

This point is of particular importance for Greece, where women, in the vast majority of households, choose and purchase more products of everyday use. Perhaps this attitude of the women is because their role in society makes them more familiar with the assessment of the needs of others; and this gives them a further incentive to demonstrate socially responsible behavior.

This also may explain the greater conscientiousness of married versus unmarried interviewees, which is another key factor. People who have created a family are more likely to consider the consequences of their actions to the people of their family environment and for future generations.

The level of education does not provide sufficient predictability of responsible environmental behavior. Some researchers relate the ecological behavior of young people, while others believe it is likely to occur in old age. In our case we observed a greater correlation with age, from 41 to 55 years.

The findings may prove useful for the purposes of public policy in that regard (Antil J., 1984):

- Creating infrastructure such as the approval of funding for waste– management projects.
- Research such as the use of soft forms of energy.
- Education as the teaching of environmental education in schools.
- Regulations, tougher penalties for businesses that pollute.
- Desired ecological characteristics of the product and pricing.

For businesses the benefits of this research are that the positive environmental attitude showed by many can lead to a further investment into a “Greener production/consumption” market. Can be translated in the future, with the maturation of “green” market in our country in specific purchasing behavior. This perspective is quite possible, at least in terms of the food, judging from similar studies (Fotopoulos Ch., 2000).

The possibility of this can create great opportunities for developing competitive advantage. This advantage can be exploited to the maximum extent those companies that differentiate first, because of lack of competition, at least in principle. You should, in any case to forget that the primary role of maintaining high quality. Greek enterprises should learn from the experience of foreign and particularly American companies, which has shown that the existence of ecological characteristics can act positive only when the quality of the product. is at least comparable competing conventional products. Moreover, should not obscure the maturation of the market, which occurred after the superficial approach of “green” many marketing firms and the consequent mistrust of consumers. The implementation of the “green” marketing must be essential and can not be achieved without the application of the principles of “green” management in all functions of the company.

6. References

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