

Chapter 2

The Green Consumer Behavior

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ABSTRACT

Customers today have become more sophisticated and wiser in their purchase options and a segment of customers buying behavior is ruled by making “green purchases.” This chapter will focus on the green customers segment that is relatively new in marketing. The green customer is a new breed of customer that wants to be involved in sustainable living. The objective of this chapter is to shed more light on important themes emanating from green consumerism and green marketing that addresses the needs of the green consumer. Advice on possible solutions on encouraging green consumer behavior in today’s world will also be put forward and discussed.

INTRODUCTION

Consumers in the world today have been introduced and some even guided by green philosophy and green culture in making their purchasing decisions to buy green products. The contemporary marketer needs to tap into this segment to take your business to the next level. Marketers need to understand what guides purchasing and consumer buying behaviour behind green products. The green consumers have needs and wants and this is important to understand in order to gain a clearer picture about their consumer behaviour. If the marketer can explore the buying behaviour of the green consumer then valuable insights can come to light and assist marketers worldwide in designing the necessary marketing strategies to capture the green market segment. More green customers for a company can mean more sales, more revenues and possible competitive advantage in the market place if they are their target. This chapter will explore and highlight the following key themes:

- Conceptualise what is green marketing
- Indicate the birth and evolution of sustainable marketing and its relevance in today's world
- Identify and discuss the green customer, the green market segment and their consumer behaviour
- The Legislation and its implication on Green marketing and Green consumerism
- Developing strategies to increase Green consumer behaviour

The discussion will begin by conceptualising Green marketing.

BACKGROUND

Conceptualising Green Marketing

In exploring “What Is Green Marketing” various theorists have put forward different views on the subject of environmental buyer behaviour and its validity. This is the reason there is such confusion in understanding green marketing because theorists have different opinions on how they perceive and interpret the concept of green marketing.

According to Shabani et al. (2013) the first definition of green marketing was presented in 1979 by Henion, who assumed that green marketing involved marketing programs and activities that focused on the environment - friendly sectors or the same green market approach. In an extension to Hanion, Fuller (2003) has characterized

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