

BIBLIOGRAPHY

1. Agency for Toxic Substances and Disease Registry (ATSDR), 990. Case Studies in Environmental Medicine, No. 1.
2. Ajzen, I. (1985) 'From intentions to actions: A theory of planned behavior', in J. Kuhl & J. Beckmann (eds), *Action-control: From cognition to behavior*, Springer, Heidelberg, pp. 11-39.
3. Ajzen, I. (1991). *The Theory of Planned Behaviour*. *Organizational Behaviour and Human decision processes*, 50: 179-21.
4. Ajzen, I. (2002). Perceived behavioral control, self-efficacy, locus of control, and the theory of planned behavior. *Journal of Applied Social Psychology*, 32, 665-683.
5. Ajzen, I. (2002b). *Constructing a TpB questionnaire: Conceptual and methodological considerations*. Boston: UMASS Retrieved from <http://www.people.umass.edu/aizen/pdf/tpb.measurement.pdf>
6. Ajzen, I., & Fishbein, M. (1980). *Understanding attitudes and predicting social behavior*. Englewood Cliffs, NJ: Prentice Hall.
7. Ajzen, I., (2002a), Constructing a TpB questionnaire: Conceptual and methodological considerations, URL: <http://www.people.umass.edu/ajzen/pdf/tpb.measurement.pdf>.
8. Allenby, S., Richards, D. (1994). *The greening of industrial eco-systems*. Washington: National Academic Press.
9. Allport, G.W. (1935). Attitudes. In C. Murchison (Ed) *Handbook of Social Psychology*, Worcester, Mass: Clark University Press.
10. AMA, 2009, Conference Review
11. Arbuthnot, J., & Lingg, S. (1975). A comparison of French and American environmental behaviors, knowledge, and attitudes. *International Journal of Psychology*, 10 (4), 275-281.
12. Arena, U., Mastellone, M. L., & Perugini, F. (2003). The environmental performance of alternative solid waste management options: A life-cycle assessment study. *Chemical Engineering Journal*, 96, 207-222.
13. Armitage, C. J., & Conner, M. (2001). Social cognitive determinants of blood donation. *Journal of Applied Social Psychology*, 31, 1431-1457.
14. Ashley, S. (1993). Designing for the environment. *Mechanical Engineering*, 115(3)
15. Atkinson, J. W. (1964). *An introduction to motivation*. Princeton, NJ: Van Nostrand
16. Bailey A. A., (2006), "Retail employee theft: a theory of planned behavior perspective", *International Journal of Retail & Distribution Management*, Vol. 34 No. 11, 2006, pp. 802-816.
17. Banbury, J. G. (1975). Distribution – the final link in the electricity–supply chain. *Electrics and Power Journal of the Institution of Electrical Engineers*, 21(13), 773-775.
18. Bandura, A. (1977). Self-efficacy: Toward a unifying theory of behavioral change. *Psychological Review*, 84, 191-215.
19. Barr, S. and Gilg, A.W. (2006). Sustainable Lifestyles: framing environmental action in and around the home. *Geoforum*, 37 (6): 906-920.

20. Barros, A. I., Dekker, R., & Scholten, V. (1998). A two-level network for recycling sand: A case study. *European Journal of Operational Research*, 110, 199-214.
21. Beamon, B. (1999). Designing the green supply chain. *Logistics Information Management*, 12(4), 332-342.
22. Bennulf, M. and Holmberg, S. (1990), "The green breakthrough in Sweden", *Scandinavian Political Studies*, Vol. 13 No. 2, pp. 165-84.
23. Betz, H.G. (1990), "Value change in post materialist politics: the case of West Germany", *Comparative Political Studies*, Vol. 23 No. 2, pp. 239-56.
24. Botterill, L, Mazur N. (2004). Risk and risk perception: A literature review. A Report for the Rural Industries Research and Development Corporation.
25. Brass, B., & McIntosh, M. W. (1999). Product, process, and organizational design for remanufacture - an overview of research. *Robotics and Computer-Integrated Manufacturing*, 15, 167-178.
26. Carter, C. R., & Ellram, L. M. (1998). Reverse logistics: A review of the literature and framework for future investigation. *Journal of Business Logistics*, 19, 85-102.
27. Carter, J. R. & Narasimhan, R. (1998) *Environmental Supply Chain Management*. The Center for Advanced Purchasing Studies, Arizona State University, USA.
28. CBI Survey, (1994), *Realistic returns: how do manufacturers assess new investment?* Confederation of British Industries.
29. Chan, Ricky Y. K. & LAU, Loretta B. Y. (2000). Antecedents of green purchases: A survey in China. *Journal of Consumer Marketing*, 17 (4), 338-357.
30. Chan, Ricky Y. K. (2001). Determinants of Chinese consumers' green purchase behavior. *Psychology & Marketing*, 18 (4), 389-413.
31. Christopher, M. (2000). The agile supply chain – competing in volatile markets. *Industrial Marketing Management*, 29(1), 37-44.
32. Christopher, M. G. (1992). *Logistics and supply chain management*. London: Pitman Publishing.
33. Clark, C. S., Bornshein, R. L., Succop, P., QueHee, S. S., Hammond, P. B. and Peace, B., (1985). Condition and Type of Housing as an indicator of potential Environmental Lead Exposure and Pediatric Blood Lead Levels. *Environmental Research*. 38, 46-53.
34. Competitive implications of environmental regulation in the paint and coatings industry, U.S. Environmental Protection Agency and Hochschule St. Gallen. Copyright 1994 by MEB
35. Conner, M., & Armitage, C. J. (1998). Extending the theory of planned behavior: A review and avenues for further research. *Journal of Applied Social Psychology*, 28, 1429-1464.
36. Cooper, D. R. & Schindler, P. S., (2008), *Business Research Methods*, 10th edn., McGraw Hill, 746 pages.
37. Cottrell, S. P. & Graefe, A. (1997). Testing a conceptual framework of responsible environmental behavior. *The Journal of Environmental Education*, 29(1), 17-27.
38. Covello, V. T., von Winterfeldt, D., & Slovic, P. (1984). Communicating scientific information about health and environmental risks: Problems and opportunities from a social and behavioral perspective. In V. T.

- Covello, L. B. Lave, A. Moghissi, & V. R. R. Uppuluri (Eds.), *Uncertainty in risk assessment, risk management and decision making (Advances in risk analysis)* (Vol. 4). New York: Plenum Press.
39. Cox, T. (2007) *Advances in theory, methodology and practice in risk management for work-related stress*. Keynote to Health & Safety Canada IAPA 2007.
 40. Cox, T. (2010) *Work-related stress in Europe*. Keynote paper: Italian Society for Occupational Medicine Annual Conference.
 41. Crainic, T. G., Gendreau, M., & Dejax, P. (1993). Dynamic and stochastic models for the allocation of empty containers. *Operations Research*, 41, 102-126.
 42. D'Souza, C., Taghian, M., & Khosla, R. (2007). Examination of environmental beliefs and its impact on the influence of price, quality and demographic characteristics with respect to green purchase intention. *Journal of Targeting, Measurement and Analysis for Marketing*, 15(2), 69-78.
 43. Darnall, N., Jolley, G. J., & Handfield, R. (2008). Environmental management systems & green supply chain management: Complements for sustainability? *Business Strategy & Environment*, 17(1), 30-45.
 44. Darner, R. (2009). Self-determination theory as a guide to fostering environmental motivation. *The Journal of Environmental Education*, 40(2), 39-49.
 45. De Ron, A., & Penev, K. (1995). Disassembly and recycling of electronic consumer products: An overview. *Technovation*, 15, 407-421.
 46. Delmas, M. & Montiel, I. 2009, "Greening the supply chain – when is consumer pressure effective", *Journal of Economics and Management Strategy*
 47. Dickson, M. (2000). Personal Values, Beliefs, Knowledge, and Attitudes Relating to Intentions to Purchase Apparel from Socially Responsible Businesses. *Clothing Textiles and Research Journal*, 18(1), 19-30.
 48. Doob, L. W., (1947), The behavior of attitudes, *Psychological Review*, 54, 135-156.
 49. Elizabeth L. J., Mohammed Q., Nazrul I. and John S., (2006), "Behavioural factors affecting the adoption of forward contracts by Australian wool producers", *International Farm Management Association Congress 16, 2007, theme 5 – Education and training*, pg. 826-50,
http://www.ifmaonline.org/pdf/congress/07Jackson_etal.pdf
 50. Export-import bank of India, 2007, Occasional paper no. 117 *Indian chemical industry: a sector study*
 51. Feather N. T. (1990) *The Psychological Impact of Unemployment*. New York: Springer-Verlag.
 52. Fennell, G. (1975). Motivation research revisited. *Journal of Advertising Research*, 15, 23-27.
 53. FICCI, (2010). "India Chem-2010: Sustaining the India advantage", *Handbook on Indian Chemical Industry*, TATA strategic management Group and Roland Berger Strategy Consultants.
 54. Fiksel, J. (1996). *Design for environment: Creating eco-efficient products and processes*. New York: McGraw-Hill.
 55. Finger, M. (1994). From knowledge to action? Exploring the relationships between environmental experiences, learning, and behavior. *Journal of Social Issues*, 50(3), 141-160.
 56. Fishbein, M., & Azjen, I. (1975). *Belief, Attitude, Intention and Behavior: An Introduction to Theory Research*. Philippines: Addison-Wesley Publishing Company, Inc.

-
57. Forsyth, D., Garcia, M., Zyzniewski, L., Story, P., & Kerr, N. (2004). Watershed pollution and preservation: The awareness-appraisal model of environmentally positive intentions and behaviors. *Analyses of Social Issues and Public Policy*, 4, 115-128.
 58. Fortes, J. (2009), Green Supply Chain Management: A Literature Review. Otago Management Graduate review
 59. Fryxell and Lo, (2003). The influence of environmental knowledge and values on managerial behaviors on behalf of the environment: An empirical examination of managers in China, *Journal of Business Ethics*, 46(1): 45-69.
 60. Gabriela Topa and Juan Antonio Moriano, (2010), "Theory of planned behavior and smoking: meta-analysis and SEM model", *Journal of Substance Abuse and Rehabilitation*, 1(1), 23-33.
 61. Geller, E. (1981). Evaluating energy conservation programs: Is verbal report enough? *Journal of Consumer Research*, 9, 10-19.
 62. Ghalla Bhansali Stock Brokers Pvt. Ltd. 14th October, 2010. www.ghallabhansali.com
 63. Glanz, K., Rimer, B. K., & Lewis, F. M. (Eds.), (2002), *Health Behavior and Health Education* (3rd ed.), San Francisco: Jossey-Bass
 64. Godin, G., & Kok, G. (1996). The theory of planned behavior: A review of its applications in health-related behaviors. *American Journal of Health Promotion*, 11, 87-98.
 65. Green Living. (2008, February). Mintel International Group Limited.
 66. Greendex 2012: Consumer Choice and the Environment – A Worldwide Tracking Survey, National Geography Team. Available at: <http://www.nationalgeographic.com/greendex/assets>
 67. Gronhoj, A. & Olander, F., 2007, A Gender Perspective on Environmentally Related Family Consumption, *Journal of Consumer Behavior*, 6: 218–235.
 68. Guide, V. D. R., & Srivastava, R. (1998). Inventory buffers in recoverable manufacturing. *Journal of Operations Management*, 16, 551-568.
 69. Guide, V. D. R., Jayaraman, V., & Linton, J. D. (2003). Building contingency planning for close-loop supply chains with product recovery. *Journal of Operations Management*, 21, 259-279.
 70. Gujarat Paint Raw Material Suppliers Association. www.gujpramsa.org
 71. Gungor, A., & Gupta, S. M. (1999). Issues in environmentally conscious manufacturing and product recovery: A survey. *Computers & Industrial Engineering*, 36, 811-853.
 72. Guttman, L.A. (1944). A basis for scaling qualitative data. *American Sociological Review*, 91, 139{150.
 73. Hair J. F., Black W. C., Babin, B. J., Anderson, R. E., (2008). *Multivariate Data Analysis: A Global Perspective*, 6/e, Prentice hall, Nj, USA, pp. 928.
 74. Hair Jr., J. F., Money, A. H., Samouel, P. & Page, M., 2007, *Research methods for business*, John Wiley & Sons, Inc., New Jersey, 448 pages.
 75. Handfield, R., Sroufe, R. and Walton, S. (2005), "Integrating environmental management and supply chain strategies", *Business Strategy and the Environment*, Vol. 14, pp. 1-19.

76. Hansmann, K.W. and Claudia, K. (2001), "Environmental management policies", in Sarkis, J. (Ed.), *Green Manufacturing and Operations: from Design to Delivery and Back*, Greenleaf Publishing, Sheffield, pp. 192-204.
77. Hardeman, W., Johnston, M., Johnston, D.W., Bonetti, D., Wareham, N.J., & Kinmoth, A.L. (2002). Application of the theory of planned behavior in behavior change interventions: a systematic review. *Psychology and Health*, 17(2), 123-158.
78. Harland, C. M. (1996). Supply chain management: Relationships, chains and networks. *British Journal of Management*, 7, S63-S80.
79. Hawkins, D. I., Mothersbaugh, D. L. & Best, R. J., 2007, *Consumer behavior: Building marketing strategy*, 10th edn., McGraw-Hill/Irwin, 790 pages.
80. Hines, J. M., Hungerford, H. R., & Tomera, A. N. (1987). Analysis and synthesis of research on responsible environmental behavior: A meta-analysis. *Journal of Environmental Education*, 18(2), 1-8.
81. Hoffmann-Martinot, V. (1991), "Gru"ne and verts: two faces of European ecologism", *West European Politics*, Vol. 14 No. 4, pp. 70-95.
82. Hofstede, G., 2001, *Culture's consequences: Comparing values, behaviors, institutions, and organizations across nationals*, 2nd edn. Sage-Publication, California, 596 pages.
83. Holbrook, Morris B. (1987), "What is Consumer Research?" *Journal of Consumer Research*, 14 (June), 128-132.
84. Holbrook, Morris B. and Elizabeth C. Hirschman (1982), "The Experiential Aspects of Consumption: Consumer Fantasies, Feelings, and Fun," *Journal of Consumer Research*, 9 (September), 132-140
85. Hong, P., Kwon, H.B., Roh, J.J., (2009), 'Implementation of strategic green orientation in supply chain. An empirical study of manufacturing firms', *European Journal of Innovation Management*, Vol. 12, No. 4, pp. 512-532.
86. Hoyer, W., & MacInnis, D. (2004). *Consumer behavior* (3rd ed.). Boston, MA: Houghton Mifflin Company
87. Hungerford, H. R., & Volk, T. L. (1990). Changing learner behavior through environmental education. *Journal of Environmental Education*, 21, 8-21.
88. Hustvedt, G. (2006) "Consumer Preferences in Blended Organic Cotton Apparel. PhD Dissertation, Kansas State University.
89. Hutchison, J. (1998), "Integrating environmental criteria into purchasing decision: value added?", in Russell, T. (Ed.), *Green Purchasing: Opportunities and Innovations*, Greenleaf Publishing, Sheffield, pp. 164-78.
90. Industry reports, Tata Strategic Analysis, Tata strategic management group.
91. Information Research Limited survey – Indian Paint Industry Profile, (2003)
92. Inglehart, R. (1990), *Culture Shift in Advanced Industrial Society*, Princeton University Press, Princeton, NJ.
93. Jayaraman, V., & Luo, Y. (2007). Creating competitive advantage through new value creation: A reverse logistics perspective. *Academy of Management Perspective*, 21(2), 56-73.
94. Johnson, P. F. (1998). Managing value in reverse logistics system. *Logistics and Transportation Review*, 34, 217-227.

-
95. Jones, P., Hiller, D., Comfort, D., & Eastwood, I. (2005). Sustainable retailing and consumerism, *Management research news*, 28(1), 34-44.
 96. Katiyar, P., (2009). Indian Chemical Industry Classification (Source: Indian Chemical Industry: An unprecedented Opportunity to grab.
 97. Keith, Kaitlin, "Dangerous Decor: Consumer Knowledge of Health Risks within Interior Spaces" (2011). Master's Theses Paper 3934.
 98. Kelle, P., E. A. Silver. 1989. Forecasting the Returns of Reusable Containers. *Journal of Operations Management*. 8 17-35.
 99. Khoo, H. H., Bainbridge, I., Spedding, T.A., Taplin D.M., (2001), Creating a green supply chain. *Greener Management International* (35), pp. 71-88..
 100. Kim, Y. H., Chung, F. E., (2011), Consumer purchase intention for organic personal care products *Journal of Consumer Marketing* 28/1 (2011) 40–47, Emerald Group Publishing Limited [ISSN 0736-3761].
 101. Klassen, R. D. & Vachon, S. (2006) Extending Green Practices Across the Supply Chain. The Impact of Upstream and Downstream Integration. *International Journal of Operations & Production Management*. Vol. 26, no. 7, pp. 795–821.
 102. Kotler, P. & Keller, K. L., 2009, *Marketing Management*, 13th edn., Pearson-Prentice Hall.
 103. Kumar, A., 2009. Lead in New Decorative Paints,
 104. Lamming, R. (1989). The causes and effects of structural change in the European automotive components industry. Working Paper of the International Motor Vehicle Program. MIT, Cambridge, MA, USA
 105. Laroche, M., Kim, C. & Zhou, L., 1996, Brand familiarity and confidence as determinants of purchase intention: An empirical test in a multiple brand context, *Journal of Business Research*, 37: 115–120.
 106. Lewis, H. and Gretsakis, J. (2001), *Design + Environment: A Global Guide to Designing Greener Goods*. Greenleaf Publishing, Sheffield.
 107. MacCrimmon, K. R., & Wehrung, D. A. (1986). *Taking risks: The management of uncertainty*. New York: The Free Press.
 108. Mainieri, T., Barnett, E. G., Valdero, T. R., Unipan, J. B. & Oskamp, S., 1997, Green buying: The influence of environmental concern on consumer behavior, *The Journal of Social Psychology*, 137: 189–204.
 109. Mainieri, T., Barnett, E., Valdero, T., Unipan, J., & Oskamp S. (1997). Green Buying: The Influence of Environmental Concern on Consumer Behavior. *Journal of Social Psychology*, 137(2), 189-204.
 110. Mark D. Hanna, W. Rocky Newman, (1995) "Operations and environment: an expanded focus for TQM", *International Journal of Quality & Reliability Management*, Vol. 12 Iss: 5, pp.38 - 53
 111. Marshal, R. S., & Brown, D. (2003). The strategy of sustainability: A systems perspective on environment initiatives. *California Management Review*. 46(1), 101-126.
 112. Mida, S. (2009). Factors contributing in the formation of consumers' environmental consciousness and shaping green purchasing decisions. CIE 39 2009 International Conference on Computers & Industrial Engineering: Troyes, 6-8 July.

-
- 113.Min, H., Ko, H. J., &Ko, C. S. (2006). A genetic algorithm approach to developing the multi-echelon reverse logistics network for product returns. *Omega*, 34, 56-69.
- 114.Miniard, Paul W. and Joel B. Cohen (1981), "An Examination of the Fishbein-Ajzen Behavioral Intentions Model's Concepts and Measures," *Journal of Experimental Social Psychology*, 17, 309-339
- 115.Moisander, J. (2007). Motivational Complexity of Green Consumerism. *International Journal of Consumer Studies*, 31, 404-409.
- 116.Mollenkopf, D. A., &Closs, D. J. (2005). The hidden value in reverse logistics. *Supply Chain Management Review*, 9, 34-43.
- 117.Morris, C. and Potter, C. (1995) Recruiting the new conservationists: adoption of agri-environmental schemes in the UK. *Journal of Rural Studies* 11, 51-63.
- 118.Mostafa, M. M., 2007a, Gender differences in Egyptian consumers' green purchase behavior: The effects of environmental knowledge, concern and attitude, *International Journal of Consumer Studies*, 31: 220–229.
- 119.Müller, M. & Seurling, S. (2008) From a Literature Review to a Conceptual Framework for Sustainable Supply Chain Management. *Journal of Cleaner Production*. Vol. 16, no. 15, pp. 1699-1710.
- 120.Nagorney, A., & Toyasaki, F. (2005). Reverse supply chain management and electronic waste recycling: A multi-tiered network equilibrium framework for e-cycling. *Transportation Research Part E: Logistics and Transportation Review*, 41, 1-28.
- 121.Navin-Chandra, D. (1991). Design for environment ability. *Design Theory and Methodology*, 31, 99-124.
- 122.Nisbett, R., & Ross, L. (1980).*Human inference: Strategies and shortcomings of social judgment*. New York: Prentice Hall.
- 123.Olander F. and J. Thøgersen, 1995.Understanding of consumer behaviour as a prerequisite for environmental protection. *Journal of Consumer Policy*, 18:345-385. 19
- 124.Oliver, R. K., & Webber, M. D. (1982). Supply chain management: Logistics catches up with strategy. In M. Christopher (Ed.), *Logistics: The strategic issues*. London: Chapman and Hall.
- 125.Owen, J.V. (1993). Environmentally conscious manufacturing. *Manufacturing Engineering*, 10, 44–55.
- 126.Özer, G., and Yilmaz, E., (August 24, 2010), Comparison of the Theory of Reasoned Action and the Theory of Planned Behavior: An Application on Accountants' Information Technology Usage, *African Journal of Business Management*, Vol. 5, No. 1, pp. 50-58. Available at SSRN: <http://ssrn.com/abstract=1923022>
- 127.Pankaew, P., Tobe, M. (2010), Consumer Buying Behavior in Green Supply Chain Management context – A study in the Dutch Electronics Industry, *Jonkoping International Business*
- 128.Paquette, J. (2005) The supply chain response to Environmental Pressures Discussion. Discussion Paper. *Massachusetts Institute of Technology*. <http://www.docstoc.com/docs/20172722/Supply-chain-and-the-environmentproposing-an-evaluative-framework>
- 129.Park, C. W., Mothersbaugh, D. L., & Feick, L. (1994). Consumer knowledge assessment. *Journal of Consumer Research*, 21, 71-82.
- 130.Paterson, J. (2010). Integrating environmental education. *Educational Digest*, 75(7), 38-42.

131. Pavlou, P. A., & Fygenson, M. (2006). Understanding and predicting electronic commerce adoption: An extension of the theory of planned behavior. *Management Information Systems Quarterly*, 30(1), 115-143.
132. Peace, A.G., Galletta, D.F. and Thong, J.Y.L. (2003), "Software piracy in the workplace: a model and empirical test", *Journal of Management Information Systems*, Vol. 20 No. 1, pp. 153-77.
133. Percy, L. & Rossiter, J.R. (1992). A Model of Brand Awareness and Brand Attitude Advertising Strategies. *Psychology and Marketing*, 9(4), 263-274.
134. Pickett-Baker, Josephine and Ritsuko Ozaki (2008), "Pro-environmental Products: Marketing Influence on Consumer Purchase Decision," *Journal of Consumer Marketing*, 25 (5), 281-93.
135. Plough, A., & Krinsky, S. (1987). The emergence of risk communication studies: social and political context. *Science, Technology, & Human Values*, 12(3/4), 4-10.
136. Pohlen, T. L., & Farris, M. T. (1992). Reverse logistics in plastic recycling. *International Journal of Physical Distribution & Logistics Management*, 22, 35-47.
137. Power, D. (2005). Supply chain management integration and implementation: A literature review. *Supply Chain Management: An International Journal*, 10(4), 252-263.
138. Pradeep J., (2004), Effect of Environmental Concern & Social Norms on Environmental Friendly Behavioral Intention, *Business Intelligence Journal* - January, 2012 Vol.5 No. Available at: http://www.saycocorporativo.com/saycoUK/BIJ/journal/Vol5No1/Article_18.pdf
139. Preuss, L. (2005). The green multiplier: A study of environmental protection and the supply chain. Hound mills: Palgrave Macmillan.
140. Puckett, J. and Smith, (2002), Exporting harm, The Basel action network and Silicon Valley Toxics coalition.
141. Quick Bytes, (11th September, 2011), The Times of India – Times Property: Article from advertorial promotional features.
142. Ramsey, C., & Rickson, R. (1976). Environmental knowledge and attitudes. *The Journal of Environmental Education*, 8(1), 10-18.
143. Rao, P. (2002). Greening the supply chain: A new initiative in South East Asia. *International Journal of Operations & Production Management*, 22(6), 632-655.
144. Rehman, T., McKemey, K., Garforth, C., Huggins, R., Yates, C. M., Cooke, R.J., Tranter, R. B., Park, J. R. and Dorward, P.T. (2003) Theory of reasoned Action and its integration with economic reasoning in linking farmers' attitudes and adoption behaviour - an illustration from the analysis of the uptake of livestock technologies in the South-West of England. In: *International Farm Management Association Conference*, Perth, Australia.
145. Resera, J.P., Bentrupperbaumer, J.M. 2005. "What and where are environmental values? Assessing the impacts of current diversity of use of 'environmental' and 'World Heritage' values. " *Journal of Environmental Psychology* 25: 125-146
146. Riordan, M., & Klein, E. (2010). Environmental education in action: How expeditionary learning schools support classroom teachers in tackling issues of sustainability. *Teacher Education Quarterly*, 37, 119-137.

-
147. Robinson, R. & Smith, C., 2002, Psychosocial and demographic variables associated with consumer intention to purchase sustainably produced foods as defined by the Midwest Food Alliance, *Society for Nutrition Education*, 34: 316–325.
148. Rogers, E.M. (1995). *Diffusion of innovations* (4th edition). The Free Press. New York.
149. Rokeach, M. (1973). *The Nature of Human Values*, The Free Press, New York, NY
150. Rosenberg, M. J. & Hovland, C. I. 1960, 'Cognitive, affective, and behavioural components of attitudes', in Hovland, C. I. & Rosenberg, M. J. (Ed.). *Attitude Organisation and Change: An Analysis of Consistency among Attitude Components* (pp.1-14), New Haven, CT: Yale University Press.
151. Roy, R., & Whelan, R. C. (1992). Successful recycling through value-chain collaboration. *Long Range Planning*, 25, 62-71.
152. S. Ratneshwar, David Mick (2005) *Inside Consumption*, Routledge
153. Sampson, L. K., (2009). "Consumer analysis of purchasing behavior for green apparel", Master Thesis, North Carolina State University, Raleigh, NC.
154. Sandhe A. A., (2012), An Empirical Study on the effect of payment mechanism and shopping situation for purchasing intention – the moderating effect of consumer involvement in selected product categories in Gujarat, Department of Commerce and Business Management, The Maharaja Sayajirao University of Vadodara.
155. Sarkis, J. & Zhu, Q. (2004) Relationship Between Operational Practices and Performance Among Early Adopters of Green Supply Chain Management Practices in Chinese Manufacturing Enterprises. *Journal of Operations Management*. Vol. 22, no 3, pp. 265-289.
156. Sarkis, J. (1995), "Manufacturing strategy and environment consciousness", *Technovation*, Vol.15 No 2., pp. 79-97.
157. Sarkis, J. (2001), "Manufacturing's role in corporate environmental sustainability: concerns for the new millennium", *International Journal of Operations and Production Management*, Vol. 21 Nos. 5/6, pp. 666-85.
158. Sarkis, J. (2003), "A strategic decision making framework for green supply chain management", *Journal of Cleaner Production*, Vol. 11 No. 4, pp. 397-409.
159. Sarkis, J. (2006). *Greening the supply chain*. London: Springer.
160. Sarkis, J., & Cordeiro, J. (2001). An empirical evaluation of environmental efficiencies and firm performance: Pollution prevention versus end-of-pipe practice. *European Journal of Operational Research*, 135, 102-113.
161. Saunders, M., Lewis, P. and Thornhill, A. 2007. *Research methods for business students*. 4th ed. London: Prentice Hall.
162. Scavarda, L. F., Hamacher, S. (2003). "Trends in the automotive industry's Supply chain management", ABPERO, Brazil, pp.51-60.
163. Schahn, J., & Holzer, E. (1990). Studies of individual environmental concern: The role of knowledge, gender, and background variables. *Environment and Behavior*, 22, 767-786.
164. Schiffman, L. G. & Kanuk, L. L., 2007, *Consumer Behavior*, 9th edn., Pearson Prentice Hall, Upper Saddle River, New Jersey, 561 pages.

-
165. Schwartz, S. H., and Bilsky, W. (1987). "Toward a Universal Psychological Structure of Human Values". *Journal of Personality and Social Psychology*, 53: 550-62.
166. Shaw, D. and Shiu, E. (2002), "The role of ethical obligation and self-identity in ethical consumer choice", *International Journal of Consumer Studies*, Vol. 26 No. 2, pp. 109-16.
167. Shih, L. (2001). Reverse logistics system planning for recycling electrical appliances and computers in Taiwan. *Resources, Conservation, and Recycling*, 32, 55-72.
168. Shultz, C.J. II and Holbrook, M.B. (1999), "Marketing and tragedy of the commons: a synthesis, commentary and analysis for action", *Journal of Public Policy and Marketing*, Vol. 18 No. 2, pp. 218-29.
169. Siferd, S. P. & Zsidisin, G. A. (2001) *Environmental Purchasing: A Framework for Theory Development*. *European Journal of Purchasing & Supply Management*. Vol. 7, no. 1, pp. 61-73.
170. Singh, GM, *Marketing and Sales*, Kansai Nerolac.
171. Singhi, R., Kawale, D., Chaudhari, Y. (2009), *Asian Paints: Changing Rules of the game*. *Indian Journal of Marketing*, pp. 14-20.
172. Skjoett-larsen, T. (2000) *European Logistics Beyond 2000*. *International Journal of Physical Distribution & Logistics Management*. Vol. 30, no. 5, pp. 337-387.
173. Slack, N. (1991). *The manufacturing advantage*. London: Mercury Business Books.
174. Sopelsa, B. (2008, April 18). Well Worn Works for Apparel Industry. *CNBC News*. Retrieved from <http://www.cnbc.com/id/24112140>.
175. Spangler, M. B. (1984). Policy issues related to worst case risk analyses and the establishment of acceptable standards of de minimis risk. In V. T. Covello, L. B. Lave, A. Moghissi, & V. R. R. Uppuluri (Eds.), *Uncertainty in risk assessment, risk management and decision making (Advances in risk analysis)* (Vol. 4). New York: Plenum Press.
176. Srivastava, S. (2007). Green supply-chain management: A state-of-the-art literature review. *International Journal of Management Reviews*, 9(1), 53-80.
177. Srivastava, S. K., & Srivastava, R. K. (2006). Managing product returns for reverse logistics. *International Journal of Physical Distribution and Logistics Management*, 36, 524-546.
178. Stavros P. Kalafatis, Michael Pollard, Robert East, Markos H. Tsogas, (1999) "Green marketing and Ajzen's theory of planned behaviour: a cross-market examination", *Journal of Consumer Marketing*, Vol. 16 Iss: 5, pp.441 - 460
179. Stern, P. C. (2000). "Psychology, Sustainability, and science of human-environment interaction." *American Psychologist* 55: 523-530.
180. Stern, P.C., Dietz, T., Abel, T., Guagnano, G.A. & Kalof, L. (1999). A value belief norm theory of support for social movements: the case of environmentalism. *Human Ecology Review*, 6, 81-97.
181. Steve Lippman. (1999). *Supply Chain Environmental Management: Elements for Success*. *Environmental Management [J]*. 6(2):175-182.
182. Stevens, G. C. (1989). Integrating the supply chain. *International Journal of Physical Distribution and Materials Management*, 19(8), 3-8.

183. Stock, J. (1998). Development and implementation of reverse logistics programs. Oak Brook: Council of Logistics Management.
184. Straughan, Robert D. and James A. Roberts (1999), "Environmental Segmentation Alternatives: A Look at Green Consumer Behavior in the New Millenium," *Journal of Consumer Marketing*, 16 (6), pp. 558-73.
185. Sudayanti, S., (2009). "Predicting Women Purchase Intention for Green Food Products in Indonesia"
186. Sustainability in action, (July 2009), AkzoNobel Ltd.
187. Taghian, Mehdi and D'Souza, Clare* (2007) A cross-cultural study of consumer purchase intention and planned behaviour, in Thyne, Maree; Deans, Kenneth and Gnoth, Juergen (eds), ANZMAC 2007 : 3Rs, reputation responsibility relevance, pp. 2009-2015, University of Otago, School of Business, Dept. of Marketing, Dunedin, New Zealand
188. Tanner, C. & Kast, S. W., 2003, Promoting sustainable consumption: Determinants of green purchases by Swiss consumers, *Psychology and Marketing*, 20: 883–902.
189. Tanner, C. & Kast, S. W., 2003, Promoting sustainable consumption: Determinants of green purchases by Swiss consumers, *Psychology and Marketing*, 20: 883–902.
190. Tello, S. & Yoon, E. (2009) Corporate Social Responsibility as a Driver of Sustainable Innovation: Greening Initiatives of Leading Global Brands. *Competition Forum*. Vol. 7, no. 2, pp. 290-294
191. Thøgersen, J. (2005), How many consumer policy empower consumers for sustainable lifestyles? *Journal of consumer Policy*, 28, 143-178.
192. Thurstone, L. L. Chave, E. J. , (1929). The measurement of attitude: A psychophysical method and some experiments with a scale for measuring attitude toward the Church., (pp. 1-97). Chicago, IL, US: University of Chicago Press, xii, 97 pp. <http://psycnet.apa.org/books/11574/>
193. Tibben-Lembke, Ronald S. and Dale S. Rogers. "Differences Between Forward and Reverse Logistics in a Retail Environment." *Supply Chain Management: An International Journal*, 7: 271-282. (2002).
194. Tonglet, M. (2002), "Consumer misbehavior: an exploratory study of shoplifting", *Journal of Consumer Behavior*, Vol. 1 No. 4, pp. 336-54.
195. U.S. Environmental Protection Agency (EPA). (2010). An introduction to indoor air quality. Retrieved from <http://www.epa.gov/iaq/voc.html>
196. U.S. Environmental Protection Agency (EPA). (2011). Renovation, repair, and paint (RRP). Retrieved from <http://www.epa.gov/lead/pubs/renovation.htm>
197. U.S. Environmental Protection Agency (EPA). (n.d.). Paint and coatings. Retrieved from <http://www.epa.gov/ispd/sectorinfo/sectorprofiles/paint.html>
198. Umberson, K., (2008). "Environmentally friendly purchase intentions debunking the misconception behind apathetic consumer attitude.", Master's Thesis, University of North Texas.
199. US-AEP (1999), Supply Chain Environmental Management-Lessons for Leader in the Electronic Industry, Clean Technology Environmental Management (CTEM) Program, US-Asia Environmental Partnership, Bangkok.

-
- 200.van Birgelen, M., Semeijn, J., & Keicher, M. (2009). Packaging and proenvironmental consumption behaviour: investigating purchase and disposal decisions for beverages. *Environment and Behavior*, 41(1), 125-146.
- 201.Van Der Laan, E. A., & Salomon, M. (1997). Production planning and inventory control with remanufacturing and disposal. *European Journal of Operations Research*, 102, 264-278.
- 202.Van Hock, R. I. & Erasmus, (2000), "From reversed logistics to green supply chains", *Logistics Solution*, No. 2, pp. 28-33.
- 203.Van Raaij, W.F. (2002). Stages of behavioural change: motivation, ability and opportunity. In G. Bartels & W. Nelissen Seds.), *Marketing for sustainability; towards transactional policy-making* (pp. 321-333). Amsterdam (Neth.): IOS Press
- 204.Vaske, J. J., and Donnelly, M. P. (1999). A value–attitude–behavior model predicting Wild land preservation voting intentions, *Society and Natural Resources*, Vol.12, pp. 523– 537.
- 205.Veluri, K.,(2012),"Green marketing: Indian consumer awareness and marketing influence on buying decision", *International Journal of Research in Commerce and Management*, Volume no. 3 (2012), Issue no. 2 (February), EBSCO Publishing, USA.
- 206.Wagner, T. (2008). Reframing ecotage as ecoterrorism: News and the discourse of fear. *Environmental Communication: A Journal of Nature and Culture*, 2(1), 25-39.
- 207.Walton V S, Hardfield R B, Melnyk S A. (1998). The green supply chain: integrating suppliers into environmental management process [J]. *International Journal of Purchasing and Materials Management*, 4:2-10
- 208.Weigel, R. H. (1983). Environmental attitudes and the prediction of behavior. In N.R. Feimer& E.S. Geller (Eds.), *Environmental psychology: Directions and perspectives* (pp.257-287). New York: Praeger.
- 209.White CD, Masanet E, Rosen CM, Beckman S, "Product Recovery with Some Byte: An Overview of Management Challenges and Environmental Consequences in Reverse Manufacturing for the Computer Industry" *Journal of Cleaner Production*, 11 (4), 445-458, 2003.
- 210.Wicker A W. (1969), Attitudes versus actions: the relationship of verbal and overt behavioral responses to attitude objects. *J. Soc. Issues* 25:41-78. [University of Wisconsin, Milwaukee, WI]
- 211.Wilkie, W.L. (1990). *Consumer Behavior*. John Wiley & Sons, New York.
- 212.Womack, J. P., Jones, D. T., &Roos, D. (1990).*The machine that changed the world*. New York: Macmillan International.
- 213.Wood, A. (1997). Extending the supply chain: Strengthening links with IT.*Chemical Week*, 159(25), 26.
- 214.Woolley, Trisha D., (2010) "Sustainable Supply Chains: Multicriteria Decision-Making and Policy Analysis for the Environment". Open Access Dissertations. Paper 152.
- 215.Wu, H. J., & Dunn, S. C. (1995).Environmentally responsible logistics system. *International Journal of Physical Distribution & Logistics Management*, 25, 20-39.
- 216.Xie Y. (2009), "Greening pharmaceutical supply chain in China", In proceedings of the 20th International Conference on Production Research, 2nd-6th August, Shanghai, P.R.China, pp137

- 217.Xie, Y., Breen, L., (2010), "Green Community Pharmaceutical Supply Chain in UK: Reducing and Recycling Pharmaceutical Waste", POMS, 21st Annual Conference Vancouver, Canada.
- 218.Yong, T., Wang, N., Zhu, Y. (2006). "The Research Actuality and Direction of Green Supply Chain Management", *International Journal of Business and Management*, October-2006, Vol. 1, No. 5, pp. 87-95.
- 219.Zeithaml, V.A. (1988). Consumer perceptions of price, quality, and value: a means-end model and synthesis of evidence. *Journal of Marketing*, XX, 2-22
- 220.Zhang, H. C., Kuo, T. C., Lu, H., & Huang, S. H. (1997). Environmentally conscious design and manufacturing: A state of the art survey. *Journal of Manufacturing Systems*, 16, 352-371.
- 221.Zhu, O., Sarkis, J. and Geng, Y. (2005), "Green supply chain management in china: pressures, practices and performance", *International Journal of Operations & Production Management*, Vol. 25 No. 5, pp. 449-68.
- 222.Zhu, Q., &Sarkis, J. (2004).Relationships between operational practices and performance among early adopters of green supply chain management practices in Chinese manufacturing enterprises. *Journal of Operations Management*, 22, 265-289.

WEBSITES

1. <http://www.people.umass.edu/aizen/pdf/tpb.measurement.pdf>
2. <http://www.people.umass.edu/ajzen/pdf/tpb.measurement.pdf>.
3. http://www.ifmaonline.org/pdf/congress/07Jackson_etal.pdf
4. www.ghallabhansali.com
5. <http://www.nationalgeographic.com/greendex/assets>
6. www.gujpramsa.org
7. <http://www.census2011.co.in/census/state/gujarat.html>
8. <http://www.docstoc.com/docs/20172722/Supply-chain-and-the-environmentproposing-an-evaluative-framework>
9. http://www.saycocorporativo.com/saycoUK/BIJ/journal/Vol5No1/Article_18.pdf
10. <http://www.cnbc.com/id/24112140>
11. <http://www.epa.gov/iaq/voc.html>
12. <http://www.epa.gov/lead/pubs/renovation.htm>
13. <http://www.epa.gov/ispd/sectorinfo/sectorprofiles/paint.html>
14. <http://www.economist.com/node/18929279>
15. www.businessdictionary.com