A study on Impact of Green Marketing on Sustainable Development (With Reference to Khammam District)

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Change is a very common phenomenon which can be seen anywhere whether it is business, economics or anything. It occurs some times in cyclic way or may be in a random order. In the modern age of globalization, it has become a challenge to keep the customers as well as consumers in fold and even keep our natural environment safe and that is major need of the time. Consumers are also aware of the environmental issues like, global warming and the impact of the environmental pollution. Green marketing is a phenomenon which has developed particular important in the modern market and has emerged as an important concept in India. Environmental concern as the combination of marketing management discipline has appeared recently and inconsistently. The nucleus and essential elements of green marketing is sustainability in all spheres of business. Green marketing is about marketing a product or service having eco-friendly feature and aiming at win-win situation for both consumers and organizations. The study on green marketing is important because as human beings, our dwelling place is environment. For the temporary benefits of human race, humans are involved in polluting the environment. Hence, the efforts of corporate in attaining sustainability are studied through green marketing strategies of durable goods manufacturing sector. The world must be developed according to the needs of the people, but with the obligation of sustainable development as a comprehensive process. Sustainable development is about making models in a qualitative way to meet the socio-economic needs and interests of citizens, while eliminating or significantly reducing the impacts that threaten or harm the environment and natural resources. Companies that are self-conscious to environment and natural resources for business and profits, also realize a significant contribution to environmental protection. Green companies are ready to address the
concerns about the natural environment. Green marketing is the primary segment of social marketing, because it covers the protection and preservation of the values necessary for survival, existence and development of man as a human being, reflecting the practical support for the implementation of the philosophy of sustainable development of mankind. As society become more concerned with the natural environment, businesses have begun to modify their process in an attempt to address society’s new issues. Some businesses have been quick to accept the newer challenges or changes like environmental management, minimization of the waste aligning with organizational activities. Therefore, these days’ concepts of green marketing are taking shape as one of the key business strategies of the companies for gaining the competitive advantage, ensuring sustainable consumption of their products in the markets and enjoying sustainable development in future. There is a triple bottom line – people, planet, and profit and the people part of the equation comes first. Marketers must realize now that green marketing is not purely altruistic - it can be a profitable endeavor for sustainable growth. Realizing the importance of green marketing in sustainable development, this paper is mainly focused on the impact of the green marketing on sustainable development. To conclude, green marketing plays a vital role in sustainable development of the firms and environmental management of any country. Companies are spending huge amount of money on research and development to introduce green/ eco-friendly products in the market for sustainable development.

**Keywords:** Sustainable Development, Green Marketing, Social Marketing, Competitive Advantage, Triple Bottom-Line

### 1. Introduction

Green marketing, environmental marketing are the elements of innovative marketing approaches which do not change, increase or regulate idea about the persisting marketing practice, but search for challenging those traditional ideas and provide considerably different point of view. In more detail environmental, eco-marketing and green marketing belong to the group of approaches which seek to address the lack of fit between marketing as it is practiced presently and the social and ecological realities of the larger marketing environment.

According to the American Marketing Association, “Green marketing is the marketing of products that are presumed to be environmentally safe, involves developing and promoting
products and services that satisfy customers want and need for Quality, Performance, Affordable Pricing and Convenience without having a detrimental input on the Environment”.

Pride and Ferrell (1993). “Green marketing also alternatively known as environmental marketing and sustainable marketing, refers to an organizations effort at designing, promoting, pricing and distributing products that will not harm the environment”.

Polonsky (1994),defines ”Green marketing as all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants ,such that satisfaction of these needs and wants occurs ,with minimal detrimental impact on the natural environment.

- **Green Companies**
Companies contributing to conservation of environment through Biodiversity, producing environment friendly products, conservation of energy, water and natural resources, climate protection, maintenance of schools, roads, parks, providing assistance for upliftment of the rural sector and the underprivileged, and so on so forth.

Companies have accepted their accountability and responsibility not to harm the environment. So, products and production processes become cleaner and more companies “go green”, because they realize that they can reduce pollution and increase profits at the same time (Hart, 1997).

- **Green Products**
The products those are manufactured through green technology and that caused no environmental hazards are called green products. Promotion of green technology and green products is necessary for conservation of natural resources and sustainable development.

According to the American Marketing Association, “green marketing is the marketing of products that are supposed to be environmentally safe. The green marketing has evolved over a period of time.” According to Peattie (2001), the evolution of green marketing has three phases. First phase was termed as “Ecological” green marketing, and during this period all marketing activities were concerned to help environment problems and provide remedies for environmental problems. Second phase was “Environmental” green marketing and the focus shifted on clean technology that involved designing of innovative new products, which take care of pollution and waste issues. Third phase was “Sustainable” green marketing. It
came into prominence in the late 1990s and early 2000. Sustainable marketing is a more radical approach to markets and marketing which seeks to meet the full environmental costs of production and consumption to create a sustainable economy Ginsberg, J.M. & Bloom, P.N. (2004).

- **Changing Consumer behavior Towards Green Products**
  Change is a very natural phenomenon of nature and same is applicable for the human. Change in consumer behavior has many reasons such as change in income, life-style and many more but it is also seen that there are certain changes take place in consumer buying attitudes which is based on their knowledge, awareness and education Environmental knowledge also changes the mind of the consumer which can be observed in their purchase intentions towards green products or ecological products. Changing consumer behavior towards green products leads to the increasing demand of it and develops an arena for the green market. Demographic criteria are less significant than the psychographic criteria in case of green consumer purchase behavior. The study also reveals that the demand for green product can be understood as the consumer has the willingness to pay for the high priced product or premium price for it. Environmental concern started in way back 1970 and its importance is increasingly in today's Cenozoic era in context to the sustainability. Green perceived value would positively affect the green trust and green purchase intention, while green perceived risk negatively affect both of them and expectation of green product is often hurt by the perception that these product are low value and failed to fulfill their environmental claims. The problem is generally known as consumer skepticism, which need proper attention in order to eliminate it. There is need of more promising reliable companies those who can make reliable promises related to the green product. As the demand of the environmentally responsible product is increasing and need to remain competitive, has provoked many managers seeking information related to the responsible purchase behavior. There are some adverse findings also which discourages the green marketers also such as consumers environmental concern is not reflected in their purchase behavior ,There may be various causes for it as lack of marketing strategies etc.

2. **Component of Marketing**
  Marketing management is a trade which is paying importance on the realistic function of
marketing methods and the management of a firm's marketing resources and activities. Quickly budding forces of globalization have led businesses to market beyond the borders of respective home countries, making international marketing highly important and an essential part of a firm's marketing strategy. To create an able, cost-efficient marketing management plan, organizations must possess a complete, objective understanding of their own company and the marketplace in which they operate (Kevin & Peter, 2000). In analyzing these issues, the disciplines of marketing management often lie on top with the related stream of strategic planning.

Marketing can best be described as a “social process by which individuals and groups obtain what they need and want through creating, offering, and exchanging products and value with others”

3. Concept of Green Marketing

“Green Marketing” refers to 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 with growing awareness about the implications of global warming, non-biodegradable solid waste, harmful impact of pollutants etc., both marketers and consumers are becoming increasingly sensitive to the need for switch in to green products and services. While the shift to “green” may appear to be expensive in the short term, it will definitely prove to be indispensable and advantageous, cost-wise too, in the long run. Pride and Ferrell (1993) Green marketing, also alternatively known as environmental marketing and sustainable marketing, refers to an organization's efforts at designing, promoting, pricing and distributing products that will not harm the environment. Consumer’s perception / attitude / behavior / awareness change from time to time. The outcome of this paper help the companies to understand the consumer perception/attitude towards green marketing and sustainable development and prepare the suitable strategies to satisfy consumer needs, increase customer loyalty, to enjoy competitive advantage, high market share, sustainable development.

Green marketing includes a wider range of organizational activities, such as; product modification, changes to the production process, packaging changes and delivery changes, and more (Polonsky, 2007). In their attempt to define green marketing, researches and practitioners have addressed several terms relate with this concept, Praskash (2002), pointed
out that he employed the term green marketing in his survey “to refer to the strategies to promote products by employing environmental claims either about their attributes or about the systems, policies and processes of the firms that manufacture or sell them”, while (Posonsky 2007), has defined it as “green or environmental marketing consist of all activities designed to generate and facilitate any exchange intended to satisfy human need or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment.” Other researchers have defined environmental marketing as “the holistic management process responsible for identifying, anticipating and satisfying the requirement of customers and society, in a profitable and sustainable way.” (Karna et al, 2001).

The activities by the companies that are concerned about the green problems and environment by delivering eco-friendly products or services for consumer satisfaction is termed as green marketing (Soonthonsmai, 2007).

Green marketing involves developing and promoting products and services that satisfy customers need for performance, quality, convenience and affordable pricing without having a detrimental impact on the eco-system. Green marketing is picking up as increasing amount of consumers are willing to back the environmental conscious products with their allocated funds. The general public seems to be doubtful of green claims made by the companies and companies are really damaging their brands by exposing their non green products/services produced from non-green practices. Showcasing a product or service as environmentally friendly when it's actually not, then it is termed as called green washin.

4. Evolution of Green Marketing

Over a period of time green marketing has evolved into an important concept. In 2005, Peattie opined that green marketing has passed through three phases. Initially phase was known as ‘ecological’ green marketing, during this phase, the environmental problems were identified and solutions were provided for these problems. After that second phased started termed ‘environmental’ green marketing, during this phase focus was shifted to clean and green technology. Importance was laid on production of innovative products with minimum waste and pollution. Currently, industries are in third phase of green marketing termed as ‘sustainable green marketing’; this phase has gained its importance from early 2000.

- Golden Rules for Green Marketing
• **Green is Main Stream:** Not too long ago, just a small group of deep green consumers existed.

• **Green is Cool:** Once a faddish preoccupation of the fringe, green is not only mains team, it’s chic. In fact, green consumers are early adopters and leaders who influence purchasing behavior. Celebrities and other cool types generally are espousing green causes.

• **Greener Products Work Equally or Better and are often worth a Premium Price:** Thanks to advances in technology, we’ve come a long way since the days when greener products gathered dust on health food store shelves because they didn’t work as well and were not a good value. Organics, hybrid cars, and safer cleaning products now command a price premium.

• **Green Inspires Innovative Products and Services that can Result in Better Consumer Value, Enhanced Brands, and a Stronger Company:** Savvy managers no longer consider the environment to be a burden that represents added cost and overhead – but an investment that can pay back handsomely.

• **The Greenest Products Represent New Concepts with Business Models with Significantly Less Impact:** If we simply keep greening up the same old “brown” products we’ve been using forever, we’re never going to get to sustainability. With time running out, we’ve got to “leap” to service replacements for products, and adopt entirely new ways of doing business. Consumers don’t necessarily need to own products; services can meet their needs, perhaps even better.

• **Keep it Simple:** Plato was an environmentalist: “Simplicity is elegance.” Today’s consumers are cutting out the needless purchases, and getting rid of the gadgets and gizmos that don’t add value to their lives.

• **Green Consumers don’t Expect Perfection:** Just like there are no more whitest whites, there’s no greenest of the green. Consumers expect that you’ll set high goals (i.e., perform beyond mere compliance), keep improving, and report on progress.

• **Environmentalists are no Longer the Enemy:** Recognizing the power of the marketplace to effect change, many environmental advocates willingly partner with industry, offering useful guidance and expertise.
5. **Green Marketing from the Perspectives of Marketing Professionals**

Green marketing is essentially a way to brand a marketing communication in order to occupy larger market by proposing to consumers desire to choose products and service that are better for the environment. In order to make the business green, the company should relate its business to the environment through its functions/operations. Green marketing can take several varieties. For example, it can focus on eco-friendly operations of product which reduce everyday energy, process and water consumption, minimizing pollution and properly managing waste etc. It may also take forms such as

- **Green products**: by designing eco-friendly products that are less toxic in all aspects.
- **Green pricing**: Initial price of the product is high but the operating cost throughout the life cycle is low.
- **Green advertisement**: Positioning the company’s products as eco-friendly in various communication tools used.
- **Green distribution**: Logistics and supply chain should be very efficiently used so that wastage of fuel, time, energy and funds are not done.
- **Sustainable marketing**: The actual green marketing system is one which focuses on procurement, production, supply chain management and effective disposal after the products’ life span.
- Eco-friendly behaviour of the companies may also be a part of sustainable marketing.

6. **Sustainable Development: Definition and Principles**

United Nations General Assembly (1987) defined sustainable development as “development that meets the needs of the present without compromising the ability of future generations to meet their own needs.”

The most often used definition of sustainable development is that proposed by the Brundtland Commission (Cerin, 2006; Dernbach J. C., 1998; Dernbach J. C., 2003; Stoddart, 2011). This broad definition, which will be used in this dissertation, does not limit the scope of sustainability. The explanation does, however, touch on the importance of intergenerational equity. This concept of conserving resources for future generations is one of the major features that distinguish sustainable development policy from traditional environmental policy, which also seeks to internalize the externalities of environmental
degradation. The overall goal of sustainable development (SD) is the long-term stability of the economy and environment; this is only achievable through the integration and acknowledgement of economic, environmental, and social concerns throughout the decision making process.

In the application of this definition of sustainable development, one issue concerns the substitutability of capital. There are several types of capital: social, natural, and man-made. The definition of weak sustainable development explains that only the aggregate level of capital matters: man-made, or manufactured, capital is an adequate alternative to natural capital. Strong sustainability, on the other hand, recognizes the unique features of natural resources that cannot be replaced by manufactured capital. Most ecologists and environmentalists are proponents of the strong sustainability definition (Stoddart, 2011).

In addition to substitutability, this definition of sustainability is also founded on several other important principles. Contained within the common definition of sustainable development, intergenerational equity recognizes the long-term scale of sustainability in order to address the needs of future generations (Dernbach J. C., 1998; Stoddart, 2011). Also, the polluter pays principle states that “governments should require polluting entities to bear the costs of their pollution rather than impose those costs on others or on the environment” (Dernbach J. C., 1998, p. 58). Thus, government policy should ensure that environmental costs are internalized wherever possible; this also serves to minimize externalities.

The precautionary principle establishes that “where there are threats of serious or irreversible damage, lack of full scientific certainty shall not be used as a reason for postponing cost-effective measure to prevent environmental degradation” (United Nations Conference on the Human Environment, 1992). Therefore, the proponent of an activity bears the burden of proving that this action will not cause significant harm. Explicitly stated in the Rio Declaration, the notion of common but differentiated responsibilities recognizes that each nation must play their part on the issue of sustainable development. This principle also acknowledges the different contributions to environmental degradation by developed and developing nations, while appreciating the future development needs of these less developed countries (Brodhag & Taliere, 2006; Dernbach J. C., 1998; United Nations Conference on the Human Environment, 1992). Developed nations, therefore, bear greater responsibility in light of the resources they require and the pressures they exert on the environment.
The key principle of sustainable development underlying all others is the integration of environmental, social, and economic concerns into all aspects of decision making. All other principles in the SD framework have integrated decision making at their core (Dernbach J. C., 2003; Stoddart, 2011). It is this deeply fixed concept of integration that distinguishes sustainability from other forms of policy.

Institutionally, government organizations are typically organized into sectoral ministries and departments. This works fairly well until the system encounters something very comprehensive and highly integrated in nature, such as sustainable development. In practice, sustainable development requires the integration of economic, environmental, and social objectives across sectors, territories, and generations. Therefore, sustainable development requires the elimination of fragmentation; that is, environmental, social, and economic concerns must be integrated throughout decision making processes in order to move towards development that is truly sustainable.

7. Green Marketing and Sustainable Success
There is no general census over the word ‘sustainability’ researchers and academicians defined sustainability according to their viewpoint. Ehrenfeld (2008) pointed sustainability as the medium through which human and other life will flourish on the earth forever. According to USA National Environmental Policy Act (1969)sustainability can be defined as “Create and maintain conditions under which [humans] and nature can existing productive harmony, and fulfill the social, economic and other requirements of present and future generations of Americans”. This definition of sustainability provides a deeper understanding of sustainability.

Green marketing is a much broader concept, which encompasses all marketing activities that are developed to stimulate and to sustain consumers’ environment-friendly attitudes and behaviours (Jain and Kaur, 2004). To become a sustainable organization, business organization must have to use the resources in such a manner that can serve the humans everlastingly. Hence, for sustaining success marketers have to intend towards sustainable consumption and tries to protect the environment.

Saxena and Khandelwal (2010) segmented sustainable development into three constituent parts: environmental sustainability, economic sustainability and socio-political sustainability. Sustainability is the most common word nowadays in the environmental and economic
research. Certainly, the idea of sustainability has become increasingly popular in the contemporary world. Majority of researches show that there is consensus over corporate sustainability constitutes a firm’s efficient use of natural capital. This eco-efficiency is usually based on the economic value added by a firm in relation to its aggregated ecological impact (Schaltegger, S. and 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 lifecycle to a level at least in line with the earth’s carrying capacity” (DeSimone and Popoff, 1997).

8. Review of Literature

Singh (2015) conducted research on the title 'Green marketing: A paradigm shift in the world of conventional marketing' with an intention of understanding ecological process, environmental sustainable and green marketing process. The researcher has conducted conceptual study and found that large numbers of companies are using green marketing. One main deficiency is that companies’ using green marketing must ensure that their activities are not misleading to the consumers. It was also found that, companies should explicitly and comprehensively define the environmental benefits.

Hasan and Ali (2015) conducted a research on topic ‘The impact of green marketing strategy on the firm’s performance in Malaysia’ with an aim of presenting the view of various literature and analyses of two factors (green innovation and green promotion) that will influence the firms’ performance. The researchers found that green promotion and green innovation have a positive impact on the firms’ performance.

Lekhanya (2014) studied on the title ‘The Level of awareness of green marketing and its managerial implications amongst selected South African manufacturing Small, Medium and Micro Enterprises (SMMEs) in KwaZulu–Natal’ with objectives to explore the awareness levels among SMMEs in KZN, about green marketing and the ensuing managerial implications. The study indicated that SMMEs in the study are aware of green marketing and its managerial implications. Further, it was discovered that Environmental Act and Consumer Protection Act of South Africa were the factors that influenced business.
Kinoti (2011) conducted a conceptual study on the topic ‘Green marketing Intervention Strategies and Sustainable Development: A Conceptual Paper’ to know the green marketing intervention strategies to solve environmental problems faced by the world. The researcher concluded that marketing through green marketing and specific strategies of green marketing is addressing the challenge with positive outcomes of improved physical environment and better organizational performance which will direct towards sustainability.

Ottman (2011) gives good news that 80% of Americans are some shade of Green today. With this as base and further guidelines from Greendex Survey (2012) it can be projected that Indians who topped Green Behavior for the third time in this worldwide survey are 100% some shade of green. But this is not enough to know above fact, as to improve the intensity of shade of green the strong motivation should come from Green Marketers and Regulators.

Gian and Deborah (2010) conducted research on ‘Green labels and sustainability reporting’, The paper aims to contribute to the understanding of corporate sustainability reporting strategies and communication tools that are increasingly being adopted to foster green market outlets, with point of view of supply chain of building materials. Focusing on the present Italian situation and with emphasis on ornamental stones, ceramic tiles, cement and concrete producer, the interest and the response in the building materials supply chain are highlighted.

Bryson and Lombardi (2009) conducted a research on ‘Balancing Product and Process Sustainability against Business Profitability: Sustainability as a Competitive Strategy in the Property Development Process’. This paper explored the activities of 2 UK-based property development companies. The model for competitive advantage into their respective business through incorporation of sustainability is the government sector eco-friendly agenda among the selected property development companies. The companies have associated different individual competencies and established business practices and new routines that provide them with differentiation in the market. This integration demands the development of a proper structure for balancing sustainability and associated systems against more focus concerns with improvising on profitability. This study identifies model and ways in which these firms have evolved a unique way of profit making. The balance that exists in the business model is through profit making and values.

Alsmadi (2007) investigating the environmental behaviour of Jordanian consumers reveals a high level of environmental conscience. Unfortunately however this positive tendency and
preference in the “green” products does not appear to have any effect on the final decision, obviously because these consumers have a stronger faith in the traditional products and a small confidence in the green statements. The above obstacles are further strengthened by the lack of environmental conscience by a lot of enterprises and the existence of a large scale of prices for the same product, many of which included an impetuous estimate of environmental responsibility. The same phenomenon has been presented in other researches too (Ottman, 2004; Donaldson, 2005; Cleveland et al, 2005).

Brahma M. & Dande R. (2008) The Economic Times, Mumbai, had an article which stated that, Green Ventures India is a subsidiary of New York based asset management firm Green Ventures International. The latter recently announced a $300 million India focused fund aimed at renewable energy products and supporting trading in carbon credits.

Prothero A. & Fitchett J. A. (2000) argues that greater ecological enlightenment can be secured through capitalism by using the characteristics of commodity culture to further progress environmental goals. Marketing not only has the potential to contribute to the establishment of more sustainable forms of society but, as a principle agent in the operation and proliferation of commodity discourse, also has a considerable responsibility to do so.

Oyewole P. (2001) in his paper presents a conceptual link among green marketing, environmental justice, and industrial ecology. It argues for greater awareness of environmental justice in the practice for green marketing. A research agenda is finally suggested to determine consumers’ awareness of environmental justice, and their willingness to bear the costs associated with it. Elkington (1994) defines green consumer as one who avoids products that are likely to endanger the health of the consumer or others; cause significant damage to the environment during manufacture, use or disposal; consume a disproportionate amount of energy; cause unnecessary waste; use materials derived from threatened species or environments; involve unnecessary use of, or cruelty to animals; adversely affect other countries. According to the Joel makeover (a writer, speaker and strategist on clean technology and green marketing), green marketing faces a lot of challenges because of lack of standards and public consensus to what constitutes “Green”.

Prothero A. (1998) introduces several papers discussed in the July 1998 issue of ‘Journal of Marketing Management’ focusing on green marketing. This includes; a citation of the need to review existing literature on green marketing, an empirical study of United States and
Australian marketing managers, a description of what a green alliance look like in practice in Great Britain, ecotourism and definitions of green marketing.

Kilbourne, W.E. (1998) discusses the failure of green marketing to move beyond the limitations of the prevailing paradigm. The author identifies areas that must be examined for their effect in the marketing/environment relationship, namely economic, political and technological dimensions of the cultural frame of reference.

Karna, J., Hansen, E. & Juslin, H. (2003) interpret that proactive marketers are the most genuine group in implementing environmental marketing voluntarily and seeking competitive advantage through environmental friendliness. The results also give evidence that green values, environmental marketing strategies, structures and functions are logically connected to each other as hypothesized according to the model of environmental marketing used to guide this study.

Donaldson (2005) in his study realized in the Great Britain initially concluded that in general the ecological attitude of consumers changed positively. This study reported the strong faith of consumers in the known commercial brands and in the feeble behaviour referring to the “green” claims, which was the main cause behind the consuming failure to interpret their concerns beyond the environment in their behavior.

Sanjay K. Jain & Gurmeet Kaur (2004) in their study environmentalism have fast emerged as a worldwide phenomenon. Business firms too have risen to the occasion and have started responding to environmental challenges by practicing green marketing strategies. Green consumerism has played a catalytic role in ushering corporate environmentalism and making business firms green marketing oriented. Based on the data collected through a field survey, the paper makes an assessment of the extent of environmental awareness, attitudes and behaviour prevalent among consumers in India.

9. Research Methodology

Researcher have used structured questionnaire and a five point balanced likert scale for measuring consumer attitude towards green marketing and green branding. Primary data was collected from respondents of Khammam city through a questionnaire designed for a sample of 100 respondents by using the survey method. Random sampling method was adopted by the researcher and selected the samples. The data collected from the respondents are coded, tabulated and analyzed into logical statements using mean and percentage analysis.
Secondary data was collected from the available literature, journals and web search wherever necessary. The Questionnaire method was chosen for its versatility speed and cost benefits. Due to shortage of time the researcher has used only descriptive statistical tool- Mean and percentage to arrive at findings and conclusions.

10. Objectives of the Study

- To identify the consumers consciousness/awareness on green marketing and its impact on sustainable development.
- To evaluate the attitude of consumers towards green branding and sustainable development.

11. Data Analysis and Interpretation

**Table 1** I have the Awareness and Understanding of Sustainability Issues

<table>
<thead>
<tr>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>43%</td>
<td>26%</td>
<td>8%</td>
<td>9%</td>
<td>14%</td>
<td>3.75</td>
</tr>
</tbody>
</table>

Table 1 shows that majority of the respondents are strongly agree about the awareness and understanding of sustainability issues which can be inferred from the computed mean.

**Table 2** I Consider Sustainability to be one of the Decision-Making Factors

<table>
<thead>
<tr>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>40%</td>
<td>31%</td>
<td>14%</td>
<td>10%</td>
<td>5%</td>
<td>3.91</td>
</tr>
</tbody>
</table>

The above Table depicts most of the respondents strongly agree about sustainability is the most important factor in decision making which can be inferred from the computed mean.

**Table 3** I Believe in the Concept of Green Marketing

<table>
<thead>
<tr>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>27%</td>
<td>39%</td>
<td>12%</td>
<td>20%</td>
<td>2%</td>
<td>3.69</td>
</tr>
</tbody>
</table>

Table 3 clearly illustrate that respondents are agree and they believe in the concept of green marketing.
Table 4 *I am Aware of Companies Going Green*

<table>
<thead>
<tr>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>39%</td>
<td>49%</td>
<td>5%</td>
<td>4%</td>
<td>3%</td>
<td>4.17</td>
</tr>
</tbody>
</table>

The above table illustrates that most of the respondents are having the awareness of companies going green which can be inferred from the computed mean.

Table 5 *Support Green Marketing and Sustainable Development Strategies*

<table>
<thead>
<tr>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>32%</td>
<td>38%</td>
<td>14%</td>
<td>11%</td>
<td>5%</td>
<td>3.81</td>
</tr>
</tbody>
</table>

The above table shows that most of the respondents are supporting green marketing and sustainable development strategies.

Table 6 *Green Marketing and Sustainable Development are Very Much Essential in the Present Society*

<table>
<thead>
<tr>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>36%</td>
<td>31%</td>
<td>6%</td>
<td>16%</td>
<td>11%</td>
<td>3.65</td>
</tr>
</tbody>
</table>

The above table confirms that most of the respondent’s opinion is that green marketing and sustainable development are very much essential in the present society.

Table 7 *I Feel that the Green Marketing Techniques are Superior to Normal Marketing*

<table>
<thead>
<tr>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>49%</td>
<td>31%</td>
<td>7%</td>
<td>11%</td>
<td>2%</td>
<td>4.14</td>
</tr>
</tbody>
</table>

Table 7 reveals that majority of the respondents strongly agree that the green marketing techniques are superior to normal marketing which can be inferred from the computed mean.

Table 8 *Green Companies can have Competitive Advantage over Normal Companies*

<table>
<thead>
<tr>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>40%</td>
<td>31%</td>
<td>14%</td>
<td>10%</td>
<td>5%</td>
<td>3.91</td>
</tr>
</tbody>
</table>
The above table clearly indicates that Respondents strongly agree that green companies can have competitive advantage over normal companies.

**Table 9 The Consumers will become Loyal to Green Companies**

<table>
<thead>
<tr>
<th></th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>33%</td>
<td>48%</td>
<td>8%</td>
<td>10%</td>
<td>1%</td>
<td>4.02</td>
</tr>
</tbody>
</table>

Table 9 clearly indicates that Respondents strongly agree that the consumers will become loyal to green companies which can be inferred from the computed mean.

**Table 10 I belong to and Actively Participate in a group that Supports Environmental Issues**

<table>
<thead>
<tr>
<th></th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>72%</td>
<td>20%</td>
<td>3%</td>
<td>3%</td>
<td>2%</td>
<td>4.57</td>
</tr>
</tbody>
</table>

Table 10 clearly indicates that respondents strongly agree that they actively participate in a group that supports environmental issues.

**Table 11 I know the Environmental Reputation of the Companies that Produce my Products**

<table>
<thead>
<tr>
<th></th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>50%</td>
<td>31%</td>
<td>9%</td>
<td>8%</td>
<td>2%</td>
<td>4.19</td>
</tr>
</tbody>
</table>

Table 11 clearly indicates that respondents strongly agree that they know the environmental reputation of the companies which can be inferred from the computed mean.

**Table 12 I Prefer Green Products than Normal Products**

<table>
<thead>
<tr>
<th></th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>43%</td>
<td>37%</td>
<td>10%</td>
<td>4%</td>
<td>6%</td>
<td>4.07</td>
</tr>
</tbody>
</table>

Table 12 indicates that Respondents agree that they prefer green products than normal products.

**Table 13 I am Ready to Bear Extra Cost for Green Products**

<table>
<thead>
<tr>
<th></th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>38%</td>
<td>31%</td>
<td>9%</td>
<td>14%</td>
<td>8%</td>
<td>3.77</td>
</tr>
</tbody>
</table>
Table 13 indicates that Respondents agree that they are ready to bear the extra cost for green products.

Table 14 It is Difficult for all the Companies to Implement Green Marketing

<table>
<thead>
<tr>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>36%</td>
<td>32%</td>
<td>11%</td>
<td>9%</td>
<td>12%</td>
<td>3.71</td>
</tr>
</tbody>
</table>

Table 14 clearly indicates that most of the respondents said that green marketing is difficult for all the companies to implement which can be inferred from the computed mean.

Table 15 Everyone is Responsible for Successful Green Marketing Concept

<table>
<thead>
<tr>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>40%</td>
<td>25%</td>
<td>13%</td>
<td>15%</td>
<td>7%</td>
<td>3.76</td>
</tr>
</tbody>
</table>

Table 15 clearly indicates that Respondents agree that everyone is responsible for successful green marketing concept.

Table 16 Government Should Play a Vital Role in Green Marketing

<table>
<thead>
<tr>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>75%</td>
<td>18%</td>
<td>3%</td>
<td>3%</td>
<td>1%</td>
<td>4.67</td>
</tr>
</tbody>
</table>

Table 16 clearly shows that respondents strongly agree and believe that government should play a vital role in green marketing which can be inferred from the computed mean.

Table 17 In Future we may have only Green Products

<table>
<thead>
<tr>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
<th>Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>36%</td>
<td>45%</td>
<td>6%</td>
<td>8%</td>
<td>5%</td>
<td>3.99</td>
</tr>
</tbody>
</table>

The above Table is clearly specify that most of the respondents agree that in future we have only green products which can be inferred from the computed mean.

12. Findings and Conclusion

- Majority (69%) of the consumer’s have awareness on green marketing.
Consumers have expressed strong concerns about the concept of green marketing and Sustainable development.

Majority of the respondents agree that the sustainability is the most important factor in decision making.

People are aware of green environment because it is less detrimental to the environment and companies can look into implementation of this concept for betterment of business.

From the results we can conclude that the role of government plays a vital role in green marketing.

As far as initiation of green marketing is concerned everyone are responsible for green marketing. If we analyze the facts pertaining to green marketing the significant results are positive at one end.

Respondents state that it is tough for all the companies to implement green marketing.

Consumer’s attitude towards green branding and sustainable development is high.

As far as green branding and sustainable development are concerned the consumers strongly expressed that they are familiar with green brands and the concept of sustainable development.

Most of the consumers realize the importance of green branding and sustainable development which means that there is a positive sign for betterment of the environment as well as for business.

As for the results of the research the researcher found that the impact of green marketing on sustainable development is high.

Green marketing has positive impact on sustainable development in India. This exploration into green marketing or eco-friendly marketing is a positive sign for transition from India to a greener and greater India and for its sustainable development. Further research can be carried out in implementation of hypothesis and advanced statistical tools can be used to achieve accuracy of results and also consider semi urban and urban regions.

13. References
