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Can Green Marketing be used as a tool for Sustainable Growth?: A Study Performed on Consumers in India- An Emerging Economy

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Abstract: Sustainable development is the form of development which aims at sustainable consumption and sustainable economic growth and tries to protect the environment. The field of sustainable development can be conceptually broken into three constituent parts: environmental sustainability, economic sustainability and socio-political sustainability. Realizing the importance of people's concern for a healthy environment to live and preferring environmental friendly products and services to consume, marketers these days are trying to capitalize on the same to ensure sustainable growth and using these concepts in designing their strategies. Green marketing is one of such strategies which marketers are using these days as a key strategy for sustainable development. Just a decade ago, the term green marketing or green business strategy evoked visions of fringe environmentalism and adding cost to existing normal goods. Most of the industries had the perception that consumers are willing to buy products at best competitive prices and associate no value for environmentally friendly products. They felt that the pressure for making business environment green and behaving in a more responsible manner especially comes from Government and its legislations and consumers have nothing to do with it. But, now that old perception of companies is changing, they have started realizing the changes in consumer perceptions and their behavior. Therefore, these days' concepts of green marketing are taking shape as one of the key business strategies of the companies for gaining the competitive advantage, ensuring sustainable consumption of their products in the markets and enjoying sustainable development in future. Marketers must realize now that green marketing is not purely altruistic - it can be a profitable endeavour for sustainable growth. It is only since 1990's that the researchers have started academically analyzing consumers and industry attitude towards green marketing. Most of the studies on green marketing philosophy, sustainable consumption and sustainable development are done in developed countries but such studies however, remain conspicuously missing in the context of emerging economies like India. This research is a step to fill up this gap. The findings of the study demonstrate that these days' people are having high concern about environmental protection and are willing to consume those products which are environmentally friendly i.e. green in nature and the companies who offer green products will definitely enjoy a competitive advantage over their competitors as people have a positive attitude for green products. Findings of the study support the view of the authors that green marketing can definitely be used as a tool for sustainable growth.

Keywords: Sustainable Consumption, Sustainable Development, Green Marketing, Green Companies, Green Brands

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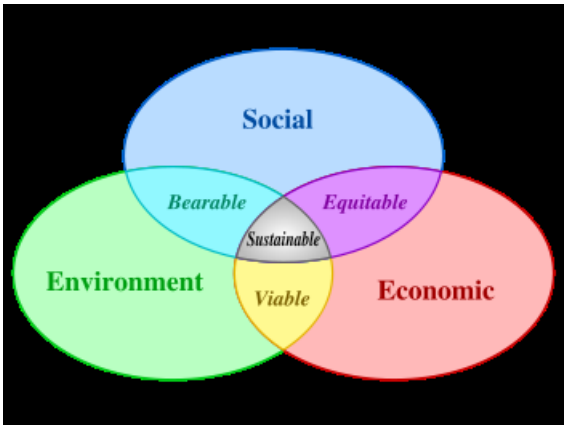
Introduction

SUSTAINABLE DEVELOPMENT AS per the "Report of the World Commission on Environment and Development (United Nations, 1987)"can be viewed as a pattern of resource use that aims to meet human needs while preserving the environment so that these needs can be met not only in the present, but in the indefinite future. The field of sustainable development can be conceptually broken into three constituent parts: environmental sustainability, economic sustainability and sociopolitical sustainability.

Sustainable development does not focus solely on environmental issues. The United Nations 2005 World Summit Outcome Document refers to the "interdependent and mutually reinforcing pillars" of sustainable development as economic development, social development, and environmental protection. Below given figure taken from the report of IUCN Renowned Thinkers Meeting, 29-31 January, 2006; reflects the above discussed scheme of sustainable development: at the confluence of three constituent parts.



(Figure-1: Source- IUCN Report, 2006)

Environmental sustainability is the process of making sure current processes of interaction with the environment are pursued with the idea of keeping the environment as pristine as naturally possible based on ideal-seeking behavior. The increasing environmental consciousness makes it incumbent on consumer marketers not just to respond to, but to lead the way in, environmental sustainability programs.

Every age has its contested aspirations, central to economic, political, and even moral debates, over how we should organize our lives. Sustainable consumption is surely one such aspiration. Some postmodernists call it the latest middle class moralism. Many economists view sustainable consumption as essential for solving the dilemma of balancing economic prosperity with ecologic vitality and social justice. Whether or not one grants any validity to sustainable consumption as a central aspiration, it is already changing the organization of daily life.

In view of the above, sustainable consumption and sustainable development are the two faces of the same coin. Sustainable development refers to maintaining long-term economic, social and environmental capital. While sustainable consumption becomes the way of life. Sustainable consumption is using resources in a way that minimizes harm to the environment while supporting the well-being of people.

Realizing the importance of people's concern for a healthy environment to live and preferring environmental friendly products and services to consume, marketers these days are trying to capitalize on the same to ensure sustainable growth and using these concepts in designing their strategies.

One of the key business strategies for sustainable growth has taken the shape of Green Marketing. Green Marketing can be viewed both as a type of marketing and a marketing philosophy. As a type of marketing it is like industrial or service marketing, and is concerned with marketing of green products and positioning them as green brands. As a philosophy, green marketing runs parallel to the societal marketing concept and espouses the view that satisfying customers is not enough and marketers should take into account ecological interests of the society as a whole. It is a part of Corporate Social Responsibility (CSR).

"Green marketing" isn't merely a catchphrase; it's a marketing strategy that can help you get more customers and make more money. Marketers should analyze the changing consumer attitudes while recognizing the role that companies can play in protecting the environment to ensure society's well being. They must realize that green marketing is not purely altruistic - it can be a profitable endeavour for sustainable growth. So, why not enter the bandwagon of green marketing for sustainable growth?

It is only since 1990's that the researchers have started academically analyzing consumers and industry attitude towards green marketing. Most of the studies on green marketing are done in developed countries but such studies however, remain conspicuously missing in the context of developing countries like India. This research is a step to fill up this gap, and is based on data collected through a field survey of consumers to assess their attitude towards green marketing and green products, which is the recent strategic tool for sustainable development.

Objectives

This empirical study examines issues of sustainability in relation to consumption, the concept of green marketing and its interface with consumers, and whether socio-demographics have a role to play in profiling green consumers, who have more positive attitude towards green brands. The study tries to assess the influence of gender, age, education level and annual household income on consumer attitude towards green marketing, a key to sustainable development. The study brings in insights on consumer dynamics on green vision in emerging economies like India.

Literature Review

Corporate attitude to environmental issues have changed significantly over the years. For many years, most companies regarded environmentalists as unfriendly and environmental regulation as something to be fought off as long as possible, and then complied with reluctantly. This approach began to change in the late 1980's, first among large companies in the most polluting industries, such as chemicals and oils. By the time of 1992 Earth Summit, (Rio Conference) some corporate had already embraced green philosophy.

Under the chairmanship of Stephan Schmidheiny, a charismatic Swiss with a private business, the Business Council for Sustainable Development (BCSD) was formed. It's fifty-nine members put together guidelines on environmental friendly behavior for companies

and held their own conference in Rio, a week before the world's leaders assembled there. One of the earliest efforts was the "Responsible Care" program set up by America's chemical manufacturers. Under it, companies committed themselves to tracking the fate of their products through their life cycle, from manufacture to final disposal and to adhering to a set of basic environmental principles.

During the last two decades the burgeoning environmental movement was named as the "green movement"; environmentally aware consumers called the "green consumers", product designed to protect the environment called the "green products" and marketing that uses the environmental claims called the "green marketing" (Peattie,1995). According to the authors like Ottaman, (1993) and Peattie, (2001) conventional marketing is out and Green Marketing is in.

In the developed countries, the surge of environmental consciousness that followed Earth Day in 1990 washed over the marketplace rapidly. In poll after poll, consumers claim they are willing to change their buying habits – and even pay more for products – to protect the environment (Pearce, 1991; Consumer Reports, 1991; Coddington, 1990; Davis, 1992; Ottaman, 1993). Manufacturers got the message that the Marketing Intelligence Service (Consumer Reports, 1991), which tracks new product introductions, reports that the percentage of new packaged products making some kind of green claim more than doubled between 1989 and 1990, rising from 4.5% to 11.4% of the total. During the same year, the number of green advertisements appearing on television and in major print outlets more than quadrupled, according to an audit by the advertising agency J. Walter Thompson (Consumer Reports, 1991).

An average green company can be described by using the models and experiences reported by John Elkington, Peter Knight and Julia Hailes in their book The Green Business Guide (Elkington et al., 1992). A green company is based on its corporate vision that includes environmental concerns as the company's functioning. This simply means that the company realizes the needs of the ecosystem with which it interacts. For example, any company wants "to be a good company, having concern for the community and the environment".

Green Marketing might be a result of pragmatic policy, referring to the changes of preferences of the customers and /or to follow the mainstream development of the industry. However, there are companies, which are really centered on green values and try to realize their ecological worldview in their business activities (e.g. the Body Shop, Ben and Jerry's, Tom's of Main, Interface).

According to Hawken (1995) in Ecology of Commerce; business has three issues to face. These are (1) what it takes, (2) what it makes? and (3) what it wastes. What it takes is materials from the environment, (its ecosystem) through extracting, mining, cutting, hunting and other means. What it makes is the products of commerce, goods and services that are derived from the natural environment through the process of conversion and transformation. What it wastes represents eco-costs arising from garbage, pollution and destruction of natural systems, which are the consequences of taking and making processes. And these costs are not internalized in most of the accounting systems so far.

The critical importance of industrial greening, in particular, is highlighted by a consideration of the factors that contribute to large-scale environmental deterioration. Environmental Impact equals a product of population (P), time's affluence (A), time's technology (T), it is denoted as: **I = P x A x T** (Ehrlich and Ehrlich 1991). P and A are socio-political phenomena and are beyond the control of an industry or business. However, technology co-efficient is

controllable. Technology applications reflect consumption of resources in qualitative and quantitative terms, energy used and the efficiency level of production and marketing and disposal of wastes. These are controllable technology decisions that can increase or reduce eco-costs. The goal is to reduce the use of unsustainable technologies and increase the use of clean technologies so that in the long run T is reduced to Zero which theoretically means I would be Zero at any quantity of P and A.

While looking through the literature one finds that there are several reasons for firms to adopt use of Green Marketing. Five possible reasons given by many authors are;

1. Organizations perceive environmental marketing to be an opportunity that can be used to achieve its objective (Keller, 1987; Shearer, 1990).
2. Organizations believe that they have to be more ethically and socially responsible (Davis, 1992; Freeman & Liedtka, 1991; Keller, 1987; McIntosh, 1990; Shearer, 1990).
3. Governmental bodies are forcing firms to become more responsible (NAAG, 1990).
4. Eco friendly competitor pressure makes the firms to change their environmental marketing activities (NAAG, 1990).
5. Cost factors associated with waste disposal, or reductions in material usage forces firms to modify their behavior in favor of green marketing (Azzone & Mazini, 1994).

Greening product or market is viewed as the outcome of rational strategic choice. It may thus involve the search for different types of competitive advantage (Gladwin, 1992). One of the significant references relevant to review of literature is that of Hentze (1991) who writes that, "the decade of the nineties, like the sixties, appears to be an era in which social and cultural concerns were becoming increasingly paramount. As the "me" attitude of the 1980s becomes less prevalent, it is becoming apparent that consumers are looking at far more than a company's product offerings. These more sophisticated consumers are also concerned with a holistic view of corporate image, particularly with regard to social concern and responsibility, and are changing their purchasing patterns in accordance to their more socially responsible beliefs".

The adoption of a green marketing orientation by a firm is principally a response to the increased pressures by society for business to meet its comprehensive ethical and moral responsibilities, while adhering to the marketing concept's basic tenants as suggested by McCarthy and Perreault (1984) of meeting customer needs at a profit. In addition, an eco-marketing orientation may provide the organization with a strategic competitive advantage in both domestic and international markets. Crosby, Gill, and Taylor (1981) segmented U.S. consumers by their utilizing consumers' self-designated "greenness" to segment consumer markets (Schwartz and Miller, 1991).

The "green" consumer point of view cannot be ignored. In a survey conducted in the United States of 400 Midwestern consumers, 36 percent of the respondents were found to be "very likely" to change from one food brand to another competitive label which used a recycled carton; only 2.8 percent stated that they would be "some what unlikely" to make brand changes because of recycled packaging (Eisenhart, 1990). In many cases, mandatory environmental legislation is also forcing behavioral changes in consumers. Business may adopt an eco-marketing orientation as a strategic response to the dynamic environments of the nineties (Clarke, Geri, 2004).

The basic ideas behind environmentalism dictate that corporations have responsibilities that go beyond the production of goods and services. These responsibilities involve helping to solve important social problems, especially those they have helped create (Buchholz 1991; Peattie, 1995). Corporations such as McDonald's, Wallmart, Procter & Gamble, and Du Pont acknowledge that the environment must be protected and enhanced for economic growth to take place, and have taken action towards that goal. McDonald's has made a $100 million commitment to its consumers for recycling purposes. Wallmart encourages the purchase of environmentally friendly products and reports that the green labeling program that they initiated in 1989 contributed to an overall 25% increase in sales for the year. Procter & Gamble has pledged to spend $20 million per year to develop a composting infrastructure, (Lodge and Rayport, 1991).

Yet, note that the Procter & Gamble example is quite telling. To a large extent, the company has been under fire by environmentalists mostly for its disposable diapers and its detergents. As a response, Procter & Gamble has implemented a strategy that takes the concepts of recycling and reusing to heart, particularly regarding packaging. Still, they have discovered that the synergistic relationship between issues and trends can yield criticism and consumer resistance. Even though their formula for Cheer laundry detergent (or Ariel outside of the U.S.) has been changed to minimize the amount of phosphates in the product, the company is still being strongly criticized for its overt reliance on animal testing.

Dr. Peter White, Director of Global Sustainability, Procter & Gamble states that, "We need to connect sustainable production with sustainable consumption. This means understanding current and future consumption patterns, then harnessing innovation to develop more sustainable products, services and behavior change initiatives". Sustainable production and consumption can be defined in a very simple way; "The use of goods and services that respond to basic needs and bring a better quality of life, while minimizing the use of natural resources, toxic materials and emissions of waste and pollutants over the life cycle, so as not to jeopardize the needs of future generations."

To meet the challenge of sustainable development, businesses can help to foster more sustainable levels and patterns of consumption. There is a significant opportunity for business to help consumers choose and use their goods and services sustainably. In order to do so, business must create sustainable value for consumers by supplying products and services that meet their functional and emotional needs – now and for future generations – while respecting environmental limits and common values (Symposium on Sustainable Consumption, Oslo, 1994; UN Commission on Sustainable Development (UNCSD).

The World Business Council for Sustainable Development (WBCSD' 2008) brings together some 200 international companies in a shared commitment to sustainable development through economic growth, ecological balance and social progress. Its members are drawn from more than 30 countries and 20 major industrial sectors. It gains benefits from a global network of about 60 national and regional business councils and partner organizations. According to WBCSD, "Current global consumption patterns are unsustainable", based on the facts and trends outlined in their document, "it is becoming apparent that efficiency gains and technological advances alone will not be sufficient to bring global consumption to a sustainable level; changes will also be required to consumer lifestyles, including the ways in which consumers choose and use products and services. We recognize the need for business to play a leadership role in fostering more sustainable levels and patterns of consumption, through current business processes such as innovation, marketing and communications, and

by working in partnership with consumers, governments and stakeholders to define and achieve more sustainable lifestyles".

A 2008 survey by the National Geographic Society and GlobScan on consumer choice and the environment reported on current behavior in fourteen countries (including Canada, China, France, Germany, India, Mexico, Russia, the UK and the US). The study found signs that consumer in all countries "feel empowered when it comes to the environment and are taking some action in their daily lives to reduce consumption and waste." A global Synovate survey conducted in 2007 in association with Aegis, and repeated in 2008 in association with BBC World, also found that consumers in most countries are becoming more aware and willing to act on environmental concerns. The US had the largest rise of all, from 57% in 2007 to 80% in 2008. Chinese consumers also showed increased willingness to act on their concerns about climate change.

Studies show that consumption pattern and consumption levels vary considerably by geography, income and demographics. The associated sustainability challenges also differ markedly per type of economy (SCORE, 2008). Also consumer awareness and willingness to act on environmental concerns is rising in most countries (Synovate/Aegis, 2007; Synovate/BBC World 2008).

Peattie (1995) and Welford (2000) define "green marketing" as the management process responsible for identifying, anticipating and satisfying the requirements of customers and society, in a profitable and sustainable way. Therefore, understanding consumers is the first logical process in green marketing as well. Researchers have also studied green consumer profiles with an attempt to target specific segments (McKenzie, 1991; Roberts, 1996; Titterington et al, 1996; Brown and Wahlers, 1998). By knowing the consumers who are more receptive to green brands and willing to shift from grey products to green products through their choice, may guide marketers to design their marketing strategies matching to profile of these consumers, resulting in enhancing the customer value and gaining competitive advantage for sustainable growth. The last decade or so has witnessed a radical change in consumer preferences towards green products with the emergence of green consumers provoking market mechanisms for environmentally friendly organizations and new product innovations (Ottaman, 1993). The net result is that technically, the green market segment exists and firms are responsive to this green consumer demand (D'Souza, 2006).

There are existing studies that indicate a demand for, and an awareness of information regarding environmental product attributes (Wessells et al., 1999). Situations in which two products are perceived as equal on all aspects except that one is superior in its environmental performance, environmental benefits may determine consumer preference and choice (Kardash, 1974; Ottaman, 1992, 1998). This may be particularly important as a differentiation strategy for marketers where it is increasingly difficult for brands to differentiate themselves (Christensen, 1995), or in mature markets where there is intense competition (Menon et al, 1999). Product differentiation has proven to be a successful competitive strategy (Porter, 1998) that may also be applied within the environmental context (Hart, 1997; Reinhardt, 1998). Therefore, the companies practicing the philosophy of green marketing will gain competitive advantage and sustainable consumption in the market place; and will enjoy sustainable development through green marketing.

It is observed that most studies on sustainability, green marketing, green consumers, green brands etc. have been carried out in developed countries and only a few of them originate from developing countries and from emerging economies like India. It is against this backdrop

that a survey of Indian Consumers was carried out to know their attitude towards green marketing. Whether, the companies in India could gain competitive advantage and sustainable development by following the philosophy of green marketing and practicing the green business strategies.

Research Objectives

The study has been carried out keeping in mind the following primary objectives

1. Study the attitude of consumers towards green marketing.
2. Identifying the demographic variables of consumers who have more concern for environmental protection and have positive attitude towards green brands.

Proposed Hypotheses

Based on the review of literature and above stated objectives of the study, following hypotheses were proposed:

H1: Consumers these days have developed liking for environmental friendly products i.e. green products (green brands).
H2: Consumer concern for environmental protection is high these days.
H3: Consumers these days are ready to pay appropriate extra price for green products.
H4: Consumers feel that the companies enjoying a green image will have competitive advantage in the marketplace and will lead towards sustainable growth.

Methodology

Researchers have used exploratory research design in the study. A structured questionnaire was used, and a five point balanced likert Scale was used for measuring consumer attitude towards green marketing and green brands. Cronbach Alpha Index was used for checking the validity and reliability of hypothesis and corresponding questions in the questionnaire. It was found that all the four hypothesis were reliable on the basis of their respective cronbach alpha value and internal consistency of data was very high as Cronbach alpha value for all the hypothesis was found on the upper side, as depicted in below given table.

Primary data was collected from 300 consumers by using the personal survey method. Since it was an exploratory research, the non-probability approach of sampling was adopted by the researchers, judgment and convenience sampling methods were used for selecting the subjects to ensure that subjects are from metro, city and town representing both the genders, different age groups, education level, marital status and annual income. Collected data was analyzed by using T-Test and One Way ANOVA to explore consumers' attitude and behavior towards green practices, which provides further direction to sustainable development through green marketing.

Table 1: Hypotheses and Reliability Check

Hypotheses (each hypothesis had 5 corresponding questions in the questionnaire)	Reliability (Cronbach Alpha Value)
H1: Consumers these days have developed liking for environmental friendly products i.e. green products (green brands).	.684
H2: Consumer concern for environmental protection is high these days.	.762
H3: Consumers these days are ready to pay appropriate extra price for green products.	.593
H4: Consumers feel that the companies enjoying a green image will have competitive advantage in the marketplace and will lead towards sustainable growth.	.669

Findings and Discussions

Firstly, the collected data was segregated on the basis of above given demographic variables and then the mean scores of responses were calculated for each of the framed hypotheses, which clearly indicated a degree of agreement / high degree of agreement for all the four hypotheses, as the mean scores for each hypotheses with respect to each demographic variable is nearly 4 or above at a five point likert scale (higher the average, more degree of agreement).

The below given Table 2 depicts the descriptive statistics of the findings. A large percentage of respondents (76.63 %) strongly agree to that these days they have developed liking for environmental friendly products i.e. green products (green brands). At the same time quite a large number of respondents (90.0%) indicated that their concern towards environmental protection is high. Also they (90.65%) indicated that they are willing to pay an appropriate extra price for environment friendly (green) products. A substantially large number of respondents (81.0%) strongly feel that the companies enjoying a green image will have competitive advantage in the marketplace and will lead towards sustainable growth.

Table 2: Descriptive Statistics

Hypotheses	Percentage of total respondents	Mean Score	Standard Deviation	Standard Error of the Mean
H1: Consumers these days have developed liking for environmental friendly products i.e. green products (green brands).	76.63	4.2434	0.44397	0.02831
H2: Consumer concern for environmental protection is high these days.	90.00	4.3903	0.44866	0.02639
H3: Consumers these days are ready to pay appropriate extra price for green products.	90.65	4.2784	0.38333	0.02247
H4: Consumers feel that the companies enjoying a green image will have competitive advantage in the marketplace and will lead towards sustainable growth.	81.00	4.2838	0.43216	0.02680

Levene's test for equality of variances (t-test) indicate that results are highly significant at 1% for H1 as p-value is 0.0 even less than 0.01(alpha 1%), and t-calculated is 22.165 (much higher) as compared to t-critical at 1% (2.326), hence H0 is rejected and H1 is supported. These results provide strong evidence to conclude that these days consumer preference is shifting towards environmental friendly (green) products. Also, results indicate that these days consumers are more concerned for environment protection, as analysis supports H2 (p-value is 0.0 and t-calculated is 16.178). Test is highly significant for H3 (p-value is 0.0 and t-calculated is 14.565), which supports the view that consumers are even ready to pay little extra (appropriate) price for environmental friendly (green) products. Results reveal that consumers strongly believe that the companies enjoying a green image will have competitive advantage in the marketplace and will lead towards sustainable growth , as results are highly significant for H4 (p-value is 0.0 and t-calculated is 18.951).

Wilcoxon Mann-Whitney test for gender accepts null hypothesis (for H0: z- calculated 1.61 is less than z-critical two-tail 1.96; also, p-value two-tail is 0.11 higher than set alpha 0.1 therefore we cannot reject H0), which shows there is no significant difference in the attitude of males and females towards green marketing i.e. both the genders have positive attitude towards green products. The Co-efficient of variation for females (13.32%) is less than the males (16.71%) and average mean score for females (4.18) is greater than the males (4.06), on this basis we can interpret that as compared to males, females are keener in accepting environment friendly (green) products and have more positive attitude towards green marketing.

In case of marital status, results of the study supports H1 and rejects H0 as z-calculated 4.07 is much higher than the z-critical values. The p-value two-tail is 0.0 less than set alpha 0.1, also supports H1. The Co-efficient of variation for married (12.36%) is less than the unmarried (16.96%), therefore our findings support that married people are more favorable for green products and have more positive attitude towards green marketing.

One Way ANOVA was applied for education categories, age categories and location categories for ascertaining which specific categories have more positive attitude towards green marketing and green products. In case of various education levels, H0 cannot be rejected (F- calculated 1.08 is less than F- critical and p-value 0.36 is higher than set alpha 0.01), which shows in general people of different educational backgrounds have positive attitude towards green marketing. The Co-efficient of variation for secondary school qualification was 12.80%, for graduate 10.27%, for post graduate 6.85% and for professional degree holders it was 9.52%, so we can interpret that better educated people have more favorable response for green products and their attitude towards green marketing is more positive.

When One Way ANOVA was applied for different age categories, the F-calculated was 8.72 (higher than F-critical) and p-value was 0.0 (lower than alpha 0.01), which rejects the H0 and indicates that there is significant difference between attitude of people towards green marketing belonging to different age groups. The Co-efficient of variation was found least (7.73%) in the age group of 35 years and above, and on this basis we can interpret that little more mature people have more positive attitude towards green marketing as compared to youngsters.

In case of location of consumers, H0 was rejected; as value of F-calculated was 13.74 (much higher than the F-critical) and p-value was 0.0 as compared to value of alpha 0.01set by the researchers. It shows that based on consumers' location, their attitude towards green marketing varies. Also the Co-efficient of variations, indicate that people living in cities (10.10%) and metros (9.73%) have more positive attitude towards green marketing as compared to people living in small towns (14.08%).

Conclusions and Managerial Implications

It is quite evident from the above findings and discussions that consumers these days are more aware and concerned about green philosophy and green practices. People in emerging economies like India too have high concern for greener environment and have an overall positive attitude towards green marketing. Their preferences these days are shifting towards green products (H1) and their concern for environmental protection is high (H2). It is also evident that in future more and more consumers will prefer green products as they don't mind paying little extra (appropriate) price for green products (H3) and they also agree to that in future, the companies having green image will be preferred over the others and therefore will have competitive advantage in the marketplace, and will enjoy sustainable growth (H4).

"Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs" (Brundtland Commission, 1987). According to Susan Ward, who runs Cypress Technologies (an IT Consulting business), "Paying attention to sustainable development is especially sensible when so many of our potential customers and clients are actively seeking greener products and services. Witness the growth of industries such as "organic" food, for instance. Many

food producers have switched to organic production methods; organic products can be sold for a higher price in the market, and consumers are willing to pay that price. Making environmentally conscious decisions about your business operations can be good for the bottom line." Therefore to gain a sustainable development through green marketing, industries need to adopt environmentally sound business philosophy and translate its principles into action. These principles include statements relating to the sustainable use of natural resources, the reduction and disposal of wastes, energy conservation, providing safe products and services to consumers, and environmental restoration. Many researchers have also drawn conclusions suggesting that corporations should integrate environmental concerns when developing marketing policies and practices (Shrivastava, 1995; Bernstam, 1991; Lecomber, 1975). These researchers have made suggestions that support the integration of environmental concerns and green strategies into corporate philosophy leading to sustainable development.

Researchers have found in this study that although both the genders have positive attitude towards green marketing but comparatively females are little more concerned. Married people seem to be more receptive to green brands. Consumers age and education level also influence their attitude towards green marketing. Those who reside in metros and big cities reflect more positive view towards green marketing as compared to people residing in towns. For sustainable development companies may shift to green philosophy by becoming more environment friendly and innovating green products. Social environmental responsibility is a vital management function and appears to be important for the success of any business. Companies who have concern for environmental protection and practice green philosophy to run their marketing activities will enjoy sustainable competitive advantage in today's global markets and will enjoy sustainable growth through this tool termed as "green marketing", especially in the fast emerging economies like India; as we observe that lately there is a shift in the consumer preferences and they adapt a green behavior for sustainable growth.

On the basis of findings of this study, companies can reach to these green segments by designing effective integrated marketing communications (IMC) matching to identified profiles, by highlighting their product's value proposition and competitive differentials for ensuring sustainable development . By developing a deeper understanding of key issues of sustainable consumption, future for industries will be untangled, clear, good for their businesses and good for sustainable development. Corporate must realize the fact that sustainability has created immense opportunities for them and has constructed a bridge between business and green, ensuring a better quality of life for everyone, now and for the generations to come.

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