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STUDY OF “LITERATURE REVIEW OF ANALYSIS AND OVERVIEW OF GREEN MARKETING AND SUSTAINABLE DEVELOPMENT PRACTICES IN INDIA”.

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Abstract:

The research paper titled, “Literature review of Analysis and Overview of Green Marketing and Sustainable development in India” focuses on the systematic and step by step analysis of literature in green marketing and its use as a tool of Sustainable development. Now a day we are very much well known about 3 R of Environment i.e. Reduce, Reuse and Recycle. This is a basic idea behind the concept of green marketing. This term used for ecofriendly products that are considered to be green. It basically focusses on products who uses minimum power consuming electrical appliances, it may include organic food, paints without chemicals or lead, Products which uses recyclable paper, and mostly for textile products detergents without phosphate or any other harmful chemicals and so on...Now a day’s Customers are also environment conscious and are ready to pay more for green products. From that point of view following green code is essential for the organizations and also organizations can see this as a opportunity for sustainable development of organizations and also Corporate Social Responsibility of the organizations. Assuming the same green code should be understood and implemented by the organizations. Basically, green marketing involved transformation in all industrial activities right from supply chain management to production to selling. We will try to cover practices that are conducted in different sectors and organizations to follow the green code with the help this research paper.

Keywords: Green Marketing, Sustainability development, Corporate Social Responsibility, Green Code.

Introduction & Definition:

Green marketing is one of the most important and prominent trends in marketing which basically focus on marketing of Environment Friendly product to save environment from drastically increasing pollution and its adverse effects on environment. This term is also referred as “Environmental Marketing” or “Ecological Marketing” which is a one type of comprehensive marketing concept which focus on all 4 Ps of marketing. Green-marketing is defined as “the development and marketing of



products designed in a manner that is sensitive or responsive to ecological concern”
According to American Marketing Association green marketing can be defined as

“Green marketing is the marketing of products that are presumed to be environmentally safe. Green marketing includes a broad range of activities, including product modification, changes in production process, changes in packaging and also changes in advertising.”

In this concept of marketing while manufacturing the products it was prominently focus on product manufacturing, its marketing strategy, its consumption process and also its disposal. All these processes must design and implement is such a way that there will be short end adverse effect to the environment which is mainly because of awareness about non-biodegradable sturdy waste, harmful effect of greenhouse gases and also various pollution causing factors. All these factors have very hazardous effect on Human life as well as surrounding environment. Producers and consumers, everyone is increasingly sensitive to environmental issues and that is why need to change for green products and need to switch for green products and services. Products produced according to concept of green marketing generally includes terms like chemical free, recyclable, refillable, phosphate free, no harmful for stratosphere and ozone and environment friendly.

To make this possible whole society needs to take initiatives from all sides. So government across the world taken the initiatives about green marketing activities and different measures to regulate environment protection. (Polanski 1994a).

It has been observed worldwide that people are start thinking about the environment and accordingly change their mindset towards the consumption mechanism. Every one need to remember that environmentally friendly Marketing is not only about using Marketing Mix with a smaller negative impact on the environment. Industries can follow different green marketing practices as a part of corporate social responsibility of the organization.

It has been observed that various research has been conducted in India in different manufacturing and service sectors, increasing awareness about green product was found among the Indian consumers as well as manufacturers. However, to avoid worldwide impact efforts must be worldwide.

Objectives of the Study

1. To review the literature of green marketing to analyze the level of implementation in different sectors.
2. To analyze the methods how green code is implemented in different organization.
3. To study the effects of implementing green code.
4. To analyze the threats and opportunities in Implementations of green code.



Research Methodology

Research methodology followed for this paper is exploratory research.

It focuses on literature review of green marketing.

Exploratory research can be defined as “research used to investigate a problem which is not clearly defined”. Generally, this type of investigative analysis is conducted to acquire a better understanding of the existing problem. It will help to analyze all aspects of problem under study but will not provide any final results for the research problem. Basically, researcher may start with general idea of the research question and uses this research as a medium to identify issues and different aspects related to topic. Primary and secondary methods can be used for research in exploratory. Under these two types; there are many methods which can use by a researcher.

Primary research methods:

In Primary research is information gathered directly from the respondents or subjects related to research. Data can be gathered by individual respondent or group of peoples. This is called as original research where first-hand data is collected by the researcher for the research. In primary research it can be directly carried out by researcher or third party on behalf of researcher. In depth study of the research problem can be carried out with the help of primary research.

Surveys/polls: once the respondents for the research are identified survey or polls can be used to gather information. Surveys or polls can be of many types which helps to explore opinions. Now a days surveys can be conducted online which is very easy and reliable method of collecting primary data. Various survey app can be used to conduct online survey. The information is also available to the researcher in real time as well. Most of the organization can offer short length surveys and rewards to respondents, in order to achieve higher response rates.

- **Interviews:** In depth information about specific topic can be used obtained with the help interview: one of the data collection tools for primary research. Researcher conducts an interview with a specialized professional. The professional can provide meaningful and in-depth insights that cannot be collected from any social source of data collection. This technique can be used by face-to-face interview or on telephone. Using open ended or close ended questions more information about the topic can be easily collected.
- **Focus groups:** it is an another most frequently used method where a group of peoples having common background and comparable experiences is identify as a respondent to collect information about research problem.



- **Observations:** This is a factual data collection method. Observation can be of a person or a process or a system and data or information is collected their reaction to certain parameters. It may or may not involve direct interaction with the subject or respondent.

Secondary research methods

This is also referred as indirect research in which data or information is collected from previously published primary research. There are many sources for collecting secondary data like case studies, magazines, newspapers, books, Resources available on internet etc. Pre analyzed data is used for this type of research.

- **Online research:** online research is one of the fastest and easiest method to gather useful and in-depth information on research topic. A large volume and updated and recent data is available on the online resources and the researcher can download it whenever he needs it. While using ready-made secondary data it is an important for researcher to follow the genuineness and authenticity of the source websites that the researcher is gathering the information from.
- **Literature research:** to discover the hypothesis literature research is most frequently used method. Lot of literature is available in various sources of information like libraries, online sources, or even commercial databases about the topic. Mainly Sources of the secondary data include newspapers, magazines, books from knowledge resource Center, documents from government agencies, topic related articles, literature, organization's annual reports, published statistics from research organizations and so on. Researcher can use this data very effectively for drawing the conclusion about the research.
- **Case study research:** Case study research is a critical analysis of existing cases in which similar types of problem is discussed. Researcher analyses the problem to find relation between problems, dependent and independent factors. Many business organizations or social sciences sector or even in the health sector use this common method of research.

Literature Review on Green Marketing:

Various concepts like natural energy preservation, product development with minimum wastage., process with minimum lead time will be the basic concepts that are prominently considered in green manufacturing. ("A review on Green Manufacturing: It's important, Methodology and its Application." "I.D. Paula*, G.P. Bholeb, J.R. Chaudhar").

Green design for implementation of environment of green manufacturing system focus on technology for production of sustainable product. Reuse of the product, shorter life cycle, green accounting and green supply chain management and all green manufacturing tact for minimizing manufacturing cost



can be studied as a part on material processing. ("3rd International Conference on Materials Processing and Characterization (ICMPC 2014)")

We can also focus on dependent and independent factors of consumers purchase behavior towards green products.

Product Price, Quality, availability these factors has a positive and significant relation with Green Purchase Behavior. A three-step regression analysis model shows the moderate effect of Perceived Product Price and Quality have higher and positive impact on GPB of consumers. ("study on determinants of consumers' purchase behavior towards green products Dr. N. Mahesh, Dr. R. Ganapathi").

Many organizations can consider the adaptation of green marketing code as a part of corporate social responsibility. CSR can be explained as continuing commitment by business for ethical behavior and activity which will contribute to economic development of society at the same time it will raise quality of life of the society. ("An analytical study of strategic corporate social responsibility practices in India – an opportunity for smes by Devender Kumar, dr. Gyanender Tripathi")

While reviewing the literature it has been observe that Some researchers focus on green marketing as a safeguard for environment. ("Analysis of green marketing as environment protection tool: a study of consumer of Dehradun, MS. Shalini thapa, Ms. Shikha verma")

Due to current and important challenges of global warming and other environmental problems there is evolution of a new way of business which is called as Green Business. These are the industries who claim that they are executing green practices and use their marketing philosophy is termed as green marketing and environment friendly products are referred as green products. ("Determinants of green purchase intention: an empirical study in India seemant kumar Yadav, Utkal Khandelwal, Vikas Tripathi")

Eco labels are the essential sources of information regarding products features and it will focus on providing information about less harmful effects of green products on environment. ("Effect of Green Trust and Environmental Concern Irfan Hameed _ Idrees Waris")

According to "International Research Journal of Commerce Arts and Science"

Emerging Trend of Green Marketing in the world brings the concept of non-polluting activities. It has been given an immense importance in all business sectors and in all phases of industrial activities.

Safe and sustainable environment is one of the biggest needs of the time today. Ecological issues across the globe have a major impact on both business and public life as well. ("Emerging trend, opportunities, challenges and creating Awareness for green marketing in India Jaya Datta. S & syedamen Ahmed")



It has been observed that end users are changing their buying pattern as well as decision making pattern and try to combine environmental consideration into their life-style choices as a concern about environment. Awareness of environmental responsibility is found to be the most important factor that influences all the dimensions of green purchasing behavior. ("Environmental Awareness as a Driving Force in Shaping Green Purchasing Behavior: Empirical Evidence from Indian Consumers, Ubba Savita*, Monika Rani**")

The effect of factors environment friendly responsive consumption, behavior on purchase intentions and consumer buying decision is also studied prominently.

This has been observed that basically the initiatives that business organization trying to get to match up with the current needs of going green. Business enterprises in India and across the world who were historically engaged in profit maximization only are now diverging their practices towards the principle of "win" in the market. ("Go Green Initiatives of Customers: An Introspection of Myths or Reality Sanskrit Joseph, G.K. Deshmukh, Gagandeep Saluja,")

It has been observing that many organizations are focusing on development of sustainable development practices. It mainly focuses on empowerment of customers, enterprises, environment and society. It will help to become more accountable to each other while managing the interest and benefits of all related parties. ("Going Green in Business-A Study on the Eco-friendly Initiatives towards Sustainable Development in India")

As the resources are scarce and the human wants are unlimited, the resources should be efficiently utilized to satisfy them. Since, people are becoming aware about the environment and their problems therefore, are not ready compromise with the products that they buy.

("Green Marketing: A Step towards Sustainable Growth, Ms. Akanksha Nirala, Ms. Navodita Chaudhary")

Unexpected change in climate, effect of global warming, increasing awareness among customers about green products companies, public and government are forced to think of green and go green in every possible manner and way. ("International Journal of Management and Social Sciences Research (IJMSSR) ISSN:2319-4421")

Green marketing has emerged which highlight on growing market for sustainable and socially responsible products and services. It focuses on boosting the moral difficulties and practice of ethics. Modern business practices based on consideration of Ethical issues in marketing. ("International Journal of Marketing and Human Resource Management (IJMHRM)")

We can say that green marketing is sustainability development tool used by many organizations. The development and implementation of green marketing has opened the door of opportunity for



companies to co-brand their products into separate line, lauding the green-friendliness of some while ignoring that of others (*IOSR Journal of Business and Management (IOSR-JBM) e-ISSN: 2278-487X, p-ISSN: 2319-7668*)

Analysis and Discussion:

This literature review can be concluded that green marketing basically focusing on three main concepts that are Commitment, Enrichment and differentiation. These three factors can act as a guideline for the further research for researchers. Commitment focus on broad visions of management that will think about new and sustainable strategies that are promising and about growth and Sustainable development of organization and green marketing is one of the tools used for the same.

Second concept of differentiation is related to designing and production of unique products that have differentiated qualities which helps to survive in drastic competition.

Third factor is enrichment which mainly focus on core environmental values of a company. Like this green marketing can be discussed as an effective tool for sustainable development of organizations.

Conclusions:

It has been observed that green marketing is most important sub part of the marketing. From last twenty years research is being conducted on different aspects of the green marketing. Organizations as well as consumers both are agreed upon environmental issues and so hence concept of green marketing is on the priority now. Further increasing pressure from government again initiates the activity. Even though research related to green marketing is covered several prospective areas like economic, social, Consumers and Even manufacturing point of view but still the confusion persists for its appropriate conceptualization, how to measure it and how it can be further developed.

Research related to this aspect of green marketing still needs more focus.

From this literature review we can conclude that Future Research Directions should focus on Exact implementation of this green code ion manufacturing industry by identifying correct green marketing mix.

Even though green marketing mix is recognized as fundamental of marketing, it needs to be carefully combined and utilized to produce the most viable mix. Contributions towards informing consumers about green products and offering them green product exposure are utmost important in academic research. This can be stated on the basis of this literature review that future focus for the research should be identifying exact green code for different types of industries; Researcher should try to identify the exact green code characters for different types of industries.

Depending upon the type of industries we have to identify the exact plan of action to identify the green code. Researcher has to identify green products, green production process, green marketing and also green environment management for each type of organization.

Above analysis helps us to draw following Conclusions.



1. Literature related to green marketing and its various concepts is analyzed and it can be concluded since last 15 years a lot of research is done on various related concepts. It can be said that due to increasing awareness of consumers, increasing pressure from government and also to face competitive world many industries including in India has started adopting green code.
2. This can be concluded that even if research of green market has covered many aspects, we need to focus more on finding exact green code for different industries and also, we need to identify exact method of implementing green code.
3. This can be concluded from above review that every industry is now thinking for going green by identifying the future growth and new opportunities for the industries. It can be said that implementation of green code is quite costly for industries and customers too, but for sustainable development of industries it will be a road map.
4. For large scale as well as medium scale industries following green code will be easy and with a lot of benefits regarding long term benefits but for small scale industries there may be some problems regarding implementation of green code. So further research is necessary to analyze the methods of implementation of green code in small scale industries.

Research Gap:

While studying literature review for green marketing as a tool for sustainability development specifically for Textile Industry, it can be concluded that many research focusing towards consumer perception, Customer demands, Customers awareness about green products and also how green marketing will help industries to survive in future by avoiding pollution, waste and maintain environment balance.

But still our research should focus on what changes should be made in Marketing mix for textile industries and what exact manufacturing process should be to follow this green code.

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