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ScienceDirect

Procedia - Social and Behavioral Sciences 175 (2015) 90 – 97

Procedia
Social and Behavioral Sciences

International Conference on Strategic Innovative Marketing, IC-SIM 2014, September 1-4, 2014,
Madrid, Spain

Antecedents and Outcomes of Consumers' Inward and Outward Environmental Attitudes: Evidence From Turkey

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Abstract

Environmental issues have been an important concern for both academicians and practitioners for many decades. As a result of the increase in the number of problems related to environment, decline in the scarce resources, increased pollution etc. firms and consumers are paying more attention to environmental issues than ever before. In other words, they are becoming more and more ecologically conscious. This increased consciousness affects all of their daily activities including their purchases and consumer behavior. Focusing on this fact, this paper examines the antecedents and outcomes of consumers' environmental attitudes. In this regard, the model proposed by Leonidou et al. (2010) was adapted to the Turkish context. This is important because although the importance of the subject, no such study has been conducted in Turkey before. Also this study differs from the original one. While adapting the model to the Turkish context two more antecedents that are supposed to be important for the Turkish culture were added to the model. This emphasizes the uniqueness of the study. The findings have important guidelines at the micro and the macro level for both companies and governments.

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Peer-review under responsibility of I-DAS- Institute for the Dissemination of Arts and Science.

Keywords: Environmentally friendly; green marketing; environmental marketing; attitudes; consumer behavior

1. Introduction

Although environmental problems and issues are known as new concepts, they have been in people's lives for many decades. For instance, ecologically conscious consumers were first noticed in the related literature in the late 1960s and 1970s. Throughout these years, green issues were not the main issue for consumers for several other

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reasons such as economical or personal problems. But when approached towards 1990s, new problems related with environment emerged. Maybe the main reasons of these problems were the exhaustion of the scarce resources all around the world and the deterioration of the environment (Alsamdi, 2007). This forced both consumers and companies to be more and more ecologically conscious. As a result of the increase in the environmental movements during this period (Paco et al. 2009) the 1990s are being called the decade of the environment where the consumer interest in the environment appears to be very high (Stanley and Lasonde, 1996). Now in the 2000s, environmental problems are one of the most important aspects for both companies and consumers (Leonidou et al., 2010).

The emergence and the growth of the subject are similar in the Turkish literature. For instance, the concept of environment was mentioned for the first time in the Turkish constitution in 1961 (Ozdemir, 2003). Ecological issues started to grow in the 1980s and this growth had a dramatical rise in the 1990s due to the same reasons faced around the world. The late 1990s and the beginning of 2000 was an important period for Turkey in terms of environmental issues. Both consumers and companies began to pay more and more attention to this subject (Baquer, 2012).

Depending on the reasons stated above and the considering the growing interest in the subject, it is important to reveal the antecedents of the subject. Therefore, this study examines the antecedents of consumers' environmental attitudes as well as their outcomes. In this regard, the study has three main purposes: (a) to reveal the antecedents of consumers' inward and outward environmental attitudes, (b) to examine the linkage between these attitudes and consumer environmental behavior and finally (c) to investigate the outcomes of this behavior mentioned in terms of product satisfaction and life satisfaction.

2. Literature Review and Research Hypotheses

In order to achieve the stated objectives a conceptual framework which has four main parts has been developed. First part covers "antecedent factors" that drive environmental attitudes. These factors consist of three groups named as; cultural factors, political factors and ethical factors. Second part consists of "attitudinal factors" which refer to the pro-environmental attitudes of the consumers. These factors are divided into two parts namely inward and outward attitudes towards environment. Inward environmental attitudes are the attitudes referring to the abuse of the environment by individual consumers while outward environmental attitudes are about the perceived need for social, political and legal changes to protect the environment (Leonidou et al., 2010; Fransson & Garling, 1999; Kilbourne & Pickett, 2008; Sarigollu, 2009). The third part of the conceptual framework consists of the "behavioral factors" that include the environmentally friendly behavior of the consumers. Behavioral factors can be expressed in "green purchasing" which can be explained as the activities that lie in the personal domain and directly affect the natural environment and "general environmental" which refers to the activities that fall under the public domain and indirectly affect the natural environment by influencing public policy initiatives. The last part covers the "outcomes" of these two behaviors and named as product satisfaction and life satisfaction. The conceptual framework covers twelve hypotheses which can be summarized as follows:

According to Hofstede (2001) collectivism is a value that stresses the subordination of individual interests to the interests of some collective community. It refers to interdependence, group oriented goals, social hierarchies, interpersonal harmony and low level of competition (Hofstede, 1980; Hui, 1988; Triandis, 1995). Since for collectivist people the interests and values of the society are more important than their individual values and interests, they are supposed to tend to demonstrate cooperative behavior. They place high value on social interest and usually are driven by social norms (Hui, 1988). Because of the reasons stated above collectivistic people are more likely to behave in an environmentally friendly way proposing;

H1a: Collectivism has a positive effect on inward environmental attitude.

H1b: Collectivism has a positive effect on outward environmental attitude.

Hofstede (1980) defines long-term orientation as the prospects perceived by an individual that a society will be in a position to overcome its problems over time. It refers to long-term versus short-term orientation toward the future. Long term oriented people preserve social traditions, history and values. Since they have tendency to preserve traditions and history they will have more positive attitudes toward the environment (Leonidou et al., 2010). Also because they have a long-term oriented point of view they will be caring about the next generations, the world and the environment they live in. Therefore the following hypotheses can be stated:

H2a: Long-term orientation has a positive effect on inward environmental attitude.

H2b: Long-term orientation has a positive effect on outward environmental attitude.

Corning & Myers (2002) defines political action or activist orientation as an individual's developed, relatively stable, yet changeable orientation to engage in several collective, socio-political, problem-solving behaviors spanning a range from low risk, passive, institutionalized acts to high-risk active and unconventional behavior. Since the protection of the environment is a public concern in most societies politically active people are supposed to pay attention to and develop attitudes toward its preservation (Bohlen et al., 1993). Therefore it is stated that;

H3a: Political action has a positive effect on inward environmental attitude.

H3b: Political action has a positive effect on outward environmental attitude.

The other variable that is called liberalism is a political philosophy or worldview founded on ideas of liberty and equality (Russell, 1945). Liberalistic people believe that companies should be controlled in terms of their actions and outcomes especially when they are harmful to the society (Straughan & Roberts, 1999). Therefore, it is likely to expect that liberal people will have more favorable attitudes towards environment and will be more interested in actions and outcomes of the organizations. Therefore the following hypotheses can be stated:

H4a: Liberalism has a positive effect on inward environmental attitude.

H4b: Liberalism has a positive effect on outward environmental attitude.

Patriotism refers to strong feelings of attachment and loyalty to one's own country without the corresponding hostility towards other nations. On the other hand, nationalism encompasses that one's country is superior and should be dominant (Balabanis et al., 2001). These strong attachments and bonds toward the country and nation will motivate people to protect every aspect of their nation and country. Therefore, they will be more likely to protect society and the environment and have favorable attitudes toward environment. Therefore the following hypotheses can be stated:

H5a: Patriotism has a positive effect on inward environmental attitude.

H5b: Patriotism has a positive effect on outward environmental attitude.

H6a: Nationalism has a positive effect on inward environmental attitude.

H6b: Nationalism has a positive effect on outward environmental attitude.

Deontology is an ethical approach which evaluates each behavioral alternative depending on the inherent righteousness (Chan et al., 2008). In other words, deontology is the study of means and duty rather than outcomes (Gaski, 1999). So a deontological individual will evaluate the behavioral alternatives before he/she acts to reveal whether it is right or wrong. Therefore, people with deontological point of view will be more likely to evaluate situations in terms of ethics. Since there are ethical rules to be obeyed for the environment, individuals who have a deontological view point are expected to be more sensitive with the issues pertaining to the environment stating;

H7a: Deontology has a positive effect on inward environmental attitude.

H7b: Deontology has a positive effect on outward environmental attitude.

Law obedience can be explained as the extent to which an individual respects the laws of his/her country (Gaski, 1999). For most of the industrialized and industrializing countries there are certain rules relating to environmental issues. So the people who are more law obedient will be more likely to obey these rules as well as want others to obey them. Therefore, these people will have favorable attitudes towards environment protection, environmental standards and rules stating that;

H8a: Law obedience has a positive effect on inward environmental attitude.

H8b: Law obedience has a positive effect on outward environmental attitude.

Depending on the literature it can be stated that an individual strives for attitude-behavior consistency. This can be explained by the Theory of Planned Behavior (Ajzen, 1991). According to this theory if an individual has a favorable attitude toward something he/she will be more likely to behave in a positive way towards this object and visa versa. In other words, a positive attitude toward an object is a major antecedent of an individual's positive behavior. This is also in harmony with the cognitive consistency theory (Festinger, 1957). Depending on the reasons stated, it can be expected that an individual who is concerned about environment and ecological problems is very likely to be motivated to take actions to minimize them. Therefore, they will be more motivated to buy and use green products that are environment friendly (e.g. products have no harm or minimum harm to the environment, recycled products, products produced by ecological processes etc) stating;

H9: Inward environmental attitude of the consumer has a positive effect on his/her green purchasing behavior.

On the other hand, instead of private actions outward environmental attitude is related with public involvement of an individual with the society and its problems, particularly those related with the environment (Stern, 2000). Thus it is likely to assume that an individual with a strong outward environmental attitude will be more likely to take action that have an effect on public policymaking (e.g. putting pressure on political parties, becoming a member of an environment group). Therefore it is proposed that:

H10: Outward environmental attitude of the consumer has a positive effect on his/her environmental behavior.

Green purchasing behavior provides many benefits to the customers. Buying environmentally friendly goods provide benefits such as health, safety symbolism and status (Kilbourne & Pickett, 2008). And also eco-conscious consumers who buy such products will feel that they protect the environment and do their duties toward the eco-system. Therefore, the satisfaction they get from the purchases they make will be greater. Depending on this evidence the following hypothesis can be stated;

H11: Green purchasing behavior of the consumer has a positive effect on his/her satisfaction with the product.

Finally, environmental behavior covers all the elements in the psychology of an individual that reflect his/her sensitivity to environmental issues such as saving energy, keeping places clean, and avoiding waste (Kilbourne & Pickett, 2008). People who are demonstrating environmental behavior will be more satisfied with their lives because such behavior will provide a belief that he/she has contributed something to protect the environment (Light et al., 1985). Therefore it can be stated that:

H12: General environmental behavior of the consumer has a positive effect on his/her satisfaction with life.

3. Research Methodology

3.1. Research Goal

The aim of this study is to reveal the antecedents and outcomes of inward and outward environmental attitudes of the customers. In this regard, twelve hypotheses were formulated.

3.2. Data Collection Method and The Measures Used In The Study

Survey method was used as the data collection instrument for the study. The questions existing in the first part of the questionnaire were generated from several scales. Collectivism (McCarty & Shrum, 2001), political action (Bohlen et al., 1993), long-term orientation (Hofstede, 1980), liberalism (Roberts, 1996) were measured with five, four, three, and four items respectively. Nationalism and patriotism were measured with eight and twelve items respectively adapted from Kosterman & Feshbach (1989). Deontology and law obedience had four items each and these were generated from Chan et al. (2008) and Gaski (1999) respectively. Inward and outward environmental attitudes consisting of four items each, green purchasing behavior (five items) and green environmental behavior (four items) were adapted from Kilbourne & Pickett (2008). The product satisfaction was measured with a five-item scale adapted from Bodet (2008) and life satisfaction consisting of four items was measured with a scale generated from Light et.al (1985). Respondents rated the items on a 5-point scale (1=strongly disagree, 5=strongly agree). The second part of the questionnaire included questions regarding gender, age, annual income and education level.

Back translation was conducted to be sure that no mistakes were made during translations. For the face validity, the scales in the questionnaire have been assessed by two colleagues working in the field of green marketing. In order to test the questionnaire in terms of wording and to reveal if it has unclear parts, a pilot study was conducted on a sample consisting of 30 respondents. After the pilot study, 450 questionnaires were distributed on a random sampling basis using drop-off survey method. Among these, 427 were returned and 11 of them were eliminated due to inconsistent and missing answers. Finally, 416 questionnaires were included in the analysis.

3.3. Respondents' Profile

Among the 416 respondents 51% are female while 49% are male. The ages of the participants ranged from 19 to 59. The majority of the respondents (46%) has an income level between 1001-2000 TL. 28% of them have an income level below 1000TL, 13% of them have an income level between 2001-3500 TL, 7% of them have an

income level between 3001-5000 and 6% of them have an income level of more than 5001 TL. Among 416 respondents 43% of them are university graduates while 34% of them are high-school graduates. Rest of them has a master's degree.

3.4. Findings

Before testing the hypotheses, the variables were tested in terms of unidimensionality. In this regard, principle factor analysis using Varimax rotation was conducted. Kaiser-Meyer-Olkin test of sampling adequacy for the variables ranged from 0,795 to 0,941 and the results of the Bartlett's Test of Sphericity are significant ($p=0,000$) for all pointing out the adequacy of the sample and the data for conducting factor analysis. The results of the factor analysis proved the unidimensionality of the variables resulting in fourteen factors. The reliabilities of the factors have been assessed by alpha coefficient. The cronbach's alpha values of the factors were above the acceptable level according to Nunnally (1979). The results of the factor and reliability analyses are summarized in Table 1.

Table 1. Results of Factor Analysis

	Factor-loads	Eigen-value	% of Variance explained	Cum. % of Var. explained	Cronbach's alpha		Factor-loads	Eigen-value	% of Variance explained	Cum. % of Var. explained	Cronbach's alpha
Cultural Aspects						Ethical Aspects					
Factor1: Collectivism		3,126	44,657	44,657	0,780	Factor7: Deontology		1,97	31,557	31,557	0,808
CO1	0,759					D1	0,810				
CO2	0,767					D2	0,686				
CO3	0,755					D3	0,880				
CO4	0,697					D4	0,837				
CO5	0,576					Factor8: Law Obedience		1,756	18,228	49,785	0,707
Factor2: Long-Term Orientation		1,149	16,412	61,069	0,742	LO1	0,731				
LTO2	0,838					LO2	0,778				
LTO3	0,902					LO3	0,836				
<i>Kaiser-Meyer-Olkin Measure of Sampling Adequacy = ,795</i>						<i>Kaiser-Meyer-Olkin Measure of Sampling Adequacy = ,885</i>					
<i>Bartlett's Test of Sphericity (Approx. Chi-Square = 770,027, df = 21, Sig. = ,000)</i>						<i>Bartlett's Test of Sphericity (Approx. Chi-Square = 1215,016 df = 28, Sig. = ,000)</i>					
Political Aspects						Environmental Attitudes					
Factor3: Patriotism		10,621	42,482	42,482	0,958	Factor9: Outward Env.Attitude		3,429	42,861	42,861	0,777
P1	0,796					OA1	0,663				
P2	0,866					OA2	0,794				
P3	0,841					OA3	0,848				
P4	0,880					OA4	0,722				
P5	0,836					Factor10: Inward Env. Attitude		1,401	17,512	60,372	0,726
P6	0,779					IA1	0,693				
P7	0,802					IA2	0,744				
P8	0,841					IA3	0,744				
P9	0,843					IA4	0,720				
P10	0,504					<i>Kaiser-Meyer-Olkin Measure of Sampling Adequacy = ,813</i>					
P11	0,798					<i>Bartlett's Test of Sphericity (Approx. Chi-Square = 1011,877 df = 28, Sig. = ,000)</i>					
P12	0,645					Behavioral Aspects					
Factor4: Nationalism		3,937	15,748	58,23	0,802	Factor11: Green Purchasing Beh.		4,036	44,844	44,844	0,844
N1	0,640					GP1	0,740				
N2	0,740					GP2	0,788				
N3	0,773					GP3	0,837				
N5	0,728					GP4	0,736				
N6	0,787					GP5	0,743				
N7	0,752					Factor12: General Environmental Beh.		1,812	20,134	64,978	0,840
N8	0,642					GE1	0,801				
Factor5: Liberalism		1,727	5,685	63,915	0,702	GE2	0,881				
L2	0,794					GE3	0,795				
L3	0,797					GE4	0,755				
L4	0,692					<i>Kaiser-Meyer-Olkin Measure of Sampling Adequacy = ,850</i>					
Factor6: Political Action		1,002	4,009	67,923	0,743	<i>Bartlett's Test of Sphericity (Approx. Chi-Square = 1538,458 df = 36 Sig. = ,000)</i>					
PA2	0,732										
PA3	0,839										
PA4	0,718										
<i>Kaiser-Meyer-Olkin Measure of Sampling Adequacy = ,941</i>											
<i>Bartlett's Test of Sphericity (Approx. Chi-Square = 6473,956, df = 300, Sig. = ,000)</i>											

Table 1. Results of Factor Analysis (cont.)

	Factor-loads	Eigen-value	% of Variance explained	Cum. % of Var. explained	Cronbach's alpha		Factor-loads	Eigen-value	% of Variance explained	Cum. % of Var. explained	Cronbach's alpha
Satisfaction											
Factor13:Product Satis.		4,673	51,918	51,918	0,879	Factor14: Life Satis.		1,078	11,977	63,895	0,733
PS1	0,824					LS1	0,659				
PS2	0,807					LS2	0,801				
PS3	0,808					LS3	0,537				
PS4	0,727					LS4	0,762				
PS5	0,715										
<i>Kaiser-Meyer-Olkin Measure of Sampling Adequacy = ,885</i>											
<i>Bartlett's Test of Sphericity (Approx. Chi-Square = 1640,431 df = 36 Sig. = ,000)</i>											

The Antecedents of Inward and Outward Environmental Attitudes: In order to test the hypotheses aiming to identify the antecedents of inward and outward environmental attitudes multiple regression analyses were conducted. Since all VIF values are below 10 it indicates that multicollienarity is not a problem (Hair et.al, 1998). The results were summarized in Table-2. Except long-term orientation, all the variables have positive effects on inward environmental attitude. R^2 of the model is 0.418 pointing out that this model explains approximately 42% of the variation in inward environmental attitude. Deontology, law obedience and political action play the most important roles in explaining inward environmental attitude ($\beta=0,423$, $\beta=0,198$ and $\beta=0,169$ respectively).

Table 2. Results of Multiple Regression Analyses-1

Dependent Variable: <i>Inward Environmental Attitude</i>	Unstandardized Coefficients		Stand. Coeff.			
Independent Variables	B	Std. Error	Beta	t	Sig. (p)	VIF
Collectivism	0,034	0,056	0,029	4,608	0,000	1,397
Long-Term Orientation	0,046	0,043	0,054	1,088	0,277	1,536
Political Action	0,157	0,039	0,169	4,039	0,000	1,08
Liberalism	0,097	0,055	0,086	3,77	0,038	1,46
Nationalism	0,131	0,057	0,137	2,291	0,023	1,21
Patriotism	0,074	0,055	0,083	1,345	0,012	1,329
Deontology	0,468	0,066	0,423	7,077	0,000	1,204
Law Obedience	0,214	0,064	0,198	3,333	0,001	1,174
R=0,646; R²=0,418; Adjusted R²= 0,405; F =32,263; p =0,000						

Table 3. Results of Multiple Regression Analyses-2

Dependent Variable: <i>Outward Environmental Attitude</i>	Unstandardized Coefficients		Stand. Coeff.			
Independent Variables	B	Std. Error	Beta	t	Sig. (p)	VIF
Collectivism	0,09	0,051	0,087	3,746	0,021	1,363
Long-Term Orientation	0,006	0,04	0,008	2,159	0,047	1,5
Political Action	0,193	0,036	0,239	5,394	0,000	1,081
Liberalism	0,222	0,051	0,22	4,341	0,000	1,415
Nationalism	0,033	0,053	0,04	2,316	0,027	1,2
Patriotism	0,034	0,051	0,044	4345	0,000	1,339
Deontology	0,207	0,061	0,213	3,412	0,001	1,144
Law Obedience	0,113	0,059	0,118	3,389	0,002	1,119
R=0,593 R²=0,412; Adjusted R²= 0,337; F =24,219; p =0,000						

The same procedures were followed in order to define the antecedents of outward environmental attitude. The results of the multiple regression analysis for this purpose are summarized in Table-3. As can be seen from Table.3 all the factors have positive effects on outward environmental attitude. R^2 of the model is 0.412 pointing out that this model explains approximately 41% of the variation in outward environmental attitudes. Beta coefficients state that the most important factors in explaining the variation in outward environmental attitude are; political action, liberalism and deontology ($\beta=0,239$, $\beta=0,220$ and $\beta=0,213$ respectively).

Outcomes of Inward and Outward Environmental Attitudes: To test the hypotheses aiming to reveal the outcomes of inward and outward environmental attitudes (H9, H10, H11 and H12) simple regression analyses were conducted. According to the results of these analyses it is found that;

✓ Inward environmental attitude has a positive effect on green purchasing behavior ($R=0.648$; $R^2=0.419$; Adjusted $R^2=0.418$) supporting H9 ($F=290,376$; $t=17,040$; $\beta=0,648$; $p=0,000$). This can be interpreted as approximately 42% of the variation in green purchasing behavior can be explained by inward environmental attitudes.

✓ Outward environmental attitude has a positive effect on general environmental behavior ($R=0.310$; $R^2=0.32$; Adjusted $R^2=0.010$) supporting H10 ($F=64,928$; $t=12,220$; $\beta=0,410$; $p=0,027$) which means that 32% of the variation in general environmental behaviour can be explained by outward environmental attitudes.

✓ Green purchasing behavior has a positive effect on product satisfaction ($R=0.729$; $R^2=0.531$; Adjusted $R^2=0.530$) supporting H11 ($F=435,412$; $t=20,867$; $\beta=0,729$; $p=0,000$). This states that 53% of the variation in product satisfaction can be explained by green purchasing behavior.

✓ General environmental behavior has a positive effect on life satisfaction ($R=0.430$; $R^2=0.385$; Adjusted $R^2=0.383$) supporting H12 ($F=91,432$; $t=19,562$; $\beta=0,630$; $p=0,000$). This result can be interpreted as 38% of the variation in life satisfaction can be explained by general environmental behavior.

3.5. Results and Implications

The study has several contributions to the marketing literature. First of all, it investigates both the antecedents and outcomes of inward and outward environmental attitudes. It includes several factors such as cultural, political and ethical factors as antecedents of environmental attitudes. Also some additional factors such as nationalism and patriotism are added to the study that have never been related with environmental attitudes. Maybe this is the most important contribution of the study. The study is also important for the Turkish marketing literature because no similar study has been conducted in Turkey.

The results of the analyses point out that one's inward environmental attitude is positively affected by his/her collectivism, political action, liberalism, nationalism, patriotism, deontology and law obedience levels. Unlike anticipated long-term orientation did have no effect on inward environmental attitude. This is contradictory with the results of the past research. In some studies it is found that long-term orientation has a negative effect on inward environmental attitude (Joreiman et al., 2004). As expected one's inward environmental attitude positively affects his/her green purchasing behavior and green purchasing behavior positively affects product satisfaction. This can be interpreted as if one has more positive inward environmental attitudes he/she will be more likely to buy green products and will be more satisfied with the products he/she has bought. On the other hand, as expected outward environmental attitude is positively affected by collectivism, long-term orientation, political action, liberalism, nationalism, patriotism, deontology and law obedience. Also one's outward environmental attitude positively affects his/her general environmental behavior and general environmental behavior positively affects life satisfaction. This means that one who thinks more macro actions must be taken toward environment is more likely to act general environmental behavior which means that he/she is more likely to be a member of an environmental organization, contribute money to these organizations etc. and he/she will be more satisfied with his/her life due to this general environmental behavior.

These findings have important implications for shaping effective company offerings to consumers as well as formulating appropriate policies at the governmental level in order to enhance environmental sensitivity. First of all, it can be stated that companies should accept the fact that consumers derive high level of product and life satisfaction from ecological behavior. Therefore, they should be more ecologically oriented in their marketing and production approaches. All the marketing strategies including product, price, promotion and place should reflect this

fact. Also companies should investigate the cultural, political and ethical characteristics of their target market in more detail and formulate their marketing strategies in accordance with the specific cultural, political or ethical characteristics of their target market. They may adjust their marketing offerings according to whether or not their target markets are characterized by an environmentally friendly attitude (Leonidou et al., 2010). Also this may be helpful for managers in their decision for market segmentation. Different segments may be identified depending on their eco-friendly attitudes and marketing offerings may be customized for these segments. Public policymakers should try to cultivate a spirit among their citizens that is characterized by collectivism, long-term orientation, political action, deontology, law obedience etc. And maybe more resources may be allocated to issues related with environment in the macro-level.

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