

# **The Myth of Environmental Sustainable Values. Does it Matter in Purchasing Behavior?**

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## **Abstract**

Green marketing strategy is essentially a way promoting environmental sustainable values of organizations, in aim taking advantage of social intentions toward the core organization responsiveness. While in literature. There are enough details about firms' policies and green practices, yet the main issue of how consumers associate with environmental sustainable values remains elusive. Understanding the consumer behaviours could lead organizations to engage in green operations and cater their specific target market. For this purpose, it is hypothesized in this paper that it is possible to enhance consumer green purchasing behaviour through the four C's of green marketing mix. An empirical investigation among young customers in Iran provide an insight into devising appropriate marketing strategies.

**Keywords:** green marketing mix, consumer green purchasing behaviour, theory of planned behaviour

## **1. Introduction**

In attempt to satisfy a myriad of consumer needs, organizations direct or indirectly affect the surrounding environment and the health of the planet. Inappropriate use of energy which results in polluting the air, water and land as well as irresponsible cutting down the trees without concern of how this will destroy the natural habitat are some of the examples of inconsiderate behaviours of many organizations. Nevertheless, today society have become aware of the seriousness of this issue, due to concerted efforts of many, whom are deeply concerns about the degradation of natural environment. As a result of their campaign, the concept of green marketing has been introduced. This notion of environmentalism was first proposed in 1975 during a workshop of ecological marketing and consumption behaviours, conducted by the American Marketing Association in which the serious impact of marketing on the natural surroundings was discussed ([Henion & Kinnear, 1976](#)). Green marketing here defined as a subset of the overall marketing practices, which was later emphasized by [Polonsky \(1994\)](#) as he comprises all organizational activities designed in diminution the detrimental impact on the natural surroundings. Such perception however, underscores the requirements of satisfying both consumer and producer needs and expectation while considering minimum destructive effects on the natural environment. Although many are aware of the need of protecting our planet, nevertheless, developing the precise attitude and behaviours towards this issue is yet challenge and requires insightful process of change. It is acknowledged in previous literatures that marketing practitioners are struggling in understanding consumer attitude and their needs in hope to facilitate transformation of their behaviour towards sustainable behaviour ([D'Souza et al., 2007](#)). [Kumar, Manrai, and Manrai \(2017\)](#) argue that consumer purchasing behaviour is influenced by many ecological problems. [Kaur and Singh \(2017\)](#) believe that consumers' concern for environmental issues is route in natural human behaviour, which [Ajzen and Fishbein \(1980\)](#) defined these predispositions as attitudes and beliefs. Hence, one of the main issues that requires to be explored is how to understand the perception towards environment sustainable values and customers pattern of thinking and attitude that enable organizations in developing appropriate target segmentation and marketing strategies. Therefore, this research, aimed to answer the question of how marketing strategies could be devised to promote environmental sustainable behaviour particularly within food industries?