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## **Sustainable development through green marketing: The industry perspective**

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# Sustainable Development through Green Marketing: The Industry Perspective

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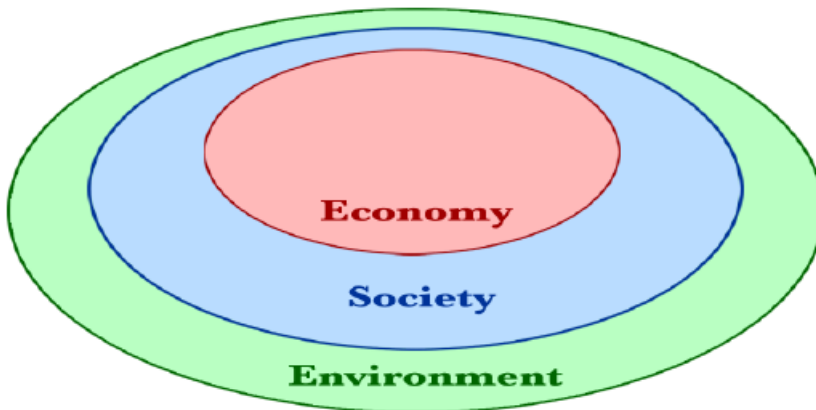
*Abstract: The word “Sustainability” does not have an agreed upon single definition. There are many definitions for sustainability. According to Ehrenfeld (2008), sustainability is the possibility of the human and other life will flourish on the earth forever”. USA national environmental policy act (1969) defined sustainability as: “Create and maintain conditions under which [humans] and nature can exist in productive harmony, and fulfill the social, economic and other requirements of present and future generations of Americans.” Sustainable development as per the “Report of the World Commission on Environment and Development (United Nations, 1987)” can be viewed as a pattern of resource use that aims to meet human needs while preserving the environment so that these needs can be met not only in the present, but in the indefinite future. Sustainable development is the form of development which aims at sustainable consumption and sustainable economic growth and tries to protect the environment. Sustainability is constituted on three dimensions: the environment, the economy, and the society. Hence the field of sustainable development can be conceptually broken into three constituent parts: environmental sustainability, economic sustainability and socio-political sustainability. Due to challenges of global warming, nations and people these days have all time high concern for environmental protection and a new format of business has emerged as Green Business. The industries who claim that they are environment friendly and have concern for society are known as green industries, their marketing philosophy is termed as green marketing and their environment friendly products are called as green products. It is also believed by the companies that if they will offer green products it will give them a competitive advantage over their competitors as people these days have a positive attitude for green products. They believe that green marketing can be a profitable endeavour for sustainable growth. Many studies on these topics have been performed in developed countries, but there still is a need to perform such studies in the context of developing countries. This research is an attempt by the authors to understand the attitude of Industries in India towards green marketing. Are they concerned about the environmental protection as the industries in developed countries are? Do they also feel that by practicing green philosophy they will gain competitive advantage and will ensure sustainable development? Before collecting the primary data from industries, researchers did an exhaustive literature survey and based on this they set four hypotheses, which were tested by using parametric tests (one way ANOVA). Key findings of the study reflect that Industries these days have high concern for environmental protection and have strong belief that green marketing can definitely be used as a tool for gaining competitive and sustainable growth.*

Keywords: Green Philosophy, Green Marketing, Sustainability, Societal Marketing, Sustainable Development

## Introduction

**S**USTAINABLE DEVELOPMENT IS a pattern of resource use that aims to meet human needs while preserving the environment so that these needs can be met not only in the present, but also for future generations. The term was used by the Brundtland Commission which coined what has become the most often-quoted definition of sustainable development as development that “meets the needs of the present without compromising the ability of future generations to meet their own needs.”

Sustainable development as per the “Report of the World Commission on Environment and Development (United Nations, 1987)” can be viewed as a pattern of resource use that aims to meet human needs while preserving the environment so that these needs can be met not only in the present, but in the indefinite future. The field of sustainable development can be conceptually broken into three constituent parts: environmental sustainability, economic sustainability and sociopolitical sustainability. According to Hasna Vancock, (2007) sustainability is a process which tells of a development of all aspects of human life affecting sustenance. It means resolving the conflict between the various competing goals, and involves the simultaneous pursuit of economic prosperity, environmental quality and social equity famously known as three dimensions of Sustainability. Below given figure is a representation of sustainability showing how both economy and society are constrained by environmental limits (Ott, K.2003).



The United Nations Division for Sustainable Development lists the following areas as coming within the scope of sustainable development: Sustainable development is an eclectic concept, as a wide array of views fall under its umbrella. The concept has included notions of weak sustainability, strong sustainability and deep ecology. Different conceptions also reveal a strong tension between ecocentrism and anthropocentrism. Many definitions and images (Visualizing Sustainability) of sustainable development coexist. Broadly defined, the sustainable development mantra enjoins current generations to take a systems approach to growth and development and to manage natural, produced, and social capital for the welfare of their own and future generations.

Sustainable development is a buzzword found in much environmental and some economics literature these days. Certainly the idea of sustainable development has become increasingly popular in the contemporary world. “[The] word sustainable has been used in too many

situations today, and ecological sustainability is one of those terms that confuse a lot of people. We hear about sustainable development, sustainable growth, sustainable economies, sustainable societies, and sustainable agriculture. Everything is sustainable (Temple, 1992).”

The most broadly accepted criterion for corporate sustainability constitutes a firm’s efficient use of natural capital. This eco-efficiency is usually calculated as the economic value added by a firm in relation to its aggregated ecological impact (Schaltegger, S. & Sturm, A. 1998). This idea has been popularized by the World Business Council for Sustainable Development (WBCSD) under the following definition: “Eco-efficiency is achieved by the delivery of competitively-priced goods and services that satisfy human needs and bring quality of life, while progressively reducing ecological impacts and resource intensity throughout the life-cycle to a level at least in line with the earth’s carrying capacity.” (DeSimone and Popoff, 1997).

Similar to the eco-efficiency concept but so far less explored is the second criterion for corporate sustainability. Socio-efficiency describes the relation between a firm’s value added and its social impact. Whereas, it can be assumed that most corporate impacts on the environment are negative (apart from rare exceptions such as the planting of trees) this is not true for social impacts. These can be either positive (e.g. corporate giving, creation of employment) or negative (e.g. work accidents, mobbing of employees, human rights abuses). Depending on the type of impact socio-efficiency thus either tries to minimize negative social impacts (i.e. accidents per value added) or maximise positive social impacts (i.e. donations per value added) in relation to the value added (Dyllick, T. & Hockerts, K. 2002).

Both eco-efficiency and socio-efficiency are concerned primarily with increasing economic sustainability. In this process they instrumentalize both natural and social capital aiming to benefit from win-win situations. However, as Dyllick and Hockerts ( 2002) point out the business case alone will not be sufficient to realize sustainable development. They point towards eco-effectiveness, socio-effectiveness, sufficiency, and eco-equity as four criteria that need to be met if sustainable development is to be reached.

An article on “Sustainable Development Introduction” by Anup Shah highlights that “The 1992 Rio Earth Summit was attended by 152 world leaders, and sustainability was enshrined in Agenda 21, a plan of action, and a recommendation that all countries should produce national sustainable development strategies”. Despite binding conventions and numerous detailed reports, there seems to have been little known about the details to ordinary citizens around the world. In the 10+ years since Rio, there has been little change in poverty levels, inequality or sustainable development, as the World Development Movement notes. “Despite thousands of fine words the last decade has joined the 1980’s as another ‘lost decade for sustainable development’ with deepening poverty, global inequality and environmental destruction”.

As LEAD and Panos highlight, “In the ten years since Rio, sustainable development hasn’t been very high on international agendas” and criticizes both rich and poor nations alike: In many countries — rich and poor — this is often because of a perception that sustainability is expensive to implement and ultimately a brake on development. Poor countries for their part usually lack the physical infrastructure, ideas and human capacity to integrate sustainability into their development planning. Besides, they are often quite skeptical about rich countries’ real commitment to sustainable development and demand a more equitable sharing of environmental costs and responsibilities. Many people also believe that environmental problems can wait until developing countries are richer. “..... Ten years on, there is still no widely shared vision of what sustainable development might mean in practice. India sees

the idea of a light ecological footprint as part of its cultural heritage. Japan, on the other hand, is debating whether the emphasis should be on the “sustainable” or on the “development” half of the equation- Roads to the Summit , LEAD International and Panos London, 30 August 2002.

Sustainable development has continued to evolve as that of protecting the world’s resources while its true agenda is to control the world’s resources. Realizing this importance, these days one of the key business strategies ensuring sustainable development has taken the shape of Green Marketing. Green marketing concept emerges from societal marketing (Kotler, 1999). Green marketing is an attempt to characterize a product as being environmental friendly (eco friendly). It holds the view that marketing which is a part of business not only has to satisfy customers in particular, but also has to take into account the interests of society in general. That is, all those who are affected by the activities of a business should be kept in mind when setting the objectives and the policies of an organization. This has already helped to increase the recent trend towards the “greening” of the companies. Moreover, we will see that this kind of thinking distinguishes the enterprises that will prosper in the dynamic, global marketplace of the 21<sup>st</sup> century (Menon and Menon, 1997).

The term “bright green”, first coined in 2003 by writer Alex Steffen, refers to the fast-growing new wing of environmentalism, distinct from traditional forms. Bright green environmentalism aims to provide prosperity in an ecologically sustainable way through the use of new technologies and improved design. Alex describes contemporary environmentalists as being split into three groups, “dark”, “light”, and “bright” greens.

“Light greens” see protecting the environment first and foremost as a personal responsibility. They fall in on the transformational activist end of the spectrum, but light greens do not emphasize environmentalism as a distinct political ideology, or even seek fundamental political reform. Instead they often focus on environmentalism as a lifestyle choice. The motto “Green is the new black“ sums up this way of thinking, for many. This is different from the term “lite green”, which some environmentalists use to describe products or practices they believe are greenwashing (Article ‘Eco-friendly: Why green is the new black’ - International Herald Tribune).

In contrast, “dark greens” believe that environmental problems are an inherent part of industrialized capitalism, and seek radical political change. Dark greens believe that dominant political ideologies (sometimes referred to as industrialism) are corrupt and inevitably lead to consumerism, alienation from nature and resource depletion. Dark greens claim that this is caused by the emphasis on economic growth that exists within all existing ideologies, a tendency referred to as “growth mania”. The dark green brand of environmentalism is associated with ideas of deep ecology, post-materialism, holism, the Gaia hypothesis of James Lovelock and the work of Fritjof Capra as well as support for a reduction in human numbers and/or a relinquishment of technology to reduce humanity’s impact on the biosphere.

Based on these concepts of Sustainable Development and its importance in growth, many of the Nations have adopted “Green Marketing” as integral part of their business strategies. They have realized the fact that “Green marketing” isn’t merely a catch phrase; it’s a marketing strategy that can help you get more customers and make more money leading to sustainable growth. They have realized that green marketing is not purely altruistic - it can be a profitable endeavour for sustainable growth. So, why not enter the bandwagon of green marketing for sustainable growth?

It is only since 1990's that the researchers have started academically analyzing consumers and industry attitude towards green marketing. Most of the studies on green marketing are done in developed countries but such studies however, remain conspicuously missing in the context of developing countries like India. This research is a step to fill up this gap, and is based on data collected through a field survey of industries to assess their attitude towards green marketing and green products, which is the recent strategic tool for sustainable development. This empirical study examines the concept of green marketing and its interface with industries for sustainable development. It mainly measures the industry attitude towards Green Marketing and compares the behavior of three types of industries i.e. durable, non-durable and services in attaining sustainable growth through green marketing.

## Literature Review

One of the significant references relevant to review of literature is that of Hentze (1991) who writes that, the decade of the nineties, like the sixties, appears to be an era in which social and cultural concerns were becoming increasingly paramount. As the "me" attitude of the 1980s becomes less prevalent, it is becoming apparent that consumers are looking at far more than a company's product offerings. These more sophisticated consumers are also concerned with a holistic view of corporate image, particularly with regard to social concern and responsibility, and are "... Changing their purchasing patterns in accordance to their more socially responsible beliefs"

An eco-marketing orientation, adapting McNamara's (1972) frame work for measuring an organization's degree of marketing orientation, may be measured by some combination of structural and behavioral indicators. These indicators may include: (1) employee, supplier, community, and customer eco-education programs; (2) toll free social concern and eco-hotlines; (3) a designated ecological and social concern marketing staff; (4) cradle to grave planned product eco-lifecycles; (5) explicitly considering ecological and social concerns in all strategic and tactical planning; and (6) a systematic environmental scanning procedure explicit in all business decision making.

The adoption of a green marketing orientation by a firm is principally a response to the increased pressures by society for business to meet its comprehensive ethical and moral responsibilities, while adhering to the marketing concept's basic tenants as suggested by McCarthy and Perreault (1984) of meeting customer needs at a profit. In addition, an eco-marketing orientation may provide the organization with a strategic competitive advantage in both domestic and international markets. Crosby, Gill, and Taylor (1981) segmented U.S. consumers by their utilizing consumers' self-designated "greenness" to segment consumer markets (Schwartz and Miller, 1991).

One of the most prominent social concerns is the determination of the level of a firm's ecological sensitivity. Ecological issues such as global warming, toxic waste disposal, resource depletion, and landfill management are items of public as well as legislative concern which have prompted organizations to interject pro-ecological values into their system of corporate heuristics. These issues are of increasing importance to the global community, with some of the more advanced nations even incorporating ecological regulations as an integral component of antitrust legislation (Polonsky, 1991). These changes typify the findings of strategy researchers (Khandwalla, 1977; Foxall, 1984; Smith, Arnold, and Bizzell, 1988; Slevin 1990; Lee and Ball, 2003) who suggest that successful firms tend to adapt to the dynamics of their



unique environments, typically resulting in changes in both organizational philosophy and behavior.

The “green” consumer point of view cannot be ignored. In a survey conducted in the United States of 400 Midwestern consumers, 36 percent of the respondents were found to be “very likely” to change from one food brand to another competitive label which used a recycled carton; only 2.8 percent stated that they would be “some what unlikely” to make brand changes because of recycled packaging (Eisenhart, 1990). In many cases, mandatory environmental legislation is also forcing behavioral changes in consumers. Business may adopt an eco-marketing orientation as a strategic response to the dynamic environments of the nineties (Clarke, Geri, 2004).

The ecologically sensitive corporate orientation sometimes referred to as the “green” strategy, can originate with a firm’s evaluation of current production and marketing practices and adjusting behavior to reflect an increased level of environmental awareness. This awareness is necessary since many consumers perceive that business is responsible for an “ample portion of the waste products generated in the country” (Munilla, 1990) and, therefore, should be held responsible for the current ecological crisis. For example, in the United States, Schwartz and Miller (1991) report that a recent Roper Organization study found approximately 78 percent of adult Americans believe that society must make major strides in the improvement of the environment. These same consumers also feel, however, that while individuals can do little if anything to better the environment, changes should certainly be made by industry.

A growing number of companies are making the paradigm shift in values - from anthropocentric to biocentric (which means from company centric to eco centric) not only because it is the right thing to do environmentally, but it synergistically benefits the bottom line. Ciba-Geigy, Coca Cola, ConAgra, Dow, Du Pont, Dwight-Church, Electrolux, S.C.Johnson, Kroeger, McDonald’s, Mitsubishi, Norsk Hydro, Nippon Steel, Pacific Gas and Electric, Procter & Gamble, 3M, and Westinghouse are just a few of the companies that have experienced the benefits of a biocentric economic philosophy (Kleiner, 1991; Porter, 1991).

But the battle has just begun. There is much work to do and time is not on our side. These companies and many of their colleagues have begun the journey. There are many miles yet to go and the path is strewn with many stumbling blocks-ecological, economic, technological, political, and cultural. Marketers, because of their catalytic position can and should take a leadership position; not only with their companies’ profit, but to preserve the earth and its biosphere.

The old ways are no longer adequate. It’s time to think a new. We need to reorder our values to a paradigm that recognizes the partnership of humankind and Earth. If humans are to have harmony with over the earth, its resources, and its biosphere, then we should have the foresight to appreciate its underpinning character. We need each other, not only for survival but also for continued growth-economically, socially, mentally, biocentrically, and spiritually (Ginsberg and Bloom, 2004).

Building on the tenets of social marketing, Henion and Kinnear (1976) offer a definition of ecological marketing..... [E]cological marketing is concerned with all marketing activities: (1) that served to help environmental problems, and (2) that may serve to provide a remedy for environmental problems. Thus, ecological marketing is the study of the positive and negative aspects of marketing activities on pollution, energy depletion and nonenergy resource depletion.

Mintu and Lozada (1993) have defined green marketing as “the application of marketing tools to facilitate exchanges that satisfy organizational and individual goals in such a way that the preservation, protection, and conservation of the physical environment are upheld”. Through this definition, Mintu and Lozada note that green marketing goes beyond image building activities. The ecological concerns espoused by Henion and Kinnear (1976) would be integrated into the strategies, policies, and processes critical to the organization. More importantly, this definition of green marketing parallels what practitioners such as Coddington and Walter (1990) are embracing as environmental marketing: “*Marketing activities that recognize environmental stewardship as a business development responsibility and business growth opportunity is what I mean by environmental marketing*”. The environmental marketer adds the environment to the standard mix of decision-making variables. Thus, green marketing, conveys a more proactive role for marketers. It fosters not only sensitivity to the impact that marketing activities may have on the natural environment, but also encourages practices that reduce or minimize any detrimental impact.

Sustainable development, a concept originally popularized by the 1987 report titled *Our Common Future* proposes that future prosperity depends on preserving “natural capital” – air, water, and other ecological resources and that doing so will require balancing human activity with nature’s ability to renew itself. In simple words, this idea refers to development that meets the needs of the present without compromising the ability of future generations to meet their own needs (World Commission on Environment and Development 1987).

Sustainable development should be construed as economic growth that has been made more equitable and environmentally suitable. Schmidheiny (1992) alerts us to the illusive suggestion that sustainable development is a chore for “developing” nations only. But development is more than growth or quantitative change. It is primarily a change in quality .... Sustainable development will command the greatest changes in the wealthiest nations, which consume the most resources, release the most pollution, and have the greatest capacity to make the necessary changes. Thus, we must start by first recognizing that growth is necessary to eliminate poverty, which leads to the plunder of resources. With the cooperation of industrial nations and developing nations alike, worldwide development might proceed without risking constraint from overpopulation, resource depletion, and ecological breakdown.

However, sustainable development is a complicated process. Industrial nations would have to shift from resource-intensive production systems and lifestyles to ones that consume vastly fewer resources and dramatically cut pollution. Developing nations would have to practice less destructive agriculture, industrialize with unprecedented care, and cut birth rates, with all that implies for improving women’s rights.

Sustainable development requires the internalization of necessary trade-offs to needs while protecting the environment and empowering the poor. Realizing that the society is the primary beneficiary of any attempts at sustainable development, individuals will have to readjust their level of consumption and realign the satisfaction of needs with the more environmentally friendly options that industries would offer. Governments in turn must keep up the pressure to comply with environmental standards that society at large can set as appropriate for a better quality of life. (Saha and Darnton, 2005).

To meet the challenge of sustainable development, businesses can help to foster more sustainable levels and patterns of consumption. There is a significant opportunity for business to help consumers choose and use their goods and services sustainably. In order to do so, business must create sustainable value for consumers by supplying products and services

that meet their functional and emotional needs – now and for future generations – while respecting environmental limits and common values (Symposium on Sustainable Consumption, Oslo, 1994; UN Commission on Sustainable Development (UNCSD).

The World Business Council for Sustainable Development (WBCSD' 2008) brings together some 200 international companies in a shared commitment to sustainable development through economic growth, ecological balance and social progress. Its members are drawn from more than 30 countries and 20 major industrial sectors. It gains benefits from a global network of about 60 national and regional business councils and partner organizations. According to WBCSD, "Current global consumption patterns are unsustainable", based on the facts and trends outlined in their document, "it is becoming apparent that efficiency gains and technological advances alone will not be sufficient to bring global consumption to a sustainable level; changes will also be required to consumer lifestyles, including the ways in which consumers choose and use products and services. We recognize the need for business to play a leadership role in fostering more sustainable levels and patterns of consumption, through current business processes such as innovation, marketing and communications, and by working in partnership with consumers, governments and stakeholders to define and achieve more sustainable lifestyles".

A 2008 survey by the National Geographic Society and GlobScan on consumer choice and the environment reported on current behavior in fourteen countries (including Canada, China, France, Germany, India, Mexico, Russia, the UK and the US). The study found signs that consumer in all countries "feel empowered when it comes to the environment and are taking some action in their daily lives to reduce consumption and waste." A global Synovate survey conducted in 2007 in association with Aegis, and repeated in 2008 in association with BBC World, also found that consumers in most countries are becoming more aware and willing to act on environmental concerns. The US had the largest rise of all, from 57% in 2007 to 80% in 2008. Chinese consumers also showed increased willingness to act on their concerns about climate change.

It is a fact that most studies on sustainability, green marketing, green consumers, green brands etc. have been carried out in developed countries and only a few of them originate from developing countries. Such studies are conspicuously lacking in the Indian context. It is against this backdrop that a survey of Indian Industries was carried out to know their attitude towards green marketing. Whether, the companies in India could gain competitive advantage and sustainable development by following the philosophy of green marketing and practicing the green business strategies.

## **Research Objective**

The study has been carried out keeping in mind the following primary objectives;

1. To study the perception of Indian Industries towards green marketing for Sustainable Development.
2. To study in general the attitude of three types of industries i.e. durable, non-durable and services towards Green Marketing.

### Proposed Hypotheses

Based on the review of literature and above stated objectives of the study, following hypotheses were proposed:

- H1:** Companies feel that in future more and more consumers will prefer green products.
- H2:** Companies, which can establish themselves with a green image, will have distinctive advantages in the marketplace.
- H3:** Companies, which sell green products, will be able to sustain for a longer period of time in the market in comparison to non-green products sellers.
- H4:** Sustainable development will be feasible if all the companies start making green products.

### Methodology

Researchers have used exploratory research design in the study. A structured questionnaire was used, and a five point balanced Likert Scale was used for measuring industry attitude towards green marketing and green brands. Cronbach Alpha Index was used for checking the validity and reliability of hypothesis and corresponding questions in the questionnaire. It was found that all the four hypothesis were reliable on the basis of their respective cronbach alpha value and internal consistency of data was very high as Cronbach alpha value for all the hypothesis was found on the upper side, as depicted in below given table.

Hypotheses (each hypothesis had 5 corresponding questions in the questionnaire)	Reliability (Cronbach AlphaValue)
<b>H1:</b> Companies feel that in future more and more consumers will prefer green products.	<b>.663</b>
<b>H2:</b> Companies, which can establish themselves with a green image, will have distinctive advantages in the marketplace.	<b>.672</b>
<b>H3:</b> Companies, which sell green products, will be able to sustain for a longer period of time in the market in comparison to non-green products sellers.	<b>.696</b>
<b>H4:</b> Sustainable development will be feasible if all the companies start making green products.	<b>.649</b>

**Sample Unit:** The study was done on Indian industry i.e. broadly segregated into three categories namely durable, non-durable and services (sample unit) to know their attitude towards green marketing and also to compare the behavior of these industries (i.e. durable, non-durable and services).

**Sample Size:** The CII (Confederation of Indian Industry) directory (2003) was referred to for executing the postal survey. Judgment and Convenience sampling method was used. A sample size of 1,000 companies was taken. These 1,000 companies were sent a structured questionnaire through postal services and courier services. Out of 1000 companies, the valid responses received from companies were only 112; of which 44 Durable, 36 Non-durable

and 32 Services companies. As we know generally response to mail survey remains very poor, therefore 1000 questionnaires were mailed to receive at least 100+ responses to include in the study.

**Sampling Method:** Non-probability approach of sampling was adopted by the researcher for sampling 1,000 companies. A combination of Judgment sampling and Convenience sampling was used for selecting the subject. Judgment sampling method was used to ensure that subjects are from all the three types of industries namely durable, non-durable and services; below given details will specify the sample frame.

**a) Durable Goods:**

In durable goods category, we have included companies manufacturing durable products such as:

Air- Conditioners- Voltas Ltd., Blue Star Ltd., Elgi Equipment Ltd., Carrier Aircon Ltd.

Aluminum- Madras Aluminum Ltd., Indian Aluminum Co. Ltd.

Automobiles- Hindustan Motors Ltd., TELCO, Hero Motors Ltd., Eicher Tractors Ltd., Krishna Maruti Ltd

Batteries- Exide, Amara Raja Batteries ltd., Eveready Ltd.

Cement- Gujarat Ambuja Cement Ltd., Madras Cement Ltd., India Cement Ltd., ACC Ltd.

Cycles- Hero Cycles Ltd.

Electrical & Electronics Goods- Samtel Color ltd., Tata Power Co. Ltd.

News Print/ Paper- Rama News Print, Tamil Nadu News Print, ITC Ltd., BILT.

Paints- Asian Paints Ltd.

Steel- Essar Steel Ltd., Jindal Iron & Steel Ltd., Neel Metal Products Ltd.

Textiles- Arvind Mills Ltd., Grasim Industries Ltd., Himatsingka Ltd., Sanganeriya Spinning Mills Ltd.

Tyres- MRF

Zinc- Hindustan Zinc Ltd., Binani Zinc

Others- Vesuvius India Ltd., Rockwell automation Ltd., Micromatic Grinding, Hyderabad Industries Ltd.

**Total Number of companies surveyed: 44**

**b) Non – Durable Goods:**

In non-durable goods category we have included companies manufacturing non-durable products such as:

Aroma Chemicals – Organica Aromatics, Dragoco India Ltd., International Flavours & Fragrances (IFF)

Beverages – Mohan Meakins Ltd., Frito-Lays India, H. P. Food Products, Modern Roller.

Chemicals – DuPont India Ltd., Punjab Alkali, SRF Ltd., Sabero organics, Tata Chemicals Ltd.

Dairy Products – Mother Dairy.

Edible Oils – Adani Wilmal Ltd.

Energy – Reliance Energy (BSES), BF Utilities.

Petro Chemicals – Chennai Petro, Tamil Nadu Petro, Haldia Petrochemicals, Biecco Lawrie Ltd., IPCL.  
Salt – Western India, Bestfoods Ltd.  
Soaps & Detergents–Nirma Ltd.  
Sugar – Barampur Chini Mills Ltd.  
Tea – Jayshee Ltd, Assam Companies Ltd.  
Xerox – Modi Xerox.  
Others – Fenner India Ltd.

**Total Number of companies surveyed: 36**

**c) Services :**

Companies which are service provider and we have included following categories of services in our study:

Bank – HDFC Bank Ltd., Mumbai.  
Consultant – Aditya Birla Management Corp., A & G Co., Fountain of Dev. Research Action, Adam Smith International, NEG Micon India, Botliboi Environmental Engg., and Adhir Garg & Co.  
Hospitals – Lal Pathology Laboratory, Delhi; Govt. Hospital, Noida; Govt. Hospital, Ghaziabad; Yashoda Hospital, Ghaziabad and Ganesh Hospital, Ghaziabad.  
Hotels – Mela Plaza, Raj deep Hotel.  
Schools – Silver Line School, Ghaziabad; Sherwood School, Tura.  
Software & IT – TCS, Infosys, Wipro, KIT, Online Connex Corp, Abode Systems, Interspace Infotech Ltd.  
Trading House – R R & Company, Panch Mohan Chemcials Pvt. Ltd., Natutral Aroma Products Pvt. Ltd.,  
Sunshine overseas ltd.

**Total Number of Companies surveyed: 32**

**Data Analysis Method:** The data collected from consumer survey and industry survey was tabulated category wise and following statistical tools were used.

1. Descriptive Statistical Measure:
  - Measure of central tendencies – Arithmetic Mean.
  - Measure of dispersion – Standard deviation (absolute measure of dispersion)  
Coefficients of variation (relative measure of dispersion).
2. Inferential statistics:

**Findings and Analysis**

**Table:1**

**HYPOTHESIS 1**

**Proposition :** In future more and more consumers will prefer Green Products

**Measurement:** 1 = strongly disagree, 2 = disagree, 3 = undecided, 4=agree, 5= strongly agree

**Grand average** 4.34

**Conclusion :** Cumulative average of all the three typpes of companies is 4.34 on a 1 to 5 agreement scale, i.e. they all strongly agree to it.

**SUMMARY FOR HYPOTHESIS 1 : SINGLE FACTOR ANOVA APPLIED**

Groups	Count	Sum	Average	Variance
DURABLES	44	193.8	4.404545	0.207421
NON DURABLES	36	154.8	4.3	0.193143
SERVICES	32	138	4.3125	0.180484

**ANOVA**

Source of Variat	SS	df	MS	F	P-value	F crit
Between Groups	0.262694805	2	0.131347	0.672972	0.512297	3.079592
Within Groups	21.27409091	109	0.195175			
Total	21.53678571	111				

D<sub>1</sub> = mean rating of durable companies'

D<sub>2</sub> = mean rating of non durable companies'

D<sub>3</sub> = mean rating of service companies'

NULL HYPOTHESIS H<sub>0</sub>: D<sub>1</sub>=D<sub>2</sub>=D<sub>3</sub>

Alternate hypothesis H<sub>1</sub> = At least one D<sub>i</sub>'s is differerent from one or more of the others

There is no significant difference between the mean ratings between the D<sub>1</sub>, D<sub>2</sub> and D<sub>3</sub>.

Rule : If P value < 0.05 , then reject Null Hypothesis

**If F Critical > F calculated, then Accept Null Hypothesis**

**Decision : ACCEPT NULL HYPOTHESIS**

**Conclusion :** There is no significant difference between the mean ratings between the three groups of companies for the proposition that "In future more and more consuners will prefere green products." (i.e. they all strongly agree to it without any difference of opinion.

## Table:2

### HYPOTHESIS 2

**Proposition :** Companies which can establish themselves with green image will have distinctive advantage in the market place

**Measurement:** 1= strongly disagree, 2 = disagree, 3 = undecided, 4=agree, 5= strongly agree

**Grand average :** 4.06

**Conclusion :** All the three types of companies cumulative average is 4.06 on a 1 to 5 agreement scale, i.e. they all agree to this statement.

#### SUMMARY FOR HYPOTHESIS 2 : SINGLE FACTOR ANOVA APPLIED

Groups	Count	Sum	Average	Variance
DURABLES	44	187.2	4.254545	0.37649
NON DURABLES	36	149.4	4.15	0.432857
SERVICES	32	120.6	3.76875	0.678992

ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	4.616445	2	2.308222	4.802569	0.010025	3.079592
Within Groups	52.38784	109	0.480622			
Total	57.00429	111				

$D_1$  = mean rating of durable companies'

$D_2$  = mean rating of non durable companies'

$D_3$  = mean rating of service companies'

NULL HYPOTHESIS  $H_0 : D_1=D_2=D_3$

Alternate hypothesis  $H_1 =$  At least one  $D_i$ 's is different from one or more of the others.

There is no significant difference between the mean ratings between the  $D_1, D_2$  and  $D_3$ .

**Rule :** If P value < 0.05 , then reject Null Hypothesis  
or If F Critical > F calculated, then Accept Null Hypothesis

**Decision : REJECT NULL HYPOTHESIS**

**Conclusion :** There is a significant difference between the mean ratings between the three groups of companies. But overall thinking of the three groups of companies is positive (i. e. 4.06 on a scale of 5) for the proposition: "Companies which can establish themselves with green image will have distinctive advantage in the market place."



### Table:3

#### HYPOTHESIS 3

**Proposition :** Companies which sell green products will be able to sustain for a longer period of time in the market in comparison to non green product seller

**Measurement:** 1 = strongly disagree, 2 = disagree, 3 = undecided, 4=agree, 5= strongly agree

**Grand average :** 3.61

**Conclusion :** All the three types of companies cumulative average is 3.61 on a 1 to 5 agreement scale.

**SUMMARY FOR HYPOTHESIS 3 : SINGLE FACTOR ANOVA APPLIED**

Groups	Count	Sum	Average	Variance
DURABLES	44	160.8	3.654545	0.316956
NON DURABLES	36	132.4	3.677778	0.503492
SERVICES	32	111.8	3.49375	0.32254

**ANOVA**

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	0.681008	2	0.340504	0.899755	0.409668	3.079592
Within Groups	41.25006	109	0.378441			
Total	41.93107	111				

D<sub>1</sub> = mean rating of durable companies'

D<sub>2</sub> = mean rating of non durable companies'

D<sub>3</sub> = mean rating of service companies'

NULL HYPOTHESIS H<sub>0</sub> : D<sub>1</sub>=D<sub>2</sub>=D<sub>3</sub>

Alternate hypothesis H<sub>1</sub> = At least one D<sub>i</sub>'s is different from one or more of the others.

There is no significant difference between the mean ratings between the D<sub>1</sub>, D<sub>2</sub> and D<sub>3</sub>.

**Rule :** If P value < 0.05 , then reject Null Hypothesis  
 or If F Critical > F calculated, then Accept Null Hypothesis

**Decision : ACCEPT NULL HYPOTHESIS**

**Conclusion :** There is no significant difference between the mean ratings between the three groups of companies. All the three groups of companies think in a similar manner for the proposition: "Companies which sell green products will be able to sustain for a longer period of time in the market in competition to non green product seller."

## Table:4

### HYPOTHESIS 4

**Proposition :** Sustainable development will be feasible if all the companies start making green products

**Measurement:** 1 = strongly disagree, 2 = disagree, 3 = undecided, 4=agree, 5= strongly agree

**Grand average :** 4.39

**Conclusion :** All the three typoss of companies cumulative average is 4.39 on a 1 to 5 agreement scale.

SUMMARY FOR HYPOTHESIS 4 : SINGLE FACTOR ANOVA APPLIED					
Groups	Count	Sum	Average	Variance	
DURABLES	44	201.4	4.577273	0.167844	
NON DURABLES	36	157.2	4.366667	0.318857	
SERVICES	32	134.8	4.2125	0.397258	

ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	2.544513	2	1.272256	4.518269	0.013027	3.079592
Within Groups	30.69227	109	0.28158			
Total	33.23679	111				

D<sub>1</sub> = mean rating of durable companies'

D<sub>2</sub> = mean rating of non durable companies'

D<sub>3</sub> = mean rating of service companies'

NULL HYPOTHESIS H<sub>0</sub> : D<sub>1</sub>=D<sub>2</sub>=D<sub>3</sub>

Alternate hypothesis H<sub>1</sub> = At least one D<sub>i</sub>'s is different from one or more of the others (i = 1,2,3,4).

There is no significant difference between the mean ratings between the D<sub>1</sub>, D<sub>2</sub> and D<sub>3</sub>.

**Rule :** If P value < 0.05 , then reject Null Hypothesis  
or If F Critical > F calculated, then Accept Null Hypothesis

**Decision : REJECT NULL HYPOTHESIS**

**Conclusion :** There is a significant difference between the mean ratings between the three groups of companies.

This variation is due to the maximum vairance of 0.39 for service sector; 0.31 for non-durable group and least vairance i.e 0.16 for durables (as in above table). But the overall scores is 4.39 on a scale of 5; that shows all of them think positive for the proposition.

**Table:5**

**SINGLE WAY ANOVA APPLIED FOR COMPANIES : FOR ALL THE HYPOTHESIS**

**(To study in general the attitude of Indian companies towards Green Marketing)**

Here, all the four hypothesis i.e. hypothesis 1, 2, 3 and 4 are applied simultaneously for Single Way Anovva Analysis.

Groups	Count	Sum	Average	Variance
H <sub>1</sub>	112	486.6	4.345	0.194
H <sub>2</sub>	112	457.2	4.082	0.514
H <sub>3</sub>	112	405.4	3.620	0.373
H <sub>4</sub>	112	493.4	4.405	0.299
<b>GRAND AVERAGE</b>			<b>4.113</b>	

**The Grand average score of 4.113 on a five point scale shows that COMPANIES have a STRONG positive attitude towards GREEN marketing.**

- H<sub>1</sub> = mean rating of hypothesis 1 for all companies
- H<sub>2</sub> = mean rating of hypothesis 2 for all companies
- H<sub>3</sub> = mean rating of hypothesis 3 for all companies
- H<sub>4</sub> = mean rating of hypothesis 4 for all companies

**SINGLE WAY ANOVA APPLIED**

Source of Variati	SS	df	MS	F	P-value	F crit
Between Group	42.95026786	3	14.31675595	41.51013464	1.15812E-23	2.624993556
Within Groups	153.1346429	444	0.344897844			
Total	196.0849107	447				

NULL HYPOTHESIS                    H<sub>0</sub> : H<sub>1</sub>=H<sub>2</sub>=H<sub>3</sub>=H<sub>4</sub>  
 Alternate hypothesis                H<sub>1</sub> = At least one H<sub>i</sub>'s is different from one or more of the others (i = 1,2,3,4).  
**If F Critical > F calculated, then Accept Null Hypothesis**

**Decision : Reject NULL HYPOTHESIS**

**Conclusion : There is a significant difference between the mean ratings between the average scores of all the four hypothesis. But overall mean score is 4.113 on a 5 point scale shows that companies have a strong positive attitude towards green marketing.**

**Results**

Based on the above given analysis in Table-1, we accepted the Null Hypothesis (H<sub>0</sub>); which indicates that there is no significant difference between the opinion of three groups of companies (durable, non-durable and services). They all showed high degree of agreement for the proposition that “in future more and more consumers will prefer green products”.

Analysis given in Table-2 above rejected the Null Hypothesis (H<sub>0</sub>); which reflects that there is a significant difference between the perceptions of three groups of companies. The maximum variance of 0.67 is observed in service sector; whereas in non-durable and durable groups of companies it shows the variance of 0.43 and 0.37 respectively. The mean score for H<sub>2</sub> proposition on a scale of 5 is found as 3.67 (service sector), 4.25 (durable goods manufacturing companies) and 4.15 (non-durable manufacturing companies). But in spite

of this variation, the overall perception of all the companies taken together is quite positive (4.06 on a scale of 5) for the proposition that “Companies, which can establish themselves with a green image, will have distinctive advantages in the marketplace”.

Based on the findings and analysis shown in Table-3, we accepted the Null Hypothesis (H0); which ascertains that there is no significant difference between the mean ratings of three groups of companies. They all think in the similar manner for the proposition H3 and agree to that “Companies, which sell green products, will be able to sustain for a longer period of time in the market in comparison to non-green products sellers”.

Data analyzed above in Table-4 rejected the Null Hypothesis (H0); which shows that there is a significant difference between the three groups of companies. The maximum variance of 0.39 is observed in service sector and least variance of 0.16 is found in durable goods manufacturing companies; whereas in non-durable group it shows the variance of 0.31. But when we look at the overall mean score of all the companies for the proposition H4 (4.39 on a scale of 5), it clearly demonstrates that all the companies think quite positively for the proposition that “Sustainable Development will be feasible if all the companies start making green products”.

The Table-5 above shows a positive attitude of all the companies in India (an emerging economy) towards green marketing philosophy. Overall mean score of all the four hypotheses is 4.11 on a scale of 5; which supports the view that companies in India are having a positive attitude for green marketing and feel that through this philosophy they can attain sustainable development.

## **Conclusions and Managerial Implications**

It is quite evident from the above findings and discussions that industries in India are quite positive in practicing green marketing philosophies for sustainable development. All the three types of companies i.e. Durable, Non-durable and Services have positive attitude for green philosophy and green practices and of the opinion that sustainable development through green marketing is the new mantra of success and growth. Findings of another study performed by authors on consumers in India state that “People in developing countries like India too have high concern for greener environment and have an overall positive attitude towards green marketing”. “Their preferences are shifting from grey products to green products and their awareness for environmental concern is high”. “In future more and more consumers will prefer green products and they also feel that in future, the companies having green image will be preferred over the others” (Saxena, R. and Khandelwal, P 2009). Similarly, the results of this study performed on Indian industries reflect a very positive attitude towards green marketing for sustainable development. All the types of industries (durable, non-durable and services) in India feel that “in future more and more consumers will prefer green products (H1)”. They believe that the “companies which can establish themselves with green image will have distinctive advantage in the market place (H2)”. Also companies in India feel that those “companies, which sell green products, will be able to sustain for a longer period of time in the market in comparison to non-green products sellers (H3)” i.e. in future greener companies will be more successful. These companies of all the three different sectors strongly believe that “sustainable development will be feasible if all the companies start making green products (H4)”. By practicing the Philosophy of Green Marketing, Industries can contribute to economic growth, social prosperity and environment protection. Through green marketing

they will support in resolving the conflict between the various competing goals, and the simultaneous pursuit of economic prosperity, environmental quality and social equity, the three dimensions of Sustainability.

The present research is based on the data collected through a field survey of Indian industry (broadly segregated into durable, non-durable and services) to assess their attitudes towards green marketing and findings of above studies suggest that in developing countries like India people are quite aware of the challenges of global warming and have high concern for their own welfare and environmental protection. They both (consumers and industry) have positive attitude towards green marketing. By practicing green philosophy companies can gain a competitive advantage. Their green products will be preferred by the consumers over the non-green and with green image they can establish the sustainable distinctive advantage. Also to compete in International market, Indian companies need to manufacture environmental friendly products (Green Products) in order to compete and increase their market share in global markets. There should be long term vision for the company to survive in future. Its vision should be green inward and outward. It has to be integral part of the strategic context of business for attaining sustainable growth and development.

### **Direction for Future Research**

There lies immense scope of further research on green marketing in emerging economies like India, as people in these nations are highly aware of green and have positive attitude to go for green. There is not much research done on green philosophy in developing nations like India and many types of researches can be performed in the context of green; such as:

1. An in-depth study on rural Indian Consumers can be performed to know their awareness, concern and attitude towards green marketing.
2. Intensive research can be done on Indian Automobile Industry with respect to green marketing issues.
3. Research can be done on Indian Power Sector with respect to GREEN POWER.
4. Research can be done on Indian Housing Sector with reference to GREEN HOUSES or GREEN BUILDINGS.
5. Research should be done on Indian Tourism Industry with respect to GREEN TOURISM.
6. Research can be undertaken in financial sector with GREEN INVESTMENT versus Non Green.

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