

Green Marketing: A Study of Consumers Attitude towards Eco-Friendly Products in Thiruvallur District

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ABSTRACT

The word green marketing refers to environmentally friendly or eco-friendly products that are no harm to our earth. This paper is explaining consumer attitude towards green marketing, and their buying behavior about green products in the Thiruvallur District. To study the awareness of consumers, willingness of the consumers to pay more for green products, and analyze the relationship between gender, education, and income with an awareness of green products. 272 Data has been collected through online by distributing the structured questionnaire. The questionnaire was specifically structured for the aim of the present research and included three sections in total. The first part included 6 questions about the profile of the public, such as gender, age, educational qualification, occupation, annual income, marital status, and family pattern. Second section deals with the awareness of green marketing products. The third section addresses the buying behavior based on green marketing products. The collected data have tested with SPSS. Demographic profiles and awareness about green marketing systems have been analyzed through percentage analysis and chi-square tests. Also examines consumer's awareness, preference, buying behavior about green products, and also perception about green marketing products.

Keywords:Green marketing, Green Product,Green Consumer, Environmental, Eco friendly, buyingbehavior,Consumers Attitude

1. INTRODUCTION

Green promotion is closely connected with society.(Nedumaran, G., & M, M,2020) Environmental issues have gained importance in business as well as in public life throughout the world.(Wandhe, P,2018) In that times, our societies have become more knowledgeable with the natural, environment things and increasingly conscious about eco-friendly products or green products and about their safety and welfare which has led to doing green practices, and it is in this scenario, that the concept of green marketing has gained worldwide significance.(Singh, A., & Vashist, A. ,2018) Green marketing is a phenomenon which has developed particularly important in the modern market and has emerged as an important concept in India as in other parts of the developing and developed world, and is seen as an important strategy of facilitating sustainable development.(S. K. Baral, P. S,2019) Indian organizations are under transition today, bringing a lot of changes in developing marketing concepts towards environmental protection. The changing attitude of the marketer and the consumer leads them to step forward towards safe and pollution free society (Bhattacharjee, S., & Mukherjee, S.,2016)

2. REVIEW OF THE LITERATURE

Sharma,D.M (2014) Green, environmental and eco-marketing are part of the new marketing approaches which do not just refocus, adjust or enhance existing marketing thinking and practice, but seek to challenge those approaches and provide a substantially different perspective.Green marketing and green marketing deals with various aspects of the current situation. Bhaskar, H.L. (2016) Green revolutions, going green, environmental protection, sustainable lifestyle, sustainable development, protecting our earth and many more have become a natural phenomenon in our everyday life. Green marketing is a tool used by many companies in various industries to follow this trend. Manjunath, G., & Manjunath, D. G.(2017) Green marketing refers to a holistic marketing concept wherein the production, marketing, consumption and disposal of products and services happen in a manner that is less detrimental to the environment. Over the years, a majority of consumers have realized that their behavior had a direct impact on the environment.

Singh, B. P., & Mehra, R.(2020) Consumers are more concerned towards environmental and health issues as they are more focused on green marketing & green products purchasing. Green products purchasing are expanding among consumers and societies. Citizens of different age groups have also well awareness towards green marketing concepts and eco-friendly products. Kumar Phookan et al (2020) Environmental issues have always been a challenge since the creation of the term environmental sustainability which has increased the sensitivity of consumers towards purchasing greener products. Developments in this aspect have taken the required course in the manufacturing sector, but the same is not seen in the foodservice industry - also a major contributor to environmental issues. Kiradoo, G. (2020) The Green Marketing Market has been revolutionizing the market for years. Efforts are being made by commercial companies to adapt environmentally friendly products to attract custom people. This thesis is an attempt to study the core concepts and ideas of green marketing, the challenges of importance.

3. OBJECTIVES OF THE STUDY

- To study the awareness of consumers with respect to green marketing
- To find the willingness of the consumers to pay more for green products.
- To analyze relationship between Gender, education and income with awareness of green products

4. RESEARCH METHODOLOGY

This present study is carried out with the use of primary data. The data for the study has been collected through disseminating questionnaire. Descriptive research design has been adopted to draw inferences. The study is based on 272 dynamic publics to identify awareness and buying tendency of green marketing in Thiruvallur District. Secondary data are those which have been already collected by someone else and which have been passed through the statistical processes. In this study data has been taken from various secondary sources like newspapers, internet, books, magazines, reports, publications and journals.

5. HYPOTHESIS

H0: There is no significant difference between gender and opinion about green products

H0: There is no significant difference between gender and purchasing green products

H0: There is no significant difference between gender and green products price

6. GREEN MARKETING

The term Green Marketing has evolved from ethical marketing and environmental marketing. Green marketing is about how an organization develops its strategy to take into account growing political and consumer concerns about the environment.(Green Marketing,2019)The American Marketing Association (AMA) held the first workshop on “Ecological Marketing” in 1975. The proceedings of this workshop resulted in one of the first books on green marketing entitled “Ecological Marketing”(https://www.businessmanagementideas.com)

According to the American Marketing Association, green marketing is the marketing of products that are presumed to be environmentally safe. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising. Other similar terms used are Environmental Marketing and Ecological Marketing (Green Marketing In India, 2018) In the earlier phase of the 1970s, ecological issues have emerged as a new paradigm in marketing strategy. Reassessment of the issues resulted in evolution of green or environmental issues in marketing strategy and now sustainability in marketing strategy has become the focus of attention of the researchers. Suresh Annamalai et al (2018) the current marketing management emphasizes on satisfying the needs of the customers without any environmental degradation. This green concept is building over the last decade because of consumer concern, government regulations, environmental lobbies’ pressure and social responsibilities of the corporates towards the environment (Vishal Kumar Laheri, H. D, 2014)

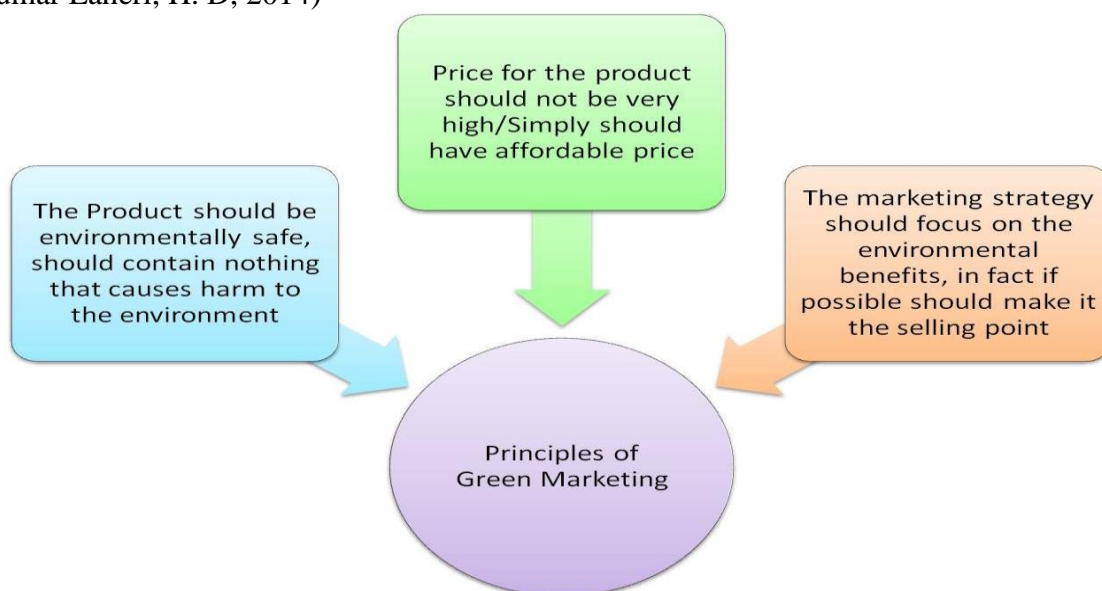


Chart 1: Principles of Green Marketing

Source: <https://greencleanguide.com/green-marketing-3/>

Green marketing comes later, at the final step and tries to sell off the environmental safe practices adopted for the larger good. Sometimes the green practice may even become the signature selling point if the campaign is cleverly designed (Pande, R. 2013)

7. TRADITIONAL MARKETING Vs GREEN MARKETING

Traditional Marketing	Green Marketing
Goals 1. Customer satisfaction 2. Organizational goals	Goals 1. Customer satisfaction 2. Organizational goals 3. Ecosystem compatibility
Decision-making Frame of Reference 1. Fragmented thinking 2. Non-boundary spanning 3. Short term orientation	Decision-making Frame of Reference 1. Integrated thinking 2. Boundary spanning 3. Long term orientation
Philosophical basis 1. Anthropocentric 2. Ecosystem an open sink	Philosophical basis 1. Biocentric 2. Ecosystem a physical limiting factor, eco cost must be paid
General tools/approaches 1. Use planning to minimize cost of local waste disposal 2. Reactive approach to waste management 3. Focus on industrial functions 4. Total quality management	General tools/approaches 1. Use life cycle assessment and environmental audits to minimize and redirect waste management 2. Proactive approach to waste management 3. Focus on industrial processes 4. Total quality environmental management
Ecological Accountability/Responsibility 1. Limited product risk 2. Local/Regional/National 3. No/underpaid ecological costs	Ecological Accountability/Responsibility 1. Product risk 2. Global/International 3. Full accounting of ecological costs

Source: Donald A. Fuller, Sustainable Marketing: Managerial-Ecological

8. COMPANIES FOLLOWING GREEN MARKETING IN INDIA

Many companies in India are adopting green for capturing the market opportunity of green marketing. Listed below are examples of some Indian companies which have taken a green initiative. This shows a commitment of companies, either as part of their corporate social responsibility or otherwise, to do something worthwhile in this direction. (Harendra Pal Singh Chauhan and Ramesh Chaturvedi, 2015)

- ❖ Wipro has designed such a technology that helps in saving energy and preventing wastes, also its corporate headquarters based in Pune is the most eco-friendly building in the IT sector all over India. Wipro aims to achieve zero carbon emission rates by equal set off. (Gaurav Nagarkar et al, 2019)
- ❖ India's 1st Green Stadium the Thyagaraja Stadium stands tall in the quiet residential

colony behind the Capital's famous INA Market. It was jointly dedicated by Union Sports Minister MS Gill and Chief Minister Sheila Dikshit on Friday. Dikshit said that the stadium is going to be the first green stadium in India, which has taken a series of steps to ensure energy conservation and this stadium has been constructed as per the green building concept with eco-friendly materials.(Babita Saini,2014)

- ❖ This deals in the mining and metal sector. It has given a green view to reduce its carbon footprints. The objective of Tata Metaliks Limited is to increase the green cover through plantation, ground water, power generation and use of natural fertilizers etc. The major green initiatives of this company are related to water utilization. It depends entirely on the ground water or no municipal supply and it will perform complete water neutral operations (Neeraj Kumar Sharma, 2015)
- ❖ Recently IRCTC (Indian Railway Catering and Tourism Corporation) has allowed its customers to carry PNR no. of E-Tickets on their laptop and mobiles. Customers do not need to carry the printed version of their ticket anymore (Tanuj Sharma,2015)
- ❖ HCL is another brand that is trying to introduce eco- friendly products in the market and it has recently launched the HCL ME 40 notebooks. These notebooks do not use any polyvinyl chloride (PVC) material or other harmful chemicals and the Bureau of Energy Efficiency already given it a five star rating(Aarthi Samala and Mehul Kumar Patel,2018)
- ❖ The bank has saved power costs and earned carbon credits by installing eco and power friendly equipment in its 10,000 new ATMs. In this way SBI has set up an example for others to follow. SBI has stepped into green service called as —Green Channel Counter|. Paperless banking is promoted. State Bank of India turns to wind energy to reduce emissions and this program is dedicated to the reduction of its carbon footprint and promotion of energy efficient processes, especially among the bank's clients.(Sharma et al,2015)

9. DATA ANALYSIS

9.1 Demographic Variables- Percentage Analysis

The table shows out of 272 Respondents, seventy eight (28.68%) respondents are male and one hundred and ninety (71.32%) respondents are female. Thus, it is concluded that the majority of the respondents are female. From the above table, out of 272 respondents one (.37%) respondents age is up to 20 years, Ninety one (33.46%) respondents age between 21 to 30 years, One hundred and twenty three (45.22%) respondents age between 31 to 40 years, Thirty three (12.13%) respondents age between 41 to 50 years and twenty four (8.82%) respondents age is above 51 years, Thus it is inferred that the majority of the respondents age between 31 to 40 years. Out of two hundred and seventy two respondents, Two hundred and twenty nine (84.19%) respondents are graduates and Forty three (15.81%) respondents are post graduates, Thus majority of the respondents are graduates. From the table noted that the out of 272 respondents, sixty five (23.90%) respondents monthly income is below Rs.15000/-, fifteen (5.51%) respondents monthly income between Rs.15000 to Rs.25000/-, one hundred and twenty (44.12%) respondents monthly income is between Rs.25001 to Rs.45000/-, fifty eight (21.32%) respondents monthly income is above Rs.45000/-, Thus it is found that the majority of

respondents monthly income between Rs.25001 to Rs35000/.From the table out of two hundred and seventy two respondents, one hundred and ninety three (70.96%) respondents are married and seventy nine (29.04%) respondents are unmarried, thus it is found that the majority of respondents are married. From the table out of two hundred and seventy two respondents, eighty nine (32.72%) respondents are belongs to joint family and one hundred and three (67.28%) respondents are belongs to Nuclear family, Thus it is found that the majority of respondents are in nuclear family.

10. SURVEY RESULT

10.1 Concerned about green product of the respondents

From the table out of two hundred and seventy two respondents, one (0.37%) respondent neutral concerned about green product, thirty one (11.40%) respondents are not concerned about green products, and two hundred and forty (88.24%) respondents are concerned about green products, Thus it is found that the majority of respondents are concerned about the green products.

10.2 Respondents reason behind not concern about green products

From the table out of two hundred and seventy two respondents , one (0.37%) respondent not interested to do green product, one hundred and forty four (52.94%) respondents are not aware about green products, sixty two (22.79%) respondents are not having time for green products, one(0.37%) respondents are answered not applicable, sixty two (22.79%) respondents are not interested in green products and one(0.37%) respondents need publicity, Thus it is found that the majority of respondents are not aware about the green products.

Table 1: Respondent's opinion about green products

Sl.No	Opinion about green product	No.of respondents	Percentage of respondents
1	Eco-friendly	189	69.49%
2	Good for health	45	16.54%
3	High price	38	13.97%
Total		272	100.00
Sources: Collected and computed through questionnaires			

Interpretation

From the above table out of two hundred and seventy two respondents, one hundred and eighty nine (69.49%) respondents opinion about green products is eco-friendly, forty five (16.54%) respondents opinion about green products is good for health, and thirty eight (13.97%) respondents opinion about green products is high price, Thus it is found that the majority of respondents opinion about green products is Eco-friendly

Table 2: Respondents reason behind not prefer about green products

Sl.No	Preference about green products	No.of respondents	Percentage of respondents
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1	High price	142	52.21%
2	Less satisfaction	31	11.40%
3	Minimum choice	96	35.29%
4	Not compatible	1	0.37%
5	Not applicable	1	0.37%
Total		272	100.00
Sources: Collected and computed through questionnaires			

Interpretation

From the above table out of two hundred and seventy two respondents , one hundred and forty two (52.21%) respondents opinion about green products is high price, thirty one (11.40%) respondents opinion about green products is less satisfaction, ninety six (35.29%) respondents opinion about green products is minimum choice, one (0.37%) respondents opinion about green products is not compatible, one (0.37%) respondents about green products is not applicable, Thus it is found that the majority of respondents opinion about green products is high price.

10.3 Respondents received Information about green products

From the table out of two hundred and seventy two respondents , one hundred and eighty five (68.01%) respondents are information received about green products is by Advertisement, two (0.74%) respondents are known about green products by advertisement, friends and relatives, fifty seven (20.96%) respondents are known about green products by awareness programmed, twenty six (9.56%) respondents are known about green products by friends and relatives, one (0.37%) respondents known about green products by friends, relatives and awareness programmed and one (0.37%) respondents known about green product by personal selling, Thus it is found that the majority of respondents known about green products is by way of advertisement.

Table3: Respondents place of purchasing green products

Sl.No	Place of purchasing green products	No.of respondents	Percentage of respondents
1	Departmental store/ordinary shop	29	52.21%
2	Directly from	213	78.31%
3	manufacturers/farmersOrganic store	30	11.03%
Total		272	100.00
Sources: Collected and computed through questionnaires			

Interpretation

From the above table out of two hundred and seventy two respondents, twenty nine (52.21%) respondents are purchasing green products from departmental store or ordinary shops, two hundred and thirteen (78.31%) respondents are purchasing green products from Direct from manufacturers or farmers, thirty (11.03%) respondents are purchasing green products from

organic stores, Thus it is found that the majority of respondents purchasing their green products from Direct from manufacture or farmers.

10.4 Respondents desire about price of green products

From the above table out of two hundred and seventy two respondents, one hundred and thirtyeighty (50.74%) respondents felt that price of green products is high, Two (0.74%) respondents felt that price of green products is low, and One hundred and thirty two (48.53%) respondents felt that price of green products is moderate, Thus it is found that the majority of respondents opinion about price of green products is High.

10.5 Respondent's opinion about purchase of green products even at high price

From the table out of two hundred and seventy two respondents, sixty five (23.90%) respondents may buy green products even at high price, Four (1.47%) respondents will not buy when the price of green products is high, and Two hundred and three (74.63%) respondents will buy green products even at high price, Thus it is found that the majority of respondents will buy green products even at high price.

10.6 Respondents reason behind purchase of green products even at high price

From the table out of two hundred and seventy two respondents , Two (0.74%) respondents buy green products even at high price because of convenience, forty two (15.44%) respondents buy when the price of green products is high because its less hazardous to human, sixty six (24.26%) respondents will buy green products even at high price because of its quality ,one hundred and thirty six (50%) respondents buy green products even at high price because status symbol, twenty six (9.56%) respondents buy green products even at high price to support green products, Thus it is found that the majority of respondents will buy green products even at high price because of status symbol.

10.7 Respondent's opinion about purchase of green products worth for its price

From the table out of two hundred and seventy two respondents, Fifty two (19.12%) respondents accept buying green products it may worth for its price, twenty one (7.72%) respondents not accept that the price of green products not worth for it, one hundred and ninety nine (73.16%) respondents are accepts that they buy green products is worth for its price, Thus it is found that the majority of respondents are accepts that buying green products is worth for its price.

10.8 Respondent's opinion about role of government in green marketing practices

From the above table out of two hundred and seventy two respondents ,one hundred and twelve (41.18%) respondents opinion about government t in green practices is eco- friendly, thirty one (11.40%) respondents opinion about government in greenpractices is good for health, thirty one (11.40%) respondents opinion about government in green practices is in high price, eighty three (30.51%) respondents opinion about government in green practices is not satisfactory, fifteen (5.51%) respondents opinion about government in green practices is satisfactory, Thus it is found that the majority of respondents are felt that government in green practices is Eco - friendly.

10.9 Respondents opinion, if role of government in green marketing practices is not satisfied

From the table out of two hundred and seventy two respondents ,Twenty five (9.19%) respondents are suggesting that ban Anti-green activities, one hundred and thirty eight (50.74%) respondents are suggesting that to conduct awareness programme for green practices, thirty four(12.50%) respondents are suggesting that instruct the manufacturers/retailers to follow green practices strictly, seventy five (27.57%) respondents are suggesting that take severe action against green violation, Thus it is found that the majority of respondents are suggesting to the government is that to conduct awareness programme for green practices.

11. HYPOTHESIS TEST

H0: There is no significant difference between gender and opinion about green Products

The P value is 0.000. Since P value is less than 0.05, the null hypothesis is rejected at 5% level of significance. Hence, it is concluded that there is significant association between gender and opinion about green products.

H0: There is no significant difference between gender and purchasing green products

The P value is 0.000. Since P value is less than 0.05, the null hypothesis is rejected at 5% level of significance. Hence, it is concluded that there is significant association between gender and purchasing green products.

H0: There is no significant difference between gender and green products price

The P value is 0.106. Since P value is more than 0.05, the null hypothesis is accepted at 5% level of significance. Hence, it is concluded that there is no significant association between gender and green products price.

12. FINDING AND CONCLUSION

Green marketing considered as a tool to bring societal and environmental dimensions. This study brings green marketing and its impact on consumer's awareness and buying behaviour. The demographic profile of the public's furnishes that it consists of 71.32% of female respondents, 45.22% respondents age falls between 41 to 50 years. 84.19% of respondent's educational qualification is degree holders. s. Monthly income of the respondents shows the majority (44.12%) earnings ranges from 25,000 to 35,000 per month and 70.96% Respondents are married , 67.28% of respondents are lives as nuclear family. 88,24% respondents concerned about green products. 52.94% respondents expresses that no awareness about green products. Opinion about green product level is 69.49% respondents, 52.21% of respondents answer is , why respondents is not preferred green product reason they says about high price , 68.01% respondents source of information about green product is advertisements, 59.93% of majority respondents buy green products from directly from manufacturers or farmers and 50.74% of respondents agree that price of the green products is high, 74.93% respondents agree to purchase green products even at high price, 50% of the respondents purchase green products as status symbol, 73.16% accepted that green product is worth for its price, 41.18% respondents agree that opinion about role of government in green marketing practices as ecofriendly, 50.74% of respondents suggest that government could conduct awareness programme for green products and support which are encouraging to adopt green marketing. Strategies like price affordability and value, product collections, better offers, continuous availability, fulfillment of green component, better package, eco-friendly product, and ecolabeling on product are the important

strategies to promote green marketing. It can be concluded that respondents are aware about green marketing and several factors plays main role to use green marketing practices.

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