

Green Marketing and Its Awareness Levels among Consumers in East Godavari District, Andhra Pradesh

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Abstract:

Since the idea of green marketing is relatively new in India, it hasn't been fully explored. It is arguable whether Indian consumers' attitudes about green products and the principles they uphold have any impact on their purchasing decisions. There are notable distinctions between green marketing strategies and conventional marketing approaches. To capitalize on this, marketers need to know what factors way a consumer's choice to buy eco-friendly items. To determine what factors, affect consumers' decisions to purchase green products or not, this study will investigate the research issue. This study aims to investigate consumer attitudes toward green packaging, green products, and environmentally friendly marketing. The study looks into what prevents consumers from adopting green marketing. The difficulties and benefits that green marketing offers companies operating in the present Indian market are also examined in the study. Examining the value and necessity of green marketing in the twenty-first century, To bridge these gaps in terms of research and the theoretical framework, the topic "Green Marketing and Its Awareness Levels among Consumers" was selected.

keywords: *Green Marketing, Green products, Traditional Marketing, Consumer awareness.*

Introduction:

India is a developing nation, that has quickly developed its infrastructure and industrialization, yet this quick development has a detrimental impact on the environment. Nowadays, environmental consciousness is spreading throughout the world. The public grew increasingly conscious in the direction of implementing eco-friendly business strategies for goods and services. Customers are becoming increasingly wary of green marketing in the current environment because of heightened awareness of environmental security.

The evil of consumerism is a problem for contemporary civilization. Wants rather than needs are the main driving forces behind purchase transactions. While desires cannot be satisfied, needs can. Environmental deterioration is one of the evils that will result from a purchasing or consumption culture driven by wants. The only true intellect that can nourish the most difficult decision on need-based consumption is intelligence. This intelligence is defined primarily as the capacity to discriminate between Right and Wrong, not only the ability to recall data.

The Development of Green Marketing:

Following the 1980s, there were numerous changes in the marketing process. In terms of green marketing, the Western market is doing better than the rest of the world.(Ottman et al., 2006) Since the year 2000, Asia has been feeling the pressure to focus on green marketing, and the various forms of worry are concerning the governments and populace of these countries. India has grown to be a significant nation in the globe today, although its environmental conditions are not as developed as those of the West(Mishra & Sharma, 2014). Like many other developing nations, India struggles with several forms of environmental pollution, such as excessive trash, unmanageable traffic noise, undrinkable water, and rising land acidity (Civic Exchange 2007).

The American Marketing Association states that green marketing focuses on strategies that are regarded as safe and secure to employ. As a result, all of those activities—such as product diversification and modification, packaging, production methods, composition, raw materials, and promotion—are included in green marketing. Therefore, we may link the notion of green marketing to holistic marketing, which includes all responsibilities linked to raising awareness about the waste and detrimental effects of pollution.

Various marketing discipline tactics continually play a significant part. Various aspects of green marketing address environmental concerns (Charter & Polonsky,1992). (Tantawi et al., 2009)believed that enjoying today's standard of life without compromising the standard of living to be enjoyed by future generations is a key component of a green approach to consumption and production. Environmental issues are societal issues that have evolved into marketing issues. Environmental issues are societal issues that have evolved into marketing issues. When sustainability is accomplished, society will almost certainly see a change in everyone's behaviour(Diamantopoulos et al., 2003).

Green Marketing Definitions:

The primary goals of green marketing are to extend the life of products in renewable forms, help the environment, and minimize harm to society while concentrating on renewable resources. The resources' life cycle will be prolonged as a result. (Davis, 1992),(Ottman et al., 2006), And (Kangun et al., 1991).

In a 1975 American Marketing Association ecological workshop, the term "eco-marketing" was first used. However, no single definition is comprehensive and commonly accepted. Polonsky's definition accomplishes this goal rather well. (Polonsky, 2008) defines Green Marketing as:

According to A.M. A. **“Marketing is an organizational function and a set of processes of creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders”**

These days, marketing is building partnerships that are advantageous to both businesses and consumers. It also involves a number of the organization's stakeholders, including stockholders and employees.

Green Marketing goals:

Targets for environmental advertising The process of adhering to environmentally friendly policies and practices is known as sustainable marketing. Additionally, it enables customers to become aware of it. Green marketing is important for several reasons, including cutting waste to educating clients about how a business handles environmentally friendly initiative. In discussing environmental advertising, Here are some additional goals to keep in mind.

1) Reducing waste: Whether it's making biodegradable product packaging (meaning it must decompose by biological methods), cutting back on water use, or minimizing the amount of waste going to landfills, green marketing is equally important. As much focused on cutting waste as it is on projecting an environmentally friendly image to the public.

2) Inventing New Products: It is possible to alter foods to reduce their environmental impact. For example, the method uses products derived from multiple plant sources, making it safer, less toxic to neighborhood pets that might eat it, and more environmentally friendly because it dissolves in water and can be safely and easily distributed throughout the environment.

3) Modifying procedures: Not just customers need to be aware of how the climate is affecting them. Environmental advertising enables businesses to use energy efficiently, such as with water and electricity. It is simpler to make changes to behaviour by looking for recycled materials, using alternative energy sources, or figuring out how to transport items more fuel-efficiently to protect the environment.

4). Putting out an environmentally friendly message: It is the pinnacle of environmentally conscious advertising. Green marketing aims to educate customers about the environmental benefits of a product and a company's dedication to the environment. It's a fascinating field to teach people about conservation and the climate.

India's green marketing regulations:

Environmental (Protection) Act, 1986:

The Indian Constitution expressly states that each state is responsible for "protecting and improving the environment, as well as safeguarding the country's forests and animals." It proves that each and every individual must "guard and improve the natural environment, including woods, lakes, rivers, and wildlife." Environmental protection is mentioned in both the Basic Rights and the Directive Principles of State Policy. Ensuring the nation's healthy environment was the main goal of the Department of Environment, which later became the Ministry of Environment and Forests when it was first founded in 1980.(Prasad, 2006)

Air Act of 1981 (Prevention and Control of Pollution):

This Act creates such Boards to handle the duty of preventing, controlling, and mitigating air pollution and gives these Boards the authority to handle related tasks and issues. India participated in the decision-making process to take appropriate action for the preservation of the earth's natural resources, including pollution control and air quality preservation, at the United Nations Conference on the Human Environment in Stockholm in June 1972.(Act, 1981)

1974 Water (Prevention & Control) Act:

This Act's objectives are to stop and manage water contamination. Additionally, this Act creates Boards and grants them authority over related matters in order to supervise the upkeep and restoration of water wholesomeness through the prevention and control of water pollution.(Jain, 1984)

Rules for Regulation and Control of Ozone Depleting Substances, 2000:

Regulation and control rules for Ozone Depleting Substances (ODS) under the Montreal Protocol were developed through a notification dated July 17, 2000, under sections 6, 8, and 25 of the Environment (Protection) Act, 1986. Certain restrictions and guidelines have been imposed on the manufacture, import, export, and use of these compounds as a result of the previously mentioned notification. The notification's requirements state that the corresponding organisations must phase out all equipment that uses these substances. Shortly, the goal is to have organisations free of carbon, flower, and soil.(Montzka et al., 2003) (Kapoor & Dikshit, n.d.)

Guidelines for the 2003 Amendment to the Hazardous Waste Management Law(Kumar et al., 2007):

Under the Hazardous Waste (Management & Processing) Rules of 2003, used mineral oil is classified as hazardous waste and requires appropriate handling and disposal. If it is thought necessary, organizations must obtain authorization and approval from the relevant State Pollution Control Boards (SPCB) for the disposal of hazardous waste.(Kumar et al., 2007).

Literature review:

(Škatarić et al., 2021) This paper's main objective is to find out what respondents think about the importance of eating a green diet, how using green food products affects sustainability and the effect of green marketing. The survey on a sample of 100 respondents who were only located within the boundaries of the Republic of Serbia was completed in 2019. The preponderance of research findings suggests that consumers' comprehension of "green marketing" is inadequate. According to the analysis, even though They are aware of what a green product is, but they find it difficult to locate it in stores and don't purchase enough of it to protect the environment.

(Pleming, 2016) investigated green marketing and green consumption patterns in his thesis, which addressed the following study questions: 1) How do consumers interpret their green consumption behavior in their day-to-day lives, despite their lack of knowledge on the subject? 2) What drives individuals to buy environmentally friendly goods? 3) What are the impediments to this type of behavior? Green marketing strategies enhanced green consumption, according to the results, and were dependent on customers' excitement for green practices and green behavioral effects. Qualitative research was suggested as a necessary future study topic to better understand the connections between green marketing, green consumption, and consumer behavior. The marketing industry would benefit from the integration of social practice theory in terms of knowledge and comprehension.

"The Impact of Green Marketing Strategy on the Firm's Performance in Malaysia," (Hasan & Ali, 2015) **investigated**. This study aims to evaluate reviews that have been published in the review of literature on green marketing and investigates the two important elements that will determine a company's success.

Reviews of the literature have shown that issues will continue even though consumers want to spend more money on environmentally friendly products and despite those products' potential. The conclusion was that green innovation and green business promotion significantly affect corporate success.

The results of a study carried out by (Molo & Carre, 2015) to determine the influencing factors of green behavior revealed that the gender factor of respondents, and customers' green purchasing behaviors were positively and significantly impacted by both their degree of green awareness and the price of the environmentally friendly product. A survey of a group of students from the University of Gavle was employed as the approach.

(Delafrooz et al., 2014) they published a dissertation titled "Effect of Green Marketing on Customer Buying Behaviour," which showed the growing awareness about environmental deterioration in numerous fields. Leaders and thinkers must find a quick solution before scarce resources are depleted and the future of human life is jeopardized. To evaluate the effectiveness of green marketing tactics, three metrics are used: "eco-label, eco-brand, and environmental advertisement"(Delafrooz et al., 2014). A survey on 384 respondents from Tehran was conducted using cluster sampling, which divided the city into four sections: east, west, south, and north. The Spearman correlation test and multiple regression analysis were applied. According to the research, eco-brands had the least impact on consumer purchasing decisions, while environmental advertising had the greatest.

(Sharma et al., 2015) carried out a survey of 100 customers in the Indian city of Udaipur to find out how consumer attitudes towards green products and demographic characteristics related. One of the respondents' top concerns was environmental protection. Their age, income, marital status, and level of education influenced the perceptions and attitudes of the respondents regarding green items.

"Green Marketing in India: Emerging Opportunities and Challenges"(Arun & Naseema, 2015) was investigated by **(Arun & Naseema, 2015)**. Several environmentalists have researched environmental concerns and their evolving behavioral patterns. Consumers, both individual and corporate, are increasingly concerned about the safety of environmentally friendly products. Green marketing has ushered in a new era of sustainability and socially responsible goods and services. The norms of today's environmental concern are recycling, non-toxic, and environmentally friendly goods.

Objectives of the study:

1. To determine how respondents' demographic traits affected their level of awareness about green products.
2. To examine the extent to which customers Favor green products.
3. To understand the impact of demographic characteristics on green product choices.
4. To investigate consumers' level of awareness regarding green marketing

Formulation of Hypothesis:

H₀₁: The knowledge of green products and gender are not significantly associated.

H₀₂: there is no substantial association between Occupation and consciousness of green products.

Methodology:

Books written by Indian and foreign experts, as well as research papers and literature reviews, served as sources of information for the study. Additionally, a structured questionnaire was created as part of a quantitative research approach to learn more about customer perceptions regarding green marketing in the areas of Visakhapatnam, India.

Data collection was limited to the target segment of customers in Visakhapatnam, India. Random sampling was used to choose the sample. The sample includes many different demographic characteristics, including age, gender, and level of education. 160 of the poll's 160 participants gave accurate answers.

We used quantitative methods to assess the data that we had obtained. Descriptive statistics like frequencies, cross-tabulation, t test, means, and standard deviations were used to examine quantitative data from Likert-scale questions. The associations between the variables will be examined using regression analysis and correlation analysis.

All participants provide their informed consent and have their identities kept private, all-in accordance with ethical guidelines.

Results and Discussions:

The data are collected from 160 respondents; out of which 93 are female respondents and the remaining 67 are male respondents. The data was collected on demographic factors, awareness regarding green products, preferences and values, and so on.

Part-A: Demographical details of the sample selected:

The collected data was analyzed in MS Excel and SPSS. In the research, 160 people The results are demonstrated below As Table 1.

Table-1: Gender-wise distribution of the Respondents

	No. of Respondents	Percent	Valid Percent	Cumulative Percent
Valid Male	67	41.9	41.9	41.9
Female	93	58.1	58.1	100.0
Total	160	100.0	100.0	

Note. Authors' according to the research (SPSS output)

For the study, 160 samples were chosen, of which 93 (58.12%) had female respondents and the remaining 67 (41.88%) had male respondents.

Statistics

Table:2 Age group of the consumers

N		Mean	Std. Error of Mean	Median	Mode	Std. Deviation	Variance	Skewness	Std. Error of Skewness	Kurtosis	Std. Error of Kurtosis	Range	Minimum	Maximum	Sum
Valid	Mismissing														
160	0	3.02	0.073	3	3	0.92	0.849	0.673	0.192	0.07	0.381	4	1	5	483

Note. Authors' according to the research (SPSS output).

Table 2 Depicts the respondents' age group. The average age group of consumers is 31-40 and the standard deviation of age between the consumers is 0.921, skewness of the variable is 0.673 which is positive skewness and kurtosis is 0.070 which is less than 3 and indicates that the curve is flat.

Table- 3: Income-wise distribution of the Respondents

	No.of respondents	Percent	Valid Percent	Cumulative Percent
Valid Upto- 20,000	27	16.9	16.9	16.9
20,000-50,000	46	28.7	28.7	45.6
50,000-100,000	38	23.8	23.8	69.4
More than 100,000	49	30.6	30.6	100.0
Total	160	100.0	100.0	

Note. Authors' according to the research (SPSS output)

Table No:3 explains the respondents' residential distribution by income group. According to the above table, out of 160 respondents, 27 (16.88 %) had incomes of less than Rs. 20,000, 46 (28.75%) had incomes between Rs. 20,000 and Rs. 50,000, 38 (23.75%) had incomes between Rs. 50,000 and Rs. 1,00,000, and 49 (30.63%) had incomes exceeding Rs. 1,00,000. Consequently, the vast majority of respondents belong to the group of people who earn more than Rs. 1,00,000 in income.

Table 4. Means and Standard Deviations of the level of awareness across the following dimensions of green products: One-Sample Statistics

Questionnaire item description	N	Minimum	Maximum	Mean	Std. Deviation	Variance
“Level of awareness about green marketing”	160	1	5	2.65	.833	.694
“My awareness levels of the benefits of green products for the Health”	160	1	5	3.37	1.002	1.003
“My awareness levels of the benefits of green products for the environment”	160	1	5	3.87	1.004	1.008
“My awareness levels regarding purchase for Green Products”	160	1	5	2.91	.907	.822
“My awareness levels regarding Eco-labels pasted on products.”	160	1	5	2.64	.993	.985
“My awareness levels in respect of various brands offering”.	160	1	5	2.67	1.113	1.240
“Valid N (list wise)”	160					

Note. Authors according to the research (SPSS output)

1: very Low; 2: Low; 3: average; 4: High; 5: Very high.

The measurement scale showed that the scale item with the highest mean is **“My awareness levels of the benefits of green products for the environment”** – a mean of 3.87 (SD=1.004). The scale item with the smallest mean is **“My awareness levels regarding Eco-labels pasted on products.”** with a mean of 2.64 (SD=.993). The scale item with the highest standard deviation is **“My awareness levels in respect of various brands offering”** with a standard deviation score of 1.240 while the lowest standard deviation is **“level of awareness about green marketing”** with a deviation score of .694.

The test's findings indicate that customers' awareness of green products plays a crucial role in their decision to buy them.

Table 5. Means and Standard Deviations of Reasons for non-usage of green products by Responding to the Following Statements: One-Sample Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Variance
“Lack of awareness of about green products”	160	1	5	3.07	1.100	1.209
“Green products are very Expensive”	160	1	5	2.47	.911	.830
“Lack of confidence in the performance of Green products”	160	1	5	3.74	.994	.987
“Green products are not available in a full range of variety”	160	1	5	4.20	.845	.714
“Labels of green products are not informative; they don't fully inform about their greenness”	160	1	5	4.17	.878	.770
Valid N (listwise)	160					

Note. Authors according to the research (SPSS output)

1: strongly disagree; 2: Disagree; 3: Neutral; 4: Agree; 5: strongly agree.

The test's findings indicate that customers have some Reasons for non-usage of green products

The measurement scale Reasons for non-usage of green products by Responds showed that the scale item with the highest mean is **“Green products are not available in a full range of variety”** – mean of 4.20 (SD=.845). The scale item with the smallest mean is **“Green products are very Expensive”** with a mean of 2.47 (SD=.911). The scale item with the highest standard deviation is **“Lack of awareness of green products”** with SD score of 1.100, while the lowest SD is **“Green products are not available in full range of variety”** with a deviation score of .845.

Test of Hypothesis:

Effects of Demographic Factors on Green Marketing Awareness Levels:

H₀₁: The knowledge of green products and gender are not significantly associated.

	Value	df	Asymptotic Significance (2-sided)
‘Pearson Chi-Square’	41.979 ^a	16	.000
‘Likelihood Ratio’	36.173	16	.003
‘Linear-by-Linear Association’	7.752	1	.005
N of Valid Cases	160		

Rejected if significant at 5% (P<0.05), accepted if non-significant at 0.05 (P>0.05).

The null hypothesis is rejected because the chi-square test result reveals a P value of less than 0.05 (at a 95% confidence level). Consequently, statistical evidence came to the conclusion that gender significantly influences how aware people are of green marketing.

H02: there is no substantial association between Occupation and consciousness of green products.

Table 7: association between Occupation and consciousness of green products.			
	Value	df	'Asymptotic Significance (2-sided)'
'Pearson Chi-Square'	48.875 ^a	16	.000
'Likelihood Ratio'	40.459	16	.001
'Linear-by-Linear Association'	7.174	1	.007
N of Valid Cases	160		

Rejected if significant at 5% (P<0.05), accepted if non-significant at 0.05 (P>0.05). Because the chi-square test result shows a P value that is less than 0.05 (at 95% confidence level), the null hypothesis is rejected. Thus, it can be concluded that there is a strong correlation between occupation and knowledge of green marketing.

Table 8: Gender-wise level of Awareness among respondents about green

Level of awareness	Very Low	Low	Average	High	Very High	Grand Total
Male	7 (10.44)	21 (31.34)	31 (46.27)	4 (5.97)	4 (5.97)	67 (100%)
Female	8 (8.60)	23 (24.73)	56 (60.22)	6 (6.45)	- -	93 (100%)
Overall	15 (9.38)	44 (27.50)	87 (54.36)	10 (6.25)	4 (2.5)	160 (100%)

Marketing

Note. Authors according to the research

Table No.8 indicates the respondents' awareness of green products. From the table, it is interpreted that, out of 160 respondents, 54.36% of the respondents have an average level of awareness regarding green marketing, 27.50% of the respondents have an awareness very low regarding green marketing and only 6.25% of the respondents have a high level of awareness regarding green marketing.

Table 9: Awareness levels Among respondents regarding the “Benefits of Green products for the Environment”:

Benefits of Green Products	Level of Awareness	Very Low	Low	Average	High	Very High	Grand Total					
	Male	1	1.49%	5	7.46%	12	17.91%	34	50.75%	15	22.39%	67
Female	3	3.22%	9	9.68%	14	15.05%	37	39.78%	30	32.26%	93	100%
Overall	4	2.5%	14	8.75%	26	16.25%	71	44.38%	45	28.13%	160	100%

Note. Authors according to the research

Table 09 shows how well respondents understand the advantages of the environment. Of the 160 respondents, 44.38% have a high level of awareness about the environmental benefits of green products, 16.25% have an average level of awareness, and 2.5% have a very low level of awareness.

**Table 10: Overall analysis of Awareness of the respondents to the Reasons for non-usage of green products by Responding to the Following Statements:
(SD: strongly disagree; D: Disagree; N: Neutral; A: Agree; SA: strongly agree.)**

S.NO	STATEMENT	1	2	3	4	5	Total
		SD	D	N	A	SA	
1	Awareness of the respondents regarding Lack of awareness of about green products	13	47	21	74	5	160
		8.12%	29.38%	13.13%	46.25%	3.13%	100%
2	Awareness of the respondents regarding green products are very Expensive	24	55	13	65	3	160
		15%	34.38%	8.13%	40.63%	1.87%	100%
3	Awareness of the respondents regarding Lack of faith in how well-performing green products work	11	6	21	98	24	160
		6.88%	3.75%	13.13%	61.25%	15%	100%
4	The respondents' knowledge of environmentally friendly products is lacking in a wide range of aspects.	2	9	5	83	61	160
		1.25%	5.63%	3.13%	51.88%	38.13%	100%
5	The respondents' awareness of the labels on eco-friendly products is	3	4	20	69	64	160
		1.88%	2.5%	12.5%	43.13%	40%	100%

	lacking in information; they don't fully understand what eco-friendly products actually are.						
6	Grand Total	53	121	132	337	157	800

Note. Authors according to the research

- Statement 1** reveals Lack of awareness of the respondents. From the above table, it is interpreted that out of 160 respondents, 46.25 % respondents are Agreed as lack of awareness, 29.38% respondents are not agreed as lack of awareness and 13.13% respondents are neutral about lack awareness of green marketing. Therefore, it is concluded that majority of the respondents are agreed as lack of awareness.
- Statement 2** shows, green products are expensive with reference to consumers. From the above table, it is interpreted that out of 160 respondents, 40.63% respondents are thought that green products are expensive, 8.13% respondents are neutral and 34.38% respondents are not agreed as green products are not expensive. Therefore, it is concluded that majority of the respondents are disagreed as green products are expensive.
- Statement 3** observed and interpreted that out of 160 respondents, 15% respondents strongly agreed, 61.25% respondents agreed, 13.13% respondents are neutral, 3.75% respondents are disagreed, and 6.88% respondents are strongly disagreed that comparatively eco-friendly products are inferior in performance to non-eco- friendly products.
- Statement 4** also interpreted that out of 160 respondents, 38.13% respondents are strongly agreed, 51.88% respondents are agreed, 3.13% respondents are neutral, 5.63% respondents are disagreed, and 1.25% respondents are strongly disagreed that Green Products are not available in all varieties and activities used by the green companies are not effective.
- Further, **statement 5** is found that, of 160 respondents, 40% strongly agreed, 43.13% agreed, 12.5% were neutral, 2.5% disagreed, and 1.88% strongly disagreed that green product labels are not informative and do not fully inform consumers about the products' greenness and that eco-friendly advertisements do not persuade consumers to purchase eco-friendly goods. They dislike commercials that omit details about environmentally friendly products.

Conclusion:

This exploratory study's conclusions are based on a review of Indian consumers' perceptions of green marketing. In order to show consumers' understanding of green marketing, the benefits of applying for green products, and the factors that influence their adoption of green marketing, it focuses on green products and services from the viewpoint of the consumer. The purpose of this study was to help consumers in Visakhapatnam, India, make ecologically responsible decisions by providing them with a deeper understanding of the concept of green marketing.

The respondents demonstrated a thorough comprehension of both environmental degradation and green marketing. The results showed no evidence of a relationship between gender and knowledge of green products. The purchasing decisions of the respondents were significantly influenced by green marketing, and there was no discernible relationship between age and the ability of green marketing to change consumers' consumption patterns. Most respondents said that green products are superior to regular ones and that they are healthier and better for the environment. It was found that green items were expensive, hard to find, and not well advertised. One of the main problems was how price-sensitive green products were. The age of respondents and their price sensitivity toward environmentally friendly products did not correlate. Promotions for green products had an impact on the respondents, who also said that product information, labelling, and packaging had an impact on their decisions to buy. Retailers that demonstrated social responsibility were highly rewarded.

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