Test

Group statistics

Experience 2	N	Mean	Std.Deviation	Std.Error Mean
1.00	157	4.1603	.65423	.05221
2.00	184	4.1832	.68440	.05045

Independent samples test

Levene.s
test for
Equality of
Variances

t.test for Equality of Means

	F	Sig.	T	Df	Sig.(2-tailed)	Mean Difference	Std. Error Difference	95%Confidence Interval of the Difference	
								Lower	Upper
Equal variances assumed	.543	.462	-.314	339	.754	-.02285	.07287	-.16619	.12048
Equal Variances not assumed			-.315	334.631	.753	-.02285	.07261	-.16568	.11997

T-Test

Group statistics

Gender 2	N	Mean	Std.Deviation	Std.Error
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				Mean
1.00	159	3.3711	1.10553	.08767
2.00	182	3.4560	1.05419	.07814

Independent samples test

	Levene.s test for Equality of Variances		t.test for Equality of Means						
	F	Sig.	T	Df	Sig.(2-tailed)	Mean Difference	Std. Error Difference	95%Confidence Interval of the Difference	
								Lower	Upper
Equal variances assumed	1.218	.271	-.726	339	.468	-.08497	.11707	-.31524	.14529
Equal Variances not assumed			-.724	328.031	.470	-.08497	.11744	-.31601	.14606

T-Test

Group statistics

age 2	N	Mean	Std.Deviation	Std.Error Mean
1.00	189	3.4101	1.08046	.07859
2.00	152	3.4243	1.07771	.08741

Independent samples test

	t.test for Equality of Means								
	Levene's test for Equality of Variances	F	Sig.	T	Df	Sig.(2-tailed)	Mean Difference	Std. Error Difference	95%Confidence Interval of the Difference
									Lower Upper
Equal variances assumed	.013	.908	-.122	339	.903	-.01429	.11758		-.24557 .21699
Equal Variances not assumed			-.122	323.832	.903	-.01429	.11755		-.24555 .21697

T-Test

Group statistics

status 2	N	Mean	Std.Deviation	Std.Error Mean
1.00	148	3.3412	1.11885	.09197
2.00	193	3.4741	1.04426	.07517

Independent samples test

	t.test for Equality of Means								
	Levene.s test for Equality of Variances	F	Sig.	T	Df	Sig.(2-tailed)	Mean Difference	Std. Error Difference	95%Confidence Interval of the Difference
									Lower Upper
Equal variances assumed	1.339	.248	-1.129	339	.260	-.13288	.11770		-.36439 .09864

Equal
 Variances
 not assumed

-1.119 304.841 .264 -.1328 .11878 1 -.3666 .10085

T-Test

Group statistics

college 2	N	Mean	Std.Deviation	Std.Error Mean
1.00	172	3.5349	1.00958	.07698
2.00	169	3.2959	1.13312	.08716

Independent samples test

Levene's
 test for
 Equality of
 Variances

t.test for Equality of Means

	F	Sig.	T	Df	Sig.(2-tailed)	Mean Difference	Std. Error Difference	95%Confidence Interval of the Difference	
								Lower	Upper
Equal variances assumed	5.077	.225	2.058	339	.040	.23903	.11617	.01052	.46753
Equal Variances not assumed			2.055	333.154	.041	.23903	.11629	.01027	.46778

T-Test

Group statistics

incom 2	N	Mean	Std.Deviation	Std.Error Mean
1.00	129	3.3760	1.06439	.09371
2.00	157	3.4045	1.12109	.08947

Independent samples test

Levene.s
test for
Equality
of
Variances

t.test for Equality of Means

	F	Sig.	T	Df	Sig.(2-tailed)	Mean Difference	Std. Error Difference	95%Confidence Interval of the Difference	
								Lower	Upper
Equal variances assumed	.307	.580	-.219	284	.827	-.02849	.13023	-.28483	.22785
Equal Variances not assumed			-.220	278.105	.826	-.2849	.12957	-.28355	.22657

T-Test

Group statistics

occupation 2	N	Mean	Std.Deviation	Std.Error Mean
1.00	189	3.4233	1.07347	.07808
2.00	152	3.4079	1.08637	.08812

Independent samples test

Levene.

t.test for Equality of Means

	s test for Equality of Variances		T	Df	Sig.(2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
	F	Sig.						Lower	Upper
Equal variances assumed	.033	.856	.131	339	.896	.01539	.11758	-.21590	.24667
Equal Variances not assumed			.131	321.852	.896	.01539	.11773	-.21624	.24701

T-Test

Group statistics

experience 2	N	Mean	Std.Deviation	Std.Error Mean
1.00	157	3.3280	1.04807	.08364
2.00	184	3.4918	1.09952	.08106

Independent samples test

Levene.s test for

t.test for Equality of Means

	Equality of Variances F	Sig.	T	Df	Sig.(2- tailed)	Mean Differen ce	Std. Error Differen ce	95%Confidence Interval of the Difference Lower Upper	
Equal variances assumed	.536	.465	-1.401	339	.162	-.16382	.11692	-.39380	.06616
Equal Variances not assumed			-1.406	334. 844	.161	-.16382	.11648	-.39294	.06530

Appendix 5: Person Correlation between All the Variables

		green product	green price	green place	green promotion	corporate image	brand image	purchase intention	environmental knowledge	environmental concern	environmental belief	environmental awareness
green product	Pearson Correlation	1	.434**	.532**	.564**	.509**	.416**	.451**	.298**	.427**	.445**	.311**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	341	341	341	341	341	341	341	341	341	341	341
green price	Pearson Correlation	.434**	1	.503**	.507**	.438**	.476**	.419**	.235**	.342**	.394**	.304**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	341	341	341	341	341	341	341	341	341	341	341
green place	Pearson Correlation	.532**	.503**	1	.612**	.487**	.396**	.476**	.256**	.396**	.410**	.296**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000
	N	341	341	341	341	341	341	341	341	341	341	341
green promotion	Pearson Correlation	.564**	.507**	.612**	1	.586**	.509**	.533**	.395**	.478**	.471**	.280**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000
	N	341	341	341	341	341	341	341	341	341	341	341
corporate image	Pearson Correlation	.509**	.438**	.487**	.586**	1	.540**	.566**	.430**	.477**	.509**	.327**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000
	N	341	341	341	341	341	341	341	341	341	341	341
brand image	Pearson Correlation	.416**	.476**	.396**	.509**	.540**	1	.464**	.360**	.402**	.436**	.286**

** . Correlation is significant at the 0.01 level (2-tailed).

Appendix 6: Regression of green marketing mix and purchase intention

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				Sig. F Change
					R Square Change	F Change	df1	df2	
1	.667 ^a	.445	.439	.52686	.445	65.627	4	327	.000

a. Predictors: (Constant), green promotion, green price, green product, green place

b. Dependent Variable: purchase intention

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	72.867	4	18.217	65.627	.000 ^a
	Residual	90.770	327	.278		
	Total	163.637	331			

a. Predictors: (Constant), green promotion, green price, green product, green place

b. Dependent Variable: purchase intention

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
		1	(Constant)	1.018			.196	
	green product	.178	.048	.196	3.721	.000	.084	.272
	green price	.110	.047	.119	2.336	.020	.017	.202
	green place	.163	.050	.183	3.256	.001	.064	.261
	green promotion	.289	.053	.314	5.473	.000	.185	.393

Dependent Variable: purchase intention

.a

Appendix 7: Regression of green marketing mix and total image

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.696 ^a	.485	.478	.50861	.485	76.916	4	327	.000

a. Predictors: (Constant), green promotion, green price, green product, green place

b. Dependent Variable: corporate image

ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	79.590	4	19.897	76.916	.000 ^a
Residual	84.591	327	.259		
Total	164.181	331			

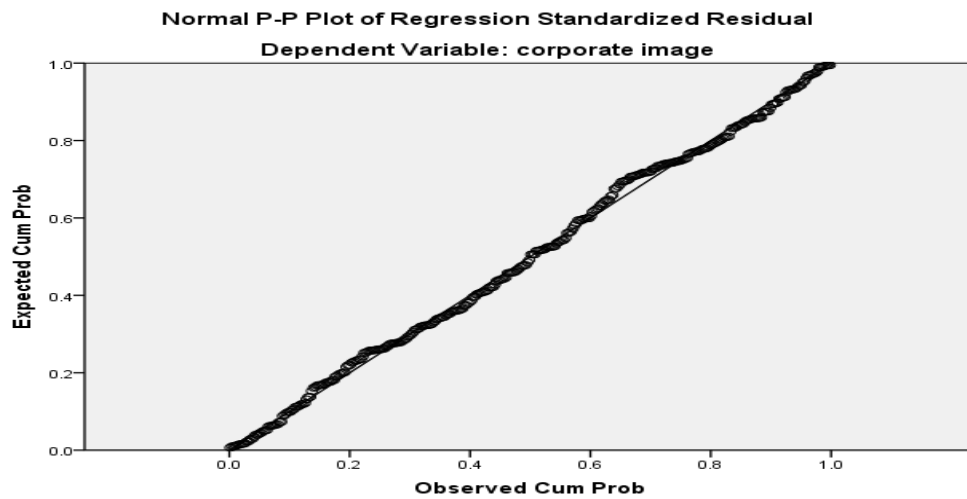
a. Predictors: (Constant), green promotion, green price, green product, green place

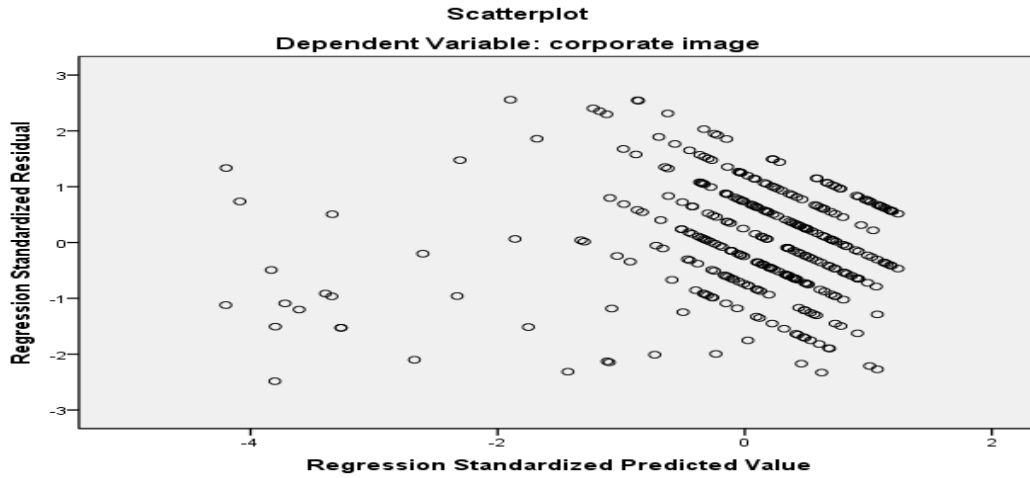
b. Dependent Variable: corporate image

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	.792	.195		4.061	.000	.409	1.176
	green product	.297	.047	.321	6.275	.000	.204	.390
	green price	.121	.045	.130	2.699	.007	.033	.209
	green place	.104	.050	.112	2.090	.037	.006	.202
	green promotion	.273	.052	.286	5.209	.000	.170	.376

a. Dependent Variable: corporate image





Appendix 8: Regression of total image and purchase intention

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.563 ^a	.317	.309	.50813	.317	38.460	4	331	.000

a. Predictors: (Constant), green promotion, green price, green product, green place

b. Dependent Variable: brand image

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	39.722	4	9.930	38.460	.000 ^a
	Residual	85.464	331	.258		
	Total	125.185	335			

a. Predictors: (Constant), green promotion, green price, green product, green place

b. Dependent Variable: brand image

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
1 (Constant)	1.805	.202		8.923	.000	1.407	2.203
green product	.099	.046	.121	2.147	.033	.008	.190
green price	.215	.044	.261	4.870	.000	.128	.301
green place	.030	.049	.036	.613	.540	-.066	.126
green promotion	.236	.052	.280	4.562	.000	.134	.338

a. Dependent Variable: brand image

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.719 ^a	.516	.513	.46725	.516	171.927	2	322	.000

a. Predictors: (Constant), brand image, corporate image

b. Dependent Variable: purchase intention

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	75.072	2	37.536	171.927	.000 ^a
	Residual	70.300	322	.218		
	Total	145.372	324			

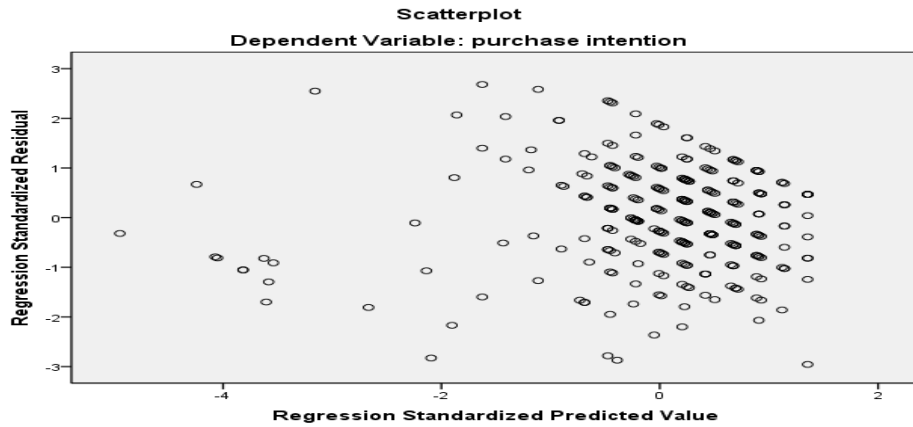
a. Predictors: (Constant), brand image, corporate image

b. Dependent Variable: purchase intention

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
							B	Std. Error
1	(Constant)	.991	.178		5.562	.000	.640	1.341
	corporate image	.451	.040	.512	11.321	.000	.373	.529
	brand image	.307	.046	.305	6.744	.000	.218	.397

a. Dependent Variable: purchase intention



Appendix B9.1: Mediation corporate image between green marketing mix on purchase intention

Model Summary^c

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.637 ^a	.405	.398	.56210	.405	56.423	4	331	.000
2	.684 ^b	.467	.459	.53283	.062	38.375	1	330	.000

a. Predictors: (Constant), green promotion, green price, green product, green place

b. Predictors: (Constant), green promotion, green price, green product, green place, corporate image

c. Dependent Variable: purchase intention

ANOVA^c

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	71.310	4	17.827	56.423	.000 ^a
Residual	104.583	331	.316		
Total	175.893	335			
Regression	82.205	5	16.441	57.910	.000 ^b
Residual	93.688	330	.284		
Total	175.893	335			

a. Predictors: (Constant), green promotion, green price, green product, green place

b. Predictors: (Constant), green promotion, green price, green product, green place, corporate image

c. Dependent Variable: purchase intention

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	1.021	.208		4.902	.000	.611	1.430
	green product	.162	.051	.173	3.190	.002	.062	.262
	green price	.140	.049	.149	2.874	.004	.044	.236
	green place	.159	.053	.172	2.986	.003	.054	.263
	green promotion	.274	.056	.288	4.870	.000	.163	.384
	2	(Constant)	.775	.201		3.847	.000	.379
	green product	.097	.049	.103	1.961	.051	.000	.194
	green price	.106	.047	.112	2.266	.024	.014	.197
	green place	.127	.051	.138	2.504	.013	.027	.227
	green promotion	.168	.056	.176	3.001	.003	.058	.278
	corporate image	.304	.049	.325	6.195	.000	.207	.400

a. Dependent Variable: purchase intention

Excluded Variables^b

Model	Beta In	t	Sig.	Partial Correlation	Collinearity Statistics	
					Tolerance	
1	corporate image	.325 ^a	6.195	.000	.323	.587

a. Predictors in the Model: (Constant), green promotion, green price, green product, green place

b. Dependent Variable: purchase intention

Appendix B9.1: Mediation brand image between green marketing mix on purchase intention

Model Summary^c

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.667 ^a	.445	.439	.52686	.445	65.627	4	327	.000	
2	.691 ^b	.478	.470	.51204	.032	20.208	1	326	.000	1.942

a. Predictors: (Constant), green promotion, green price, green product, green place

b. Predictors: (Constant), green promotion, green price, green product, green place, brand image

c. Dependent Variable: purchase intention

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	1.018	.196		5.200	.000	.633	1.402		
	green product	.178	.048	.196	3.721	.000	.084	.272	.612	1.635
	green price	.110	.047	.119	2.336	.020	.017	.202	.652	1.535
	green place	.163	.050	.183	3.256	.001	.064	.261	.539	1.854
	green promotion	.289	.053	.314	5.473	.000	.185	.393	.514	1.944
2	(Constant)	.669	.205		3.258	.001	.265	1.073		
	green product	.153	.047	.169	3.271	.001	.061	.245	.603	1.658
	green price	.055	.047	.060	1.165	.245	-.038	.148	.608	1.644
	green place	.160	.049	.180	3.294	.002	.064	.255	.539	1.854
	green promotion	.230	.053	.250	4.338	.000	.126	.334	.483	2.072
	brand image	.223	.050	.221	4.495	.000	.126	.321	.664	1.506

a. Dependent Variable: purchase intention

Excluded Variables^b

Model	Beta In	t	Sig.	Partial Correlation	Collinearity Statistics			
					Tolerance	VIF	Minimum Tolerance	
1	brand image	.221 ^a	4.495	.000	.242	.664	1.506	.483

a. Predictors in the Model: (Constant), green promotion, green price, green product, green place

b. Dependent Variable: purchase intention

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions					
				(Constant)	green product	green price	green place	green promotion	brand image
1	1	4.935	1.000	.00	.00	.00	.00	.00	
	2	.019	16.208	.05	.25	.72	.07	.04	
	3	.018	16.471	.72	.05	.11	.23	.04	
	4	.015	18.106	.23	.61	.16	.32	.01	
	5	.013	19.866	.00	.09	.01	.38	.90	
2	1	5.920	1.000	.00	.00	.00	.00	.00	.00
	2	.021	16.672	.17	.09	.02	.28	.04	.25
	3	.019	17.872	.13	.24	.71	.02	.00	.00
	4	.015	19.792	.06	.62	.21	.32	.05	.02
	5	.014	20.371	.48	.00	.04	.08	.29	.33
	6	.011	22.973	.15	.04	.02	.30	.61	.39

. Dependent Variable: purchase intention

Appendix B10.1: Moderating Effect of Environmental Knowledge on the green marketing mix and corporate image

Model Summary^c

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.696 ^a	.485	.478	.50861	.485	76.916	4	327	.000
2	.717 ^b	.515	.507	.49445	.030	20.007	1	326	.000
3	.736 ^c	.541	.529	.48356	.027	4.710	4		

a. Predictors: (Constant), green promotion, green price, green product, green place

b. Predictors: (Constant), green promotion, green price, green product, green place, corporate image, environmental Knowledge

c. Dependent Variable: corporate image

ANOVA^c

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	79.595	4	19.897	76.916	.000 ^a
Residual	84.591	327	.259		
Total	164.181	331			
2 Regression	84.481	5	16.896	69.111	.000 ^b
Residual	79.700	326	.244		
Total	164.181	331			
3 Regression	88.887	9	9.876	42.237	.000 ^c
Residual	75.294	322	.234		
Total		331			

a. Predictors: (Constant), green promotion, green price, green product, green place

b. Predictors: (Constant), green promotion, green price, green product, green place, environmental Knowledge

c. Predictors: (Constant), green promotion, green price, green product, green place, environmental Knowledge, A21, A11, A31, A41

d. Dependent Variable: corporate image

Coefficients^a

model		Unstandardized Coefficients	Std. Error	Standardized Coefficients	t	sig
		B		Beta		
1	(Constant)	.792	.195		4.061	.000
	green product	.297	.047	.321	6.275	.000
	green price	.121	.045	.130	2.699	.007
	green place	.104	.050	.112	2.090	.037
	green promotion	.273	.052	.286	5.209	.000
2	(Constant)	.620	.194		3.204	.001
	green product	.272	.046	.294	5.859	.000
	green price	.115	.044	.124	2.649	.008
	green place	.108	.048	.117	2.232	.026
	green promotion	.221	.053	.231	4.223	.000
	environment knowledge	.141	.032	.188	4.473	.000

3	(Constant)	-.735	.465		-1.582	.115
	green product	.266	.162	.828	4.726	.000
	green price	-.259	.157	.278	1.649	.100
	green place	.037	.190	.040	.195	.845
	green promotion	.002	.181	.002	.011	.991
	environment	.643	.166	.855	3.881	.000
	knowledge	-.150	.045	-1.083	-3.328	.001
	A11	-.046	.043	-.313	-1.067	.287
	A21	.009	.049	.062	.179	.858
	A31	.061	.052	.450	1.178	.240
	A41					

a. Dependent Variable: corporate image

Appendix B10.2: Moderating Effect of Environmental concern on the green marketing mix and corporate image

Model Summary^c

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.690 ^a	.476	.470	.52260	.476	74.599	4	327	.000
2	.719 ^b	.517	.510	.50273	.041	27.431	1	326	.000
3	.736 ^c	.542	.525	.49246	.025	4.447	4		

a. Predictors: (Constant), green promotion, green price, green product, green place

b. Predictors: (Constant), green promotion, green price, green product, green place, corporate image, environmental concern

c. Dependent Variable: corporate image

ANOVA^c

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	81.495	4	20.374	74.599	.000 ^a
Residual	89.580	327	.2793		
Total	171.074	332			
2 Regression	88.428	5	17.686	69.974	.000 ^b
Residual	82.647	327	.2453		
Total	171.074	332			

3 Regression	92.741	9	10.305	42.490	.000 ^c
Residual	78.333	323	.243		
Total	171.074	332			

a. Predictors: (Constant), green promotion, green price, green product, green place

b. Predictors: (Constant), green promotion, green price, green product, green place, environmental concern

c. Predictors: (Constant), green promotion, green price, green product, green place, environmental concern, 21, B41 B11, B31

c. Dependent Variable: corporate image

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	sig
model		B	Std. Error	Beta		
1	(Constant)	.752	.200		3.755	.000
	green product	.264	.048	.280	5.496	.000
	green price	.098	.046	.104	2.151	.032
	green place	.150	.050	.161	3.003	.003
	green promotion	.290	.054	.299	5.404	.000
2	(Constant)	.537	.197		2.725	.007
	green product	.222	.047	.236	4.739	.000
	green price	.081	.044	.085	1.833	.068
	green place	.133	.048	.143	2.753	.006
	green promotion	.226	.053	.233	4.263	.000
3	environment concern	.198	.038	.235	5.237	.000
	(Constant)	-.688	.497		-1.384	.167
	green product	.015	.219	.016	.069	.945
	green price	-.088	.172	.092	-.508	.612
	green place	.943	.255	1.013	3.701	.000
	green promotion	.109	.217	.113	.503	.615
	environment concern	.624	.160	.740	3.904	.000
B11	.044	.055	.311	.800	.424	
B21	.034	.043	.225	.793	.428	
B31	-.199	.060	-1.399	-3.311	.001	
B41	0.16	.054	.109	.289	.772	

a. Dependent Variable: corporate image

Appendix B10.3: Moderating Effect of Environmental belief on the green marketing mix and corporate image

Model Summary^c

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.641 ^a	.411	.404	.59561	.411	58.538	4	327	.000
2	.670 ^b	.449	.441	.57678	.038	23.992	1	326	.000
3	.682 ^c	.465	.450	.57192	.016	2.430	4		

a. Predictors: (Constant), green promotion, green price, green product, green place

b. Predictors: (Constant), green promotion, green price, green product, green place, corporate image, environmental belief

c. Dependent Variable: corporate image

ANOVA^c

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	83.065	4	20.766	58.538	.000 ^a
Residual	119.195	336	.355		
Total	202.260	340			
2 Regression	90.814	5	18.163	54.596	.000 ^b
Residual	111.446	335	.2453		
Total	202.260	340			
3 Regression	93.993	9	10.305	31.929	.000 ^c
Residual	108.267	331	.243		
Total	202.260	340			

a. Predictors: (Constant), green promotion, green price, green product, green place

b. Predictors: (Constant), green promotion, green price, green product, green place, environmental belief

c. Predictors: (Constant), green promotion, green price, green product, green place, environmental belief, C21, C11 C31, C41

c. Dependent Variable: corporate image

Coefficients^a

model	Unstandardized Coefficients	Standardized Coefficients	t	sig
	B	Beta		
	Std. Error			

1	(Constant)	.807	.220		3.663	.000
	green product	.207	.054	.207	3.867	.000
	green price	.121	.051	.121	2.362	.019
	green place	.106	.056	.107	1.879	.061
	green promotion	.348	.059	.342	5.877	.000
2	(Constant)	.546	.220		2.478	.014
	green product	.159	.053	.158	3.003	.003
	green price	.088	.050	.087	1.745	.082
	green place	.085	.055	.086	1.559	.120
	green promotion	.265	.058	.290	5.045	.000
	environment belief	.225	.047	.233	4.826	.000
3	(Constant)	-.688	.497		-1.384	.224
	green product	.015	.219	.016	.069	.675
	green price	-.088	.172	.092	-.508	.746
	green place	.943	.255	1.013	3.701	.031
	green promotion	.109	.217	.113	.503	.211
	environment belief	.624	.160	.740	3.904	.000
	C11	.044	.055	.311	.800	.769
	C21	.034	.043	.225	.793	.533
	C31	-.199	.060	-1.399	-3.311	.049
	C41	0.16	.054	.109	.289	.777

a. Dependent Variable: corporate image

Appendix B10.4: Moderating Effect of Environmental awareness on the green marketing mix and corporate image

Model Summary^c

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.683 ^a	.466	.460	.59261	.466	72.535	4	327	.000
2	.697 ^b	.485	.477	.54356	.019	12.156	1	326	.000
3	.714 ^c	.510	.496	.53373	.016	4.074	4		

a. Predictors: (Constant), green promotion, green price, green product, green place

b. Predictors: (Constant), green promotion, green price, green product, green place, corporate image, environmental awareness

c. Dependent Variable: corporate image

ANOVA^c

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	88.604	4	22.151	72.535	.000 ^a
Residual	101.387	332	.305		
Total	189.991	336			
2 Regression	92.195	5	18.439	62.409	.000 ^b
Residual	97.796	331	.295		
Total	189.991	336			
3 Regression	93.993	9	10.760	34.770	.000 ^c
Residual	93.153	327	.285		
Total	189.991	336			

a. Predictors: (Constant), green promotion, green price, green product, green place

b. Predictors: (Constant), green promotion, green price, green product, green place, environmental awareness

c. Predictors: (Constant), green promotion, green price, green product, green place, environmental awareness, D21, D11 D31, D41

c. Dependent Variable: corporate image

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	sig
model		B	Std. Error	Beta		
1	(Constant)	.623	.210		2.967	.003
	green product	.221	.050	.223	4.410	.000
	green price	.128	.048	.130	2.675	.008
	green place	.128	.052	.130	2.436	.015
	green promotion	.353	.055	.353	6.406	.000
2	(Constant)	.287	.228		1.260	.208
	green product	.198	.050	.200	3.983	.000
	green price	.105	.047	.107	2.215	.027
	green place	.115	.052	.118	2.230	.126
	green promotion	.347	.054	.347	6.393	.000
3	environment	.144	.041	.147	3.487	.001
	awareness					
	(Constant)	-.002	.614		-.003	.998
	green product	.429	.206	.433	2.083	.038
	green price	-.575	.207	-.548	-7.81	.006
awareness	green place	.732	.258	.748	2.839	.005
	green promotion	.237	.282	.237	.840	.402
	environment	.222	.169	.227	1.315	.189
	awareness	-.059	.051	-.375	-1.171	.243

D11	.170	.051	1.047	3.339	.001
D21	-.148	.060	-.925	-2.471	.014
D31	.022	.067	.135	.323	.747
D41					

a. Dependent Variable: corporate image

Appendix B10. 5: Moderating Effect of Environmental Knowledge on the green marketing mix and brand image

Model Summary^c

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.628 ^a	.394	.387	.51042	.394	53.744	4	327	.000
2	.650 ^b	.422	.413	.49936	.028	15.781	1	326	.000
3	.743 ^c	.552	.540	.44219	.130	23.643	4		

a. Predictors: (Constant), green promotion, green price, green product, green place

b. Predictors: (Constant), green promotion, green price, green product, green place, brand image, environmental Knowledge

c. Dependent Variable: brand image

ANOVA^c

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	56.008	4	14.002	53.744	.000 ^a
Residual	85.975	330	.261		
Total	141.982	334			
2 Regression	59.943	5	11.989	48.077	.000 ^b
Residual	82.039	329	.249		
Total	141.982	334			
3 Regression	78.435	9	8.715	44.571	.000 ^c
Residual	63.548	325	.196		
Total	141.982	334			

- a. Predictors: (Constant), green promotion, green price, green product, green place
- b. Predictors: (Constant), green promotion, green price, green product, green place, environmental Knowledge
- c. Predictors: (Constant), green promotion, green price, green product, green place, environmental Knowledge, A21, A11, A31, A41
- d. Dependent Variable: brand image

		Coefficients ^a				
		Unstandardized		Standardize	t	sig
		Coefficients		d		
model		B	Std. Error	Beta		
1	(Constant)	1.277	.205		6.241	.000
	green product	.126	.046	.144	2.714	.007
	green price	.246	.044	.282	5.568	.000
	green place	.069	.049	.079	1.420	.157
	green promotion	.262	.053	.284	4.969	.000
2	(Constant)	1.106	.205		5.404	.000
	green product	.109	.045	.125	2.392	.017
	green price	.242	.043	.276	5.584	.000
	green place	.073	.048	.084	1.529	.127
	green promotion	.214	.053	.232	4.025	.000
	environment	.126	.032	.179	3.973	.000
knowledge						
3	(Constant)	-2.837	.462		- 6.146	.000
	green product	.216	.137	.248	1.578	.116
	green price	.694	.137	.794	5.084	.000
	green place	.576	.162	.659	3.555	.000
	green promotion	.141	.167	.153	.845	.399
	environment	1.542	.156	2.192	9.876	.000
knowledge						
		-.050	.039	-.380	-1.275	.203
	A11	-.145	.038	-1.062	-3.852	.000
	A21	.152	.043	-1.136	-3.544	.000
	A31	-.002	.048	-.019	-.051	.959
	A41					

a. Dependent Variable: brand image

Appendix B10.6: Moderating Effect of Environmental concern on the green marketing mix and corporate image

Model Summary^c

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.619 ^a	.383	.376	.50699	.383	51.075	4	327	.000
2	.645 ^b	.416	.407	.49405	.033	18.456	1	326	.000
3	.735 ^c	.541	.528	.44074	.125	22.039	4		

a. Predictors: (Constant), green promotion, green price, green product, green place

b. Predictors: (Constant), green promotion, green price, green product, green place, corporate image, environmental concern

c. Dependent Variable: corporate image

ANOVA^c

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	52.513	4	13.128	51.075	.000 ^a
Residual	84.566	329	.257		
Total	137.079	333			
2 Regression	57.018	5	8.238	46.719	.000 ^b
Residual	80.061	328	.194		
Total	137.079	333			
3 Regression	74.1421	9	8.238	42.409	.000 ^c
Residual	62.937	324	.194		
Total	137.079	333			

a. Predictors: (Constant), green promotion, green price, green product, green place

b. Predictors: (Constant), green promotion, green price, green product, green place, environmental concern

c. Predictors: (Constant), green promotion, green price, green product, green place, environmental concern, 21, B41 B11, B31

c. Dependent Variable: brand image

Coefficients^a

Unstandardized Standardize t sig

model		Coefficients		d		
		B	Std. Error	Beta		
1	(Constant)	1.336	.205		6.524	.000
	green product	.140	.046	.163	5.496	.003
	green price	.231	.044	.266	5.204	.000
	green place	.071	.049	.083	1.471	.142
	green promotion	.248	.053	.271	4.689	.000
2	(Constant)	1.131	.205		5.511	.007
	green product	.106	.046	.124	2.319	.021
	green price	.218	.043	.251	5.033	.000
	green place	.059	.047	.068	1.238	.217
	green promotion	.200	.053	.218	3.796	.000
	environment concern	.161	.037	.206	4.296	.000
3	(Constant)	-3.040	.495		-6.138	.000
	green product	.796	.198	.929	4.024	.000
	green price	.466	.155	.535	3.007	.003
	green place	.537	.231	.623	2.326	.021
	green promotion	-.137	.201	-.149	-.682	.496
	environment concern	1.519	.154	1.951	9.898	.000
	B11	-.194	.049	-1.507	-3.929	.000
	B21	-.083	.038	-.601	-2.166	.031
	B31	-.129	.055	.989	-2.375	.081
B41	0.66	.049	.503	1.336	.183	

Dependent Variable: brand image .a

Appendix B10.7: Moderating Effect of Environmental belief on the green marketing mix and brand image

Model Summary^c

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.628 ^a	.394	.387	.51042	.411	53.744	4	327	.000
2	.655 ^b	.429	.421	.49625	.038	20.112	1	326	.000
3	.723 ^c	.523	.510	.45656	.016	15.924	4		

a. Predictors: (Constant), green promotion, green price, green product, green place

b. Predictors: (Constant), green promotion, green price, green product, green place, environmental belief

d. Predictors: (Constant), green promotion, green price, green product, green place, environmental belief, C21,C11,C31,C41

c. Dependent Variable: brand image

ANOVA^c

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	56.008	4	14.002	53.744	.000 ^a
Residual	85.975	330	.261		
Total	141.982	334			
2 Regression	60.960	5	12.192	49.508	.000 ^b
Residual	81.022	329	.246		
Total	141.982	334			
3 Regression	74.237	9	8.249	39.572	.000 ^c
Residual	67.745	325	.243		
Total	141.982	334			

a. Predictors: (Constant), green promotion, green price, green product, green place

b. Predictors: (Constant), green promotion, green price, green product, green place, environmental belief

c. Predictors: (Constant), green promotion, green price, green product, green place, environmental belief, C21, C11 C31, C41

c. Dependent Variable: brand image

Coefficients^a

model		Unstandardized Coefficients	Standardized Coefficients	t	sig
		B	Beta		
1	(Constant)	1.277		6.241	.000
	green product	.126	.144	2.714	.007
	green price	.246	.282	5.568	.000
	green place	.069	.079	1.420	.157
	green promotion	.262	.284	4.969	.000
2	(Constant)	1.048		5.103	.000
	green product	.087	.100	1.894	.059
	green price	.220	.251	5.066	.000
	green place	.054	.062	1.137	.256
	green promotion	.222	.241	4.259	.000
	environment belief	.181	.216	4.485	.000
3	(Constant)	-2.404		-4.912	.000
	green product	.256	.293	1.647	.101
	green price	.680	.778	4.149	.000

green place	.273	.228	.312	1.197	.232
green promotion	.319	.228	.346	1.402	.162
environment belief	1.277	.147	1.523	8.661	.000
C11	-.051	.039	-.377	-.320	.188
C21	-.135	.041	-.942	-3.276	.001
C31	-.064	.054	-.459	-1.168	.244
C41	-.039	.056	-.280	-.685	.494

a. Dependent Variable: brand image

Appendix B10.8: Moderating Effect of Environmental awareness on the green marketing mix and corporate image

Model Summary^c

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.496 ^a	.246	.237	.49685	.246	26.792	4	327	.000
2	.528 ^b	.279	.268	.48661	.033	14.946	1	326	.000
3	.584 ^c	.341	.322	.46821	.062	7.551	4		

a. Predictors: (Constant), green promotion, green price, green product, green place

b. Predictors: (Constant), green promotion, green price, green product, green place, corporate image, environmental awareness

c. Predictors: (Constant), green promotion, green price, green product, green place, corporate image, environmental awareness, D31,D21, D11, D41

d. Dependent Variable: corporate image

ANOVA^c

Model	Sum of				
	Squares	df	Mean Square	F	Sig.
1 Regression	26.455	4	6.614	26.792	.000 ^a
Residual	80.969	328	.247		
Total	107.423	332			
2 Regression	29.994	5	5.999	25.334	.000 ^b
Residual	77.430	327	.237		
Total	107.423	332			
3 Regression	36.615	9	4.068	18.558	.000 ^c
Residual	70.808	323	.219		
Total	107.423	332			

a. Predictors: (Constant), green promotion, green price, green product, green place

b. Predictors: (Constant), green promotion, green price, green product, green place, environmental awareness

c. Predictors: (Constant), green promotion, green price, green product, green place, environmental awareness, D21, D11 D31, D41

c. Dependent Variable: corporate image

Coefficients^a

model		Unstandardized Coefficients		Standardize	t	sig
		B	Std. Error	d Coefficients Beta		
1	(Constant)	2.211	.202		10.928	.003
	green product	.095	.046	.122	2.063	.040
	green price	.198	.044	.256	4.542	.000
	green place	.028	.047	.037	.597	.0551
	green promotion	.168	.052	.207	3.254	.001
2	(Constant)	1.935	.211		9.186	.000
	green product	.069	.045	.089	1.525	.128
	green price	.170	.043	.219	3.907	.000
	green place	.014	.047	.019	.311	.756
	green promotion	.156	.051	.193	3.086	.002
3	environment	.146	.038	.198	3.866	.000
	awareness					
3	(Constant)	-.238	.530		-.448	.654
	green product	.256	.179	.330	1.431	.153

green price	.767	.184	.991	4.174	.000
green place	.385	.221	.508	1.743	.082
green promotion	-.388	.249	-.480	-1.559	.120
environment	.818	.154	1.113	5.329	.000
awareness	-.054	.044	-.447	-1.217	.225
D11	-.159	.046	-1.281	-3.472	.001
D21	-.093	.052	-.762	-1.800	.073
D31	.125	.060	1.006	2.092	.037
D41					

a. Dependent Variable: brand image

Previous Research:

Green marketing has developed over 30 years since the concept of green marketing emerged in 1980s. Many researchers have studied green marketing indifferent perspectives and applied in various industries (Fan & Zeng, 2011).

Green marketing is very essential for the sustainability of an organization these days. As is revealed from the literature review there is a lot of gap in research on this topic .Also in Sudan not much work is done as far as the influence of green marketing on consumer behavior is concerned (Bukhari, 2011).

Authors	Title	Methodology	Results
Yu-Chen Wei et al (2016)	A fit prespective approach in kinking coporate image and intention- to- apply	quantitative research, a total of 28 companies	Corporate image positively to both intention to -apply and person – organization
Suki et al (2016)	Impacts of Corporate Social Responsibility on the Links between Green Marketing Awareness and Consumer Purchase Intentions	A total of 200 respondents were included in the sample. Respondents comprised 53 percent females and 47 percent males.	Corporate social responsibility partially mediated the link between green marketing awareness and purchase intentions of the product. Consumers develop positive green marketing awareness based on the growing environmental knowledge. The companies make their green marketing activities known to the publics by distributing eco-friendly fliers which helps to increase sales revenue, raise consumer awareness, and develop greater intention to purchase the products.
Jeng (2016)	The influences of airline brand credibility on Consumer purchase intention	Questionnaire s of 700 people	Airline brand credibility increases consumer purchase intention by increasing consumers decision convening and enhancing.
Ariffin et al (2016)	Factors Influencing Perceived Quality and Repurchase Intention Towards Green Products	quantitative research, a total of 200 respondents participated in the survey	Green value has significant relationship with both perceived quality and repurchase intention. Emotional value has significant relationship with perceived quality. Relationship between emotional value and repurchase intention it is not significant. The relationship between environment conscious and repurchase intention is found to be significant.
Ayesha Shakeel, (2015)	The Role of Brand Credibility on Purchase Intention on Fast Food Sector in Pakistan	Questionnaire s sample size is 150	The relationship between independent variable brand credibility; perceived quality, perceived risk and customer value and its strength with my basic dependent variable which is purchase intention.
Bertrandias and Gambier (2014)	Others’ environmental concern as a social determinant of green buying	Data collection was based on in person interviews and Questionnaire s	Ascribed environmental concern increases the probability to choose the product with a low environmental impact over the more harmful alternative.
Weisstein et al, (2014)	Price presentation effects on green	Experimental design	The results show that different formats of price promotion presentations influence consumers’ purchase

purchase intentions

perceptions differently. Consumers with a high degree of greenness are attracted to promotions emphasizing gain, while those with a low degree of greenness prefer promotions underlining reduced loss. In addition, medium-greenness consumers show similar reactions to both formats. consumers' perceived value mediates the moderated effects of perceived quality and perceived savings on green purchase intentions.

Trivedi et al, (2014)

Pro-environmental behaviour, locus of control and willingness to pay for environmental

sample size was about 228 while the actual number of respondents was 256.

consumers' willingness to pay WTP for green products is significantly predicted by two variables which are in following order: consumers' pro-environmental behaviours (PEB) and environmental locus of control (ELOC).

Wang, (2013)

Consumer characteristics and social influence factors on green purchasing intentions

Questionnaires sent by e-mail containing a link to the online survey. A total of 1,866 members

external locus of control exerted a negative effect on consumers' green consumption intentions, collectivism values exerted a positive influence. environmental visibility and subjective norms exerted a significant effect on green purchasing intentions.

Gaur, (2015)

Drivers of consumer purchase intentions for remanufactured products

interviewed 45 India-born consumers

level of environmental consciousness, individual values, post-use perceptions, nature of purchase and socio-cultural norms are the major drivers of consumer purchase intentions. Sub-categories of these five drivers are personal and contextual factors. Personal factors include personal attitudes and beliefs, individual personality and environmental consciousness. Contextual factors are societal norms, price, promotion/advertisement, service quality and brand image.

Drossos et al, (

Consumer Responses to SMS Advertising: Antecedents and

Having a total of 64 cells.

suggests that a favorable attitude towards the ad (Aad) helps in the formation of a favorable attitude towards the brand (Ab), which in turn

	Consequences		
Chu Chen, (2009)	marketing mix and branding: competitive hypermarket strategies	sample size was about 435	has a positive impact on one's purchase intention (PI). The marketing mix and CBBE, female shoppers consistently have higher mean scores. Only distribution intensity, brand association and total brand equity were significantly higher than males.
Tharmi and Senthilna than, Hunjra et al, (2012)	the relationship of brand equity to purchase intention cause related marketing and its impact on sales: mediating by brand loyalty and customer purchase intention	(200) families The questionnaire was distributed among students and employees at different universities and organizations. A total of 643 180 sample respondents	The brand equity (BE) has positively related to the purchase intention (PI). Consumer purchase intention and brand loyalty is mediating variables between and sales. Consumer relationship management CRM campaigns have positive effect on sales. CRM campaigns have positive effect on purchase intention.
Ali Soomro et al, (2012)	factors effecting consumer preferences in airline industry		There is a significant impact of Service Quality on consumer preference of airline industry and it leads to purchase intension. There is a significant impact of Ease of Online booking (Service Quality) on consumer preference of airline industry and it leads to purchase intension. There is no a significant impact of Increase luggage capacity (Service Quality) on consumer preference of airline industry and it leads to purchase intension. There is a significant impact of Boarding and Clearing time (Service Quality) on consumer preference of airline industry and it leads to purchase intension.
Bing Zhu, (n,d)	The Impact of Green Advertising on Consumer Purchase Intention of Green Products	The data were collected from 313 consumers in Shanghai	There is relationship between green advertising and consumers" purchase intention of green products

Choe et al, (2009)	Effect of the food traceability system for building trust: Price premium and buying behavior	383 sample respondents	Perceived uncertainty negatively affects both the consumers' willingness to pay more for a product and the consumers' purchase intention.
Sen Wu and Tsai, (2013)	The Research on Relationship among Online Game Endorsement, Adolescent Involvement and Game Purchase Intention	Data was collected from 366 valid returned questionnaires.	That attraction and reliability of online game endorsement significantly influences internal preference and external stimulus of game purchase intention.
Xiaorong et al, (2011)	Impact of Quantity and Timeliness of EWOM Information on Consumer's Online Purchase Intention under C2C Environment	320 undergraduates in Southwestern University of Finance and Economics	Consumer trust displays significant influence on purchase intention. the mediator---consumer trust, the influence of eWOM information quantity on purchase intention was significant. the influence of eWOM information quantity on purchase intention is insignificant, while consumer trust brings significant influence over purchase intention.
Latwal and Sharma, (2012)	The Effect of Brand Equity on Purchase Intention: An Empirical Investigation with Special Reference to Car Owner in West Delhi	questionnaire with the sample size of 200 from various areas in west Delhi	Brand awareness has a significant direct effect on purchase intention. Brand association has a significant direct effect on purchase intention. Brand loyalty has a significant direct effect on purchase intention. Perceived quality has a significant direct effect on purchase intention. That for other brand of car all respondents have highly perceived level of attributes in relation to all dimensions of Purchase Intention. Reveals statistically significant linear relationship between BE and PI.
Bilal and Ali, (2013)	Factors Influencing Consumers Purchase Intentions towards	in 255 useful Responses.	Perceived price and perceived quality are two main factors that affect consumers' purchase intention. Perceived risk and packaging are not significant on purchase intention.

Suresh and Phil,	Private Brands Consumers Attitude and Green Advertisement: An Evaluation	that out of 200 respondent	The majority of the respondents are embrace with available green products. The majority of respondents are looking for modification on available green products.
Dumea and Andrei, (2013)	Organic food consumer in Romania	A total of 110 questionnaires	Most respondents have a positive attitude towards organic food.
Bickart and Ruth, (2012)	"Green Eco---seals And Advertising Persuasion"	Participants were 197 students	the effect of eco-seal and brand familiarity on the purchase intention would be moderated by environmental concern. that attitudes toward the ad and brand would mediate effects of the eco-seal and brand familiarity on purchase intentions. that environmental concern, a continuous variable, moderates the effects of eco-seal source and ad appeal on Aad, AttBr, and purchase intentions. the effect of attitudes toward the ad and brand on purchase intentions. that particular values, pro-environmental concern and perceived environmental knowledge were related with attitudes towards an ecological brand. Propensity to purchase an international ecological brand is closely related to attitude towards an international brand and attitude towards an ecological brand. Intentions to purchase a local ecological brand were related to the attitude towards a local brand only. Attitude towards an ecological product is related to the value of a sense of belonging and pro-environmental concern; intention to purchase a local brand is predicted by the attitude towards the local brand.
Pikturnienė and Mackelaitė, (2013)	attitude formation towards local and international ecological face and body care brands among lithuanian female consumers	Questionnaires 262 answers were received.	there is a high degree of dissatisfaction with the 4Ps framework among European academics.
Ahmed, (1995)	Using the 7Ps as a generic marketing mix:	the UK's Marketing Education	

	an exploratory survey of UK and European marketing academics	Group (MEG) Conference held in Salford in 1992 and the European Marketing Academy (EMAC) Conference held in Aarhus, Denmark in May 1992. A total of 46 questionnaires.	the 7Ps framework has already achieved a high degree of acceptance as a generic marketing mix among our sample of respondents.
Bosnjak and Rudolph, (2007)	Undesired self-image congruence in a low involvement product context	Questionnaire 211 answers were received.	Incremental value in predicting consumption-related attitudes, but did not directly influence purchasing intentions.
Bian and Moutinho, (2009)	The role of brand image, product involvement, and knowledge in explaining consumer purchase behaviour of counterfeits	survey data from 321 consumers in the UK	Perceived brand personality plays a more dominant role in explaining consumers' purchase intention. Involvement/knowledge has no significant influence on counterfeit purchase intention. Brand image is not a mediator of the effects of involvement/knowledge on purchase intention.
Karaosmanoğlu et al, (2010)	The role of other customer effect in corporate marketing Its impact on corporate image and consumer-company identification	A convenience sample of 389 adult consumers	Corporate image have an impact on purchase intention.
Clow et al, (1996)	The importance of service quality determinants in advertising a professional	were 800 individuals selected via a stratified convenience	Perceived risk had an inverse impact on purchase intentions. Perceived expertise had a direct impact on purchase intentions. risk reduction appears to be slightly

	service: an exploratory study	sampling technique.	more effective in increasing purchase intentions. Significant differences occurred across all variables examined. In terms of purchase intentions, advertisements one and two were viewed as being superior to advertisements.
Souiden and Pons, (2009)	Product recall crisis management: the impact on manufacturer's image, consumer loyalty and purchase intention	The final sample was comprised of 573 people	the effect of the type of recall on the manufacturer's image, customer loyalty and their purchase intentions.
Arslan and Altuna, (2010)	The effect of brand extensions on product brand image	administered to 474 respondents	Brand extensions affect the product brand image negatively.
Rindell, (2013)	Time in corporate images: introducing image heritage and image-in-use	sample of 23 informants ranged	Consumer images generated by relevant past experience are a direct and influential input into real-time corporate image formation.
Chattana non, (2008)	Impacts of a Thai cause-related marketing program on corporate image	988 questionnaires were completed.	Cause-related marketing program can create positive attitudes toward corporate image.
Abosag and Farah, (2014)	The influence of religiously motivated consumer boycotts on brand image, loyalty and product judgment	The total sample counted 261 completed questionnaires	Boycotting have strong negative impact on brand image and consumer loyalty but does not influence consumers' product judgment.
Michaelidou and Hassan	The Role of Health Consciousness, Food Safety Concern and Ethical Identity	sample of 222 consumers	the relationship between health consciousness and intention is not significant. health consciousness to be the least important motive shaping attitudes towards organic produce in relation to

	on Attitudes and Intentions towards Organic Food		ethical self identity and food safety concern. Food safety concern is found to be one of the most important predictors of attitudes, but not intention.
Gan et al, (2009)	Consumers' purchasing behavior towards green products in New Zealand	questionnaire are obtained through a mail survey to 2,000 households in New Zealand	Environmentally Consciousness positively impacts consumers' purchasing decision on green products. Brand Consciousness negatively impacts consumers' green product purchasing decision. Price Consciousness and Quality Consciousness are not significant.
D'Souza et al, (2006)	Green products and corporate strategy: an empirical investigation	A total of 155 questionnaires were completed and were used for data analysis.	The contribution of corporate perception to the construct of perception about green products is negative. The contribution of past experience to the construct of perception about green products is positive. The contribution of regulatory protection to the construct of perception about green products is negative. The influence of perception about green products on purchase intention even if the product is somewhat more expensive is negative and stronger than its negative influence on purchase.
Abdul Rashid, (2009)	Awareness of Eco-label in Malaysia's Green Marketing Initiative	A total of 526 employees were then finally selected	effect of high awareness of the eco-label in influencing the purchase of a green product is very strong for respondents having positive attitude toward the protection of the environment. the effect of attitude toward environmental protection on purchase intention is a crucial prerequisite. the moderating effect of awareness of eco-label(high) on the relationship between knowledge of green products(positive) and purchase intention.
Ko et al, (2013)	Green marketing functions in building	A total of 389 usable questionnaire	the green marketing has a direct effect on the social responsibility and product image.

	corporate image in the retail setting	s are obtained	the factor of social responsibility plays an important role as mediator in the effect of green marketing on product or corporate reputation. the three factors of corporate image, product image and corporate reputation have a direct effect on purchase intentions. social responsibility has an indirect effect on purchase intentions in the retail setting.
Chang, (2011)	Feeling Ambivalent About Going Green Implications for Green Advertising Processing	A total of 190 usable questionnaires are obtained	Perceptions of green products (skepticism, perceived higher price, and lower quality), not positive perceptions, account for ambivalence toward green products. Ambivalent attitudes toward green products or buying green products do not correlate significantly with attitudes toward green products or buying green products. The green claim involves high efforts rather than moderate or low efforts, more ambivalent participants experience more discomfort. Brand equity influence consumer's brand preference and purchase intentions. Country of origin image moderate role between (Brand Equity, Brand Preference) and Purchase intention.
Moradi and Zarei, (2011)	The Impact of Brand Equity on Purchase Intention and Brand Preference-the Moderating Effects of Country of Origin Image	Semnan University were selected and 700 questionnaires. Response rate was 96% that between those 602 proved Usable.	
Salleh et al (2010)	Consumer's Perception and Purchase Intentions Towards Organic Food Products	With sample of 136 respondents consist of lecturers from University Teknologi MARA (Northern	Health consciousness depicts the strongest relationship with academician intention in buying organic food products as compared to environmental concern factors. That environmental concern and health consciousness contribute (significant) to the prediction of purchase intention on organic foods.

Ansar, (2013)	Impact of Green Marketing on Consumer Purchase Intention	Zone) sample of 384 individuals was selected	age and education have positive relation with Eco- literacy. Socio demographic variables are not significantly related with green purchase intention. Environmental advertisements, Price and Ecological packaging positively related with the Green purchase intention.
Hartman and Ibáñez, (2012)	Consumer attitude and purchase intention toward green energy brands: The roles of psychological benefits and environmental concern	A sample of 726 consumers	most predicted effects and underline the overall significance of psychological brand benefits. Only self-expressive benefits do neither affect participants' attitudes toward the experimental brand nor their purchase intentions. Nature experience has the strongest influence on brand attitude. the nature experiences level evoked by the advertisements moderates the effects of the behavioral antecedents studied on brand attitude and purchase intention.
A. Qader and Zainuddin, (2011)	The Impact of Media Exposure on Intention to Purchase Green Electronic Products amongst Lecturers	there are 898 full time university academic staff working on main and engineering campus.	media exposure had a significant positive influence on lecturers' purchase intention.
Laroche et al, (2001)	Targeting consumers who are willing to pay more for environmentally friendly products	questionnaire s were distributed and 907 usable questionnaire s were returned	Gender somehow influences consumers' willingness to pay more for green products in a statistically significant. attitudes are very good predictors of consumers' willingness to spend more for green products. Consumers willing to pay more for green products did not perceive it inconvenient to behave in an ecologically favorable manner.
Haytko and Matulich,	Green Advertising and Environmentally	delivered to 565 undergraduat	Consumers who are more proactive with their environmental behaviors also have better attitudes toward green

(n.d)	Responsible Consumer Behaviors Linkages Examined	e and graduate business students.	advertising. Green advertising may be best at reaching those who are already practicing green behaviors.
Rios et al,	improving attitudes toward brands with environmental associations: an experimental approach	352 women responsible for the household shopping	positive effect of environmental associations on brand attitude. direct positive relationship between beliefs regarding ecological performance and brand attitude. the positive effect of environmental labels on the beliefs regarding the ecological attribute.
Tarkiainen and Sundqvist, (2005)	Subjective norms, attitudes and intentions of Finnish consumers in buying organic food	The sample consisted of 200 Finnish consumers	Relationship between behavioural constraints (i.e. price) and buying intentions were significant. positive relationships between subjective norms and attitudes, and attitudes and buying intentions.
D'Souza et al, (2006)	An empirical study on the influence of environmental labels on consumers	A total of 155 questionnaires were completed and used for data analysis.	they perceive the environmentally safe products to be more expensive than alternative products. customers appear to be more forgiving in terms of somewhat higher prices, while not being compromising in relation to quality. Consumers appear to be somewhat less inclined to consider known brands as being environmentally safe and seem to rely more on their own experience in selecting environmentally safe products.
D'Souza and Aghian (2005)	Green advertising effects on attitude and choice of advertising themes	sample of 207 consumers in the state of Victoria	there is a significant difference in the attitudes of green advertising for high and low involved consumers. only the low involved groups had poorly rated attitudes towards advertising green brands. these consumers may not be interested in green advertisement because they are unwilling to buy green brands.
D'Souza et al,	Green products and corporate	A total of 155 questionnaire	the significant predictors of customers' negative overall perception toward

2006	strategy: an empirical investigation	s were completed and were used for data analysis.	green products. The contribution of past experience to the construct of perception about green products is positive. The contribution of regulatory protection to the construct of perception about green products is negative. The influence of perception about green products on purchase intention even if the product is somewhat more expensive is negative and stronger.
Borin and Cerf , (n.d)	Consumer effects of environmental impact in product labeling	A total of 329 questionnaires completed surveys	that consumer perception of product quality, value, and purchase intentions does not differ significantly between products with positive environmental messages and those without any message. Products with positive environmental messages are viewed better than products with negative environmental messages. the impact of environmental information is greater for consumable products.
Prendergast et al, (2010)	The Interactive Influence of Country of Origin of Brand and Product Involvement on Purchase Intention	Two sets of questionnaires (one in Japanese brand and one in Korean brand) around 49 respondents were allocated to each experimental	The impact of COB cue of Japan is greater than that of Korea on purchase intention. that there was no significant difference in purchase intention for the COB cue of Japan under high level of personal involvement, and the COB cue of Korea under high level of personal involvement.
Yin et al, (2009)	Consumers' purchase intention of organic food in China	A total of 450 questionnaires were distributed, 150 in each city.	Consumers' concern for their own health has a positive effect on their willingness to purchase organic food. Consumers' degree of trust for organic food has a positive effect on their willingness to purchase it. result reveals that level of education has no obvious effect on purchase intention.

Kim and Chung, (2011),"	Consumer purchase intention for organic personal care products	An online survey was conducted with 207 online panel members	Consumers' concern for environmental protection and current food safety, knowledge of organic food and convenience of purchasing has a weak effect on their purchase intention. Increased knowledge of organic food does not necessarily translate into a stronger willingness to purchase. that environmental consciousness and appearance consciousness positively influence attitude toward buying organic personal care products. past experiences as a predictor of purchase intention and perceived behavioral control as a moderator of the attitude-purchase intention relationship. relationship between consumer values and attitude, environmental consciousness and appearance consciousness rather health consciousness were found to be important in predicting consumers' attitudes toward organic personal care products.
Ajzen, Driver (1990)	Application of the Theory of Planned Behaviour to Leisure Choice	involving 60 students	in each case perceived behavioural control significantly improved prediction of behaviour beyond the level obtained on the basis of intentions alone. perceived behavioural control significantly improved prediction beyond the level obtained on the basis of attitudes and subjective norms. The distinction between instrumental and affective responses proved useful especially in the within-subjects analyses. Contrary to predictions, willingness to pay (contingent valuation) was found to be largely unrelated to attitudes, subjective norms, perceived behaviour control, intentions, and reported behaviour.
Barber et al (2009)	Wine consumers' environmental knowledge	total of 820 questionnaires	involvement with the environment would have a positive causal relationship with the knowledge

	and attitudes: Influence on willingness to purchase		constructs of objective and subjective environmental wine knowledge. negative and significant relationship between subjective environmental wine knowledge and attitudes. strong and significant relationship between attitude and willingness to purchase environmentally friendly wine.
Ling, (2013)	Consumers' purchase intention of green products: an investigation of the drivers and moderating variable	Total of 137 completed and usable set of questionnaire s	the environmental attitudes and self efficacy are found as significant predictors to purchase intention. the interaction between environmental attitudes and willingness to pay more was found statistically significant. interaction of environmental attitudes and willingness to pay more will reduce the purchase intention of consumer on green personal care products. that willingness of consumers to pay more on green personal care products was moderating the relationship between environmental attitudes and purchase intention.
Teng et al, (2011)	consumers' awareness and consumption intention towards green foods	A survey was conducted in late 2010 and 1355 respondent's response to the questionnaire.	socio-demographic variables have significant relationship with consumers' awareness towards green concept in Malaysia and their intention to purchase green foods in the near future. Socio-demographic variables such as education level, income and lifestyle have a strong relationship towards consumers' intention to purchase green foods.
Ling and Piew, (2012)	The Antecedents of Green Purchase Intention among Malaysian Consumers	There were 230 Usable questionnaire s	eco-label failed to show significant relationship to green purchase intention. environmental knowledge is positively related to the green purchase intention. environmental attitude is positively related to the green purchase intention. government initiative is positively related to the green purchase intention.
Chen, (2013)	A Study of Green Purchase Intention	the researcher distributed 400	there existed a significance relationship between environmental knowledge, attitudes, environmental concern and

	Comparing with Collectivistic (Chinese) and Individualistic (American) Consumers in Shanghai, China	questionnaires	social influence and green purchase intention. there is a significant difference between the collectivistic (Chinese) and the individualistic (American) consumers with respect to environmental knowledge, attitudes, social influence and green purchase intention except environmental concern.
Irawan And Darmayanti, MIM (2012)	The Influence Factors of Green Purchasing Behavior: A Study of University Students in Jakarta	200 university students	Environmental Concern, Perceived Seriousness of Environmental Problems, and Perceived Environmental Responsibility-were significantly affecting green purchasing behavior.
Tan and Lau, (2011)	Green Purchase Behavior: Examining the Influence of Green Environmental Attitude, Perceived Consumer Effectiveness and Specific Green Purchase Attitude	sampling to 220 undergraduate students from a private university in Malaysia.	(Perceived Consumer Effectiveness, environmental attitude and green purchase attitude) were significant to the green purchase behavior.
Arttacharinya, (n.d)	Environmentalism and Green Purchasing Behavior: A Study on Graduate Students in Bangkok, Thailand	A total of 399 respondents participated in the survey from 14 educational institutions located in Bangkok	Environmental Consciousness will positively influence Green purchasing behavior of Thai graduate students. Environmental attitude will positively influence green purchasing behavior of Thai graduate students. Reference groups will positively influence Green Purchasing Behavior of Thai graduate Students. Concern for Thailand's environment will positively influence Green purchasing behavior of Thai graduate students. Demographic variables (gender, age and income) are significantly related to Thai graduate students' green purchasing behavior.

Aman et al (2012)	The Influence of Environmental Knowledge and Concern on Green Purchase Intention the Role of Attitude as a Mediating Variable	questionnaire s was obtained from 384 Sabahan consumers	environmental knowledge and environmental concern significantly influenced green purchase intention among consumers. attitude is found to have a partial mediation effect on the relationship between environmental concern and green purchase intention. attitude is found to have no mediating effect on the relationship between environmental knowledge and green purchase intention.
Pérez and Bosque, (2014)	How customers construct corporate social responsibility images: Testing the moderating role of demographic characteristics	questionnaire, a total of 1124 valid surveys remained	Demonstrate that gender, age and educational level do not allow identifying differences in the way customers construct CSR images.
Chen and Chang, (2014)	Enhance green purchase intentions The roles of green perceived value, green perceived risk, and green trust	There are 258 valid questionnaires	green perceived value would positively affect green trust and green purchase intentions. green perceived risk would negatively influence of green trust and green purchase intentions. green trust is partially mediated between (green perceived value and green perceived risk) and green purchase intentions.
Pickett-Baker and Ozaki, (2008)	Pro-environmental products: marketing influence on consumer purchase decision	A sample of 52 was obtained, with an age range of 26 to 65.	Environmental behaviours are not significantly affected by environmental beliefs.
Paul and Rana, (2012)	Consumer behavior and purchase intention for organic food	Out of 463 respondents, 301 questionnaires were completed	health, availability and education from demographic factors positively influence the consumer's attitude towards buying organic food. consumers are willing to pay more price for organic food but retailers will have to convince them for its benefits.

Weng and run, (2013)	Consumers' personal values and sales promotion preferences effect on behavioural intention and purchase satisfaction for consumer product	In total, 1,300 questionnaires were distributed	there is no significant impact in consumers' purchases satisfaction and behavioural intention by personal value for all the product type studied. there is no significant effect for sales promotion techniques preferences on purchase satisfaction and behavioural intention for unsought product.
D'Souza et al, (2006)	Green products and corporate strategy: an empirical investigation	A total of 155 questionnaires were completed and were used for data analysis.	The results also indicate that customers are not tolerant of lower quality and higher prices of green products. The contribution of corporate perception to the construct of perception about green products is negative. The contribution of past experience to the construct of perception about green products is positive. The contribution of regulatory protection to the construct of perception about green products is negative.
Juwaheer and Pudaruth ,(2012)	Analysing the impact of green marketing strategies on consumer purchasing patterns in Mauritius	The survey questionnaires were administered to 150 respondents visiting various hypermarkets and supermarkets.	positive relationship between customers' beliefs and green consumption patterns. positive relationship between customers perceptions on brands that are less damaging to the environment and their green purchasing intentions. positive correlation between customers level of preference towards green advertisements and their green purchase intentions.
Saadegh vaziri et al, (2013)	Web advertising Assessing beliefs, attitudes, purchase intention and behavioral responses	A total of 416 questionnaires provided usable data and were analyzed using AMOS.	attitudes toward Web advertising were found to be a significant positive predictor of consumer's Web advertising behavior and purchase intention.
Asgari	Price	A total of 236	different formats of price promotion

and Siew, (2014)	presentation effects on green purchase intentions	participants	presentations influence consumers' purchase perceptions differently. consumers' perceived value mediates the moderated effects of perceived quality and perceived savings on green purchase intentions. Perceived quality is positively associated with green purchase intentions. perceived savings are positively related to purchase intentions.
Punyatoya, (2015)	Effect of perceived brand environment-friendliness on Indian consumer attitude and purchase intention: an integrated model	The final usable sample was 223 Indian students.	positive association between perceived brand Environment-friendliness and brand trust. positive relationship between PBE and perceived brand value. positive relation between EF brand attitude and purchase intention.
Huang et al, (2014)	Effects of green brand on green purchase intention	a total of 425 valid surveys were obtained	green brand positioning (GBP) positively affect attitude toward green brand (AGB). attitude toward green brand (AGB) positively influence green purchase intention (GPI).
Junior et al, (2015)	The Effects of Environmental Concern on Purchase of Green Products in Retail	a sample of 811 consumers in retail supermarket in three Brazilian cities	environmental concern has no effect on the declared purchase for green products. but, has a significant relationship with the intention of purchase.
Yusof et al, (2013)	Purchase Intention of Environment-Friendly Automobile	300 questionnaires were distributed	the link between environmental values and perception of environmental advertising, was also found to be significant. links between environmental knowledge and perception of environmental advertising, was non-significant. the relationship between environmental knowledge and perception of eco-product was significant and positive. Perception of environmental

ROBINSON, (2002)	Psychosocial and Demographic Variables Associated with Consumer Intention to Purchase Sustainably Produced Foods as Defined by the Midwest Food Alliance	data were collected from 550 urban and suburban Minnesota consumers	advertisement has no a significant positive effect on purchase intention for environment-friendly product. Perception of environment-friendly product has a significant positive effect on purchase intention for environment-friendly product. Psychosocial variables found to be independent predictors of intention to purchase sustainably produced foods (attitudes, beliefs, perceived behavioral control, and subjective norm). people between the ages of 61 and 70 were more likely than those ages 18 to 30 to have reported past purchases and future intended purchases of sustainably produced foods.
Chen and Chang, (2008)	Airline brand equity, brand preference, and purchase intentions—The moderating effects of switching costs	480 useable samples were obtained	positive relationships between brand equity, brand preference, and purchase intentions. moderation effect of switching cost affecting the relationship between brand equity and purchase intentions. More specifically, the effect of brand equity on purchase intentions is not significant for passengers with low switching costs.
Hwang, (2015)	Organic food as self-presentation: The role of psychological motivation in older consumers' purchase intention of organic food	600 university employees, atotal of 222 response swere gathered.	that's elf-presentation and food safety concerns are meaningful motives for older consumers' purchase intentions. Environmental concerns and ethical self-identity do not improve their buying intention.
Das, (2014)	Linkages of retailer awareness, retailer association, retailer perceived quality and retailer loyalty	data(n=355) collected through structured questionnaire	retailer awareness, retailer association, retailer perceived quality and retailer loyalty have positive impacts on purchase intention. the indirect impacts (mediated though retailer loyalty) of retailer awareness, retailer association and retailer perceived quality on purchase intention

	with purchase intention: A study of Indian food retail brands		are stronger.
Fall Diallo, (2012)	Effects of store image and store brand price-image on store brand purchase intention: Application to an emerging market	survey with 379 respondents randomly selected.	store image perceptions and store brands (SB) price-image Influence significantly SB purchase intention.
Salvad et al, (2014)	Green corporate image: moderating the connection between environmental product innovation and firm performance	157 valid questionnaires were obtained	the moderating role of the green corporate image in the relationship between environmental product innovations and firm performance.
Lin and Huang, (2012)	The influence factors on choice behavior regarding green products based on the theory of consumption values	the sample of 484 questionnaires, 412 were valid,	green products has a significant positive impact on consumer choice behavior
Mostafa, (2009)	Shades of green: A psychographic segmentation of the green consumer in Kuwait using self-organizing maps	In total 472 responses were received	altruistic values, environmental concern, environmental knowledge, skepticism towards environmental claims, attitudes toward green consumption, and intention to buy green products.
Loebnitz and Grunert, (2015)	The effect of food shape abnormality on purchase intentions in China	A representative sample of 212 Chinese consumers	Food shape influences purchase intentions; environmental concern and social trust also drive purchase intentions. participants with high levels of environmental concern express higher purchase intentions toward abnormally shaped food.

Zhu et al, (2013)	Green food consumption intention, behaviors and influencing factors among Chinese consumers	samples of 457 Chinese consumers	promotion/diffusion can bring green food consumption intention but environmental value of consumers is needed. Education affects green food consumption intention and family income decides if green food consumption intention can really bring green food consumption behaviors.
Carneiro et al, (2005)	Labelling effects on consumer intention to purchase for soybean oil	144 consumer	Price caused the highest impact, with low priced products positively contributing to purchase intention. Thus, this group could be considered price-driven consumers as the buying intention was based mainly on this factor.
Lee and Shin, (2010)	Consumers' responses to CSR activities: The linkage between increased awareness and purchase intention	A total of 250 questionnaires were distributed	there is a positive relationship between the consumers' awareness of CSR activities and consumers' purchase intentions. corporate environmental contribution did not significantly influence consumers' purchase intentions.
Hobbs, (2015)	Consumer confidence in credence attributes: The role of brand trust	A total of 310 questionnaires were used to test the model	the relationship between brand trust and confidence is "fully mediated between brand loyalty through confidence in brand attributes.
Chan et al, (2014)	What drives employees' intentions to implement green practices in hotels? The role of knowledge, awareness, concern and ecological behaviour	In total, 718 questionnaires were sent to the hotel employees and 438 usable responses were obtained	the positive relationships between environmental knowledge, environmental awareness, environmental concern and ecological behaviour, and between ecological behaviour and intention to implement.
Kim et al, (2013)	The roles of attitude, subjective norm, and perceived	32 undergraduate and graduate	the variable of attitude acts as a mediator in the relationship between subjective norm and behavioral intention.

	behavioral control in the formation of consumers' behavioral intentions to read menu labels in the restaurant industry	students at universities in Seoul, Korea.	
Hwang et al, (2011)	Structural effects of cognitive and affective responses to web advertisements, website and brand attitudes, and purchase intentions: The case of casual-dining restaurants	total of 375 useful questionnaires after deleting incomplete questionnaires	website attitudes had a positive effect on brand attitudes. brand attitudes had a positive effect on purchase intentions. web advertisement have a positive effect on website attitudes.
Ryu et al, (2008)	The relationships among overall quick-casual restaurant image, perceived value, customer satisfaction, and behavioral intentions	A total of 360 questionnaires were distributed	restaurant image, perceived value, and customer satisfaction are significant predictors of customers' behavioral intentions.
Hartman and Apaolaza (2011)	Beyond savanna: An evolutionary and environmental psychology approach to behavioral effects of nature scenery in green advertising	The experimental field study exposed 750 participants	very significant and pronounced positive influences of the emotional response of the subject to the ads on (Aad), while attitude toward the ad (Aad) significantly contributes to the attitude toward the brand.
Lu et al, (2015)	Authenticity, involvement, and image: Evaluating	A total of 450 questionnaires were given out and 437	Destination image fully mediates the relationship between perceived authenticity and tourists' satisfaction.

	tourist experiences at historic districts	responses were returned	
Simonian et al, (2012)	The role of product brand image and online store image on perceived risks and online purchase intentions for apparel	sample of 73 female college students recruited from a South-eastern university.	product brand image will positively influence purchase intention. online store image will positively influence purchase intentions.
Das, (2014)	Factors affecting Indian shoppers' attitude and purchase intention: An empirical check	A total of 355 usable questionnaires	consumers' attitude toward retailers positively influences purchase intention. The knowledge about a particular brand that consumer stores in his/her memory and applies in buying situations is termed as brand association, one of the most important market based assets. The value of a retailer name (brand name). The relationship between price and quality is one such judgemental parameter. Perceived quality is a key determinant of retail brand success.
Bao et al, (2011)	Motivating purchase of private brands: Effects of store image, product signatureness, and quality variation	In total, 750 surveys are handed out	The relationship between quality perception and purchase intention is stronger within the high-value consciousness subsample.
Murat Ar, (2012)	The impact of green product innovation on firm performance and competitive capability: the moderating role of managerial environmental concern	questionnaire-based survey across 140 Turkish manufacturer firms	green product innovation significantly positively affects both firm performance and competitive capability. Managerial environmental concern only moderates the relationship between green product innovation and firm performance.
Lea and	Australians'	questionnaire-	The majority of participants believed

Worsley (2005)	organic food beliefs, demographics and values	based mail survey of 500 Australian	organic food to be healthier, tastier and better for the environment than conventional food. expense and lack of availability were strong barriers to the purchasing of organic foods. women were more positive about organic food than men (e.g. women were more likely to agree that organic food has more vitamins/minerals than conventional food).
Geenen et al, (2012)	The influence of general beliefs on the formation of justice expectations The moderating role of direct experiences	survey was administered to 803 applicants	Significant positive relationships were found between both beliefs on procedural and distributive justice expectations. The relationship between belief in tests and both types of justice expectations was stronger among experienced applicants. the relationship between belief in a just world and distributive justice expectations was stronger among inexperienced applicants.
Coltman et al, (2008)	The value of managerial beliefs in turbulent environments Managerial orientation and e-business advantage	The sample contains 293 firms.	managerial beliefs have a positive and significant effect on firm performance.
Saribas et al, (2014)	The relationship between environmental literacy and self-efficacy beliefs toward environmental education	The sample for the study comprises sixty-one preservice elementary teachers	The participants did not have sufficient environmental knowledge or self-efficacy beliefs related to environmental education. The participants' environmental attitude, concern, and perception of environmental issues were relatively high. significant correlation between their self-efficacy beliefs and their concern for the environment.
Gadenne	The influence of	A total of 218	General environmental beliefs do

et al (2011)	consumers' environmental beliefs and attitudes on energy saving behaviours	responses were received,	Influence norms on environmental actions and prices. general environmental belief factors were sig- nificantly associated with positive environmental attitudes.
Newton et al, (2015)	Environmental concern and environmental purchase intentions: The mediating role of learning strategy	sample of consumers (n = 599)	the relationship between environmental concern and environmental purchase intentions was significant. reduced consumption did not moderate the relationship between environmental concern and intentional learning. reduced consumption moderates the relationship between intentional learning and environmental purchase intentions.
Juniora et al, (2015)	The Effects of Environmental Concern on Purchase of Green Products in Retail	sample of 811 respondents	environmental concern has no effect on the declared purchase for green products. environmental concern reflects the intention to purchase.
Teah et al, (2014)	Moderating role of religious beliefs on attitudes towards charities and motivation to donate	A total of 310 questionnaires	religious beliefs moderates the relationship between attitudes towards charities and motivation to donate. image of charitable organizations has a positive influence on attitudes towards charities. both image of charitable organizations and attitudes towards charities influence motivation to donate.
Peng and Chen (2015)	Diners' loyalty toward luxury restaurants: the moderating role of product knowledge	238 participants were recruited through an on-site sampling method.	luxury restaurants' stimuli (i.e. food quality, service quality, and atmospherics) influence diners' emotions, which in turn affect their brand loyalty. food quality can directly influence diners' loyalty toward the restaurant. diners' product knowledge can moderate the relationships between restaurant stimuli and diners' emotion.
Navarro and Martinez (2013)	Environmental knowledge,unlearning, and performance in hospitality	study of 127 Spanish hospitality companies.	the unlearning context had a positive influence on the existence of environmental knowledge.

Jalilvand and Samiei, (2012)	companies The effect of electronic word of mouth on brand image and purchase intention	Of a total sample of 341 respondents	e-WOM is one of the most effective factors influencing brand image and purchase intention of brands. brand image was an antecedent of purchase intention.
Diamantopoulos et al, (2011)	country-of-origin image and brand image as drivers of purchase intentions	sample of 404 consumers	country-of origin image COI impacts purchase intentions indirectly in that its influence is fully mediated by brand image.
Bian and Moutinho (2011)	involvement, and knowledge in explaining consumer purchase behaviour of counterfeits	The sample consists of 430 consumers	Brand image is not a mediator of the effects of involvement/knowledge on purchase intention. Involvement/knowledge has no significant influence on counterfeit purchase intention.
Tsiotsou and Alexandris, (2009)	Delineating the outcomes of sponsorship: Sponsor image, word of mouth, and purchase intentions	The sample 512 students	The relationship between intangibility and perceived risk could be moderated by knowledge and /or involvement Sponsor image was also shown to have direct and fairly strong total effects on both purchase intentions. Sponsor image was to be a mediator of the relationship between sport attachment and word-of-mouth and purchase intentions.
Guinali´u and Torres (2005)	The influence of corporate image on consumer trust	total of 633 users	Distribution through traditional channels no significant differences exist in the intensity of the effect of the image.
Lee et al (2008)	Factors affecting Mexican college students' purchase intention toward a US apparel brand	study included 256 Mexican consumers from a university in Monterrey, Mexico	there is a significant difference in the attitudes of green advertising for high and low involved consumers. Brand consciousness is positively related to emotional value. Emotional value positively influences purchase intention toward a US brand. perceived quality negatively influences purchase intention.

Wong, (2012)	The influence of green product competitiveness on the success of green product innovation	sample of 203	green product and process innovations are positively associated with green product competitive advantage and green new product success. green product competitive advantage partially mediates the relationships between green product/process innovations and green new product success. green product innovation exerts a stronger influence on the consequential constructs than green process innovation. the significant and partially mediating role of green product competitive advantage in the green innovation and green new product success relationship.
Lin and lu, (2010)	The influence of corporate image, relationship marketing, and trust on purchase intention: the moderating effects of word-of-mouth	A total of 473 persons responded to the online questionnaire	Corporate image significantly positive influence on consumer purchase intention.
D'Souza et al, (2006)	Green products and corporate strategy: an empirical investigation	A total of 155 questionnaires	customers' corporate perception with respect to companies placing higher priority on profitability than on reducing pollution and regulatory protection were the significant predictors of customers' negative overall perception toward green products. customers are not tolerant of lower quality and higher prices of green products. The influence of perception about green products on purchase intention even if the product is somewhat more expensive is negative and stronger.
Wu (2014)	The effects of customer satisfaction, perceived value, corporate image and service	a sample of 470 at a newly built casino in Macau.	corporate image significantly affect behavioral intentions.

	quality on behavioral intentions in gaming establishments		
Porral and Lang, (2015)	The role of manufacturer identification, brand loyalty and image on purchase intention	a sample of 362 consumers	the influence of private label image and perceived quality on purchase intention are partially mediated by loyalty and moderated by manufacturer identification. store image and corporate reputation enhance private label image and perceived quality.
Konuk, (2013)	The effects of price consciousness and sale proneness on purchase intention towards expiration date-based priced perishable foods	Out of 450 distributed questionnaires, 318 returned	the effect of price consciousness on purchase intentions
Romero and Gómez (2014)	Brand personality and purchase intention	An estimated 400 undergraduate students	Sophistication brand personality dimensions are significant predictors of purchase intention.
Sharifi (2014)	Impacts of the trilogy of emotion on future purchase intentions in products of high involvement under the mediating role of brand awareness	the sample size is almost 220.	brand awareness on future purchase intentions is significant. brand awareness is mediating between cognition, affection, and conation directly, and future purchase intentions indirectly.
Gratton et al, (2015)	Festivalgoer environmental beliefs and camping experience at non-urban festivals	398 usable responses from campers	Environmental beliefs held by festival campers' influenced their perceptions of naturalscape, socialscape and overall satisfaction. Festival campers' who attended more than once were found to have stronger pro-environmental beliefs than those who attended once.

Trivedi et al (2015)	Pro-environmental behaviour, locus of control and willingness to pay for environmental friendly products	actual number of respondents was 256.	highlight that consumers' willingness to pay (WTP) for green products is significantly predicted by two variables pro-environmental behaviours (PEB) and environmental locus of control (ELOC). WTP differ significantly with the level of intensity of ELOC and PEB among Indian consumers.
Peng and Chen (2015)	Diners' loyalty toward luxury restaurants: the moderating role of product knowledge	238 consumers who have dined at Hong Kong's Michelin-starred luxury restaurants	diners' product knowledge can moderate the relationships between restaurant stimuli and diners' emotion.
Kumar and Ghodeswar (2015)	Factors affecting consumers' green product purchase decisions	a total of 403 valid responses were obtained	Supporting environmental protection, drive for environmental responsibility, green product experience, environmental friendliness of companies and social appeal are identified as important factors affecting green product purchase decisions.
Punyatoya (2015)	Effect of perceived brand environment-friendliness on Indian consumer attitude and purchase intention	The final usable sample was 223 Indian individuals	Consumers with positive environment friendly (EF) brand attitude have significantly higher intention to purchase the brand.
Thieme et al (2015)	Factors affecting the relationship Between environmental concern and behaviors	467 respondents and use a structural equation modeling	environmental involvement and willingness to pay more for green products mediate the relationship between environmental concern and sustainable behaviors.
Kakkos et al (2015)	Identifying Drivers of Purchase Intention for Private Label Brands. Preliminary Evidence from	a sample of 171 respondents	Brand awareness is positively related to consumers' intention to purchase (Private label)PL products.

ERDİL, (2015)	Greek Consumers Effects of customer brand perceptions on store image and purchase intention: An application in apparel clothing	conducted on 146 retailer shoppers	supported direct effect of price image, brand image and perceived risk on purchase intention. mediating effect of store image on the relationship between price image and risk perception and purchase intention.
Janneke et al (2004)	Monitoring consumer confidence in food safety: an exploratory Study	data about 500 respondents	that males had higher confidence in the safety of food compared to females. Confidence in product groups was particularly high for agricultural products, such as cheese, dairy, and fresh vegetables. Significant differences in confidence in the safety of product groups over time were only observed for two product groups.
Ramli and Mohd ((2013	Determining young people environmental consciousness of green packaging in consumer product packaging.	A total of 150 questionnaires were distributed Only 100 respondents returned the .questionnaires	that there are significantly positive relationship between green packaging elements which are reuse, reduce, recycle and refill towards green .packaging consciousness Refill and reuse have stronger relationship compare other variables. However, reuse has negative relationship with recycle.
Allison and Philip(2004 (The Effect of Corporate Image in the Formation of Customer Loyalty: An Australian Replication.	useable 116 questionnaires .were collected	that corporate image has a significant influence on core service and customer satisfaction. effects of corporate image on customer loyalty are much more substantial, as well the influence that corporate image has on core service and customer satisfaction perceptions.
Eman et al(2013	The impact of corporate image and reputation on service quality, customer satisfaction and customer loyalty: testing the mediating role.	800 questionnaires were distributed. Where, 650 questionnaires were returned	that there is a positive relationship between corporate image and reputation and overall service quality, customer satisfaction and customer .loyalty the relationship between corporate image and reputation and its relationship with overall service quality, customer satisfaction and customer .loyalty
Ravindra and Pradeep(20 (10	Sustainable development through green marketing: The industry perspective.	Sample size of 1,000 companies .was taken	a positive attitude of all the companies in India (an emerging economy) towards green marketing philosophy. a very positive attitude towards green marketing .for sustainable development

Surendra ((2013	The impact of consumer behavior on Green Marketing: An Analysis.	A survey of . about 50 consumers	Believe that the “companies which can establish themselves with green image will have distinctive .advantage in the market place Marketers need to understand the implications of .green marketing Opportunity to enhance you product's performance and strengthen your customer's .loyalty and command a higher price
Sangeeta et al (2014	A Study of Consumer Attitude and Awareness towards Green Marketing and Green Branding.	a sample of 180 .respondents	Marketers need to change their perception about the consumers that they may not pay premium .price for eco-friendly products Consumers have shown build up consciousness about the concept of green marketing and ing greencompanies go that brand image did significantly influence .overall retail store image brand image influences perceptions of retail store .image
Stephen(1997	The influence of brand recognition on retail store image.	The total questionnaire was to 136 shoppers	ethical behavior in carrying out the company’s business is perceived to be the most important .factor in projecting a good corporate image Product features such as price, quality, after-sales service and the availability are the important factors in satisfying customers’ needs. that corporate image is directly related to .customer satisfaction that a strong corporate image enhances customer .satisfaction with the service experience relationship between corporate image and .employees , providing support for
James et al (2000	Enhancing Corporate Image in Organisations.	sample size of 200 taken from the Central Business	that there are three types of Green Behavior which help us to classify the consumers, namely-energy prudent; energy preserver and green .patronizer marketers can use this consumer profile for market segmentation which will help them to take decisions related to product positioning for green products.
Kerrie and Felix ((2009	Corporate image in the leisure services sector.	A total of 195 questionnaires were completed	that purchase intention and perceived quality are higher in the social case and sustainable perception in the environmental case. the linkage between sustainable perception and willingness to pay appears weak. relationship between quality and purchase intention is stronger than the relation between this latter variable and sustainable perception.
() Rakhi	Classification of consumer green behavior :an empirical study	questionnaire was administered to .120 consumers	
Denis and Gianmarco ((2010	Sustainable Marketing: how environmental and social claims impact on the consumer's purchasing behavior.	117 questionnaires	

Kyoko et al ((2007	An eye for an eye investigation the impact of consumer perception of corporate unfairness on consumer behavior.	A total of 1,250 questionnaires	that even if environmental claims might have a stronger appeal on the customer, social issues are also important as they increase the purchase intention and also the willingness to pay. The impact of Social Participation on this behavior is distinctive. that consumer intention of aberrant behavior can be expected to differ according to situations. that Evaluation toward ethical issues has a significant impact on consumer intention to engage in aberrant behavior.
Lingyun ((2013	A Study of Green Purchase Intention Comparing with Collectivistic (Chinese) and Individualistic (American) Consumers in Shanghai, China.	400 questionnaires to respondents	that there existed a significance relationship between environmental knowledge, attitudes, environmental concern and social influence and green purchase intention. that most of American consumers are more knowledgeable and subjective. most of Chinese consumers are socialization, more objective and very sensitive to price.
Lizawati et al (2012	The Influence of Environmental Knowledge and Concern on Green Purchase Intention the Role of Attitude as a Mediating Variable.	A total of 390 questionnaires	that the more knowledgeable Sabahan consumer is with regard to the environmental issues, the more likely is their intention to purchase green product. there is significant relationship between environmental concern and green purchase intention. that there is a significant relationship between attitude and green purchase intention among Sabahan consumers. that there is significant direct influence between environmental knowledge and concern on green purchase intention among Sabahan consumers. that consumers have a strong positive attitude towards Green Marketing. Consumers agree to that: "In future more and more consumers will prefer green products. Consumers agree to that: "Companies which can establish themselves with green image will have distinctive advantage in the market place.
Ravindra and Pradeep ((2008	Consumer attitude towards green marketing: an Exploratory study.	321 responses are found valid for the study.	revealed that certain demographic variables are significant for differentiating between different segments of green consumers. that psychographic measures are more accurate in explaining the different levels of environmental conscious consumer.
Tamer A. () Awad	Environmental Segmentation Alternatives - Bnyers Profdes and Implications	of 249 students	

() Patricia	Environmentalism and Green Purchasing Behavior: A Study on Graduate Students in Bangkok, Thailand.	sample of 14 universities was drawn from the list	relationship between environmental consciousness and green purchasing, There is no significant influence of environmental attitude on green purchasing behavior. there is a significant relationship between reference group influence and green purchasing behavior. that there is a significant relationship between concern for Thailand's environment and green purchasing behavior.
Kamal and Vinnie ((2007	Exploring consumer attitude and behavior towards green practices in the lodging industry in India.	a sample size of .66 respondents	That positive disposition towards environment positively influence all the components of environmental consciousness such as energy efficiency and conservation, solid waste minimization, purchase local products, water conservation and environmental purchasing. that there is a significant relationship between the consumer attitude and behavior towards green practices in the hotel industry. that a positive attitude or behavior towards green practices does not result in a consumer paying for the same.
Tong Li ((2012	The Influence of Labeling Information on Consumer Willingness to Pay in Ethical Consumption Context	a survey with 226 pork meat consumers in .China	mean of consumer WTP for products labeled with ethical information is much higher than for those without any labeling information. that consumers would like to pay much more for ethical products rather than products with nutritional attributes. The amount of combined labeling information is larger than that of single label and increasing information load makes it complex to grasp for consumers. that combination of ethical label and non-ethical label has a significantly positive influence on consumer WTP.
Passent et (al (2009	Green Consciousness of Consumers in a Developing Country: A Study of Egyptian Consumers.	A total of 200 questionnaires were distributed across Egypt and a total of 122 consumers ,responded	that Egyptian consumers have positive attitude towards the environment. consumers have positive attitude towards the environment they have high concern about the quality of the environment. Egyptian consumers have negative attitude towards the environment they have low or no concern about the quality of the environment. Egyptian consumers exhibit positive attitude towards their environment.

Elham and Nabsiah (2011)	Investigation of green marketing tools' effect on consumers' purchase behavior.	A total 250 individuals in Penang participated in the present study.	eco-brand and trust in eco-label and eco-brand as the positively significant variable related to actual purchase behavior. Environmental advertisement is also another dimension of green marketing tool that is not significant with purchase behavior. the relationship between trust in eco-label, eco-brand and purchase behavior are found to be significant.
Francisco () et al	Improving attitudes toward brands with environmental association: an experimental	women 352 responsible for the household shopping	presence of a positive effect of environmental associations on brand attitude, though this effect is smaller than that of other functional attributes. demonstrate that using independent environmental certifications strengthens beliefs in the product's ecological performance.
Bertha ((2013	Sustainable Paper Consumption: Exploring Behavioral Factors.	sampling of 266 students	Situational influences do not impact the behavior directly. that reducing paper usage behavior is mainly predicted by habitual process, indicating a cognitive lock-in where people do repetitive actions over time. the negative impact of intention toward behavior indicates that the desire to reduce paper usage does not associate to the actual behavior of reducing paper usage.
Khemmach art and Nattharika ((2011	The Influences of Awareness Level and Fit between Customer's Life Style and CSR Information Disclosure: Customer Perceptions, Purchase Intentions, and Loyalties.	Collected by questionnaire and In-depth interview with CSR manager in energy Company.	Consumers extremely see importance of doing CSR in Energy Company and looking forward sustainability development within industry. Doing CSR is not a tool for creating better corporate image to the public, or advertising without actual activities.
Afzaal et al ((2011	Determinants of Pakistani Consumers' Green Purchase Behavior: Some Insights from a Developing Country.	The sample consisted of 400 participants	that a person with positive intentions to buy green product show higher actual buying rates than those people who have low or no intention of buying green products. that the higher the offerings of green products with competitive price and quality as compared to traditional products. the stronger the relationship between a respondent purchase intention and his purchase behavior. show that the moderating effect of PPP&Q on the relationship between GPI and GPB. that competitive price and quality of a green

Tahir et al (2011)	The influence of skepticism on green purchase	191 questionnaires were obtained	product have positive impact on customers GPB, if they have high and positive intention to purchase them. that consumer SKEP was an important determiner of GPB. Besides. consumers behave environmentally sensitive, the probability of their participation to green purchase behavior will be low. companies should demonstrate some proof of their environmental claims, if they want to minimize the negative effects of SKEP on GPB of the consumers and to guarantee the market success of their environmentally friendly products.
Hoang and Nguyen (2012)	Environmental Awareness and Attitude towards Green Purchasing of Vietnamese Consumers	sample of 900 consumers	the two most popular and effective channels communicating environmental issues to the public are television and the Internet, which draw visible and vivid pictures of the true environmental problems all around the world to appeal the general public. that consumers with different level of education have quite dissimilar responses. it is apparent that consumers with higher education level have better understanding of various actions to protect the environment, particularly green purchasing behaviors. that high educational level consumers seem to have more positive attitude towards green purchasing behaviors.
Ronnie and Dahlia(2012)	The Influence Factors of Green Purchasing Behavior: A Study of University Students in Jakarta.	was 200 university students in Jakarta.	Social influences, Environmental Attitude, Environmental Concern, Perceived Seriousness of Environmental Problems, Perceived Environmental Responsibility, and Perceived Effectiveness of Environmental Behavior had the positive influence to green purchasing behavior.
Booi and Teck (2011)	Green Purchase Behavior: Examining the Influence of Green Environmental Attitude, Perceived Consumer Effectiveness and Specific Green Purchase Attitude.	convenience sampling to 220 undergraduate students	that there is no significant relationship between environmental attitude and green purchase behavior. shows that there is a significant relationship between green purchase attitude and green purchase behavior. PCE was significantly related to green purchase behavior.
Rohini (2012)	The Influence of Cultural Values and Environmental	sample of 250 consumers	that the cultural values have strong positive correlations with environmental concern/attitudes. there is significant evidence to conclude that the

Attitudes on Green
Consumer Behaviour.

collectivist cultural values are positively influence the environmental attitudes in Sri Lankan consumers.

there is significant evidence that the consumer's long-term orientation is positively influence environmental concern/attitudes in Sri Lanka and this impact seems to be not stronger than collectivism.

that differences in income, and occupation of the Sri Lankan consumers do not have a significant influence on relationship between pro-environmental attitudes and green behavioural intention in Sri Lanka.

Luck and
Ginanti
(2009) Green Marketing
Communities and
blogs: Mapping
consumer's attitudes
for future sustainable
marketing.

forms an
approximate
92,000 word
corpus

Consumers" focuses on products,
impact and companies need to provide
information.

the relationships between the major
concepts with people and power proved
to be interesting, as using online social
network green marketing sites to create
change were prominent.

The driving factor of this information is
that it is a consumer led social
networks.

Christopher
(et al (2008) Consumers'
purchasing behavior
towards green
products in New
Zealand.

Of the total 2,000
surveys that were
mailed

Environmentally Consciousness positively
impacts consumers' purchasing decision on green
products and the marginal effect of
Environmentally Consciousness on the probability
of consumers purchasing green products.
Brand Consciousness negatively impacts
consumers' green product purchasing decision and
the marginal effect on the probability of
The demographic variables of Younger Age group,
Postgraduate Degree, and Married are significant
and positively impact the probability of
consumers' green purchasing decision.
Gender, Income, Ethnic, and Number of Children
are not significant and they do not have an effect
on the probability of consumers' green purchasing
decision.

Ercan and
Funda
(2010) Analysis Of The
Factors Affecting The
Women's Cosmetics
Consumption In
Terms Of
Sustainability.

women 392
respondents

the demographics as educational level, living
quarter, occupation and income constitutes.
a significant logit model regarding UV protection
cosmetics. Postgraduate women consumers notice
cosmetics to have UV protection 0.95 more
probably than other educational degrees with 0.17

Leonidas et al (2010)	Antecedents and outcomes of consumer environmentally-friendly attitudes and behavior.	sample of 500 consumers	<p>significance level.</p> <p>that bachelor and postgraduate degree, 30-49 aged, working in private sector women form the best logit model regarding cosmetics including alcohol.</p> <p>Ethical factors proved to be strong drivers behind the development of eco-friendly attitudes.</p> <p>Ethical factors proved to be strong drivers behind the development of eco-friendly attitudes. Specifically, positive relationships were established between deontology and an environmental attitude of an inward.</p> <p>that eco-friendly purchasing behaviour is conducive to product satisfaction.</p>
Bridget and Antonis ((1995	The impact of green product lines on the environment: does what they know affect how they feel?	universitotal student population of 7,500 and draws students	<p>that no strong relationships exist between knowledge of and attitudes towards the impact of green product lines on the environment.</p> <p>The growth of advertising of green product lines is bound to have increased consumer knowledge of green product lines and their impact on the environment.</p>
(Tias (2013	The Analysis of influence Green Advertising and Green product to Consumer Involvement affect to Purchasing Decision Ades Mineral Water	as 100 .respondents	<p>There is any significant relationship between Green advertising and Green Product to Consumer Involvement of Ades Mineral Water.</p> <p>There is no any significant relationship between significant between green Advertising and Purchasing Decision to Ades Mineral Water.</p> <p>There is no any significant relationship between significant between Green products and Purchasing Decision to Ades Mineral Water.</p>
(Shan(2013	The Driver of Green Innovation and Green Image: Green Core Competence	total of 600 questionnaires	<p>that green core competences, green product innovation performance, and green process innovation performance of firms were positively correlated to their green images.</p> <p>that green core competences of firms had positive effects on their green product innovation performance, green process innovation performance, and green images.</p>
Shan et al ((2013	The Influence of Green Innovation Performance on Corporate Advantage in Taiwan.	total of 600 questionnaire s	<p>that there were indeed significant differences in the performance of green product innovation in the six information and electronics industries.</p> <p>that there were indeed significant differences in the performance of green process innovation in the six information and electronics industries.</p>

Ricky et al (2013)	Applying Ethical Concepts to the Study of "Green" Consumer Behavior: An Analysis of Chinese Consumers Intentions to Bring their Own Shopping Bags.	households 250 in the urban areas of Beijing	Chinese consumers was used to empirically validate the model. that of deontological evaluation and teleological evaluation on BYOB ethical judgment. that the Chinese consumers who perceive the BYOB practice to be more important are more likely to rely on BYOB ethical judgment to derive the corresponding behavioral intention.
Ravindra (2012)	Greening of industries for sustainable growth An exploratory study on durable, non-durable and services industries.	A sample size of 112 companies	that there is no significant difference between the thinking of all the three categories of industries. that environmental concerns are increasingly becoming important to industries as people in developing countries like India too have high concern for greener environment.
Sampson (2009)	Consumer Analysis of Purchasing Behavior for Green Apparel	A total of 249 respondents	consumer knowledge of green industry initiatives and green brands increase, motivation to purchase green apparel increases. consumer knowledge of green industry initiatives and green brands increase, positive attitudes toward green apparel increases. environmental consumer beliefs increase, motivation to purchase green apparel increases, indicated a significant estimate. that as environmental consumer beliefs increase, motivation to purchase green apparel increases. positive attitudes toward green products increase, intention to purchase green apparel increases, indicated a significant estimate.
Arminda (2010)	Green consumer market segmentation: empirical findings from Portugal	the survey by 500 questionnaire	that there are consumers with environmentally friendly behaviors and that certain environmental and demographic variables are significant for differentiating between the 'greener' segment and the other segments. that a segment of greener consumers in the sample differs significantly in some aspects from the other market segments.
Michel (1996)	The Influence of Culture on Pro-Environmental Knowledge, Attitudes, and Behavior A Canadian Perspective	The survey collected 187 and 180 completed questionnaires	consumers show greater concern for local environmental issues which require immediate personal efforts. significant effect of culture on this cognitive component: French Canadians were found to have a significantly lower level of environmental knowledge than their Ontario counterparts.

Hsuan(2012)	Communication green marketing appeals effective the role of Consumers' Motivational Orientation to Promotion Versus Prevention.	were 125 undergraduate students	that as expected, the interaction effect on product attractiveness of the green and non-green product related appeals and the respondents' self-regulatory focus was significant. that the interaction effect on purchase intention of the green and non-green product-related appeals with the respondents' self-regulatory focus interaction was also significant, participants whose focus was on prevention reported stronger purchase intentions. non-green, promotion focused participants exhibited a higher level of both perceived product attractiveness and intention to purchase than their prevention-focused counterparts.
Matthew and Aubrey ((2012)	The Roles of Credibility and Social Consciousness in the Corporate Philanthropy-Consumer Behavior Relationship.	(% 25) 324 responses to the online .questionnaire	awareness significantly and positively influenced credibility. we inserted awareness and credibility simultaneously and found that the effect of awareness on credibility significantly and positively influenced the outcomes. That credibility was positively and significantly associated with the outcomes.
Alan et al ((2010)	Promoting Hong Kong's higher education to Asian markets Market segmentations and strategies.	a total of 121 individual questionnaires and focus group .interviews	that there was a high unmet demand for higher education overseas and that the visibility of Hong Kong's higher education was relatively weak in these Asian markets. the importance of market segmentation and the 4Ps variables in formulating marketing strategies in these Asian markets. the Hong Kong government and HEIs have been stepping up their efforts in promoting their higher education overseas in the last three years.
Patrick et (al (2005)	Green branding effects on attitude: functional versus emotional positioning strategies.	The participants were 160 students in the final year of the Business Administration	that the emotional dimension on brand attitude has a significantly higher effect. that, as expected, a functional positioning led to a heightened cognitive perception of the brand as environmentally sound, while an emotional positioning strategy had a significant effect on the brand's positioning relative to the emotional dimension of green brand associations.
Ioannis et (al (2010)	Green marketing The case of Greece in certified and	In total, 55 enterprises and institutions were randomly	that we should focus on an intense informative advertising, with a particular emphasis on green consumers, who comprise the initial target-market.

	sustainably managed timber products.	selected.	that the demand of certified timber will lead to an increase of prices in comparison with the already existing relevant products.
Mohamed ((2007	A Hierarchical Analysis of the Green Consciousness of the Egyptian Consumer.	A total of 1500 questionnaires were distributed. 181 questionnaires were discarded	that the traditional wisdom that environmental concern is a luxury afforded by only the wealthy is unfounded cross-culturally. the structural equation model confirm the influence of the consumers' natural environment orientation, ecological knowledge, and environmental concern on their attitudes towards green purchase.
Richard et al (1999	A conceptual model of US consumer willingness-to-pay for environmentally certified wood products	were 803 included in the analysis. Sixty seven questionnaires were returned as undeliverable	positive relationship between environmental consciousness and the price premium for environmentally certified products . There is a positive relationship between environmental importance and willingness-to-pay a premium for environmentally certified products. There is a negative relationship between price premium and consumer willingness-to-pay for environmentally certified products.
Leila and Jonathan ((2010	New or recycled products: how much are consumers willing to pay?	by 49 graduate .students	Consumers are willing to pay a price that is higher for recycled paper than all the other products considered. The difference in WTP between a single use camera and a re-treaded tire or a toner cartridge is not statistically significant. The price that consumers are willing-to-pay for toner cartridges is higher, at a statistically significant level, than the price of refurbished cell phones and auto parts. The difference in price between always purchasing a recycled product and a new product was considered.
(Gary(2012	Re-examining green purchase behaviour and the green consumer profile: new evidences.	sample of 186 .respondents	that the demographic variables analysed (sex, age, education and income) are not relevant in explaining ecological conscious consumer behaviour. that psychographic variables, with emphasis on perceived consumer effectiveness (PCE) and altruism, are more relevant than socio-demographics in explaining ECCB.
Thanika al (et (2012	Analysing the impact of green marketing strategies on consumer purchasing patterns in Mauritius.	150 respondents visiting various hypermarkets and supermarkets.	positive relationship between customers' beliefs and green consumption patterns as regards to the use of biodegradable soaps/detergents. there is a positive association between purchase of products made from recycled materials and the

			accuracy of information provided on the eco-labels of products made from recycled materials. positive relationship between customers perceptions on brands that are less damaging to the environment and their green purchasing intentions.
Elham and Nabsiah ((2011	Investigation of green marketing tools' effect on consumers' purchase behavior.	total 250 individuals in Penang participated	Respondents agree that environmental advertisements are effective techniques to enhance their information about environmentally friendly products and purchase green products. trust to eco-label and eco-brand, and rely on those in order to their purchase behavior. eco-brand and trust to eco-label and eco-brand are positively and significantly associated with actual purchase behavior. The effect of eco-label and environmental advertisement on actual purchase behavior were not significant.
)Hemantha (Green marketing an expletory research on consumers in Bangalore city .	The data collected from the 100 .respondents	Respondents agree that there is an advantages of green products in an Organization. respondents agree that organization feels that their work schedule get affected by implementing green marketing. Respondents Agree that employee in any organization feel that their work schedule gets affected by implementing green concept. the Respondents strongly agree that productivity can be improved drastically by using green marketing. Respondents agree that companies are reluctant in implementing green marketing. that price variable have a negative impact on the willingness to pay. positive for consumers are willing to pay but they cannot afford to pay extra for Swan and/or Fairtrade labeled jeans.
Muhammed (2011	Sustainable Fashion Consumption and Consumer Behavior	Numbers of respondents were .50	the control ad was significantly lower in credibility than the strong claim ad. There were significant main effects of ad claim and activism, on attitude toward the ad, and no significant interaction effect. the control condition was significantly different than the weak claim condition. Ad claim type had a significant main effect on brand attitude and no moderating or main effects
Elizabeth (et al (2012	Consumer receptivity to green ads: a test of green claim types and the role of individual consumer characteristics for green ad response.	The sample consisted of 420 participants.	

<p>Langerak (et al (1998</p>	<p>Exploratory results on the antecedents and consequences of green marketing.</p>	<p>sampling frame of 780 businesses. A mailed questionnaire</p>	<p>of activism, gender, or occupation emerged. Purchase intention was not significantly influenced by ad claim type, but it was significantly greater for those higher in activism than for those lower in activism behaviors. that the environmental sensitivity of consumers is significantly and negatively related to the development and commercialisation of green products. positive relationship between the environmental consciousness of the marketer and green marketing. A significant and positive relationship is found between the sensitivity of a business to environmentalism and green products. positive and significant relationship between the development and commercialisation of green products.</p>
<p>Arminda and Rosa ((2012</p>	<p>Factors affecting skepticism toward green advertising.</p>	<p>a group of 20 individuals</p>	<p>there are no significant differences between men and women regarding their skepticism of environmental claims exhibited in packages or ads. it is possible to see that men are slightly more skeptical than women.</p>
<p>Richard and Abigail ((2010</p>	<p>Green Marketing: A Study of the Impact of Green Marketing on Consumer Behavior in a Period of Recession</p>	<p>Approximately 2,500</p>	<p>there were significant differences between men and women concerning skepticism toward environmental claims. that prices prove challenging for the consumer while brands battle perceptions in some categories and companies need to put more effort into being green. found that consumers believed that the environment was in danger, but along with that so too was the economy. that fewer consumers worry that the environment is headed in the right direction and that being an environmentally friendly company is a main concern.</p>
<p>Robin et al ((2013</p>	<p>Green Practices in Upscale Foodservice Operations: Customer Perceptions and</p>	<p>sample of 2500 customers of the restaurant.</p>	<p>that customers believed that they are knowledgeable about green practices but they would still like to know more about them. Customers expressed preferences related to restaurants that are environmentally friendly and use environmentally safe products.</p>

Purchase Intentions.

female customers and people with higher education were more conscious regarding green practices.

Ramayah and Elham ()

Greening the Environment through Recycling: An Empirical Study

among 775 students
Data was collected using a questionnaire.

significant implications, useful for both the campaigns and policy makers of recycling schemes, to inform individuals concerning recycling advantages.
that the attitude towards recycling is significantly influenced by perceived value, awareness and actual gains perceived by the consumers.

Young et al (2008)

Effect of the food traceability system for building trust: Price premium and buying behavior.

A total of 491 usable responses.

Recycling
that consumers' 'purchase intention' through the food traceability system was significantly.
that consumers may switch their consumption of food from non-traceable to traceable.
Mitigated uncertainty had a larger impact on purchase intention than the price premium.

Tang et al (2013)

Chinese consumer attitude and purchase intent towards green products

Consumers' environmental concern, perceived effectiveness belief and functional value positively affect their attitude toward such products.
Consumer attitude positively affects purchase intention.
Consumer attitude fully mediates the influence of environmental concern, and partly mediates the effect of perceived effectiveness belief, and functional value on purchase intention.
Consumers' awareness of government policy is not associated with attitude or purchase intention.

