

Environmental Marketing: A Strategy towards Sustainability

Dr. Uma M.H.

Professor, Alliance School of Business,
Alliance University, Bengaluru

Varsha P.S.

Asst. Professor, Alliance School of Business,
Alliance University, Bengaluru

Abstract

Environmental Marketing has recently emerged as one of the most important marketing techniques in the present Global Business Environment. It is a holistic marketing concept and is perceived as a promotional tool in order to build the trust of the customers.

The planet is facing a severe threat of sustainability due to increasing environmental pollution and degradation, and global warming as a result of energy crisis and greenhouse gas emissions. This phenomenon is being realized by everyone with the frequent occurrence of natural disasters. The society is more concerned with natural environment and hence the organizations have begun to modify their businesses to address the societies these new concerns. Marketing, being the major concern in business, should catch such a phenomenon as an opportunity and use environmental marketing campaign to address the environmental issues. If the firm wants to be in green business and green marketing, the first and the foremost thing is to make sure that the consumer is aware about environmental issues that the product (green product) attempts to address. It should also make sure that customers are delighted with the product and its value added benefits.

Key words: Environmental Marketing, Sustainability, Green Products, Consumer preference, Environmental pollution.

Introduction

Environmental Marketing is an opportunity for any business to do the right thing and be rewarded for it. Trends suggest that businesses that don't identify as ecologically friendly or local in the next decade will risk being labeled as out of date. Environmental marketing is also about creating that niche where it may not have existed before.

In recent years, the issue of environmental sustainability has become a concern for consumers, profit and not-for-profit organizations, governments and non-government organizations (Jamian & Tih 2016; Varadarajan 2014).

Green marketing strategy adopts a proactive approach to waste management and recycling (Marketing Week, November 29, 2007). The conventional marketing process is not specifically concerned or bothered about environmental safety. The contemporary green marketing concept, on the other hand, analyses ecological sustainability of the product. It emphasizes on the formulation of

marketing strategies in conformation with environmental safety or protection. Green marketing focuses on how to accomplish marketing of green products in an efficient and profitable views (Mitchell and Saren, 2008; Kilbourne, 1998; Meriläinen et al., 2000; Ählström et al., 2009). Attention is primarily devoted to understanding who the green consumers are and how they perceive sustainability issues (e.g. Baker et al., 2004; Burke et al., 1993; Dickson, 2005; McDonald and Oates, 2006; McEachern and McClean, 2002; Rowlands et al., 2003; Thompson et al., 2010). Green marketing constitutes all the activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants such that the satisfaction of these needs and wants occurs with minimal detrimental impact on the natural environment (Polonsky, 1994). It concerns about the efforts of an organization in designing, promoting, pricing and distributing products that will not harm the environment (Pride and Ferrell, 1993).

Sustainable development implies development that meets the needs of the present without compromising the ability of future generations to meet their own needs (World Commission on Environment and Development, 1987). Sustainable Development signifies the need to integrate social, economic and ecological considerations while decision making by designing policies that conserve the quality of the environment. Green marketing also aims at environmental protection as the end product. Over a period of time, green marketing has been recognized as one of the most important business strategies to achieve sustainable development. There has been considerable growth in the market for sustainable and socially responsible products and services in the recent past.

The Theory of Planned Behaviour (TPB) typically overlooks the emotional component in cognitive decision processing, however when the model is applied to Environmental Marketing, there seems to be an emotional component evident at each level of the three determinants of intended behavior.

Attitude, subjective norms and perceived behavioural control are the differential pathways to behavioural intention outlined by the TPB. Behavioural intention is the key causal antecedent of actual behavior.

What is Environmental Marketing?

Environmental marketing refers to the process of selling products and/or services based on their environmental benefits. Such a product or service may be environmentally friendly in itself or produced in an environmentally friendly way, being manufactured in a sustainable fashion.

Environmental Marketing incorporates a wide range of activities such as Green production, products, product design, packaging, modified advertising, etc. aimed at reducing negative impact of products, production process, consumption and their disposal on environment.

Environmental Marketing is under spotlight and has become a global issue. As society becomes more concerned with the natural environment, firms start to modify business behaviour in an attempt to address the environment among consumers. Some firms responded favourably to concepts such as Environment Management System (EMS) and Green Marketing. These firms have integrated environmental concepts into their business activities. With Environmental marketing firms get bottom line incentives and top line growth possibilities. Companies that develop Green products and services achieve access to new markets and substantially increase profits and hence enjoy competitive advantage. As business activities are the causes for many environmental problems, Green business has been recognized as vital for the creation of an ecologically sustainable economy.

There is a radical change in the Consumer preferences and life styles, which has led to the shift in traditional way of marketing to Environmental Marketing. To protect the consumers from false green product claims and to assist the companies with the consistent and uniform ways to promote the products as green products and their green attributes, some organizations in USA, Canada and Australia enabled federal laws and guidelines aimed at regulating the use of Green Marketing terms. On the same lines in the India, we have FTC endorsement guides. Various regulation of the government, recently passed, to protect the consumers at the society at large led to the adoption of what is called Green marketing as a compulsion rather than choice.

Literature Review

Green marketing in India is a relatively new concept. Urban consumer awareness about green products is on the rise; however, green initiatives have yet to reach the masses (Shrikanth & Raju, 2012). There are very few companies using 'green features' for differentiating and promoting their brands, e.g., Idea Cellular, Nokia, and IBM (Sharma & Bagoria, 2012).

A key challenge identified by executives is deciding how to articulate the value of green innovations to consumers (PricewaterhouseCoopers 2012). Recent Federal Trade Commission (FTC) guidelines were designed to deter deceptive environmental claims (FTC 2012); yet communicating effective environmental claims remains elusive.

Sustainable development will require adoption of green marketing practices by companies in order to ensure marketing efforts that are environmentally sustainable. In fact, sustainable development can be considered as a dependent variable of green marketing, since it focuses on undertaking all marketing activities while protecting the environment (Kinoti, 2011). Thus, adoption of green marketing practices by organizations has a pivotal role in achieving sustainable development.

Many companies are using green technologies and processes in order to reduce environmental waste. The government has set up initiatives to ensure that firms do not manufacture harmful products (Mishra & Sharma, 2010).

Even after extensive promotional efforts from companies, Indian consumers' understanding of terms like 'recyclable', 'earth friendly', and 'organic' is poor. Mishra and Sharma (2010) state that green marketing is likely to become popular given that firms and the government focus on green initiatives. Domestic firms like Tata Motors, Tripura Natural Gas Company Limited, and Wipro Infotech are taking up green initiatives (Mishra & Sharma, 2010).

Peattie and Peattie (2009) argue that green marketing has been ineffective and claim that 'Creating meaningful progress towards sustainability requires more radical solutions than just the development of new products and product substitutions amongst consumers'.

Lee (2008) characterizes the development of green marketing as encompassing three stages: introduction in the '80s, the consumer backlash of the '90s, and a third stage that commenced with the new millennium. She argues that increasing environmental concerns, technological innovation, and stricter regulation have created a new momentum that will move eco-friendly business into the mainstream.

The current marketplace reveals a mounting emphasis on environmental sustainability, and firms are increasingly seeking ways to respond (e.g., Banerjee, Iyer, and Kashyap 2003; Grinstein and Nisan 2009).

The role of the marketing process in economic activity is well recognized, as it contributes to stimulate consumption to satisfy human needs and wants. However, the critical role of marketing in human development will only be appreciated when, through green marketing, it meets the needs of the present without compromising the ability of future generations to meet their own needs (Polonsky et al., 1997).

Green marketing is most frequently associated with the greening of the different aspects of traditional marketing. This generally involves the production of "green" products

for sale to "green" consumers who are admonished to recycle the waste from their consumption. They fall considerably short of what would be considered truly green marketing since they are primarily managerial strategies to increase sales and only secondarily green. Since they are typically referred to as "green" marketing however, it is useful to adopt Dobson's (1990) strategy of differentiating between green with a little "g" signifying managerial approaches and truly Green with a large "G" that considers the larger issue of sustainability.

The Theory of Planned Behaviour (TPB) (Ajzen 1991) developed from the Theory of Reasoned Action (Ajzen&Fishbein 1975) and is a widely accepted action model implemented in social psychology as a framework for understanding, predicting and changing behaviour (Ajzen 2011).

Objectives

- To examine the level of awareness about the concept of environmental marketing with the people,
- To understand the need, importance and the challenges of environmental marketing,
- To find out the initiatives taken by the Indian companies for environmental marketing in their core businesses,
- To know the contribution of the government towards the environmental marketing in the interest of sustainability,
- To find out how the Environmental marketing can help improve sustainability.

Hypothesis

1.H0: There is no need of Environmental Marketing for Sustainability.

H1: There is a need of Environmental Marketing for Sustainability.

2.H0: The Indian Companies have not taken any initiatives on Environmental Marketing.

H1: The Indian Companies have taken some initiatives on Environmental Marketing

Research Methodology

In order to meet research objectives, a structured questionnaire was developed based on the objectives. This research is descriptive in nature. Survey method is being followed using structured questionnaire to collect the primary data.

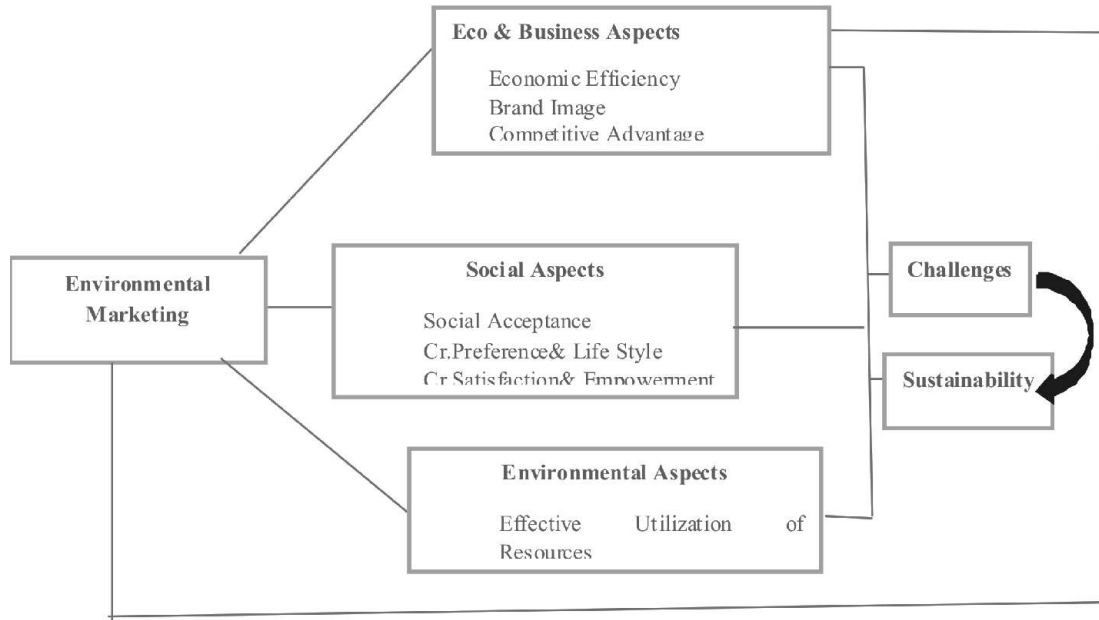
Sampling Method: Simple Random Sampling is used.

Sample Size chosen is 120 where as 100 are valid responses. Likert scale varying from Very Low(1) to Very High(5) is used data analysis. The data is collected from the respondents of different companies. S.P.S.S. 20 .0 is used as a research tool for data analysis. An effort made to collect the data from various public and private companies belonging to different industries. Study area covers both

manufacturing and service sectors.

Cronbach alpha coefficients is used to test the scale reliability. Analysis of data can be done through Mean, t-test and chi-square test, Correlation and regression analysis. Factor Analysis has been used to understand the respondent's opinion on Environment Marketing.

Our Conceptual Model



Data Analysis

Variables

In this study, environment marketing is the independent variable and sustainability is the dependent variable.

Reliability Test:

1.Cronbach's Alpha = .848 (Reliability)

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.848	.848	18

Frequency Table

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	77	77.0	77.0	77.0
	Female	23	23.0	23.0	100.0
	Total	100	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-30	49	49.0	49.0	49.0
	31-40	33	33.0	33.0	82.0
	41-50	17	17.0	17.0	99.0
	above 50	1	1.0	1.0	100.0
	Total	100	100.0	100.0	

Qualification

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	UG	8	8.0	8.0	8.0
	GRADUATE	36	36.0	36.0	44.0
	POST GRADUATE	54	54.0	54.0	98.0
	OTHERS	2	2.0	2.0	100.0
	Total	100	100.0	100.0	

		Gender	Age	Qualification
N	Valid	100	100	100
	Missing	0	0	0
Mean		1.23	1.70	
Median		1.00	2.00	
Mode		1	1	
Std. Deviation		.423	.785	
Percentiles				
	25	1.00	1.00	
	50	1.00	2.00	
	75	1.00	2.00	
	100	2.00	4.00	

Factor Analysis

Correlation is significant = 1, level (2-tailed) test .Hence there is a Strong significance value correlated relationship

between dependent (Sustainability) and independent variable (Environment marketing). The value lies >1 to 0.05 is always strongly correlated.

		1.How would you describe your level of awareness about green products?	2a.Awareness of benefits of green products for health	2b.Awareness of benefits of green products for environment
	1. How would you describe your level of awareness about green products?	1.000	.541	.484
	2a.Awareness of benefits of green products for health	.541	1.000	.686

Correlation	2b.Awareness of benefits of green products for environment	.484	.686	1.000
	2c.Awareness of various symbols / certificates/ other identifiers which declare product as green product	.469	.398	.333
	3.How would you describe your level of awareness about the Green Marketing?	.305	.333	.093
	4. Your belief in the concept of Environmental marketing	.388	.331	.271
	5. How do you describe your support to the environment by following green marketing strategies?	.311	.416	.294
	6. 'Eco-labels created by companies catch consumer eyes soon'. How do you agree?	.325	.271	.195

Correlation Matrix^a

		2c.Awareness of various symbols / certificates/ other identifiers which declare product as green product	3.How would you describe your level of awareness about the Green Marketing?	4. Your belief in the concept of Environmental marketing
Correlation	1. How would you describe your level of awareness about green products?	.469	.305	.388
	2a.Awareness of benefits of green products for health	.398	.333	.331
	2b.Awareness of benefits of green products for environment	.333	.093	.271
	2c.Awareness of various symbols / certificates/ other identifiers which declare product as green product	1.000	.552	.384
	3.How would you describe your level of awareness about the Green Marketing?	.552	1.000	.460
	4. Your belief in the concept of Environmental marketing	.384	.460	1.000
	5. How do you describe your support to the environment by following green marketing strategies?	.250	.445	.359
	6. 'Eco-labels created by companies catch consumer eyes soon'. How do you agree?	.272	.407	.115

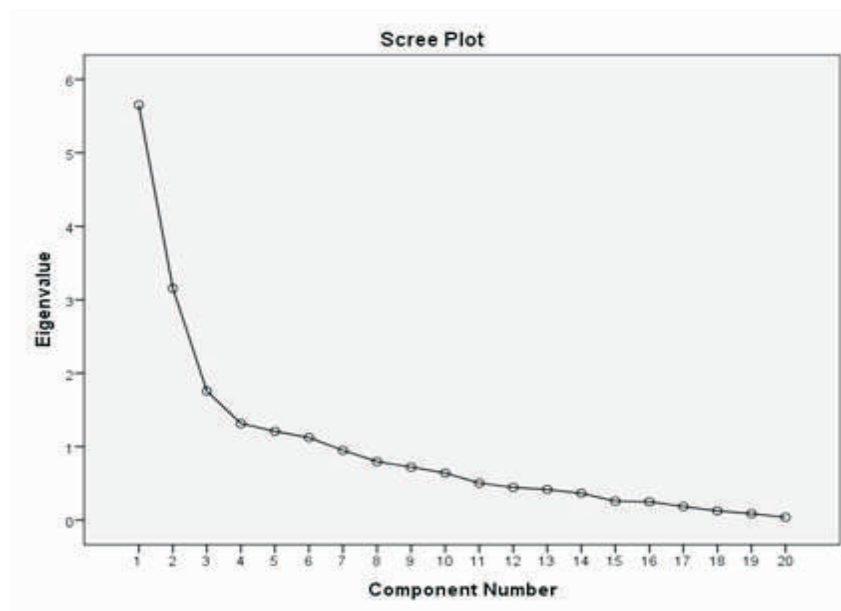
Correlation Matrix^a

		5. How do you describe your support to the environment by following green marketing strategies?	6. 'Eco-labels created by companies catch consumer eyes soon'. How do you agree?	8. How would you describe in your opinion that Environmental Marketing is more effective than regular marketing techniques
Correlation	1. How would you describe your level of awareness about green products?	.311	.325	.264
	2a. Awareness of benefits of green products for health	.416	.271	.244
	2b. Awareness of benefits of green products for environment	.294	.195	.065
	2c. Awareness of various symbols / certificates/ other identifiers which declare product as green product	.250	.272	.159
	3. How would you describe your level of awareness about the Green Marketing?	.445	.407	.212
	4. Your belief in the concept of Environmental marketing	.359	.115	.434
	5. How do you describe your support to the environment by following green marketing strategies?	1.000	.492	.368
	6. 'Eco-labels created by companies catch consumer eyes soon'. How do you agree?	.492	1.000	.200

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings	
	Total	% of Variance	Cumulative %	Total	% of Variance
1	5.653	28.265	28.265	5.653	28.265
2	3.156	15.779	44.044	3.156	15.779
3	1.757	8.784	52.828	1.757	8.784
4	1.315	6.574	59.402	1.315	6.574
5	1.209	6.046	65.449	1.209	6.046
6	1.124	5.620	71.069	1.124	5.620

Total Variance Explained

Component	Extraction Sums of Squared Loadings
	Cumulative %
1	28.265
2	44.044
3	52.828
4	59.402
5	65.449
6	71.069



This screen plot shows that the first six factors account for most of the total variability in data (given by the eigen values). The eigen values for the first six factors are all greater than 1. The remaining factors account for a very small proportion of the variability and are likely unimportant.

Regression Analysis

The model summary box tells us the correlation b/w the data. The value of R is .838 tells us that how much correlation exists b/w the data. The value of Square R is .701 and Adjusted Square R 0.644 tells us the effect on Sustainability (Dependent variable), if any variable is added or deleted in the Environment Marketing (Independent variable).

Coefficients ^a		
Model		Sig.
1	(Constant)	.019
	1. How would you describe your level of awareness about green products?	.581
	2a. Awareness of benefits of green products for health	.422
	2b. Awareness of benefits of green products for environment	.022
	2c. Awareness of various symbols / certificates/ other identifiers which declare product as green product	.002
	3. How would you describe your level of awareness about the Green Marketing?	.000
	4. Your belief in the concept of Environmental marketing	.000
	5. How do you describe your support to the environment by following green marketing strategies?	.000
	6. 'Eco-labels created by companies catch consumer eyes soon'. How do you agree?	.000
	8. How would you describe in your opinion that Environmental Marketing is more effective than regular marketing techniques	.000

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.838 ^a	.701	.644	.477

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	44.411	16	2.776	12.190	.000 ^b
	Residual	18.899	83	.228		
	Total	63.310	99			

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
	(Constant)	1.260	.529		2.383
	1.How would you describe your level of awareness about green products?	-.049	.088	-.050	-.555
	2a.Awareness of benefits of green products for health	.084	.105	.081	.807
	2b.Awareness of benefits of green products for environment	-.257	.111	-.249	-2.329

1	2c.Awareness of various symbols / certificates/ other identifiers which declare product as green product	-.288	.092	-.338	-3.145
	3.How would you describe your level of awareness about the Green Marketing?	-.603	.115	-.646	-5.241
	4. Your belief in the concept of Environmental marketing	.594	.093	.598	6.417
	5. How do you describe your support to the environment by following green marketing strategies?	.299	.079	.322	3.768
	6. 'Eco-labels created by companies catch consumer eyes soon'. How do you agree?	.435	.085	.474	5.115
	8.How would you describe in your opinion that Environmental Marketing is more effective than regular marketing techniques	-.505	.092	-.550	-5.518

Coefficients^a

Model	Sig.
(Constant)	.019
1.How would you describe your level of awareness about green products?	.581

1	2a.Awareness of benefits of green products for health	.422
	2b.Awareness of benefits of green products for environment	.022
	2c.Awareness of various symbols / certificates/ other identifiers which declare product as green product	.002
	3.How would you describe your level of awareness about the Green Marketing?	.000
	4. Your belief in the concept of Environmental marketing	.000
	5. How do you describe your support to the environment by following green marketing strategies?	.000
	6. 'Eco-labels created by companies catch consumer eyes soon'. How do you agree?	.000
	8.How would you describe in your opinion that Environmental Marketing is more effective than regular marketing techniques	.000

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	9. 'Environmental marketing is much more challenging than regular marketing practices'. How do you rate?	.256	.072	.253	3.566
	11. How do you describe the level of acceptance by the consumers about environmental marketing techniques?	-.225	.092	-.235	-2.436
	14. How do you describe your awareness about the companies' initiatives in the area of environmental marketing?	.436	.113	.442	3.858

16. How is your opinion on 'Environmental marketing can improve the credibility of the companies' business?	-.425	.129	-.358	-3.299
18. How would you describe that the practice of Environmental marketing will enhance the customer loyalty?	.304	.107	.255	2.836
19. Environmental marketing will bring as much profit as it did before. How do you agree?	.391	.096	.414	4.088
20. How would Environmental marketing impact on your business in the long run?	.198	.110	.154	1.805

Coefficients^a

Model		Sig.
1	9. 'Environmental marketing is much more challenging than regular marketing practices'. How do you rate?	.001
	11. How do you describe the level of acceptance by the consumers about environmental marketing techniques?	.017
	14. How do you describe your awareness about the companies' initiatives in the area of environmental marketing?	.000
	16. How is your opinion on 'Environmental marketing can improve the credibility of the companies' business?	.001
	18. How would you describe that the practice of Environmental marketing will enhance the customer loyalty?	.006
	19. Environmental marketing will bring as much profit as it did before. How do you agree?	.000
	20. How would Environmental marketing impact on your business in the long run?	.075

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	.84	5.28	4.13	.670	100
Residual	-1.454	.775	.000	.437	100
Std. Predicted Value	-4.919	1.723	.000	1.000	100
Std. Residual	-3.047	1.623	.000	.916	100

Model Summary^f

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.484 ^a	.235	.227	.703
2	.562 ^b	.315	.301	.668
3	.618 ^c	.382	.362	.639
4	.655 ^d	.429	.404	.617
5	.690 ^e	.476	.448	.594

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	14.847	1	14.847	30.023	.000 ^b
	Residual	48.463	98	.495		
	Total	63.310	99			
2	Regression	19.965	2	9.983	22.340	.000 ^c
	Residual	43.345	97	.447		
	Total	63.310	99			
3	Regression	24.166	3	8.055	19.756	.000 ^d
	Residual	39.144	96	.408		
	Total	63.310	99			
4	Regression	27.131	4	6.783	17.811	.000 ^e
	Residual	36.179	95	.381		
	Total	63.310	99			
5	Regression	30.151	5	6.030	17.095	.000 ^f
	Residual	33.159	94	.353		
	Total	63.310	99			

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
1	(Constant)	1.943	.405		4.794
	18. How would you describe that the practice of Environmental marketing will enhance the customer loyalty?	.577	.105	.484	5.479
2	(Constant)	2.643	.437		6.045
	18. How would you describe that the practice of Environmental marketing will enhance the customer loyalty?	.579	.100	.486	5.781
	2c.Awareness of various symbols / certificates/ other identifiers which declare product as green product	-.242	.072	-.284	-3.384
	(Constant)	2.277	.433		5.257
	18. How would you describe that the practice of Environmental marketing will enhance the customer loyalty?	.459	.103	.385	4.464

3	2c.Awareness of various symbols / certificates/ other identifiers which declare product as green product	-0.340	.075	-.399	-4.542
	4. Your belief in the concept of Environmental marketing	.298	.093	.300	3.210
4	(Constant)	1.623	.480		3.384
	18. How would you describe that the practice of Environmental marketing will enhance the customer loyalty?	.360	.105	.302	3.413
	2c.Awareness of various symbols / certificates/ other identifiers which declare product as green product	-.317	.073	-.372	-4.359

Coefficients^a

Model		Sig.
1	(Constant)	.000
	18. How would you describe that the practice of Environmental marketing will enhance the customer loyalty?	.000

2	(Constant)	.000
	18. How would you describe that the practice of Environmental marketing will enhance the customer loyalty?	.000
	2c.Awareness of various symbols / certificates/ other identifiers which declare product as green product	.001
3	(Constant)	.000
	18. How would you describe that the practice of Environmental marketing will enhance the customer loyalty?	.000
	2c.Awareness of various symbols / certificates/ other identifiers which declare product as green product	.000
	4. Your belief in the concept of Environmental marketing	.002
4	(Constant)	.001
	18. How would you describe that the practice of Environmental marketing will enhance the customer loyalty?	.001
	2c.Awareness of various symbols / certificates/ other identifiers which declare product as green product	.000

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
4	4. Your belief in the concept of Environmental marketing	.315	.090	.317	3.502
	9. 'Environmental marketing is much more challenging than regular marketing practices'. How do you rate?	.235	.084	.233	2.790

5	(Constant)	1.171	.487		2.405
	18. How would you describe that the practice of Environmental marketing will enhance the customer loyalty?	.275	.105	.231	2.605
	2c.Awareness of various symbols / certificates/ other identifiers which declare product as green product	-.376	.073	-.441	-5.161
	4. Your belief in the concept of Environmental marketing	.338	.087	.340	3.891
	9. 'Environmental marketing is much more challenging than regular marketing practices'. How do you rate?	.261	.081	.258	3.202
	6. 'Eco-labels created by companies catch consumer eyes soon'. How do you agree?	.217	.074	.236	2.926

Coefficients^a

Model		Sig.
4	4. Your belief in the concept of Environmental marketing	.001
	9. 'Environmental marketing is much more challenging than regular marketing practices'. How do you rate?	.006
5	(Constant)	.018
	18. How would you describe that the practice of Environmental marketing will enhance the customer loyalty?	.011
	2c.Awareness of various symbols / certificates/ other identifiers which declare product as green product	.000
	4. Your belief in the concept of Environmental marketing	.000
	9. 'Environmental marketing is much more challenging than regular marketing practices'. How do you rate?	.002
	6. 'Eco-labels created by companies catch consumer eyes soon'. How do you agree?	.004

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.35	5.39	4.13	.552	100
Residual	-1.487	.933	.000	.579	100
Std. Predicted Value	-5.036	2.289	.000	1.000	100
Std. Residual	-2.504	1.570	.000	.974	100

Hypothesis Testing

From the ANOVA table, we check the significant value at 95% confidence level and we found that the value is less than 0.05. Hence we can conclude that Sustainability (Dependent Variable) is dependent on the Environment Marketing (Independent Variable).

The co-efficient box tells us that which Environment Marketing (Independent variable) is significantly effecting

on Sustainability (Dependent variable). Here the value of Annova,

$p = 0.036$ which is $p < 0.05$, hence there is significant association with the Environment Marketing (Independent Variable) and Sustainability (Dependent Variable) and the model that is formed is

Dependent variable = (constant value of b) + (b value of Independent variable) * (Independent variable) $y = a + bx$

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	44.411	16	2.776	12.190	.000 ^b
	Residual	18.899	83	.228		
	Total	63.310	99			

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.838 ^a	.701	.644	.477

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.690 ^a	12	.471
Likelihood Ratio	15.538	12	.213
Linear-by-Linear Association	1.320	1	.251
N of Valid Cases	100		

The "case processing summary" box tells us the number of valid cases and missing cases. However there is no missing cases found in our result. The "percentages" box tells us about the relationship between the Independent (Environment Marketing) and Dependent variables (Sustainability) i.e. the trends that are established b/w the two variables.

As the significant value is less than 0.5, we accept the hypothesis that there is significant relationship between the between the Independent (Environment Marketing) and Dependent variables (Sustainability) at 95% confidence level. In this Research found that the hypothesis that there

is significant relationship b/w the variables at 90% confidence level.

Here the value of the contingency co-efficient is .875 which is nearing 1, there exists strong correlation between the variable Environment Marketing and Sustainability, which means, if the value lies between 0.5 and 1, and there is strong correlation.

"Lambda" tells us about the reduction of error. If the value is 0.18, it implies that there is 18% of reduction of error in the data. Lower the reduction of error, it proves that the Pearson Chi-square is correct.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.711 ^a	9	.039
Likelihood Ratio	22.106	9	.009
Linear-by-Linear Association	.0875	1	.768
N of Valid Cases	100		

Correlations

		1. How would you describe your level of awareness about green products?	2a.Awareness of benefits of green products for health	2b.Awareness of benefits of green products for environment
1.How would you describe your level of awareness about green products?	Pearson Correlation	1	.541**	.484**
	Sig. (2-tailed)		.000	.000
	N	100	100	100

2a.Awareness of benefits of green products for health	Pearson Correlation	.541**	1	.686**
	Sig. (2-tailed)	.000		.000
	N	100	100	100
2b.Awareness of benefits of green products for environment	Pearson Correlation	.484**	.686**	1
	Sig. (2-tailed)	.000	.000	
	N	100	100	100
2c.Awareness of various symbols / certificates/ other identifiers which declare product as green product	Pearson Correlation	.469**	.398**	.333**
	Sig. (2-tailed)	.000	.000	.001
	N	100	100	100
3.How would you describe your level of awareness about the Green Marketing?	Pearson Correlation	.305**	.333**	.093
	Sig. (2-tailed)	.002	.001	.356
	N	100	100	100
4. Your belief in the concept of Environmental marketing	Pearson Correlation	.388**	.331**	.271**
	Sig. (2-tailed)	.000	.001	.006
	N	100	100	100
5. How do you describe your support to the environment by following green marketing strategies?	Pearson Correlation	.311**	.416**	.294**
	Sig. (2-tailed)	.002	.000	.003
	N	100	100	100
6. 'Eco-labels created by companies catch consumer eyes soon'. How do you agree?	Pearson Correlation	.325**	.271**	.195

From the co relation box, we check the value of Pearson co relation. The value towards 1 is assume to be strongly co related and if the value lies below 0.5, we assume that their exist mild or moderate co relation. After the Pearson co relation we check the significant value, if the significance value is < 0.5 , hence there is Pearson co-relation is highly significance.

Conclusion

Environmental marketing has become necessary to save the world / planet from environmental pollution. From marketing point of view , it is not only necessary to satisfy the consumer needs but also to produce and supply the goods and services according to the choice of the consumer with all the environmental concerns and to maintain sustainability . The business firms should also be benefited by selling the green products.

The consumer needs to be made more aware about the merits of Environmental products as it is still a new concept. The consumer should be aware of the initiatives taken by the companies about the attributes and the use of green products, and hence the demand such products and be ready to pay a little more to maintain greener and cleaner surroundings. As the green products and their production have to be achieved through the complete Supply chain. The firms should work constantly to find out and access the green material and methods of green production that are commercially viable.

There is a Strong significance value correlated relationship between dependent (Sustainability) and independent variable (Environment marketing). There is a significant association of Sustainability (DV) with Environment Marketing (IV) .Hypothesis Testing proves that there is a need of Environment Marketing to reach Sustainability.

Findings

There was cent percent response from the industry to the research. The results are derived from present study suggest that a statistically significant and direct correlation exists between variables Environment Marketing (Independent Variable) and Sustainability (Dependent Variable). The null hypothesis (H0) was rejected and hence there is a significant need for Environment Marketing towards Sustainability.

Further results suggest that a statistically significant and direct correlation exists between variables Environment Marketing (Independent Variable) and Government. Hence the null hypothesis (H0) was rejected and the results found that the Government is taking initiatives on Environment Marketing significantly.

Implications

Managing environmental safety issue is highly challenging, time consuming and expensive. Companies need to follow and abide by the laws on environmental safety that have made companies liable to any wrongdoings. These laws cover areas such as, harmful pollution, managing of hazardous materials. Government support can be utilized by Business towards Ecological sustainability.

Green Marketing begins with 'green design'. For ecologically sustainable products to be successful, green branding attributes have to be efficiently communicated. Companies that do green advertisement that tend to portray an image of environmental friendliness, influences their customer purchase decisions. It has greater impact on Consumer Satisfaction leading to their Empowerment.

There is further scope for study through Phenemalogical research to explore the experiences of Environmental businesses and marketers.

References

- “Aveda to Push Green Issues in Campaign”, Marketing Week, November 29, 2007, Vol. 30, No. 48, p. 8
- Ählström J, Macquet M, Richter U. 2009. The Lack of a Critical Perspective in Environmental Management Research. *Business Strategy and the Environment* 18(2): 334–46
- Ajzen, I. (2011). Theory of planned behaviour. *Handbook on Theory of Socio-Psychology*, Vol One, 1, 438.- TPB
- Ajzen, I., & Fishbein, M. (1975). 'Belief, attitude, intention and behaviour: An introduction to theory and research"
- Baker S, Thompson KE, Engelken J. 2004. Mapping the values driving organic food choice - Germany vs the UK. *European Journal of Marketing* 38(8): 995–1012
- Banerjee, Subhabrata B., Easwar S. Iyer, and Rajiv K. Kashyap (2003), “Corporate Environmentalism: Antecedents and Influence of Industry Type,” *Journal of Marketing*, 67 (April), 106–122
- Burke SJ, Millberg SJ, Smith NC. 1993. The Role of Ethical Concerns in Consumer Purchase Behaviour: Understanding Alternative Processes. *Advances in Consumer Research* 20: 119–22
- Carlson, Les, Stephen Grove and Norman Kangun (1993),” A Content Analysis of Environmental Advertising.” *Journal of Advertising* Vol- 22(3), pg 27-38
- Coddington, W. (1993). *Environmental Marketing: Positive Strategies for Reaching the Green Consumer.*

USA: McGraw-Hill

- Chopra, S. Lakshmi (2010), "Turning Over a New Leaf", *Indian Management*, Vol-64, April-2010 2
11. Dickson MA. 2005. Identifying and Profiling Apparel Label User. In *The Ethical Consumer*, Harrison R, Newholm T, Shaw D (eds). Sage: London - Thousand Oaks - New Delhi, 155–71
- D'Souza, C., Taghian, M., Lamb, P., & Peretiatkos, R. (2006). Green products and corporate strategy: an empirical investigation. *Society and Business Review*, 1(2), 144-157. doi: 10.1108/17465680610669825
- D'Souza, C., Taghian, M., Lamb, P., & Peretiatkos, R. (2007). Green decisions: demographics and consumer understanding of environmental labels. *International Journal of Consumer Studies*, 31(4), 371-376. doi: 10.1111/j.1470-6431.2006.00567.x
- Dobson, A (1990), *Green Political Thought*, London, Harper-Collins Academic
- FTC (2012), "Guides for the Use of Environmental Marketing Claims," (accessed May 21, 2014), [available at <http://www.ftc.gov/enforcement/rules/rulemaking-regulatory-reformproceedings/guides-use-environmental-marketing-claims>]
- 'Harvard Business Review On Greening Your Business Profitably' (2011), by Harvard Business Review, Harvard Business School Press, USA
- Jamge, D.L. (2012). Turning towards the green marketing: a need for the hour in Indian corporate sector. *Indian Streams Research Journal*, 2(8), 1-5. Retrieved on 20th February 2013.
- Kilbourne WE. 1998. Green Marketing: A Theoretical Perspective. *Journal of Marketing Management* 14(6): 641–55
- Kinoti MW. 2011. Green marketing intervention strategies and sustainable development: a conceptual paper. *International Journal of Business and Social Science* 2(23): 263–273
- Lee, K. (2008). Opportunities for green marketing: Young consumers. *Marketing Intelligence and Planning*, 26(6), 573–586
- McDonald S, Oates CJ. 2006. Sustainability: Consumer Perceptions and Marketing Strategies. *Business Strategy and the Environment* 15: 157–170.
- McEachern MG, McClean P. 2002. Organic purchasing motivations and attitudes: are they ethical? *International Journal of Consumer Studies* 26(2): 85–92
- Meriläinen S, Moisander J, Pesonen S. 2000. The masculin mindset of environmental management and green marketing. *Business Strategy and the Environment* 9(3): 151–62
- Mitchell IK, Saren M. 2008. The Living Product - Using the Creative Nature of Metaphors in the Search for Sustainable Marketing. *Business Strategy and the Environment* 17: 398–410.
- Mishra, P., & Sharma, P. (2010). Green Marketing in India: Emerging Opportunities and Challenges. *Journal of Engineering, Science & Management Education*, 3, 9-14
- Ottman, J.A. et al, "Avoiding Green Marketing Myopia", *Environment*, Vol-48, June 2009 3
- Ottman J.A (1998, 1 Edition), *Green Marketing: Opportunity for Innovation*, NTC McGraw-Hill, 1998
- Peattie, K., & Peattie, S. (2009). Social marketing: A pathway to consumption reduction? *Journal of Business Research*, 62(2), 260–268
- PricewaterhouseCoopers (2012), "The Sustainability Executive: Profile and Progress," (accessed May 21, 2014), [available at http://www.pwc.com/en_US/us/corporate-sustainability-climatechange/assets/pwc-sustainability-executive-profile-and-progress].
- Polonsky MJ. 1994. An introduction to green marketing. *Electronic Green Journal* 1(2): 1–10. <http://escholarship.org/uc/item/49n325b7> [26 April 2013].
- Polonsky MJ, Carlson L, Grove S, Kangun N. 1997. International environmental marketing claims: real changes or simple posturing? *International Marketing Review* 14(4): 218–232
- Pride WM, Ferrell OC. 1993. *Marketing – Concepts and Strategies*, Houghton-Mifflin: Boston, MA
- Rowlands IH, Scott D, Parker P. 2003. Consumers and Green Electricity: Profiling Potential Purchasers. *Business Strategy and the Environment* 12:36–48
- Sharma, S.C., & Bagoria, H. (2012). Green Marketing: A gimmick or the real deal? *International Journal of Research in Finance & Marketing*, 2(2), 406-414
- William E. Kilbourne^ Sam Houston University, USA
Green Marketing: A Theoretical Perspective

- Shrikanth, R., & Raju, D.S.N. (2012). Contemporary Green Marketing-Brief Reference to Indian Scenario. *International Journal of Social Sciences & Interdisciplinary Research*, 1(1), 26-39
- Thompson CJ, Coskuner-Balli G. 2007a. Countervailing Market Responses to Corporate Co-optation and the Ideological Recruitment of Consumption Communities. *Journal of Consumer Research* 34: August 135–52
- Varadarajan, R. 2014. Toward sustainability: Public policy, global social innovations for base-of-the-pyramid markets, and demarketing for a better world. *Journal of International Marketing* 22(2): 1-20
- World Commission on Environment and Development. 1987. *Our Common Future*. Annex to General Assembly Document A/42/427. Development and International Co-operation: Environment. <http://www.un-documents.net/wced-ocf.htm> [23 June 2014]