

Green Marketing Trends and Current Practices

Ms. Snehal Hole¹, Dr. Yogesh Hole², Mr. Tran Vang-Phu³

¹Assistant Professor, Cihan College School, Erbil, Kurdistan.

²Associate Professor, Department of Public Administration, Cihan University-Erbil, Kurdistan.

³Law School, Can Tho University, Vietnam.

ABSTRACT:

Concerns have been expressed by manufacturers and customers about the environmental impact of products during recent decades. The basic concept of green marketing is regular marketing activities that facilitate and enable the exchange of products or services without harming the environment thereby reducing their impact on the environment. The chief objective of green marketing is to achieve the goals of the company and its customers through a concerted effort to reduce environmental impact. Green marketing is a marketing concept that focuses on the importance of designing all marketing activities, taking into account the natural environment and meeting specific requirements. Green marketing objectives are a component of a voluntary organization's strategic plan, and all of its departments must follow business activities. This paper aims to present the real purpose of green marketing as well as the trend and current practices of green practice. This research is based on the secondary data collected from different sources. Furthermore, the benefit and challenges of green marketing along with various strategies related to green marketing, are also illustrated through this paper. Research has given good insights for marketers of the green products and suggests the need of designing the marketing communication campaigns promoting green products due to high green value among the consumers. Results reveal the view that overall green values, awareness about green products and practices, and the perception regarding the seriousness of marketing companies towards green marketing had a positive significant impact on consumer persuasion to buy and prefer green products over conventional products.

KEYWORDS: Green marketing, company, marketing, environment, government, consumer, customer, practices, policy.

Article Received: 02 November 2018, Revised: 25 December 2018, Accepted: 18 January 2019

1. INTRODUCTION:

Consumers and manufacturers have directed their attention toward environment-friendly products that are presumed to be "green" or environment friendly like low power consuming (energy-efficient) electrical appliances, organic foods, lead-free paints, recyclable paper, and phosphate free detergents. Green marketing is called "ecosystem marketing", "environmental marketing" and "sustainable marketing", so it complements the overall perception of the market. Nowadays, companies have become more sensitive to these pressures due to this growing awareness. Good reputation for the reputed company and the growing economic value of the brand which is considered to be positive. Negative criticism of the environment and social performance can be jeopardized. There is an increasing number of consumers that are becoming "more environmentally conscious" when considering the social and environmental values when purchasing a product or service. Share lots of information at unprecedented levels through different media. Over the past four decades, the uncontrolled effects of antioxidants on the natural environment

have exacerbated environmental concerns. Events like climate change, ozone depletion, pollution, toxic waste and excessive exploitation of natural resources are detrimental to the sustainable development of the planet and the economic system. Environmental fears continue to grow in this world and this has become a major concern. All the countries were exposed to high levels of concern such as water and land pollution and believed that environmental degradation would harm public health. Since most environmental problems are related to human consumption, the problem of conservation at the consumer level has shrunk. Accordingly, consumers tend to take some responsibility for reducing environmental damage by adopting eco-friendly products (Peattie, 2016).

Companies need to understand that environmental issues and the quality of their products and services, along with the quality of the environment, need to be improved. To be successful companies should pay attention to the environment. In many large enterprises, "environmental awareness" is so widespread that it emerges as strategic business policy as well as combined into management and marketing. Moreover, issues related to the environment are no longer controlling them again are considered in the form of strategic business problems. Solving environmental problems requires a separate approach rather than an active and interactive approach. Environmental benefits may be indirect, invisible, or invisible to the buyer. Companies need to communicate their green message efficiently and perhaps educate consumers about the benefits of new technology. If the green message seems unimportant or unfamiliar, it may attract criticism from most of the stakeholders. Interacting with a green message can turn out to be successful and at the same time a bit challenging (Papadas, *et al.*, 2017).

Environment-based communications work best for a large number of customers through clean, efficient and green product features. The environmental benefits of the product can be stated clearly, and simply. The idea of integrating environmental concerns with advanced marketing management can be fairly intuitive. The green marketing philosophy seems to be the key to sustainability that resolves the disparity. A sustainable approach to employment and productivity involves enjoying today's quality of life, not the cost of living that future generations may enjoy. In the '80s, the concept of "green marketing" got into every business thus, demonstrating the impact of marketing on the environment. Maintaining a green movement that can do the least harm to the environment to carry out its activities is part of the company's responsibility. In conclusion, it can be asserted that the integral portion of any company's general strategy of marketing is "Green Marketing". Additionally, to the outmoded marketing mixture, it's important to understand the policy processes regarding end products (Dangelico and Vocalelli, 2017).

2. Objectives of the Research:

- To study the real purpose of green marketing and to understand the organizational trends and current practices toward it.
- To understand the benefit and challenges of green marketing in context to the organizations.
- To find the significance of eco-friendly marketing on the minds of the customers in context to the country India.
- To understand the Green Marketing strategies in the context to the real world.

3. Review of Literature:

As commented by Martínez (2015), Environmental sustainability is not just about risk management or acquiescence. Businesses are now identifying various competitive advantages and also prospects, concerning eco-sustainability. Extensive evidence points out that individuals are worried about the

environment then, in accordance with the environment they are now altering their behaviour. This is why, growing market is there for socially responsible and sustainable goods and services.

Marketing of those goods, which are intended to be ecologically preferable to other people, is known as green marketing. Green marketing therefore includes various activities involving product changes, alteration to the manufacturing processes, sustainable packaging along with transforming advertising. Hitherto, describing green marketing isn't an easy task, as there are numerous meanings traverse and contradicts one another, instances of this would be the presence of changing social, ecological and retail description attached to the term "Green Marketing".

As stated by Hasan and Ali (2015), Along with the term "Green Marketing", there are several identical terms like "Environmental Marketing", as well as "Ecological Marketing". Environmental Marketing, Green Marketing along with Ecological Marketing, all of are the part of the new-fangled approaches of marketing, which not only relocate, improve or adjust the prevailing practices of marketing and thinking but also strive for challenging those approaches as well as offer a significantly dissimilar perspective. For further detail, the concept of green marketing, environmental marketing along eco-marketing are part of a collection of approaches, that are currently addressing the deficiency of being appropriate between the marketing as its presently adept than the social and ecological certainties of the extensive environment of the marketing field.

Shrikanth and Raju(2012), commented that Green marketing involves the promotion and advertising of goods and services that able to meet the need and expectations of the customer in terms of excellence, presentation, affordability, and suitability- everything without a disadvantageous influence on the environment. Generally, every person desires to perform the right thing, this is why the opportunity and challenge for the green marketer are to make the whole procedure simple for the people to do so. At the time of everything being equal in terms of excellence, affordability, presentation as well as suitability, an environmental benefit will mostly tie the balance in favour of the goods and services.

As mentioned by Cronin,*et al.* (2011), The marketing industry could be the new champion of the corporate environment by being able to "walk and talk". Efficacious green businesses will reap the prizes of their vigorous profits and enhanced the value of shareholder, and support to create the world an improved place for the forthcoming days. Products are assessed by means of the environmentalists for regulating the impact of the products on the environment than the commitment of the marketers to the environment. Those products which are environmentally safe are accepted and green signals are received by the companies for using those in terms of advertising and packaging.

4. Purposes of green marketing:

4.1 Remove the Concept of Waste:

Waste and pollution usually result from incompetence. For that reason, make things deprived of waste as an alternative to controlling the waste.

4.2 Reinvest the Concept of a Product: Products must be consumables or long-lasting. Those products which are Consumables can be eaten or placed on the ground so that they've turned into the soil without any environmental damage. And those products which are long-lasting can be created, consumed and returned to the producer inside a secure loop system (Eneizan and Obaid, 2016).

4.3 Make Prices Reflect the Cost:

Each and every product must be reflective about its genuine cost – cost of the water, soil and air along with the direct cost of production.

4.4 Make Environmentalism Profitable:

Nowadays, it is identified by the consumer that the competition concerning the place of the market must not be between the companies damaging the environment and those trying to look after the environment. “Green marketing” is also called “environmental marketing”, “Eco-friendly marketing” as well as “sustainable marketing”. It became known in the late 80s and early 90s. Furthermore, green marketing includes the study of the constructive and destructive features of pollution-related marketing activities, the reduction of energy consumption, and the reduction of non-energy consumption (Mishra and Sharma, 2014).

5. Significance of Eco-Friendly Marketing:

Cherian and Jacob(2012), commented that,as resources are limited also there is no limit with respect to the desire of human, it is significant for marketers to use their resources proficiently deprived of wasting while attaining the objectives of the organisation. Today's consumers are turning out to be more and more rational about the environment and also become responsible. As a result, all businesses are focused on the consumer's desire for environmentally less harmful or unbiased goods.

Leonidou, *et al.* (2013), stated that, Initially, several companies desire to consume initial mover benefits because those companies must ultimately move in the direction of becoming green. Global consumers are increasingly aware of the security of the environment in which they live in. It is indicated by Numerous environmental studies that individuals pay attention to make their environment pollution-free, and change their behaviour to make the environment less hostile. Customers, individuals together with industrial, are concerned about those products which are eco-friendly. Most of them find it safe to use environmentally friendly products.

As a consequence, the concept of green marketing has full-grown, with the goal of marketing maintainable as well as socially responsible goods and services. This is an age of manufacturing the biodegradable non-toxic and environmentally friendly product. Nowadays, it has turned out to be a new mantra for green marketers to meet the needs and requirements of their customer. There are many reasons behind the increasing importance of green marketing. They're as follows:

5.1 Opportunities:

Green marketing is perceived as an opportunity by the Businesses that can be practiced in order to attain their objective. For instance, a high-quality recycled photocopy paper has been launched by Xerox to meet the demand for less environmentally-risk products (Cronin, 2011).

5.2 Social Responsibility:

Nowadays, several organisations are starting to comprehend that as members of a broader community, they must treat the environment responsibly. Thus, issues related to the environment are combined into the corporate culture of the company (Banytè, *et al.*, 2010).

5.3 Government Pressure:

Government agencies are developing more rules for controlling dangerous wastes manufactured by the industry. These rules seek to look after society and consumers from the destructive influence of commercial doings on the environment. With respect to more or fewer cases, the government is trying to persuade companies and individuals to be more accountable to the environment (Tiwari,*et al.*, 2011).

5.4 Cost Factor:

In order to reduce cost, Companies are also using green marketing. The elimination of harmful by-products like oils contaminated by polychlorinated biphenyls (PCBs) is becoming more and more expensive and difficult. As a result, companies that can reduce waste can save huge costs. More efficient manufacturing processes can reduce the quantity of waste and also this process can be able to reduce the

requirements of raw materials. An organization can develop waste reduction and recycling technology. For instance, petroleum refining companies in large industrial condensers extend the life of these condensers. Oil change requirements, as well as the removal of waste oil disposal requirements. This reduces operating costs for condenser owners and generates revenue for oil refining companies (Shrikanth and Raju, 2012).

6. Principals of Green Marketing:

As stated by Banytè, *et al.* (2010), the concept of Green marketing is about promoting the use of green products. Companies become responsible for adopting the creativity, understanding and be a commitment of developing eco-friendly products. With respect to the concept of green marketing, the long term performance of the marketing system should be supported by the marketing of an organization. Principals of green marketing should be directed through 5 principles of “Sustainable marketing”: consumer-driven marketing, customer value marketing, inventive marketing, mission marketing concepts and social marketing.

6.1 Consumer-driven marketing: This means that the organization must view and organize its advertising and promoting activities from the perspective of its customer. Organisation must work hard in order to serve, meet and fulfill the requirements of the customers not only now but also in the future. This is a recurring theme among the marketing companies that are discussed in this lesson: an all-consuming desire for transporting higher value to carefully selected customers. Simply by looking at the world over the eyes of its customers can the business create permanent and money-making relationships with its customers (Barroso, 2015).

6.2 Customer Value Marketing:

According to the principles of “customer value marketing”, the business must invest a large amount of resources to increase customer value. Marketing experts do a lot of things: promote one-off sales, change cosmetic packaging, direct sales can increase sales in the short term, but add less value than the actual quality improvement or product benefits. Smart marketing invokes long-term customer loyalty and customer relationships by continually improving the quality of the company's market offers. By means of making value for customers, businesses can arrest the value of customer in return (Gopaldas, 2015).

6.3 Inventive Marketing:

The fundamentals of inventive marketing want that the company to constantly look for genuine products and presentation developments. A company that fails to invent new-fangled and superior methods of working will ultimately lose its consumers to another company that has found a better way of working. Nintendo is a great example of an innovative marketing expert (Maziriri and Chinomona, 2016).

6.4 Mission Marketing Concepts:

This means that the company must set its goal in the broader social arena rather than the terms of narrow products. At the time of defining the social objectives of a company, employees feel good about their effort and consume a perfect sense of track. Brands related by means of a wide-ranging assignment can be able to aid the finest long-term interests of the brand together with the consumer. For example, rather than sell beauty products, Dove desires to do something more. The mission of this company is to realise "true beauty" as well as to support the females be as pleased as they can (Ottman, 2017).

6.5 Social Marketing:

Ensuing the philosophies of social marketing, a company decides to decide on marketing by means of considering the desires and interests of consumers, the needs of the organization and the long-term interests of the society. Moreover, the company is conscious that ignoring the long-term interests of society and consumers is a catastrophe not only for consumers but also for society. Pleasing products, as

well as beneficial products, are meant by the term “sustainable marketing”. Products can be categorized based on their immediate customer consummation and long-term comfort. There is no immediate application or long-term benefit for poor quality products such as bad taste and ineffective medicines. Pleasing products provide high instant satisfaction but can hurt long-term customers such as junk food and cigarettes. High long-run benefits along with high immediate consummation is offered by desirable products like a notorious and tasty food (Vazifehdust,*et al.*,2011).

7. Green Products and marketing practices:

There is no consensus on what exactly is green. There is no accepted definition of green products. However based on different definitions of green marketing, some common characteristics of products generally accepted as green, including the products are:

1. Energy efficient (both in use and in production).
2. Water-efficient (both in use and in production).
3. Low emitting (low on hazardous emissions).
4. Safe and/or healthy products.
5. Recyclable and/or with recycled content
6. Durable (long-lasting).
7. Biodegradable.
8. Renewable.
9. Reused products.
10. Third party certified to public or transport standard (e.g., organic, certified wood)
11. Locally produced.

Many consumer durable companies are now marketing their products with Energy Star Label stating that their use will reduce energy consumption and consumers can save a lot of money on electricity consumption over some time. For example, Godrej Consumer Products is marketing its product through green marketing and gives additional incentive to buyers to exchange their old products with the latest green and environmentally friendly products. The advertisements try to persuade the buyers to adopt a green lifestyle and contribute to the development of a greener planet. NDTV a major media group promotes green values through its campaign Greenath on. NDTV Greenath on as they call it organizes various philanthropic and social activities to raise awareness regarding environmental issues at the same time contribute to the social causes like electrification of rural areas etc.

Philips is marketing its Compact Fluorescent Light (CFL) as “Marathon”, highlighting its new “super long life “and energy efficiency. Many companies are now offering more eco-friendly alternatives for their customers; re-cycled products are one of the most popular alternatives that benefit the environment. Companies are now focusing on not using plastic bags, instead, they use carry bags made up of recycled paper (for example, Titan, Tanishq have made a corporate policy that the goods will be delivered or given to customers only in the carry bags made out of recycled paper).

Idea Cellular Limited also launched an advertisement stating saving trees towards their corporate social responsibility. Kansai Nerolac Paints is marketing themselves as green as they have removed hazardous heavy metals from their paints and are marketing their lead-free paints in India. Dell focuses on producing green IT products under their strategy called “Go Green with Dell”. Dell products are also coming in eco-friendly packaging with a system recycling kit bundled along. They are also focusing on green innovations from data-center efficiency to the use of eco-friendly materials for everything from chassis design to product packaging.

Major electronic goods manufacturing organizations are selling their products with star energy ratings that help to consume less energy. More is the star rating (maximum rating is 5 star) of the

electrical/electronic appliance, less is the energy consumed. Nokia has come up with the concept of recycling of phones to save the natural resources. In 2007, IBM launched Project Big Green to help clients around the world improve the efficiency of IT and better optimized their data center resources. IBM has software and services technologies to help businesses reduce data center energy consumption and cut energy costs by more than 40 percent.

Efforts are being made at the government and industry level to protect the environment. In India Environment Protection Act was implemented in 1986 and Environment Audit in 1992 for the protection of the environment. New Delhi, the Indian capital, was one of the most polluted cities until the Supreme Court of India intervened to change to alternative fuels. In 2002, Supreme Court issued a directive to completely adopt CNG in all public transport systems to curb pollution. Many greenhouse gas reduction markets have emerged over a period that can catalyze projects with important local, environmental, economic, and quality-of-life benefits. Kyoto Protocol's Clean Development Mechanism (CDM) is one of the steps towards greenhouse gas reduction. In the construction industry, the builder lobby is now using fly ash bricks to reduce soil erosion due to the manufacturing of traditional bricks. They are also using solar panels to generate electricity for common passage lighting, elevators to reduce the traditional electricity consumption.

8. Different aspects of Green Marketing:

As stated by Shafaat and Sultan, (2012), Goods and services of Green marketing starts with "green design". Design for the product is a vigorous interface in the middle of consumer's demand and supply (production). The product itself should be designed to meet the needs of customers and manufacturers. For the success of environmentally sustainable products, the characteristics of the green brand need to be effectively connected. Most consumer choices are prejudiced by labeling (green labeling), which makes product green acquiescent Businesspersons wanting to exploit developing green markets will:

- Identify environmental requirements of the consumer as well as improve products to meet those requirements;
- Develop Eco friendly products that have less impact than their competitors.

Among the ever-expanding products in the field of the market by which sustainable development is supported as well as these products are beneficial for the "triple bottom line" comprise:

- Products made from recycled goods, products that can be reprocessed or else recycled.
- Products including eco-friendly packaging. For instance, the packaging of McDonald's has been replaced through polystyrene packaging by means of paper.
- Products by means of green labels, as long as they provide substantiation.
- Organic Products – Maximum number of customers are eager to pay extra for organic products, which provides assurance about the quality for the product. For instance, Organic butchers endorse additional qualities like taste and sensitivity.
- A certified product that comes across or surpasses environmental standards. Regardless of the product or service, it is essential to ensure that the product come across or surpasses customer quality expectations and is systematically verified.

9. Green Marketing Strategies:

Ottman, (2017), commented that some significant strategies of green marketing which are assisting to attain the purposes of sustainability are as mentioned below:

- Marketing review comprising the analysis of internal situation as well as external situation.

- Increase a marketing plan delineating strategies with respect to four P's i.e. green price, green product, green physical distribution, and green promotion.
- Put on marketing approaches.
- Establish a scheme for assessing the performance.

A company which applies strategies in context to green marketing in an attempt to achieve the ensuing objectives

A company which applies strategies in context to green marketing in an attempt to achieve the ensuing objectives

- Reinvent the concept of a product
- Remove the concept of waste
- Make environmentalism profitable.
- Make prices reflect actual and environmental costs

10. Problems in Green Marketing:

According to Polonsky, (2011), Safeguarding that activities of marketing aren't confusing for the customers or industry also don't break any of the prearranged rules is the chief problem with respect to green marketing. Dues of green marketing need to:

- Clear in terms of stating environmental benefits
- Elucidate in what way environmental benefits are attained.
- Explain comparative dissimilarities
- Practice simply expressive terms and images

11. Sustainability and Green Marketing:

According to Sharma and Iyer (2012), frequently, the notion of "Green Marketing" is stated along with "Sustainability". Three chief dimensions are embraced by sustainability, which are often referred as the "triple bottom line": "social (people), environmental (planet), and economic (profit)". Sustainability identifies the interconnection of those above-mentioned dimensions and also a communal basis for environmental groups governments, and companies are provided by it, to create collaborations and partnerships.

The combination of environmental concerns (which traditionally involves the promotion of conservation) and the marketing discipline (which are aimed at encouraging and facilitating food) can be slightly resistant. The concept of Sustainability is the underpinning of the philosophy of green marketing that considers this ostensible contrast. A sustainable tactic towards production and consumption does not mean enjoying current living standards and living expenses for future generations.

As stated by Eneizan, *et al.* (2015), Green marketing is usually accomplished by several companies that's devoted to corporate social responsibility and sustainable development. Many companies are nowadays, generating an effort in order to apply those practices of business which are sustainable, because of their recognition about their activities of making their goods more attractive to their customers as well as reduce the expenses comprises the expenses of transportation, usage of energy or water along with the expense of packaging. Companies are gradually realising that representing a great level of social

responsibility be able to upsurge brand loyalty amid those consumers who are socially aware; they can be helped by green marketing in order to do that.

12. The Future of Green Marketing:

There are many lessons to be learned to avoid green marketing myopia, the short version of all this is that effective green marketing requires applying good marketing principles to make green products desirable for consumers. The question that remains, however, is, what is green marketing's future? Business scholars have viewed it as a "fringe" topic, given that environmentalism's acceptance of limits and conservation does not mesh well with marketing's traditional axioms of "give the customer what they want" and "sell as much as you can". Evidence indicates that successful green products have avoided green marketing myopia.

13. Research Gap:

Research gaps in the context of research, there is a lack of relevant context-based publications, which is necessary to study the relevant implications of the context that is still relevant to improving green marketing. A very limited number of studies are published on the variables that are in relation to green marketing that is considered to be considered highly influential on the aspect of marketing and building up of the strategies to survive in the competitive market. Later, this research interval made the whole process a complex idea, creating some kinds of issues related to studying the impact of Green Marketing when making the purchase decisions and its associated trends and current practices.

14. CONCLUSION:

This will be good to conclude that the concept of Green marketing refers to marketing where environmental issues are at the centre of marketing decision making. Changes from raw materials to packaging materials include changing product types or replacing products one by one. These include disposal of waste generated during production and distribution, disposing of surplus or expired products, even disposing of the package after use of the product. There are great opportunities for green marketing on both sides of the manufacturers and marketers. Green marketing is catching on in a big way. Green Marketers, as well as consumers, are slow but the firm can realize it. Awareness is raised about the use of environmentally friendly materials. Although green products can be a bit more expensive than their non-green parts, they are beneficial from the point of view of environmental protection, which will certainly prove useful in the long run. Green marketing is gaining importance worldwide and in India (Sarkar, 2012).

15. Limitations of the study:

One limitation associated with the researcher when conducting the study was a problem during data collection. The reason for this was that workers and companies at different times were too reluctant to disclose information to the researcher. Even if they were notified of the purpose of the study and were informed that it was necessary for academic purposes. On the other hand, relevant investigations were combined based on factual data with the fact that primary data collected from different sources were also used to create relevant limitations on neglected quantity. During this research program, specific individuals were initially identified so that an indirect investigation was conducted to determine whether certain researchers were not allowed access to specific administrative areas (Ankit and Mayur, 2013).

16. Scope for future research

Many relevant theories and concepts were taken into account when conducting this research activity. In addition to the research, the special effects of Green Marketing trends and related strategies will make this research rather interesting based on the concept of green marketing in the form of completely different geographical settings. Future research is also an important opportunity to conduct comparative research in

the context of green marketing and its associated trends and practices that prevailing across industries. It will serve the sole purpose of gaining a broader picture of how green marketing concepts play an important role in the development of organizations (Gupta, 2013).

REFERENCES:

- Ankit, G. and Mayur, R., 2013. Green marketing: Impact of green advertising on consumer purchase intention. *Advances in Management*, 6(9), p.14.
- Bhatia, M., & Jain, A. (2013). Green Marketing: A Study of Consumer Perception and Preferences in India. *Electronic Green Journal*, 36.
- Banytė, J., Brazionienė, L. and Gadeikienė, A., 2010. Expression of green marketing developing the conception of corporate social responsibility. *Inžinerinė ekonomika*, pp.550-560.
- Barroso, L., 2015. *Systems and methods for consumer driven marketing*. U.S. Patent Application 14/135,403.
- Cherian, J. and Jacob, J., 2012. Green marketing: A study of consumers' attitude towards environment friendly products. *Asian social science*, 8(12), p.117.
- Cronin, J.J., Smith, J.S., Gleim, M.R., Ramirez, E. and Martinez, J.D., 2011. Green marketing strategies: an examination of stakeholders and the opportunities they present. *Journal of the Academy of Marketing Science*, 39(1), pp.158-174.
- Dangelico, R.M. and Vocalelli, D., 2017. "Green Marketing": an analysis of definitions, strategy steps, and tools through a systematic review of the literature. *Journal of Cleaner production*, 165, pp.1263-1279.
- Eneizan, B., Wahab, K., Bustaman, U.S. and Salwa, U., 2015. Sustainability, green marketing and green economy: Literature review. *International Journal of Applied Research*, 1(12), pp.954-958.
- Eneizan, B.M. and Obaid, T.F., 2016. Prior research on green marketing and green marketing strategy: critical analysis. *Singaporean Journal of Business, Economics and Management Studies*, 51(3965), pp.1-19.
- Gopaldas, A., 2015. Creating firm, customer, and societal value: Toward a theory of positive marketing. *Journal of Business Research*, 68(12), pp.2446-2451.
- Gupta, S., 2013. Green Marketing—What Drives Consumer Purchase Intention. In *2013 National Conference on Paradigm for Sustainable Business: People, Planet and Profit* (pp. 8-9).
- Hasan, Z. and Ali, N.A., 2015. The impact of green marketing strategy on the firm's performance in Malaysia. *Procedia-Social and Behavioral Sciences*, 172, pp.463-470.
- Hole, Y., & Snehal, P. & Bhaskar, M. (2018). Service marketing and quality strategies. *Periodicals of engineering and natural sciences*, 6 (1), 182-196.
- Leonidou, L.C., Katsikeas, C.S., Fotiadis, T.A. and Christodoulides, P., 2013. Antecedents and consequences of an eco-friendly export marketing strategy: The moderating role of foreign public concern and competitive intensity. *Journal of International Marketing*, 21(3), pp.22-46.
- Martínez, P., 2015. Customer loyalty: exploring its antecedents from a green marketing perspective. *International Journal of Contemporary Hospitality Management*, 27(5), pp.896-917.
- Maziriri, E.T. and Chinomona, E., 2016. Modeling the influence of relationship marketing, green marketing and innovative marketing on the business performance of small, medium and micro enterprises (SMMES). *Journal of Economics and Behavioral Studies*, 8(3), pp.127-139.
- Mishra, P. and Sharma, P., 2014. Green marketing: Challenges and opportunities for business. *BVIMR Management Edge*, 7(1).

- Ottman, J., 2017. *The new rules of green marketing: Strategies, tools, and inspiration for sustainable branding*. Routledge.
- Papadas, K.K., Avlonitis, G.J. and Carrigan, M., 2017. Green marketing orientation: Conceptualization, scale development and validation. *Journal of Business Research*, 80, pp.236-246.
- Peattie, K., 2016. Green marketing. In *The marketing book* (pp. 595-619). Routledge.
- Polonsky, M.J., 2011. Transformative green marketing: Impediments and opportunities. *Journal of Business Research*, 64(12), pp.1311-1319.
- Sarkar, A.N., 2012. Green branding and eco-innovations for evolving a sustainable green marketing strategy. *Asia-Pacific Journal of Management Research and Innovation*, 8(1), Shafaat, F. and Sultan, A., 2012. Green marketing. *EXCEL International Journal of Multidisciplinary Management Studies*, 2(5), pp.184-195.
- Sharma, A. and Iyer, G.R., 2012. Resource-constrained product development: Implications for green marketing and green supply chains. *Industrial Marketing Management*, 41(4), pp.599-608.
- Shrikanth, R. and Raju, D.S.N., 2012. Contemporary green marketing—brief reference to Indian scenario. *international journal of social sciences & interdisciplinary research*, 1(1), pp.26-39.
- Tiwari, S., Tripathi, D.M., Srivastava, U. and Yadav, P.K., 2011. Green marketing-emerging dimensions. *Journal of Business Excellence*, 2(1), p.18.
- Vazifehdust, H., Taghipourian, M.J. and Gharib, Z., 2011. Social marketing, green marketing: the extension of marketing concept. *European Journal of Economics, Finance and Administrative Sciences*, 41, pp.20-33.