

Sustainable Marketing Practices and Sustainable Consumer Behaviour of Tertiary Students in South Africa

Reginald Masocha
University of Limpopo, South Africa
reginald.masocha@ul.ac.za

Abstract: The study at hand is an investigation of consumer behavior pertaining to sustainable marketing practices amongst tertiary students at selected universities in South Africa. A total of 202 questionnaires were used in data collection. The quantitative research method was used and data was collected using convenience sampling. Data analysis included descriptive and inferential analysis and SPSS version 24 and AMOS version 24 were utilised, respectively. For hypothesis testing structural equation modelling (SEM) was conducted using the partial least square method in path analysis. The major findings of this study show that customer awareness of sustainability matters and sustainable marketing efforts are linked to sustainability behaviour. However, the level of knowledge and perceived sustainability benefits were neither positively nor significantly related to sustainability behaviour. The results have also shown that even though customers regard the knowledge of sustainability as important they have shown that they lack information because they still consume products which are regarded as harmful to the environment. Thus, the major recommendations are that marketers, policymakers, universities and all other institutions of education should support consumers with guidance and support regarding the knowledge on sustainable marketing practices while enhancing customers' knowledge on sustainability and its associated benefits.

Keywords: *Sustainable marketing; sustainable marketing practices; consumer behavior; tertiary students; structural equation modelling; South African universities*

1. Introduction

Traditionally, marketing emphasised on selling more ignoring sustainability concerns in a world of limited resources. According to Kotler (2011), this classical approach has become vintage and poised to be non-functional as consumers are now considering social responsibility issues when purchasing products and services. Sustainability focuses on environmentally non-harmful production and consumption with much considerations of the future (Pomeroy, 2017). Marketing is deemed as the backbone or pillar of the concept of sustainability (Quoquab & Mohammad, 2016). According to Kumar, Rahman, Kazmi, and Goyal (2012), marketing is a principal bridge between production and consumption enabling consumers to satisfy their basic needs whilst leading a life of enhanced quality. Contemporary marketing studies suggest that customers purchasing behavior seems aligned towards organisations behaving environmentally responsible (Ottman, 2011). Thus, sustainability is potentially beneficial for firms as customers' perceptions are switching towards firms that they adjudge as being environmentally and socially responsible (Igor, 2016). Consequently, this has increasingly encouraged firms to adopt sustainable production and marketing standards. Unfortunately, most businesses regard sustainability as a marketing strategy without necessarily considering consumers behaviour towards their sustainable marketing practice (Quoquab & Mohammad, 2016). According to Jones, Clarke-Hill, Comfort, and Hillier (2008), marketers inhabit a principal role in promotional campaigns although that is not the same as far as the business strategy is concerned. This suggests that contemporary marketing presently occupies a tributary instead of a principal role in steering sustainability agendas within many firms (Baldassarre & Campo, 2016). Thus, it is imperative to recognise that there is an emergent mandate for "sustainable marketing", thus aligning marketers with customers' sustainable demands. More specifically, between marketing and sustainability, firms are increasingly emphasising commitment towards sustainability with the aspiration to become unique and different from their competitors and to improve their overall corporate brand as well as image. To pursue such a strategy, it is essential that firms must consider all the contact points between the brand and the consumer (Belz & Peattie, 2009).

However, there is still a juxtaposition between sustainable marketing efforts and the characteristics that would ensure participation of customers into sustainability issues. Therefore, this research focuses on customers' perspectives on sustainable marketing practices amongst students at tertiary institutions. Thus, there is a suspected misfit between sustainable marketing strategy promises made by firms and the

consumer awareness and opinions of sustainable marketing, thereof (Baldassarre & Campo, 2016; Pomeroy, 2017). Also, sustainable marketing is perceived as a strategy to attract socially and environmentally mindful consumers while disregarding significant environmental and social issues (Quoquab & Mohammad, 2016). Considering that consumption is deemed as one of the primary underpinning causes to environmental damages, sustainable marketing is therefore perceived as an approach to heighten sustainable consumption behaviour in the markets (Fuller, 2005). The research sought to investigate the level of awareness of consumers, customer perceptions as well as knowledge on sustainable marketing practices and their relationship with sustainable purchasing behavioural patterns of consumers. It is essential for research to consider antecedents to sustainable behavior and the influence of sustainable marketing practices, thereof, in order to substantiate efforts by marketing practices.

Hypotheses

H1: Sustainable knowledge is positively and significantly related to consumers' sustainable purchasing patterns amongst tertiary students.

H2: Customers' sustainable awareness is positively and significantly related to consumer sustainable purchasing patterns amongst tertiary students.

H3: Sustainable marketing efforts are positively and significantly related to consumers' sustainable purchasing patterns amongst tertiary students.

H4: Perceived sustainability benefits are positively and significantly related to consumer sustainable purchasing patterns amongst tertiary students.

2. Literature Review

Sustainable Marketing Practices: Noticeably, sustainable marketing has received heightened attention in the contemporary literature. Herein, sustainable marketing is deemed as producing and offering sustainable products of increased disposable sustainable worth whilst incessantly satisfying customers as well as other stakeholders (Charter, Peattie, Oattman & Polonsky, 2006; Baldassarre & Campo, 2016). Preferably, systematically entrenching sustainability in all the strategies of a firm throughout the supply chain beginning with new product or service development to consumption is the zenith of sustainable marketing (Papadas, Avlonitis, & Garrigan, 2017). Climate change and global warming are posited as universal global concerns in various parts of markets and societies, worldwide. To the extent, numerous definitions of sustainability in latent literature have common elements encapsulating economic, social and environmental aspects of sustainable marketing and consumers (Lim, 2016). According to the World Wide Funds, South Africa has been consuming more than its fair share of the earth's resources. Firms in South Africa continue to seek techniques to manufacture and sell products that are highly compliant with the natural environment (Komarasamy & Hoque, 2015). Accordingly, the impact of climate change is the major driver towards sustainable marketing practices in South Africa. The Brundtland Report (1987) highlights the importance of sustainable development as the attainment of contemporary requirements, devoid of demising the capability of future generations to fulfil their own needs (WCED, 1987).

According to the UN-IPCC Fourth Assessment Report (2007), austere indications pertaining to climate change are postulated calling for obligatory and deliberate initiatives to improvise and implement sustainable business practices, globally. Charter et al. (2006) contend that firms should be prepared for an amplified sustainable period and re-examine the social and environmental consequences of their marketing strategies. In the sustainable marketing mix, price is the most critical factor and the challenge is to convert social and environmental enhancements into a worthwhile value proposition for contemporary customers (Pomeroy, 2017). Becker (2004) depicts this dilemma as two-thronged, namely, firstly "integrating the additional costs into the marketing mix" and secondly "concerns the consumer's main interest in price and quality". Furthermore, sustainable marketing is regarded as going beyond the prevalent, pretentious and contemptuous gimmicks of attracting socially and environmentally inclined consumers while disregarding pressing ecological and societal concerns (Baldassarre, & Campo, 2016). Sustainable business organisations are those that take sustainable marketing as a panorama for attaining their business objectives (Quoquab, & Mohammad, 2016; Muneer et al., 2017). This requires that sustainable marketing should be encapsulated in a firm's mission and vision, and subsequently expressed through its core values (Emery, 2012).

Thus, for genuinely sustainable firms, conceiving, creating and providing a sustainable product offering ceases to be the sole responsibility of the marketing function but rather joint responsibility of all organisational functions of a business. Over and above, the aim of sustainable marketing is still value addition and satisfaction of customers' wants and needs in a manner that is consistent with the values and ethos of sustainable development (Belz, & Peattie, 2009; Martin, & Schouten, 2014). Sheth and Parvatiyar, (2005) are postulated as the frontrunners to the notion of a sustainable marketing, which fosters sustainable development. While classical marketing is primarily accredited for incessantly enhancing consumption, the aspiration of sustainable marketing is to enhance sustainable consumer behaviour and provide appropriate products (Quoquab, & Mohammad, 2016). Sustainable marketing practices add a new criterion to the process of information search by customers during the buying process behaviour. Information search is poised more and more to encapsulate the sustainability criterion over and above the normal dimensions such as product, price and place (Belz, & Peattie, 2009). Becker (2004) wrote that when assessing alternative products, known as the evoked set of products, consumers consider the benefits, product attributes as well as the differences embedded in the products offered. Of which, increasingly sustainability is regarded as part of the features and although not all the consumers reckon it as a benefit.

Sustainable Knowledge: Latent literature posits that contemporary consumers and business clients are being progressively more apprehensive about the environment, subsequently, shifting their purchasing behaviour. Thus, there is an evolution of markets for sustainable and socially competent products and services (Moravcikova, Krizanova, Klietkova, & Rypakova, 2017). For instance, Peattie, and Crane, (2005) highlight that retailers' pressure on their suppliers to improve their upstream sustainable marketing performance is increasing since retailers are probably first in experiencing the effects from any sustainable consumer reaction. Downstream, the primary predicament for sustainable marketing is to simplify customers' adaptation towards being sustainable themselves. Sustainable consumption pertains to people's aptitude to fulfil their needs without demising the potential of other people to do so in the future (WCED, 1987). Customers are increasingly acknowledging the obligation to sustain the social and environmental systems over and above the need for basics, such as food and clean water (Emery, 2012). Sustainable awareness enhances the responsibility by customers to decrease ecological degeneration by patronising ecologically safe products (Connolly, & Prothero, 2008). However, Kotler (2011) and Moravcikova et al. (2017) argue that a severe marketing challenge which most firms in South Africa face is that most customers are not aware of pertinent concerns such as global warming and climate change and they continue to use products that are very harmful to the environment. Subsequently, green marketing strategy (GMS) has emerged in latent literature (Ashby, Leat, & Hudson-Smith, 2012) depicting the firm's ability to simultaneously align objectives (corporate and marketing), environmental protection, and considering customers' perceptions on sustainable marketing (Moravcikova et al., 2017).

Benefits for Sustainable Marketing: For marketers, various benefits emanate from utilising sustainable marketing. Conspicuously, sustainable products and services augment the differentiation strategy that firms use to distinguish their offerings from that of counterparts (Cox, 2007). Also, sustainable marketing has a huge potential of nurturing a positive corporate reputation (Kumar, & Kumar, 2013). Businesses that promulgate and encapsulate environmental criterions create greater efficiency (Robinson, 2004), boost profits (Menon, & Menon, 2007) and minimise product life cycle costs (Ottman, 2011). According to Charter et al. (2006) effectiveness, superior profits and cost reductions can emanate from superior waste management techniques, namely, recycling, re-use or sale of original or modified waste material. Emery, (2012) also wrote that the other features that customers look at when purchasing a product include benefits, price, influence from family members, performance and status which can relate to sustainability. The benefits for sustainable marketing practices include enhanced health and safety of workers during manufacturing of products (Quoquab, & Mohammad, 2016). Thus, consumers tend to enjoy products that do not pose health threats or any form of pollution and other negative consequences during the use in their communities. Furthermore, preservation of the environment especially for younger generations is of importance to the wellbeing of consumers who are spending a lot on sustainable products (Oattman, 2011). As such, even though firms regard sustainable marketing as an impetus that can be utilised to achieve their corporate goals, further government environmental regulations and competitors' environmental activities threatens business

survival and success if not properly handled. Thus, penalties associated with non-sustainable adherence are avoided when firms modify their behaviour towards sustainable marketing (Belz, & Peattie, 2009).

Customer Awareness on Sustainable Products: Sophisticated customer expectations in the contemporary environments are amongst the chief contributors towards the proliferation of sustainable marketing in the business world where customers' quest for better value is definitive (Saha, & Kuruppuge, 2016). Customers' expectations when contrasted with perceived performance of the purchased product as certain customer satisfaction (Nykamp, 2001). According to Kotler (2011), the experiences and activities of people that are engaged in buying, using and disposing of goods and services constitute consumer behaviour. Consumer behaviour is embedded by different social and psychological needs. Thus, Emery (2012) also argues that consumer behaviour plays a vital role in sustainable marketing. Kotler (2011) wrote that marketers need to be cautious of their communication activities such as labelling which can have a huge impact on the expectations of customers. For example, with eco labelling businesses need to ensure that they promise what they are capable of delivering. Customer satisfaction is essential for building and maintaining beneficial relationships with customers, since when customers are satisfied they make return purchases as well as advocate on behalf of the product thereby shifting their awareness from other products and brands (Kotler, 2011). According to Saha and Kuruppuge (2016), it is essential to understand the transformations and empowerment that emanate from customers awareness due to them having information about product offerings on the market. Thus, firms are expected to quickly adjust to these transitions as customers' awareness on sustainability is on the rise (Quoquab, & Mohammad, 2016). However, firms seldom transform unless customers change and heightened customer expectations pushes marketers towards improvising on marketing initiatives, such as green marketing strategy (Nykamp, 2001).

Consumer Sustainable Purchasing Patterns: Belz, and Peattie, (2009) wrote that although sustainability interests are high nowadays compared to the 1990's, there is a discrepancy between expressed concerns and action in sustainability. Often, customers' sustainability expressions are exposed in purchasing actions, with outright rejection exhibited on products that do not match their desired sustainability status (Saha, & Kuruppuge, 2016). As such, one of the most crucial choices and decisions that firms are faced with pertains to who to target with many firms opting to focus on niche markets. However, research suggests that for firms to exclusively focus on green consumers' niche markets an ineffective strategy. Emery (2012) and Belz, and Peattie (2009) opine that the most effective approach is endeavouring to serve their entire market with a sustainability strategy. In this regard, contemporary segmentation strategies need to drift away from utilising traditional dimensions, such as geographic and demographics. Thus, segmentation nowadays should be based on deeper issues such as customers' attitudes pertaining to sustainability. Becker, (2004) argues that while consumers may be exposed to sustainable products, their buying behaviour is subject to attributes such as price, brand and product availability. Moravcikova et al. (2017) opine that in order to enhance sustainable consumption it is paramount for marketers to conceive the purchasing decision-making process by consumers.

Furthermore, the entire supply chain is increasingly being expected to be sustainable by the consumers (Belz, & Peattie, 2009). However, global consumer purchasing patterns revealed a progression in the approval and patronising of sustainable marketing, which is not the case with South Africa (Komarasamy, & Hoque, 2015). Komarasamy, & Hoque (2015) opine that most of the consumers in South Africa are not aware of sustainable marketing practices because of factors such as rising crime and poverty where they resort to other means of survival. A study by Mintel in USA reviewed that at least one third of US consumers indicated that they were prepared to pay high prices on products that were environmentally sustainable. Consumer services such as dry cleaning are getting more prevalent in the sustainable marketplace. The survey established that at least a third of the consumers regard environmental consequence when selecting service providers. Igor (2016) also agreed that sometimes it depends on where the customers are located because consumers in developing countries like, Brazil and China are also aware of sustainable consumption and are also starting to enjoy the benefits of sustainable marketing.

3. Methodology

The study was undertaken with various tertiary students at South African institutions (University of Limpopo, University of Venda and Tshwane University of Technology) utilising the quantitative research methodology. The institutions were chosen because of their proximity to the researchers and being located in proximity to each other. The convenience sampling technique was used and the sample included both undergraduate and postgraduate students registered at the universities in the year 2018. These university students are a vital segment of consumers as they are potentially active and conscious pertaining to sustainable development. Furthermore, limited studies have been conducted pertaining to university students' despite of them being vital for shoppers (Muniady Al-Mamun Permarupan & Zainol, 2014). A survey in a form of paper based self-administered questionnaires constituting closed-ended questions. Data was analysed through both descriptive and inferential statistics. Exploratory factor analysis (EFA) was conducted for factor analysis because the questionnaire constituted mostly new items. To conduct EFA, the principal component analysis (PCA) through varimax rotation was utilised due to the data being deemed to be orthogonal. Reliability was measured using the Cronbach alpha test and composite reliability (CR) while validity was ascertained through average variance extracted (AVE) and inter-construct correlations. For hypothesis testing, the two staged structural equation modelling (SEM) constituting the measurement and structural model. SPSS version 24 and AMOs version 24 were the statistical software used to conduct descriptive analysis and SEM, respectively.

4. Result and Data Analysis

Biographical information: The first section of the questionnaire addressed the demographic information of the respondents. The sample was comprised of 43% males and 57% females. In terms of age, the majority of the respondents (70%) were aged between 21 and 30 years, followed by those below 21 years (24%), while 4% were between 31-40 years and the remaining (2%) were between 41-50 years. The ethnicity of the respondents was comprised of 2% Whites, 5% were Indians and 7% were Coloureds and the majority (86%) were Blacks. In terms of educational qualification registered for, 42% were postgraduate whilst 58% were undergraduate students. Table 1 below outlines this information.

Table 1: Respondents demographics

Variables	Category	Freq	(%)	Variables	Category	Freq	(%)
Gender	Male	86	42.6	Education	Undergraduate	85	42.3
	Female	116	57.4		Postgraduate	117	57.7
Age (Years)	Below 21	48	23.8	Ethnicity	Black	173	85.7
	21-30	142	70.3		White	5	2.4
	31-40	9	4.5		Indian	9	4.6
	41-50	3	1.5		Coloured	15	7.3

Table 2: Validity and Reliability Assessments

Construct	Item	SFLs	CRa	CR	AVE
Sustainable Knowledge	Kno3	.723	0.692	0.731	0.576
	Kno4	.794			
Sustainable Awareness	Awa1	.595	0.722	0.833	0.555
	Awa2	.821			
	Awa3	.794			
	Awa4	.758			
Marketing Efforts	Eff2	.511	0.732	0.777	0.471
	Eff3	.744			
	Eff4	.724			

	Eff5	.740			
Sustainable benefits	Ben3	.746	0.804	0.814	0.688
	Ben5	.905			
Purchasing patterns	Pat1	.713	0.745	0.822	0.536
	Pat2	.782			
	Pat3	.708			
	Pat4	.723			

Reliability and Validity: In EFA, some of the items from the questionnaire that seldom loaded perfectly on one construct were dropped in further analysis. The remaining items which were finally included in the model are shown in Table 2 and Figure 1. The standardised loadings (SFLs) for all the items on their respective constructs reflect on adequacy of the measures (see Table 2). All the SFLs are above 0.50 and the majority of them were above 0.70 which signify satisfactory internal consistency, as they were above the recommended cut-off value of 0.50 (Hair, Black, Babin, & Anderson, 2010). Reliability was also ascertained through the use of Cronbach's alpha (CRa) test and all the constructs had alpha values of above the threshold except only one (sustainable knowledge) which was also closer to 0.70. Furthermore, the composite reliability (CR) values were all above the recommended 0.70 threshold value (Chinomona, & Pretorius, 2011) to substantiate the reliability of the data in the study. In terms of construct validity, convergent validity was ascertained through AVE values. Accordingly, all the AVEs were above the recommended 0.5 (Chin, 1988) required for convergent validity.

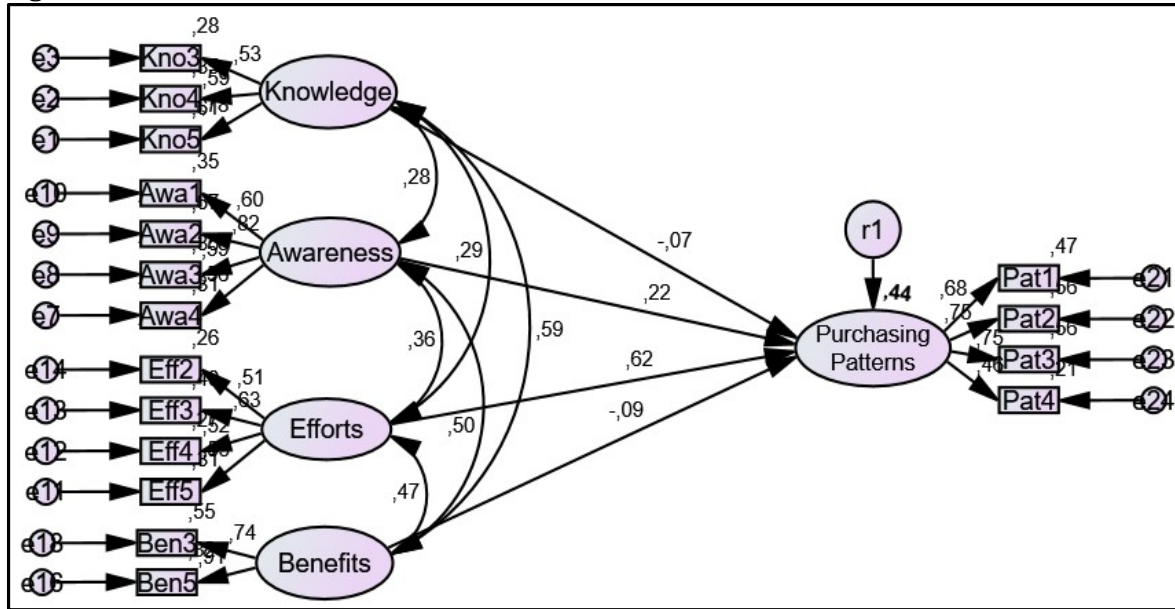
Discriminant validity was ascertained through inter-construct correlations. Herein, for discriminant validity to exist, all the inter-construct correlation values there should be below 0.8 (Ghauri, & Grønhaug, 2010). Thus, discriminant validity is achieved by the absence of high correlation amongst unique or distinctive theoretical operationalisations (Zikmund, Babin, Carr, & Griffin, 2010). As shown in Table 3, all the values in the correlation matrix satisfied the requirements for discriminant validity. Furthermore, discriminant validity was ascertained using the square root of AVEs that are presented in the boldfaced figures in the diagonal of the correlation matrix. For satisfactory discriminant validity, the boldfaced values in each row and column should be above the figures in that row or column (see Table 3).

Table 3: Mean, SD, Inter-Construct Correlation Matrix & Square root AVE

Construct	Mean	SD	1	2	3	4	5
Sustainable Knowledge (1)	4.21	0.76	0.759				
Sustainable Awareness (2)	4.01	0.88	0.276	0.747			
Marketing Efforts (3)	3.66	1.03	0.284	0.362	0.687		
Sustainable benefits (4)	3.89	1.07	0.591	0.501	0.473	0.829	
Purchasing patterns (5)	3.41	1.06	0.114	0.324	0.598	0.210	0.732

Structural Equation Modelling: Firstly, the preliminary assessments for normality, outliers and missing values which normally affect model fitness were satisfactory. The measurement model through confirmatory factor analysis resulted in satisfactory goodness of fit which enabled the conduct of structural model. The R-squared value for the dependent variable purchasing patterns is 0.44 (see Figure 1) which reflects model adequacy. This indicates that the structural model explains 44% variance in the purchasing patterns variable. The goodness-of-fit indices indicate acceptable model fitness regardless of a significant chi-square ($X^2=223.719$, $df=78$, $P=.000$, $N=202$). The other fit indices, thus, Normed Chi-square ($X^2/df=2.86$), Tucker Lewis Index ($TLI=0.896$), Comparative Fit Index ($CFI=0.916$), and Root Mean Square Error of Approximation ($RMSEA=0.079$) were all acceptable.

Figure 1: Structural Model with Path Coefficients



Hypotheses Interpretation: Having established acceptable model fitness, it was now appropriate to test the hypotheses. The hypotheses were tested at 0.05 alpha significance level was used and Table 4 below, illustrates the SEM path analysis results. From examining the path regression weights or path coefficients, the results of SEM indicate that there was a negative and insignificant relationship between sustainability knowledge and sustainability purchasing patterns (-0.067; $p=0.531$) as well as perceived sustainability benefits and sustainability purchasing patterns (-0.087; $p=0.487$). Thus, hypotheses (H1 and H2) in this case were not supported. However, a positive and significant relationship was established between sustainability awareness and sustainability purchasing patterns (0.221; $p=0.041$) as well as sustainable marketing efforts and sustainability purchasing patterns (0.620; $p<0.000$). This means that H2 and H3 were supported in this research.

Table 4: Results of hypotheses testing

Hypothesised Relationships		Estimate	S.E.	C.R.	P	Decision
Purchasing_Patterns	<--- Knowledge	-,067	,155	-,627	,531	Not supported
Purchasing_Patterns	<--- Awareness	,221	,152	2,048	,041	Supported
Purchasing_Patterns	<--- Efforts	,620	,181	4,245	***	Supported
Purchasing_Patterns	<--- Benefits	-,087	,111	-,695	,487	Not supported

5. Conclusion

The research established that major findings in this research are that customer awareness is positively and significantly related to consumer sustainable purchasing patterns amongst tertiary students. This means that there is need to ensure that awareness amongst the consumers on sustainability is high. Most of the respondents' level of awareness of the impacts of purchasing environmental friendly products was found to be on the positive. Consistently, the study established that sustainable marketing efforts were positively and significantly related to consumers' sustainable purchasing patterns amongst tertiary students. Thus, the high path coefficient value of 0.62 indicate that the majority of students indicated that sustainable marketing efforts by marketers was the main factor which influence them to behave in a sustainable manner. There is a significant potential of this awareness driving their sustainability behavior. This is consistent with past studies (Joshi, & Rahman, 2016; Good, 2006) which established that sustainable awareness and the sustainable marketing efforts are directly essential in the sustainable behavior of consumers. On the contrary, the research found out that sustainable knowledge was not positively and significantly related to consumers'

sustainable purchasing patterns amongst tertiary students. Overall, this means that the level of sustainable knowledge amongst tertiary students was not at par with their sustainable purchasing patterns. Thus, even though they would want to behave in the positive, the absence of adequate knowledge was a limiting factor. Consistently, the study also established that perceived benefits for sustainable marketing were not positively and significantly related to consumer sustainable purchasing patterns amongst tertiary students. This substantiates the fact that the level of knowledge is on the negative hence, the perceived benefits derived from sustainable practices are also on the negative.

The implications of this finding are that marketers need to establish consistence between their sustainable practices and the knowledge on sustainability as well as the benefits of behaving in sustainable manner. Thus, the desired levels of sustainability cannot be achieved if the knowledge and benefits that consumers perceive from sustainable marketing practice is still very low (Armeanu, Vintilă, & Gherghina, 2018). Thus, even though sustainability and sustainable development maybe a buzzword, for customers this is still a blurred concept. For marketers to derive optimum value from their marketing efforts, consumer knowledge is needed. As such, marketers who consider sustainable marketing a competitive advantage tool should ensure that their marketing promotions are informative and not just persuasive. These findings are consistent with the results established in previous studies (Joshi, & Rahman, 2016; Wolsink, 2007; Armeanu et al., 2018) which stated that there is no adequate knowledge about sustainable products to influence the behavior of consumers. Consistently, the study supports the findings of the same previous studies as the results established that there is no link between purchasing patterns and the benefits of sustainable marketing. In this regards, the study contributes towards sustainable theory by ensuring that sustainable marketing strategies need to encapsulate the elements of education and persuasiveness to make an impact. These findings are vindictive and follow-up of the earlier sentiments that has been shared that sustainability is not being really regarded with the required level of austerity (UN-IPCC, 2007).

Furthermore, universities and all other institutions of education should support consumers with guidance and support regarding the knowledge on sustainable marketing practices and enhance students' sustainability knowledge. As universities which are situated in rural areas they can have social responsibility as part of their community engagement activity. Thus, apart from educating students, they can also include members of the community in extending knowledge of sustainability because it is a serious issue which has implications towards climate change and global warming. In addition, the government also has a significant responsibility in controlling standards and measures to regulate sustainable marketing practices. As outlined in a study conducted by Charter et al. (2006), businesses barely transformed their products but proclaimed them to be green or non-polluting besides expert verification, which stood the possibility of being criticised of green washing. Greenwashing occurs when firms make uncorroborated or misrepresentative assertions about the environmental worthiness of a product, service, and technology or firm practice (Moravcikova et al., 2017). Greenwashing is a possible reason why until now knowledge on sustainable practices and the associated benefits is still very low amongst the customers. So if the government intervenes and regulates sustainable marketing practices it would also reduce the claims made by companies and firms who claim that their products are green products.

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