

ETHICAL ASPECTS IN GREEN MARKETING; AN META ANALYSIS APPROACH

Erni Rusyani

Pasundan University, Economic Faculty
erniernawan@yahoo.com

ABSTRACT

The environment's role in business is very important. Green marketing takes account of the wider relationship of the organization and its products to the surroundings. The prime emphasis is on, developing relationships and satisfying separate Stakeholders needs in an environmentally and socially responsible manner. The key stakeholders are customers, investors, parent company, directors, employees, the community, legislators, pressure groups, suppliers, and the media. Green marketing differs from its societal and ecological predecessors in it's intertwining of ecological and social concerns, in the breadth of the ecological agenda that it tackles, and in its potential application across all types and sectors of business. Green marketing goes beyond societal marketing in four key ways: (1) It is an open-ended rather than a long-term perspective, (2) It focuses more strongly on the natural environment., (3) It treats the environment as something which has an intrinsic value over and above its usefulness to society, (4) It focuses on global concerns rather than those of particular societies. Environmental ethics is concerned with the issue of responsible personal conduct with respect to natural landscapes, resources, species, and non-human organisms. Conduct with respect to persons is, of course, the direct concern of moral philosophy as such. In particular, a new environmental ethic may have to challenge four basic traditions: Anthropocentrism, Reductive Analysis, The Egocentric Perspective, The Fact/Value Gap.

Environmentally-responsible or "green" marketing is a business practice that takes into account consumer concerns about promoting preservation and conservation of the natural environment. Green marketing campaigns highlight the superior environmental protection characteristics of a company's products and services, whether those benefits take the form of reduced waste in packaging, increased energy efficiency in product use, or decreased release of toxic emissions and other pollutants in production.

According to the key elements we found that green marketing has good values in treats the environment in the business manner. So, this paper is to describe how green marketing related to the ethical aspects, especially environmental ethics. Further we try to identified how the green marketing and ethics could impact the business as shows in some reserachs

Keywords : *Green Marketing, Environmental ethics*

1. INTRODUCTION

The environment's role in business is very important. It is now widely accepted that societies, economies, and the businesses within them need to find a more sustainable path to for future development. In the business world the vocabulary of management was suddenly expanded by the discussion of 'green consumers', 'green markets' and 'green products' and the practice of 'environmental' or 'green marketing'. For majority of the companies improving environmental performance has, until recently, been a question of legislative compliance and occasional reactions to external events and pressures. It has only

been companies in the front-line sectors such as oil, chemicals, power and cars that have gone beyond a reactive and tactical approach to green issues. However, by early 1990s a shift away from a technical-compliance oriented approach towards a more proactive green strategy orientation was noticed. Companies were increasingly pursuing competitive advantage and product differentiation by increasing investment in environmental marketing, green design and improving overall corporate eco-performance. In addition to these externally motivated changes, the realization is dawning within industry that sustainability will not be reached simply by demand-pull

from the market and compliance-push from the regulators. The changes that are needed to safeguard the future of the environment and the economy must partly be driven from the business community, which means they must proactively integrate eco-performance into the strategies, systems and cultures of the organization. Eg: Body Shop, Toyota, etc.

Green marketing takes account of the wider relationship of the organization and its products to the surroundings. It is about a more aware, open, targeted and sensitive approach that integrates the strategic link between the company, the environment, and marketing, rather than being primarily concerned with tactical communications opportunities. The prime emphasis is on, developing relationships and satisfying separate Stakeholders needs in an environmentally and socially responsible manner. The key stakeholders are customers, investors, parent company, directors, employees, the community, legislators, pressure groups, suppliers, and the media. Green marketing differs from its societal and ecological predecessors in it's intertwining of ecological and social concerns, in the breadth of the ecological agenda that it tackles, and in its potential application across all types and sectors of business. Green marketing goes beyond societal marketing in four key ways: (1) It is an open-ended rather than a long-term perspective, (2) It focuses more strongly on the natural environment., (3) It treats the environment as something which has an intrinsic value over and above its usefulness to society, (4) It focuses on global concerns rather than those of particular societies.

According to the key elements we found that green marketing has good values in treats the environment in the business manner. So, this paper is to describe how green marketing related to the ethical aspects, especially environmental ethics. Further we try to identified how the green marketing and ethics could impact the business as shows in some reserachs.

2. ENVIROMENTAL ETHICS

Environmental ethics is concerned with the issue of responsible personal conduct with respect to natural landscapes, resources, species, and non-human

organisms. Conduct with respect to persons is, of course, the direct concern of moral philosophy as such. (Strictly speaking, "environmental ethics" could be interpreted more broadly to include questions of responsibility toward artificial environments, but such an interpretation is not directly our concern, and we will thus confine our attention to matters of moral significance regarding natural environments).

"Moral responsibility" normally implies knowledge, capacity, choice, and value significance. That is to say, if a person is morally responsible to do something, then he (a) knows of this requirement, (b) is capable of performing it, (c) can freely choose whether or not to do it, and (d) the performance thereof affects the welfare and/or liberty of other beings. Because one's response to these requirements reflects upon his value as a person, we say that this response has "moral significance." This analysis of "moral responsibility" might help to explain why "environmental ethics" has only recently attracted the attention and concern of moral philosophers. Quite simply, until recently our effects upon the natural environment were regarded as morally neutral since nature, we assumed, was both impersonal and too vast to be injured by our interventions, or else, at the very least, we were quite unable to foresee the harm resulting from our dealings with nature. Now, of course, we know better. We know that we can cause massive and permanent damage to natural landscapes, resources and ecosystems. Not only do we know that we can cause these insults, we also know how we can cause them, and how we can prevent or remedy them. Knowing all this exacts a moral obligation to act with care, foresight and, at times, with forbearance and constraint. In our dealings with the natural environment, we are, in short, called upon to reflect, act, or perhaps to refrain from acting, in a manner which testifies to our worth as persons and as a culture -- in a word, to respond morally.

In particular, a new environmental ethic may have to challenge four basic traditions:

a) *Anthropocentrism*. We are used to defining values and ethics with human beings in the center of our conceptual scheme of things. Thus acts or policies are viewed as "good" if they benefit

human individuals or communities. (A more generous view would place non-human but sentient creatures in the suburbs of our moral concern). Alternatively, other moral theories identify as "good" those acts and policies that are motivated by a respect for the "dignity of personhood" of human beings. "Lesser beings" and nature itself does not, in this view, share such "dignity." The ecological moralist, on the contrary, is more inclined to view humanity not at the center of the moral universe but as an ingredient (though presumably a necessary ingredient) in the realm of morality, particularly as morality pertains to responsibility to nature.

b) *Reductive Analysis*. We are accustomed, through our scholarly traditions, to move from secure knowledge to insecure conjecture. We do so by acquiring our knowledge in bite-sized pieces and accumulating this knowledge piece-by-piece until a whole emerges out of the parts. From such a tradition, it is easy to conclude that in order to understand something or to solve a problem, we must first identify the parts and then their rules of combination. The approach of identifying the parts in order to comprehend the whole is called "reductive analysis." The ecological point of view reverses this approach. The ecologist suggests: "grasp the whole -- think like a mountain -- and then the whole will explain the parts" (Holism). (But beware! An incautious insistence upon holism and an aversion to analysis can also limit our understanding. An astute historian or philosopher of science will acknowledge a need for a dynamic balance between the apprehension and application of parts and whole in scientific theory and practice).

c) *The Egocentric Perspective*. The philosophical method of "reductive analysis" leads almost irresistibly, to "the egocentric point of view." Thus, following a philosophical tradition endorsed and exemplified by Hume and Descartes, philosophers have insisted that philosophical inquiry "start" with the "hard" and "secure" data of immediate experience and awareness, and then "move out," cautiously and deliberately, to

conjectures about "the external world," "other minds," and so forth. It is not difficult to understand why, in such a tradition of inquiry, there is a general neglect of the question of man's moral responsibility of nature. The ecologist, as we well know, conceives of "nature" as a complicated system of interacting parts. Such a concept is hopelessly out of reach of a methodology which "begins" with "immediate" subjective experience and awareness. Thus the very method of many philosophers -- their preferred manner of doing their work -- has kept them uninvolved with questions of environmental ethics. Moreover, by placing mankind in the center of their theory of knowledge, many philosophers have been drawn toward the unwarranted conclusion that humanity is also in the center of nature. (Philosophers have all-too-often been thus "bewitched" by their preferred methodological points of view). The ecological moralist, of course, adopts a different perspective by regarding man as a member, rather than the master or the justification, of the natural community.

d) *"The Fact/Value Gap"* (We return here to the question of moral cognitivism). For centuries, many philosophers have contended that no amount of factual information can logically entail an evaluative conclusion. The maxim "no 'ought' from 'is'" (or "no values from facts") is virtually axiomatic among philosophers today. The most troublesome thing about this maxim is that it is probably correct -- strictly speaking.⁽⁶⁾

Accordingly, however spectacular may be the coming advances in environmental science and ecology, a conclusive environmental ethic will not emerge directly therefrom.

3. GREEN MARKETING

Environmentally-responsible or "green" marketing is a business practice that takes into account consumer concerns about promoting preservation and conservation of the natural environment. Green marketing campaigns highlight the superior environmental protection characteristics of a company's products and services, whether

those benefits take the form of reduced waste in packaging, increased energy efficiency in product use, or decreased release of toxic emissions and other pollutants in production. As the *Encyclopedia of the Environment* noted, marketers have responded to growing consumer demand for environment-friendly products in several ways: "by promoting the environmental attributes of their products; by introducing new products; and by redesigning existing products—all components of environmental marketing." Indeed, marketing campaigns touting the environmental ethics of companies and the environmental advantages of their products have proliferated in recent years.

Most observers agree that while some businesses engage in green marketing solely because such an emphasis will enable them to make a profit, other businesses conduct their operations in an environmentally-sensitive fashion because their owners and managers feel a responsibility to preserve the integrity of the natural environment even as they satisfy consumer needs and desires. Indeed, true green marketing emphasizes environmental stewardship. *Environmental Marketing* author Walter Coddington, for example, defined environmental marketing as "marketing activities that recognize environmental stewardship as a business development responsibility and business growth responsibility." Another analyst of green marketing, *Greener Marketing* editor Martin Charter, defined the practice as "a holistic and responsible strategic management process that identifies, anticipates, satisfies and fulfills stakeholder needs for a reasonable reward that does not adversely affect human or natural environmental well-being." Such interpretations expand on the traditional understanding of business's responsibilities and goals.

A number of factors have caused business firms in some industries to incorporate an environmental ethic into their operations. The principal factor, of course, is the growing public awareness of the environmental degradation that has resulted as a consequence of the growth in population and natural resource consumption throughout the world during the

last 50 years. The issue is particularly relevant in America, which accounts for fully one quarter of world consumption despite having only a small fraction of the world's population. This growing public awareness of environmental issues has brought with it a corresponding change in the buying decisions of a significant segment of American consumers. As the *Encyclopedia of the Environment* observed, "many consumers, and not just the most environmentally conscious, are seeking ways to lessen the environmental impacts of their personal buying decisions through the purchase and use of products and services perceived to be environmentally preferable."

Businesses took heed of this growth in "green consumerism," and new marketing campaigns were devised to reflect this new strain of thought among consumers. Companies with product lines that were created in an environmentally friendly fashion (i.e., with recycled products, comparatively low pollutant emissions, and so on) quickly learned to shape their marketing message to highlight such efforts and to reach those customers most likely to appreciate those efforts (an advertisement highlighting a company's recycling efforts, for instance, is more likely to appear in an outdoor/nature magazine than a general interest periodical).

Environmental or green marketing differs from other forms of advertising in some fairly fundamental ways. The *Encyclopedia of the Environment* summarized the most striking differences effectively: "First, unlike price, quality, and other features, the environmental impacts of a product are not always apparent and may not affect the purchaser directly. Thus environmental claims are often more abstract and offer consumers the opportunity to act on their environmental concerns. Second, unlike most advertised product attributes, environmental claims may apply to the full product life cycle, from raw material extraction to ultimate product disposal, reuse, or recycling [see the discussion of life cycle analysis below]. Third, and most important, environmental marketing provides an incentive for manufacturers to achieve significant environmental improvements, such as toxics use reduction and recycling, by competing

on the basis of minimizing environmental impacts of their products."

4. SOME RESEARCHS IN GREEN MARKETING AND ETHICS

Ironically, studies have shown that the most environmentally aware consumers are also the ones most likely to view green claims of companies with skepticism. As George M. Zinkhan and Les Carlson wrote in the *Journal of Advertising*, "green consumers are the very segment most likely to distrust advertisers and are quite likely to pursue behaviors and activities that confound business people." Corporate reputation, then, has emerged as a tremendously important factor in reaching and keeping these consumers. A company that touts its sponsorship of an outdoor oriented event or utilizes nature scenery in its advertising, but also engages in practices harmful to the environment, is unlikely to gain a significant portion of the green consumer market. Of course, such tactics are sometimes effective in reaching less informed sectors of the marketplace.

Here some of the research regarding the green marketing and ethical aspects:

1. Desmond, J. & Crane, A. (2004). Morality and the consequences of Marketing Action. *Journal of Business Research*, 57, pp. 1222-1230.

This paper explores issues of morality in relation to the consequences of marketing action. It addresses the reasons why, despite adverse social consequences, as well as the exhortations of marketing ethicists, a societal-based morality continues to languish at the margins of marketing practice. We note that ethicists mistakenly characterize organizations as being "amoral" and their decisions as being "purely economic." This ignores the reality that marketing theory and practice are suffused with the morality of economic self-interest. This has important implications for whether one can understand the consequences of marketing action as intended or unintended. We suggest it is due to the power of egoism that attempts to import ethical maxims from moral philosophy have been sidelined. Finally, we discuss the difficulties of securing

a more moral basis for marketing decision-making.

2. Crane, A. (2000). Marketing and the Natural Environment: What Role for Morality. *Journal of Macromarketing*, 20(2), pp. 144-155.

A study explores the literature relating marketing to the natural environment from the point of view of morality. It argues that the issue of morality has not been developed in any comprehensive or cohesive way in this literature and subsequently seeks to provide an analysis of the different ways in which morality has, to date, been applied and used. Five different moral perspectives are identified - namely, fair play, managerialist, reformist, reconstructionist, and interpretist perspectives. These are categorized according to the main moral issues typically examined, the core discipline from which the perspective has been developed, the form of morality ordinarily referred to, and the prevalent subject of moral enquiry. The various approaches are examined and their contribution assessed. The relationship between the perspectives is addressed, and it is suggested that from a macromarketing point of view, the reconstructionist and the interpretist perspectives might be expected to be the most fruitful avenues for future investigation.

3. Crane, A. (2000). Facing the Backlash: Green Marketing and Strategic Reorientation in the 1990s. *Journal of Strategic Marketing*, 8(3), pp. 277-296.

This paper discusses *green marketing* strategies in the context faced by businesses in the middle to late 1990s. The literature suggests that this context has been characterized by a consumer backlash against *green marketing*, which has been created by perceived problems in the areas of *green* product performance and *green* claims in the late 1980s and early 1990s. Evidence is reported from a qualitative study which investigated corporate perceptions of this context and revealed the strategic orientations which have subsequently been employed by *green* marketers. The findings suggest that managers do indeed perceive the backlash to have occurred and to have

been caused by the factors posited. It is argued that these understandings have assumed the role of myths in shaping organizational perceptions of the *green marketing* context. Four subsequent strategic routes are identified in the paper, namely passive greening, muted greening, niche greening and collaborative greening. These are described in some detail and managers' justifications for them are presented. It is shown that each of these strategies might be appropriate for particular situations in the context of the backlash and some of the limitations of the *green marketing* literature in this respect are highlighted. Finally, some discussion is provided regarding the appropriateness of these strategies in the future and potential avenues for further research are identified.

4. Stone, G.W. & Wakefield, K.L. (2000). Eco-Oriented: An Extension of Market Orientation in an Environmental Context. *Journal of Marketing Theory and Practice*, 8(3), Summer, pp.21-32.

This article presents a study on the effect of a market orientation toward environmental issues and threats on business performance. The importance of corporate environmental responsibility is considered. A series of hypotheses are presented. The authors then go on to outline the methodology used before presenting their results and discussion.

5. Menon, A., Menon, A., Chowdhury, J., & Jankovich, J. (1999). Evolving Paradigm for Environmental Sensitivity in Marketing Programs: A Synthesis of Theory and Practice. *Journal of Marketing Theory and Practice*, 7(2), Spring, pp. 1-15.

Concerns related to the environment are evident in the rapid growth of the environmentally conscious marketplace and its increasing impact on corporate strategists. Drawing from the academic literature and case studies of actual corporate experiences, a study discusses the concept of environmentally-based marketing programs within the context of each element of the marketing mix. Additionally, it discusses issues that are of critical importance in the implementation of

the concept, from the perspectives of firm performance and business environment. The managerial implications of adopting environmentally-based marketing programs and concerns relevant to future research in this area are also addressed.

6. Pujari, D., Peattie, K. & Wright, G. (2004). Organizational Antecedents of Environmental Responsiveness in Industrial New Product Development. *Industrial Marketing Management*, 33 (5), July, pp 381-391.

The greening of new product development process has been under scrutiny by researchers, but the attention has been limited to consumer products. Based on a survey, this paper investigates the environmental responsiveness in industrial new product development in 82 industrial firms. In comparison to traditional NPD process in the extant literature, the findings revealed additional activities in the greening of industrial NPD. These activities fall under the broader scope of life cycle assessment (LCA) for environmental impact including supplier evaluation and design for environment issues. The paper also investigates the relative impact of organizational antecedents on greening of industrial NPD activities. Organizational antecedents include functional interface of environmental specialists with design and product managers, environmental product policy, and top management support.

7. Pujari, D., Wright, G. & Peattie, K. (2003). Green and Competitive: Influences on Environmental New Product Development Performance. *Journal of Business Research*, 56(8), August, pp. 657-671.

This article reports the findings of a large-scale research project on environmental new product development (ENPD) within British manufacturers. A major contribution of this article is the attempt to integrate new product development (NPD) and environmental management philosophies in order to develop and empirically test a theoretical framework for ENPD and performance. As such, it is one of the first studies to go beyond the anecdotal evidence in the extant literature, to empirically

research ENPD activities and their impacts. This contributes to the debate about the potential for firms to be "green and competitive" by examining the relationship between ENPD activities and market and eco-performance for environmental new products. Contrary to the popular perception, the results suggest that there is more synergy than conflict between the conventional and environmental product development paradigms.

8. Masui, K., Sakao, T., Kobajashi, M. & Inaba, A. (2003). Applying Quality Function Deployment to Environmentally Conscious Design. *The International Journal of Quality and Reliability Management*, 20(1), pp. 90-117.

A methodology for applying Quality Function Deployment (QFD) is presented for environmentally conscious design in the early stage of product development. This methodology has been developed by incorporating environmental aspects into QFD to handle the environmental and traditional product quality requirements simultaneously. The QFD for environment (QFDE) proposed consists of four phases. Designers can find out which parts are the most important in enhancing environmental consciousness of their products by executing QFDE phase I and phase II. Further, a methodology is developed to evaluate the effects of design improvement on environmental quality requirements as phases III and IV. The results obtained from the case study of IC package show that QFDE could be applicable in the early stage of assembled product design, because the most important component from the viewpoint of the environment is clearly identified and multiple options for design improvement are effectively evaluated.

9. Johansson, G. (2002). Success Factors for the Integration of Eco-Design in Product Development: A Review of State of the Art. *Environmental Management and Health*, 13(1), pp. 98-108.

On the basis of a literature review, 20 factors essential for successful integration of eco-design in product development are presented. The success factors are

structured according to six areas of concern: management, customer relationships, supplier relationships, developmental process, competence and motivation. By relating the factors to a number of product development elements that are generally claimed to be important for product development success, it is indicated that the integration of ecodesign to a great extent are related to the same elements. A few factors seem to be specific for the integration of eco-design. These factors are related to competence and motivation. As many of the ecodesign success factors relate to those elements that are acknowledged to affect product development success, this implies that a company that manages product development well increases the likelihood of being successful when integrating eco-design into product development.

10. Simon, M. *et al.* (2000). Environmental Priorities in Strategic Product Development. *Business Strategy and the Environment*, 9(6), pp. 367-377.

This paper reports some results from a major research project on the integration of environmental issues into design in the electrical and electronic industry. Product development practice and ecodesign methods were examined along with qualitative data from 19 manufacturers, using interviews and an action research methodology. A four-stage framework for ecodesign practice resulted: first, to make an environmental assessment from a life cycle viewpoint; then to communicate the analysis and collect feedback; thirdly to prioritize the environmental issues and finally to complete the design using relevant tools and methods. This 'ARPI' framework (analyse, report, prioritize, improve) applies to both strategic and operational levels. Initial testing of the framework in collaborating companies highlighted difficulties with communication with design teams; the role of 'ecodesign champions' is explained. Other challenges are the development of customized tools and the training of designers. The study concludes that the prioritization step is critical, as it simplifies and clarifies the tasks in design that take place after formulation of the specification.

11. Polonsky, M.J., Rosenberger III, P.J. & Ottman, J. (1998). Developing Green Products: Learning from Stakeholders. *Asian Pacific Journal of Marketing and Logistics*, 10(1), pp. 22-44.

Research is discussed which focused on US and Australian markets' perceptions of stakeholders' potential to influence the green new product development (NPD) process and what strategies can be used to involve stakeholders in this process. The findings suggest that marketers believe some stakeholders with "high" influencing abilities should be involved in the green NPD process, although it appears that in practice, firms use very basic methods to include these stakeholders. It also appears that there is limited formal interaction between the firm and its stakeholders and that respondents are not engaging and learning from others with green product expertise.

12. Heiskanen, E. (2000). Managers' Interpretations of LCA: Enlightenment and Responsibility or Confusion and Denial? *Business Strategy and the Environment*, 9(4), pp. 239-254.

Environmental life cycle assessment (LCA) and 'life cycle thinking' are popular approaches to evaluate and manage the environmental aspects of products. While LCA has been propagated as a decision-making tool, the interest here is in LCA as a mental model, which managers may interpret and enact differently. If LCA and 'life cycle thinking' manage to infuse organizations with an extended sense of responsibility, this could counteract some of the 'organized irresponsibility' of modern markets. However, LCA use may also lead to confusion, doubt and denial. This article explores potential managerial interpretations of LCA with a small illustration from the wholesale trade, and through a conceptualization of the illustration in terms of Hatch's (1993) dynamic model of organizational culture.

13. Cramer, J. (2000). Responsiveness of Industry to Eco-Efficiency Improvements in the Product Chain: The Case of Akzo Nobel. *Business Strategy and the Environment*, 9(1), pp. 36-48.

Increasingly, arguments are being made concerning the benefits of a marriage between ecology and economy in life cycle management. This article provides insights into the business conditions under which market opportunities and eco-efficiency improvements in the product chain can indeed go hand in hand. The study focuses on the differences in responsiveness of six different sub-business units within the chemical company of Akzo Nobel to eco-efficiency improvements in the product chain and how these differences can be explained. The comparative analysis shows the importance of the following three criteria: (i) *the level of environmental pressure*; (ii) *the room for manoeuvre* and (iii) *the degree to which the environment can be used to obtain a competitive advantage*. These criteria may also be valid for other companies. However, research needs to investigate whether additional factors (e.g. the culture of the company, its technological capabilities and market strength) also influence corporate environmental response.

14. Crane, A. (2001). Unpacking the Ethical Product. *Journal of Business Ethics*, 30(4), pp. 361-373.

This paper explores the notion of an ethical product. It is argued that ethical issues have long been involved in consumers' product evaluations, but that there has been little academic investigation of ethics in terms of product concepts and theories. Ethics are thus examined in the context of the augmented product concept, and 2 dimensions of ethical augmentation are identified: direction and content. These dimensions are set out and discussed at some length, and then they are used to construct an ethical product matrix. It is shown how this could be used to provide structure and coherence to examinations of the perceived ethics of any given product offering. The implications of the analysis offered in the paper are discussed, and a number of limitations of the ethical product notion are identified. Finally, some conclusions and directions for future research are suggested.

15. Shaw, D. & Shiu, E. (2003). Ethics in Consumer Choice: A Multivariate Modelling Approach. *European Journal of Marketing*, 37(10), pp. 1485-1501.

Research has consistently revealed an increasing demand for "ethical" choices in the global marketplace. However, very little has been published about the decision-making processes of these "ethical" consumers and the implications for marketing. Given the shortfall in research that addresses ethical consumer choice, this paper outlines results from a large scale national UK survey of known "ethical" consumers. To examine this important and neglected area, reliability analysis and structural equation modelling techniques were used to explore the relationships between important factors influencing ethical consumer choice. Using two data sets, a model of decision-making was developed and cross-validated. Results of the study reveal the improved ability of this new model of ethical consumer decision-making in the explanation of intention to purchase fair trade grocery products. Implications of these findings for marketing practitioners are discussed.

16. Carrigan, M. & Attalla, A. 2001. The Myth of the Ethical Consumer – Do Ethics Matter in Purchasing Behaviour? *Journal of Consumer Marketing*, 18(7), pp. 560-577.

Marketing ethics and social responsibility are inherently controversial, and years of research continue to present conflicts and challenges for marketers on the value of a socially responsible approach to marketing activities. This paper examines whether or not consumers care about ethical behaviour, and investigates the effect of good and bad ethical conduct on consumer purchase behaviour. Through focus group discussions it becomes clear that although we are more sophisticated as consumers today, this does not necessarily translate into behaviour which favours ethical companies and punishes unethical firms. The paper concludes by some thoughts on how marketers might encourage consumers to engage in positive purchase behaviour in favour of ethical marketing.

17. Follows, S.B. & Jobber, D. 2000. Environmentally Responsible Purchase Behaviour: A Test of a Consumer Model. *European Journal of Marketing*, 34(5/6), pp. 723-746.

A consumer model of environmentally responsible purchase behaviour was tested using covariance structural analysis. The model successfully predicted the purchase of environmentally responsible and non-responsible product alternatives. A hierarchical relationship from values to product specific attitudes to purchase intention to purchase behaviour was confirmed. Individual consequences, which take the personal implications of consumption into account, were found to be just as important in predicting intention as the environmental consequences of a product. The study empirically tested a values typology as a basis to explain attitude formation.

18. Walley, K., Custance, P. & Parsons, S. (2000). UK Consumer Attitudes Concerning Environmental Issues Impacting the Agrifood Industry. *Business Strategy and the Environment*, 9(6), pp. 355-366.

Consumer concern for the environment has been on the increase in recent years. This concern has created many opportunities, as well as threats, for all businesses but particularly for those involved in the agrifood industry. These concerns can and do change considerably in a short space of time so it is essential that consumer surveys are conducted on a frequent basis to monitor these changes. This paper presents the findings of one such survey based on the findings of a consumer attitude study concerning environmental issues relating to the agrifood industry. The data is subjected to a cluster analysis in order to segment the respondents and make the findings more meaningful. The paper concludes that there are four groups of consumers (the 'angries'; the 'not-quite-so-angries', the 'anxious-but-amiables' and the 'Panglossians') and that while a number of subjects constitute issues for consumers the one that unites most consumers, and which will probably have the greatest impact on the environment, is genetic modification. Consumer resistance

to genetic modification is found to be high and it is suggested that as a result farmers will continue to employ traditional farming practices in the future.

19. Dentchev, N.A. (2004). Corporate Social Performance as a Business Strategy. *Journal of Business Ethics*, 55(4), pp. 397-412.

Having the ambition to contribute to the practical value of the theory on corporate social performance (CSP), this paper approaches the question whether CSP can contribute to the competitive advantage of firms. We adopted an explorative case-study methodology to explore the variety of positive and negative effects of CSP on the competitiveness of organizations. As this study aimed at identifying as great variety of these effects as possible, we selected a diversified group of respondents. Data was thus collected through embedded units of analysis in a petrochemical company, and triangulated with the opinions of experts on CSP. Overall, we found various positive and negative effects of CSP on the competitiveness of organizations. CSP is therefore not an innocent adventure for executives, but rather a strategy for achieving corporate objectives. If not carefully implemented, the CSP strategy may harm the competitive advantage of the firm, as our results have suggested.

20. Langerak, F. (1998). Exploratory Results on the Antecedents and Consequences of Green Marketing. *Journal of the Market Research Society*, 40(4), Oct, p. 323.

Although the green market is growing the marketing literature has been relatively silent about the integration of environmental issues in marketing strategy and decision-making. Against this backdrop there is a need for more research on and discussion about the role of the natural environment in marketing strategy and business performance. Therefore the purpose of the article is to develop and test a model that incorporates the antecedents and consequences of integrating environmental issues in marketing strategy and decision-making. In particular, the goal is to address the environmental consciousness and

practices of marketers. Some of the external and internal antecedents and consequences analyzed include competitive and business intensity, consumer sensitivity toward environmentalism, and the environmental consciousness of marketers. Results indicated limitations associated with marketers' influence on green product development processes.

21. Garriga, E. & Melé, D. (2004). Corporate Social Responsibility Theories: Mapping the Territory. *Journal of Business Ethics*, 53(1/2), pp. 51-71.

The Corporate Social Responsibility (CSR) field presents not only a landscape of theories but also a proliferation of approaches, which are controversial, complex and unclear. This article tries to clarify the situation, mapping the territory by classifying the main CSR theories and related approaches in four groups: (1) instrumental theories, in which the corporation is seen as only an instrument for wealth creation, and its social activities are only a means to achieve economic results; (2) political theories, which concern themselves with the power of corporations in society and a responsible use of this power in the political arena; (3) integrative theories, in which the corporation is focused on the satisfaction of social demands; and (4) ethical theories, based on ethical responsibilities of corporations to society. In practice, each CSR theory presents four dimensions related to profits, political performance, social demands and ethical values. The findings suggest the necessity to develop a new theory on the business and society relationship, which should integrate these four dimensions.

22. Van Marrewijk, M. & Were, M. (2003). Multiple Levels of Corporate Social Responsibility. *Journal of Business Ethics*, 44(2/3), pp. 109-117.

According to Dr. Clare Graves, mankind has developed eight core value systems as responses to prevailing circumstances. Given different contexts and value systems, a one-solution-fits-all concept of corporate sustainability is not reasonable. Therefore, this paper presents various definitions and

forms of sustainability, each linked to specific (societal) circumstances and related value systems. A sustainability matrix— an essential element of the overall European Corporate Sustainability Framework – is described showing six types of organizations at different developmental stages, with different forms of corporate sustainability, each supported by specific institutional arrangements.

23. Kaler, J. (2003). Differentiating Stakeholder Theories. *Journal of Business Ethics*, 46(1), pp. 71-83.

Following on from work on stakeholder identification, this paper constructs a typology of stakeholder theories based on the extent to which serving the interests of non-shareholders relative to those of shareholders is accepted as a responsibility of companies. A typology based on the division of stakeholder theories into normative, descriptive, and instrumental is rejected on the grounds that the latter two designations refer to second order theories rather than divisions within stakeholder theory and the first is a designation which, for the purposes of business ethics, applies to all stakeholder theories. The crucial distinction between stockholder and stakeholder theory is argued to be their respective rejection and acceptance of role-specific responsibilities toward non-shareholders that are "ultimate objective fulfilling". From this starting point, a typology is constructed using a division of stakeholder theories into those which do and do not give priority to the interests of shareholders over those of non-shareholders, do and do not posit perfect duties towards non-shareholders as well as shareholders, do and do not accept accountability to non-shareholders as well as shareholders.

5. REFERENCES

- (a) Desmond, J. & Crane, A. (2004). Morality and the consequences of Marketing Action. *Journal of Business Research*, 57, pp. 1222-1230.
- (b) Crane, A. (2000). Marketing and the Natural Environment: What Role for Morality. *Journal of Macromarketing*, 20(2), pp. 144-155.
- (c) Crane, A. (2000). Facing the Backlash: Green Marketing and Strategic Reorientation in the 1990s. *Journal of Strategic Marketing*, 8(3), pp. 277-296.
- (d) Stone, G.W. & Wakefield, K.L. (2000). Eco-Oriented: An Extension of Market Orientation in an Environmental Context. *Journal of Marketing Theory and Practice*, 8(3), Summer, pp.21-32.
- (e) Menon, A., Menon, A., Chowdhury, J., & Jankovich, J. (1999). Evolving Paradigm for Environmental Sensitivity in Marketing Programs: A Synthesis of Theory and Practice. *Journal of Marketing Theory and Practice*, 7(2), Spring, pp. 1-15.
- (f) Pujari, D., Peattie, K. & Wright, G. (2004). Organizational Antecedents of Environmental Responsiveness in Industrial New Product Development. *Industrial Marketing Management*, 33 (5), July, pp 381-391.
- (g) Pujari, D., Wright, G. & Peattie, K. (2003). Green and Competitive: Influences on Environmental New Product Development Performance. *Journal of Business Research*, 56(8), August, pp. 657-671.
- (h) Masui, K., Sakao, T., Kobajashi, M. & Inaba, A. (2003). Applying Quality Function Deployment to Environmentally Conscious Design. *The International Journal of Quality and Reliability Management*, 20(1), pp. 90-117.
- (i) Johansson, G. (2002). Success Factors for the Integration of Eco-Design in Product Development: A Review of State of the Art. *Environmental Management and Health*, 13(1), pp. 98-108.
- (j) Simon, M. et al. (2000). Environmental Priorities in Strategic Product Development. *Business Strategy and the Environment*, 9(6), pp. 367-377.
- (k) Polonsky, M.J., Rosenberger III, P.J. & Ottman, J. (1998). Developing Green Products: Learning from Stakeholders. *Asian Pacific Journal of Marketing and Logistics*, 10(1), pp. 22-44.
- (l) Heiskanen, E. (2000). Managers' Interpretations of LCA: Enlightenment and Responsibility or Confusion and

- Denial? *Business Strategy and the Environment*, 9(4), pp. 239-254.
- (m) Cramer, J. (2000). Responsiveness of Industry to Eco-Efficiency Improvements in the Product Chain: The Case of Akzo Nobel. *Business Strategy and the Environment*, 9(1), pp. 36-48.
- (n) Crane, A. (2001). Unpacking the Ethical Product. *Journal of Business Ethics*, 30(4), pp. 361-373.
- (o) Shaw, D. & Shiu, E. (2003). Ethics in Consumer Choice: A Multivariate Modelling Approach. *European Journal of Marketing*, 37(10), pp. 1485-1501.
- (p) Carrigan, M. & Attalla, A. 2001. The Myth of the Ethical Consumer – Do Ethics Matter in Purchasing Behaviour? *Journal of Consumer Marketing*, 18(7), pp. 560-577.
- (q) Follows, S.B. & Jobber, D. 2000. Environmentally Responsible Purchase Behaviour: A Test of a Consumer Model. *European Journal of Marketing*, 34(5/6), pp. 723-746.
- (r) Walley, K., Custance, P. & Parsons, S. (2000). UK Consumer Attitudes Concerning Environmental Issues Impacting the Agrifood Industry. *Business Strategy and the Environment*, 9(6), pp. 355-366.
- (s) Dentchev, N.A. (2004). Corporate Social Performance as a Business Strategy. *Journal of Business Ethics*, 55(4), pp. 397-412.
- (t) Langerak, F. (1998). Exploratory Results on the Antecedents and Consequences of Green Marketing. *Journal of the Market Research Society*, 40(4), Oct, p. 323.
- (u) Garriga, E. & Melé, D. (2004). Corporate Social Responsibility Theories: Mapping the Territory. *Journal of Business Ethics*, 53(1/2), pp. 51-71.
- (v) Van Marrewijk, M. & Were, M. (2003). Multiple Levels of Corporate Social Responsibility. *Journal of Business Ethics*, 44(2/3), pp. 109-117.
- (w) Kaler, J. (2003). Differentiating Stakeholder Theories. *Journal of Business Ethics*, 46(1), pp. 71-83.
- (x) Environmental Ethics: An Introduction. By Ernest Partridge University of California, Riverside www.igc.org/gadfly. (1997)
- (y) <http://www.answers.com/topic/green-marketing#ixzz2mSqMqpCB>
- (z) <http://www.answers.com/topic/green-marketing#ixzz2mSqaG6XZ>