

CHANGING CONSUMERS' ATTITUDES TOWARDS ENVIRONMENTAL PRODUCTS IN DEVELOPING COUNTRIES

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Abstract

Many studies have clearly showed that the awareness levels of people living in developing countries as Algeria towards environmental activities are very low; they are less responsible when it comes to protecting the environment. Furthermore, our study also found that the people of these countries are not actively trying to reduce their effects on the environment, where the goal of every business is generating more revenue and maximizing shareholder value by generating as much profit as possible. Consumers do not seek environmentally prestige in products, that is why companies do not bother to integrate sustainable approaches in their activities, where their motto is “the business of business is business, not sustainability”.

To take corrective measures and change their attitudes towards environmental products, the companies could use marketing communication techniques as binding communication or greenwashing. Therefore, the researchers adopted a free business model without direct government intervention. Green strategies and practices follow different paths and that the greenwashing is sometimes a first necessary step in developing countries before initiating actions that are more concrete. Although the greenwashing has a bad impact on the development of green marketing and sustainable business, but they can use it to inform and make people more aware about the environmental problems and incite their sense of individual duty towards the environmental quality, and by time transforming this greenwashing to a real green marketing.

The guidelines for the implementation and application of this planned obsolescence directive will create an attitude toward green products. In the next step, the government should make more proactive public policies to improve the development of this sustainable business and prevent the return of any irresponsible environmental issues.

Keywords: Green Products, Attitudes, Consumer Behavior, Greenwashing, Green marketing.