



AN EXPLORATORY STUDY ON GREEN MARKETING- ANALYSING CUSTOMER PREFERENCES AT BALLARI

Mrs. UMA DEVI¹, Ms. SHIRISHA B²

1. Assistant Professor Department of Management Studies, Rao Bahadur Y Mahabaleshwarappa Engineering College, Ballari

2. Student of Master of Business Administration (MBA) at Rao Bahadur Y Mahabaleshwarappa Engineering College, Ballari.

Abstract: The ecological and environmental issues take precedence. one of the elements that contributed to the growth of green marketing The promotion of ecologically friendly products is known as "green marketing," according to the American Marketing Association. Thus, green marketing encompasses a wide variety of actions such as product modification, manufacturing process modification, packaging adaptation, and advertising modification. Given the growing awareness of the effects of global warming, non-biodegradable solid waste, the harmful effects of pollution, and other environmental issues, green marketing refers to a holistic marketing concept in which product marketing, consumption, and disposal of Items and offerings occur in an environmentally friendly manner. Both marketers and customers are become more conscious of green products Despite the fact that a lot was spoken, about green marketing in the 1970s, The idea did delay till later 1980s. It all started in Europe in the early 1980s, when it was discovered that some manufactured items were damaging the environment. The procedure was divided into three sections. evolution utilizing eco-friendly branding since then. When the concept underlying ecological advertising was initially addressed During the late 1980s, it was still in its early stages. In the beginning utilizing eco-friendly branding an ecological focus was used. All marketing campaigns attempted to provide Sustainability problems issues.

Key words: Green marketing, customer preference, Eco friendly products.

I. INTRODUCTION

"Green marketing," also known as sustainable marketing or environmental marketing, is the promotion the availability of eco-friendly goods and services or have a beneficial effect on environment. It comprises utilizing ecologically friendly approaches a wide range of marketing techniques, as a service, design, packaging, distribution, and communication.

The notion that "green marketing" arose and the push for businesses to embrace sustainable practices. It aims to meet expanding Consumer demand for ecologically sound items while also promoting moral corporate practices. We utilize environmental resources such as air, land, and water to meet expanding demand.

The system has various critical components. to green marketing. It prioritizes the development and marketing of products that have little or no negative environmental impact. Products that promote renewable energy sources, are biodegradable, manufactured from recycled materials, or are environmentally friendly fall under this category. Companies that utilize green marketing attempt For progress sustainable in keeping with their supply chains in along with decreasing their own carbon footprint.

II. LITERATURE SURVEY

1)SZERENA, BOS Several firms, according to JANE WEBSTER (2021), are attempting to enhance their environmental positions by being upfront about their environmental actions. They accomplish this through the use of green marketing techniques, though not all green marketing claims accurately reflect firms' environmental behaviours and may be referred to as "green washing." Businesses can benefit from these methods by gaining a competitive advantage and attracting environmentally conscious consumers. This study adds to previous research on perceived green washing by looking at new causes and outcomes. Two studies were conducted to accomplish this. Profits and, more crucially, a company's reputation can be hurt by "green washing." a study project that investigates how consumers interact with a company's website and interviews consultants and consumer experts

2) According to GUNYAN SRIVASTAVA (2020), environmental knowledge, corporate image, product adaptability, and the ethical impact of green advertising are all facets of green advertising that have a major favorable impact on customers' intentions to make green purchases. In contrast, a study found that cynicism about environmental promises in advertising and customers' desire to make green purchases had little effect on either. However, because this research study's focus was on general advertising, another study may be undertaken to be in possession of deeper grasp of the literature. Because consumer impressions of green advertising differ according to the format or medium utilized in the advertisement, more study may be undertaken by examining specific forms of green marketing, such as internet commercials.

3)This study operationalizes the theory of planned behaviour and theory of reasoned action in its extended form, which includes four components of the green marketing mix, according to BALWEEN KARN, VEER.P. GANGWAL, and GANESH DASH (2022), by moderating the impact of consumer demographics and environmental attitudes on green purchasing intentions. In the past, empirical research has employed numerous additional constructs as extensions of the theoretical framework to determine the influence of various factors on consumers' green purchasing intentions and behaviours. According to these beliefs, the desire to do a specific conduct precedes the actual behaviour.

4)According to ZHOR ET AL.GBK, (2021)green brand consumption helps to the environment and sustainability, making buyers feel important to the environment and society. Green brand knowledge is a way for influencing consumer behavior to be more environmentally friendly by using or purchasing a green product

5) CORINA ANDPERUAU, SILVICE GABRIEL SZENTESI, LAVINA DANISIA CUC, and GRIGORIE SANDA(2020) To mitigate the negative consequences of environmental degradation and climate change in the European Union, a package of measures known as the "green deal" has been devised, with the goal of developing a competitive and resource-efficient economy in order for these programmes to be sustainable. Green marketing is critical for promoting environmentally conscious behaviour and purchase. The purpose of this research is to demonstrate an empirical relationship between eco-friendly marketing methods and consumer attitudes and behaviour, as well as the impact these characteristics have on customers' future proclivity to purchase eco-friendly items. The structural equation model's results show that, although

6) According to JUSTIANS KISIELIAUSKAS AND ALEKSAS JANCAITIS (2022), today's world is experiencing rapid and continuous growth in production and sales, which in turn is driving growth in worldwide consumption. This is causing significant damage to nature as natural resources are being wasted, leading to climate change and affecting the happiness and good health about all flora and fauna on the planet. With the onset of a global pandemic, the pace Along with destiny production capacity fell for the first time in 2020 (statista.com). Not only campaigners have been vocal about environmental challenges in recent years.

STATEMENT OF THE PROBLEM

The earth's scarce natural resources must be used judiciously to fulfill human requirements while inflicting as little environmental harm as possible; otherwise, mankind will face the consequences of environmental deterioration. Mass manufacturing is inevitable to be capable of satisfy their demands of their planet's rapidly rising population; yet, the problems of green marketing include high prices, decreased consumer awareness, price-sensitive customers, diminished trust, and so on.

THE NEED FOR STUDY

Consequently the term "green marketing" has evolved to characterize the growing market for ecologically friendly and socially aware goods and services. Businesses have begun to enter the green market as arguments about how to cope with the impacts of human activities on the environment, such as those around global warming, continue in full force.

Green business methods have arisen in a diverse array of industries to address a diverse array of environmental challenges. Businesses frequently provide eco-friendly products to their clients or conduct environmentally friendly practices. Some companies also make a commitment to eco-production or environmental philanthropy. Green products include eco-friendly paint, organic food, recycled copy paper, hybrid autos, and eco-friendly cleaning goods.

OBJECTIVES

- ❖ To perform a comprehensive review of previous studies The act of performing green marketing.
- ❖ To assess green marketing consumer awareness
- ❖ To discover if buyers are Committed to spend more for healthier items.
- ❖ To promote ecologically friendly as well as natural items

SCOPE OF THE RESEARCH

- ❖ Over the course of six weeks, this research will evaluate customers' decisions and perspectives on the environmental results of green marketing.
- ❖ The research involved is limited to green marketing

RESERCH METHODOLOGY

The exploratory nature to investigating and its utilization of secondary data make it such. Several research articles presented on the most recent publication were analyzed to better understand the principles of green marketing. Sites and articles about green marketing practices have been included.

- ❖ **Exploratory Method:** It is a form of investigation that is conducted when a topic is not properly defined. It tries to discover how people interact in the setting in question the amount the significance they accord their actions, and what concerns them.
- ❖ **Sample Area**

Census Population of Ballari City is the model structure for this investigation

sample size

Since the time constraint of the project work confined 6 weeks The number of samples was small at determined as 50

Sampling Area :The sampling area is restricted to Bellary City

Types of Sampling

Random Sampling :Using a simple random sampling procedure, each member of the target population and every prospective sample of the given size has a comparable chance of being picked.

Source of data collection

❖ Primary Data

The primary data is data that was collected for the first time from the market and was utilized for the first time in the study; we also note that the decision to gather primary data was taken particularly for the study. A survey with no design is prepared.

The Questioner Method is the primary data collection tool employed.

❖ **Secondary Data** that purchased previously by someone for a specific purpose and is beneficial for the present The word "secondary data" refers to research. secondary data derived from library books and other corporate records.

- ❖ Previous studies,
- ❖ books,
- ❖ websites,
- ❖ newspapers,
- ❖ publications
- ❖ magazines

RESTRICTION ON RESEARCH

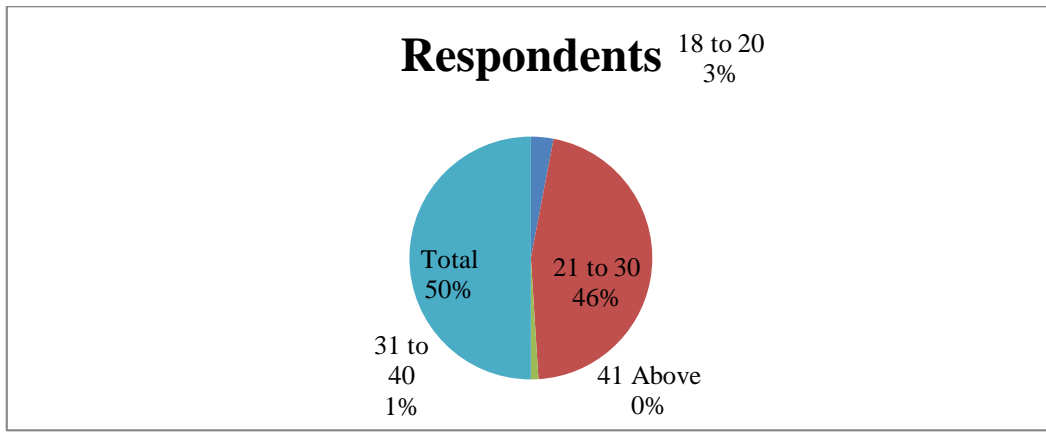
- ❖ The study is limited to the Bellary area.
- ❖ If the sample size was larger enabled a more comprehensive and objective investigation.
- ❖ Long gestation period require patience and perseverance
- ❖ Avoiding green myopia
- ❖ The 6- week due to time restrictions, for in- depth research

THE RESPONDENTS' AGE IS CLASSIFIED

Because the effect of age on customer sentiments towards green marketing materials vary, several age categories were selected for analysis. Table 4.1 summarizes the findings.

Table 4.1 depicts an age classification of respondents.

Age Group	Respondents	Percentage
18 to 20	3	6%
between the ages of 21 and 30	46	92%
between the ages of 31 and 40	1	2%
41 Above	0	0
Total	50	100%



Data Analysis and Interpretation

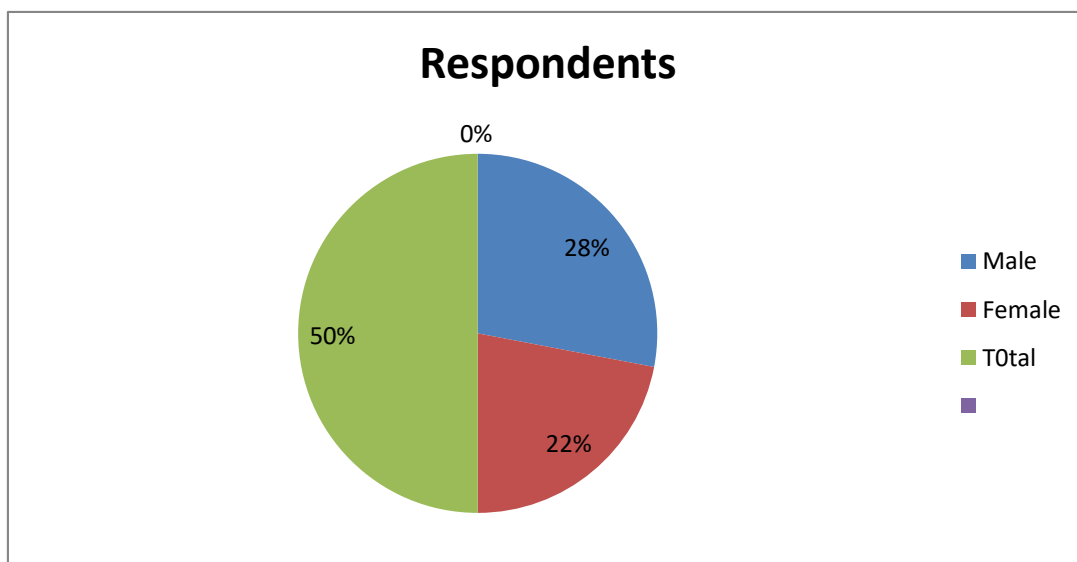
According to the table above, 3 respondents (or 6% of the total) were between the ages of 18 and 20, while 46 respondents (or 92% of the total) were between the ages of 21 and 30. Only 1% of respondents were identified, with 1% of respondents aged 31 to 40 years old recognized in addition. Furthermore, no respondents with 0% were detected less than how old is 41 years or older. As a result, respondents below age is30 comprised the majority, if not all, the sample

A CLASSIFICATION OF THE BASEMENT OF GENDER

Gender was investigated and examined, The outcomes are displayed Fig. 4.2: below, as gender influences customers' views, individual attitudes, and the capacity to select in favor of environmentally friendly marketing items.

The Table 4.2 shows the Gender Classification of Respondents

Gender	Respondents	Percentage
Male	22	44%
Female	28	56%
T0tal	50	100%



Data Analysis and Interpretation

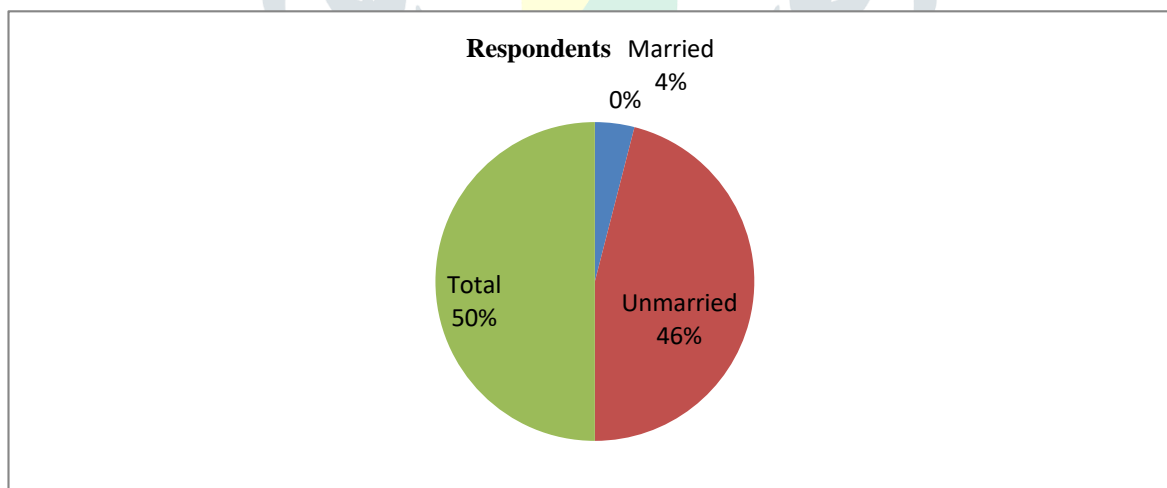
Table 4.2 shows the following: above, 22 of the 50 respondents For the purposes of this study's evaluation, male, with a 44% response rate, and 28 were female, with a 56% response rate. As a result of this, the majority of respondents were only female.

MARITAL CLASSIFICATION STATUS

The amount of persons who were unmarried or recently married was also considered, as marital status influences how customers react to green marketing items. This is due to the fact that, depending on the circumstances of the family, the marital status may alter the engagement activities. The outcome is shown in Table 4.3

Identifying Marital Status

Marriage Situation	Respondents	Percentage
Married	4	8%
Unmarried	46	92%
Total	50	100%



Data Analysis and Interpretation

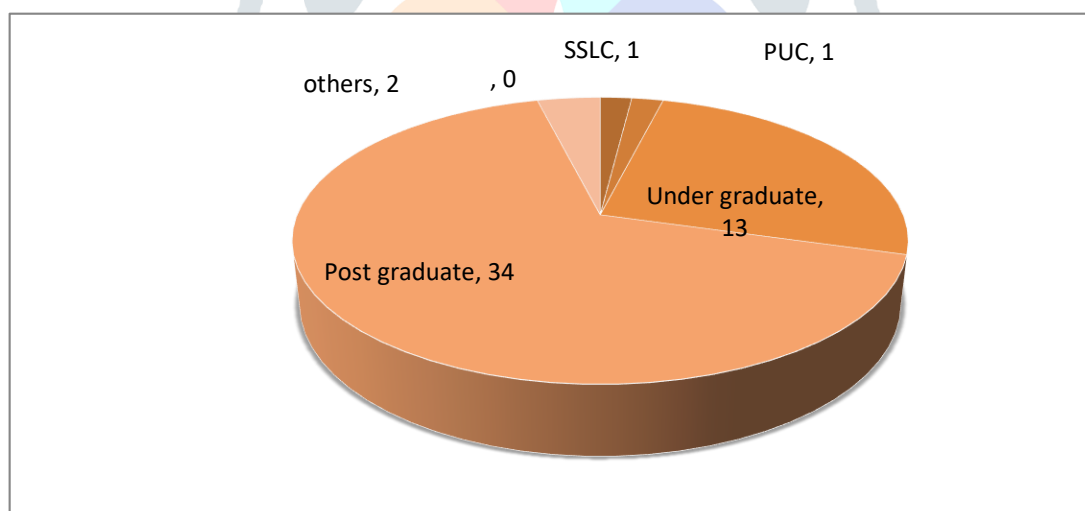
According to the data in paragraph 4.3, just 8% of consumers observed to exist married, while 46 It was revealed that respondents single, making unmarried respondents the majority in this survey.

BACKGROUND OF EDUCATION OF RESPONDENTS

Any preferences, particularly for environmentally friendly marketing techniques, could only be based in part on the knowledge that consumers and customers had accumulated Throughout the course of their life. As a result, The researcher chose one of the for this experiment. factors to investigate along with record. Begins with the end in mind: B within a table

Table 4.4: Educational Qualification Classification

Qualification	Respondents	Percentage
SSLC	1	2%
PUC	1	2%
Below graduation	13	25.5%
After graduation	34	66.7%
Others	2	3.9%



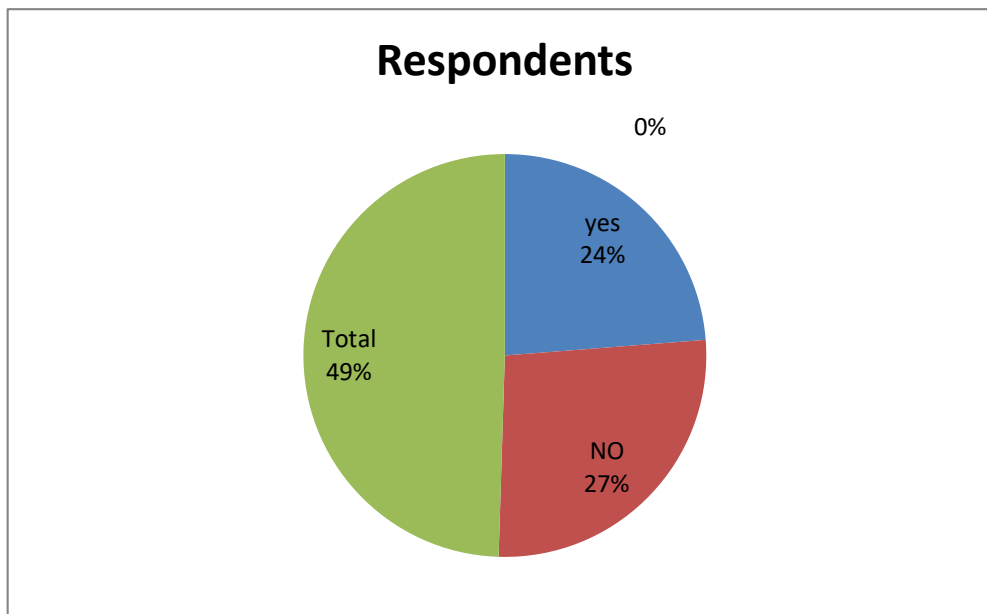
Data Analysis and Interpretation

According to the data, one responder had a 2% proportion of respondents without a degree and was identified as having an SSLC, while another had a 2% proportion of respondents with a PUC. Furthermore, 34 respondents had postgraduate degrees, compared to 13 respondents who had undergraduate degrees, constituting 25.5% and 67.7% of the whole study's participant population, respectively, and 2. When there is two more responses, accounting for 3.9% From the population

THE RESPONDENTS' PERSPECTIVES ON THEIR EMPLOYMENT

Table 4.5: Employment Attitudes of Respondents

Employment	Respondents	Percentage
Yes	24	47.10%
NO	27	52.90%
Total	50	100%



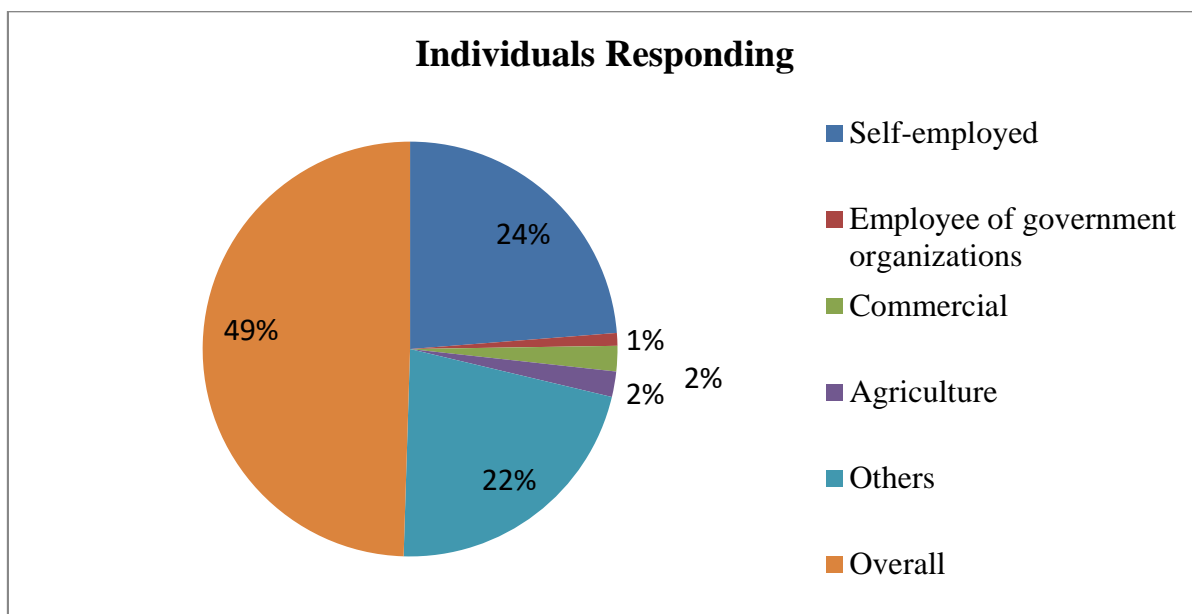
Data Analysis and Interpretation

A Yes/No dichotomous question on the respondents' perceptions of their current employment was posed, and it was discovered that 24 respondents had jobs in which they were completely involved at a rate of 47.1%, while 27 respondents had a percentage of 52.9%. As a result, the vast majority of responders were unemployed

Professional Reactions to Employment Opinion

Table 4.6: Job Titles of Respondents

Employment	Individuals Responding	The proportion
Self-employed	24	47.1%
Employee of government organizations	1	2%
Commercial	2	3.9%
Agriculture	2	3.9%
Others	22	43.1%
Overall	50	100%



Data Analysis and Interpretation

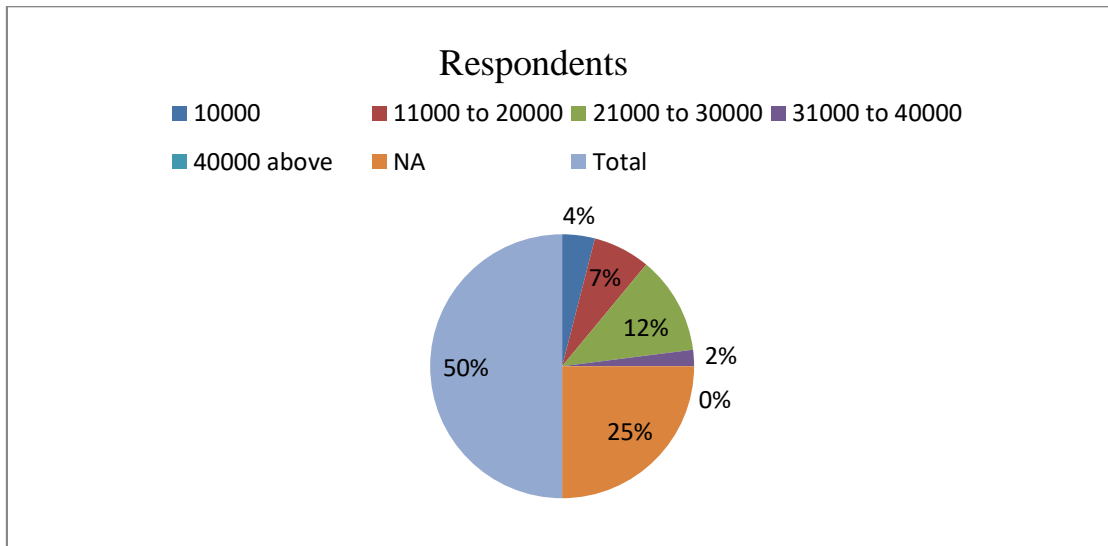
As a result the findings, just 1 respondent (or 1% of respondents) worked in government offices, whereas 24 respondents (47.1%) worked in the private sector. In addition, 2 respondents (3.9%) and 2 respondents (3.9%) of the sample, respectively, were employed in agriculture. Alternative occupations for 43 respondents, or 24 of them, included being a housewife, a student, or working in social services, among others. As a result, the majority of responders worked in the private sector.

RESPONDENTS' MONTHLY REVENUES

Because it is critical for individuals to have money each month to buy any form of green marketing items, anyplace, the monthly income was evaluated and tabulated in table 4.7 below:

Table 4.7 displays the monthly income of respondents.

a month	Respondents	Percentage
10000	4	8%
11000 to 20000	7	14%
21000 to 30000	12	24%
31000 to 40000	2	4%
40000 above	0	0%
NA	25	50%
Total	50	100%



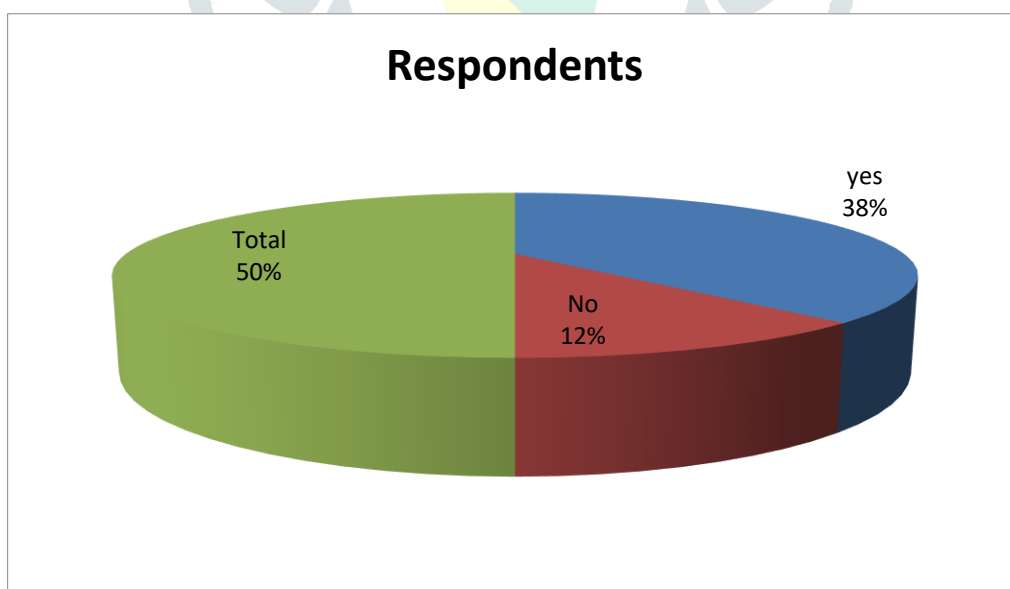
Data Analysis and Interpretation

The respondents' opinions were utilized to investigate respondents' variable income. Furthermore, the consequences suggest that four of the participants stated an income in the range of Rs 10,000 and 7 respondents with an income range of Rs. 12,000 to 20,000 were identified, respectively. In addition, 12 respondents earned between Rs. 21,000 and Rs. 30,000, 2 earned between Rs. 31,000 and Rs. 40,000, 0 earned greater than Rs. 40,000 a month, and the other respondents earned none of the above-mentioned incomes. Consequently, their affluence, they are the unemployment responses. As a result, the majority of respondents to these studies were conducted classified as not

Table 4.8

Feedback of aware About the marketing as well as green marketing

Marketing and green marketing	Respondents	Percentage
Yes	38	76%
No	12	24%
Total	50	100%



Data Analysis and Interpretation

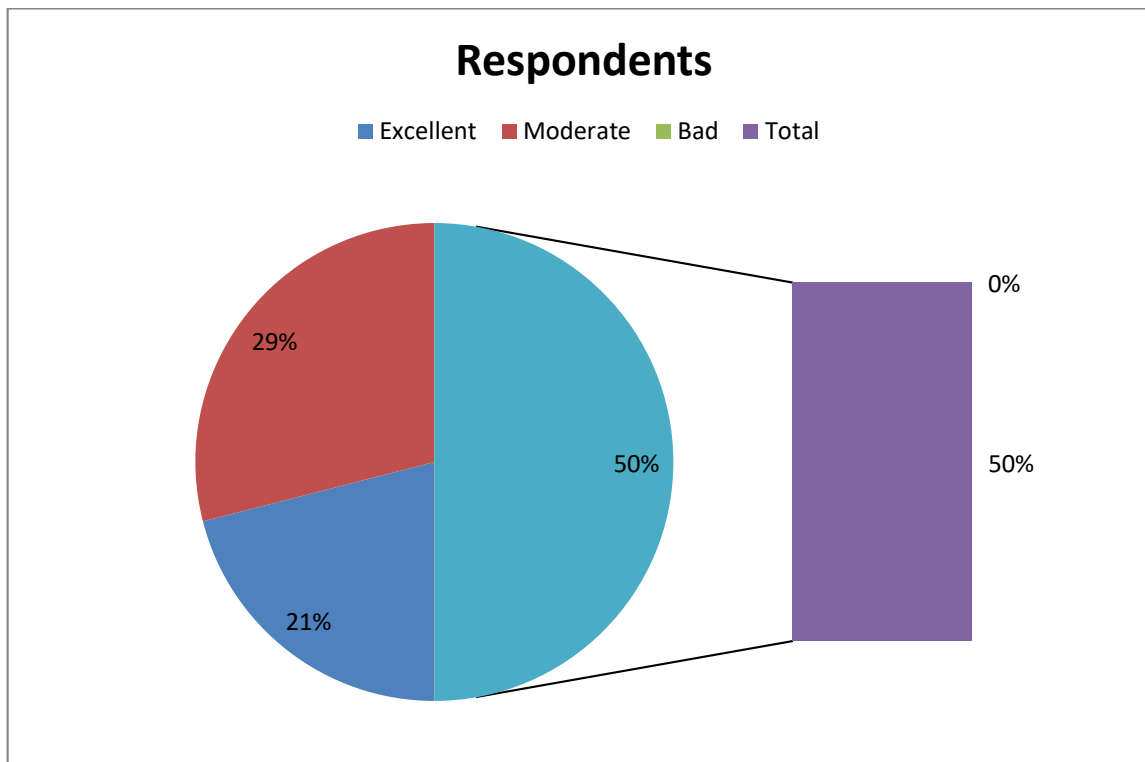
According to an examination of survey data, 12 out of 38 respondents (or 24% of them) are aware of marketing and 38 out of 38 respondents (or 76% of them) are aware of green marketing. As a consequence of this research, 38 respondents (76%), had knowledge or awareness of marketing and green marketing.

What is your opinion on packaging eco-friendly products

Table 4.9

Classification of analysis of opinion on packaging eco-friendly products

Packaging of eco-friendly products	The participants	The proportion
Excellent	21	42%
Moderate	29	58%
Bad	0	0%
Total	50	100%



Data Analysis and Interpretation

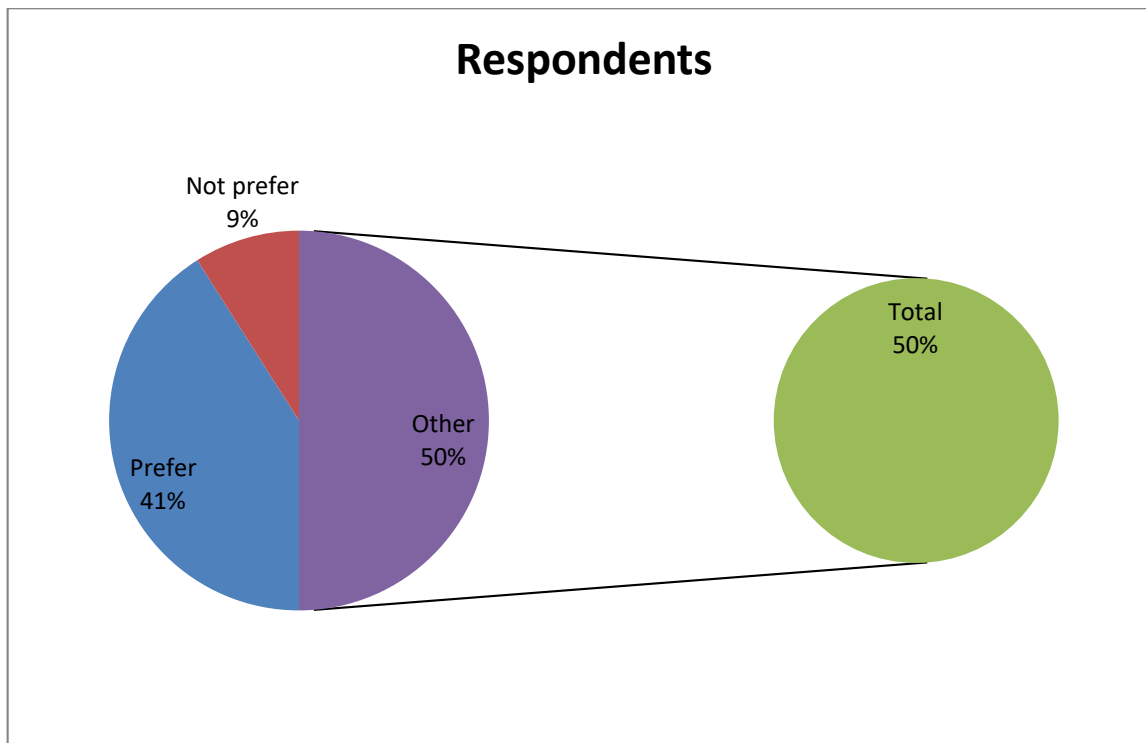
In, this investigation we discovered that a lot of participants (58% of 29) had a moderate opinion of green product packaging, with the exception among those who answered 21 who had an excellent opinion of green product packaging (42%), and the respondents of 29 who had no negative opinions of green product packaging.

What is your opinion about the Preference towards Green Sectors

Table 4.10

Classification of the opinion about the preference towards green sectors

Preference towards Green Sectors	Respondents	Percentage
Prefer	41	82%
Not prefer	9	18%
Total	50	100%



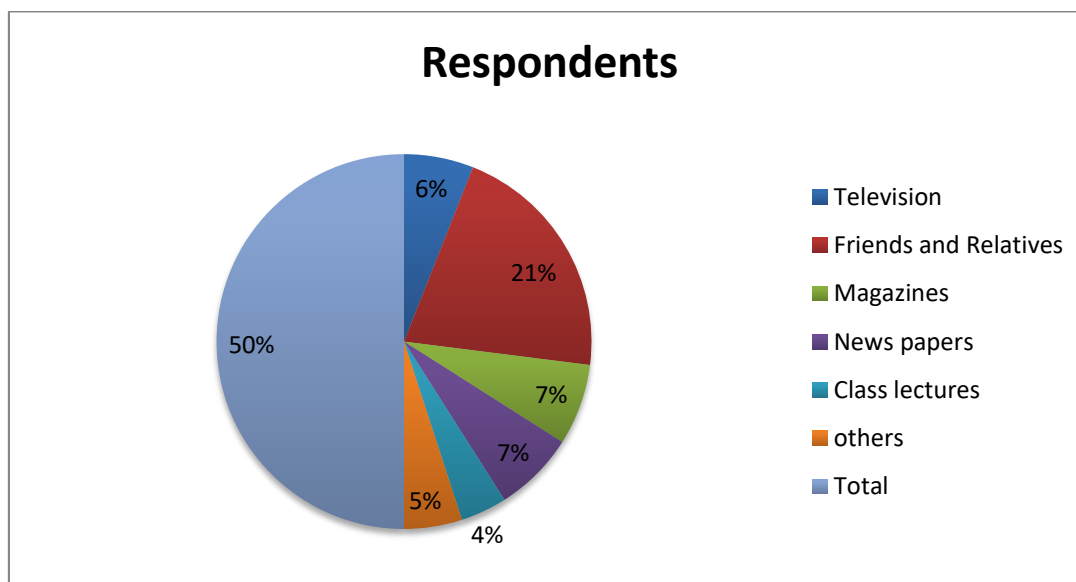
Data Analysis and Interpretation

Respondents from 41 had an 82% preference for purchasing green things, while respondents from 9 had an 18% preference against doing so in keeping with categorized consider the desire for green sectors. As a result of this research, it was discovered that 41 respondents, or 82%, chose to buy green things. How were you made aware of green products" or eco-friendly

Table 4.11

Classification of comprehending green goods or eco-friendly

Green product or eco-friendly	Respondents	Percentage
Television	6	12%
Friends and Relatives	21	42%
Magazines	7	14%
News papers	7	14%
Class lectures	4	8%
others	5	10%
Total	50	100%

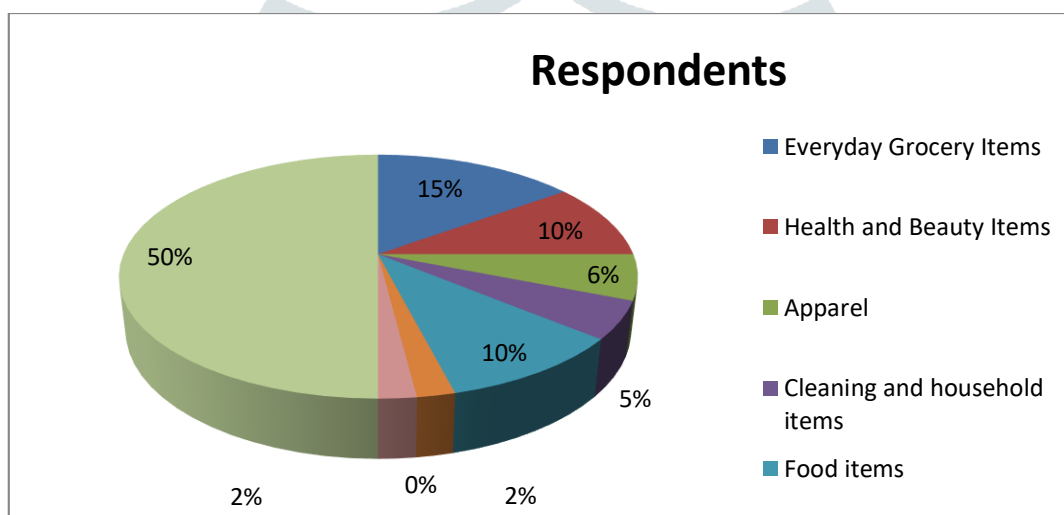
**Data Analysis and Interpretation**

According to an analysis green or ecologically friendly items awareness, respondents 6 with 12% were aware of such products or eco-friendly products through television, respondents 21 with 42% were informed by friends and family, respondents 7 with 14% were informed by magazines, respondents 7 with 14% were informed by reading the news, and respondents 4 with 8% were informed by class l. As a result, we estimated that 42% of the maximum respondent population of 21 had learned about eco-friendly or green items via friends and family. What are your preferred products which you would like to prefer purchase

Table4.12

Classification of prefer and purchase green products

prefer/ purchase products	Respondents	Percentage
Everyday Grocery Items	15	30%
Health and Beauty Items	10	20%
Apparel	6	12%
Cleaning and household items	5	10%
Food items	10	20%
Paper Products	2	4%
Electronics appliances/Stationary	0	0%
Others	2	4%
Total	50	100%



Data Analysis and Interpretation

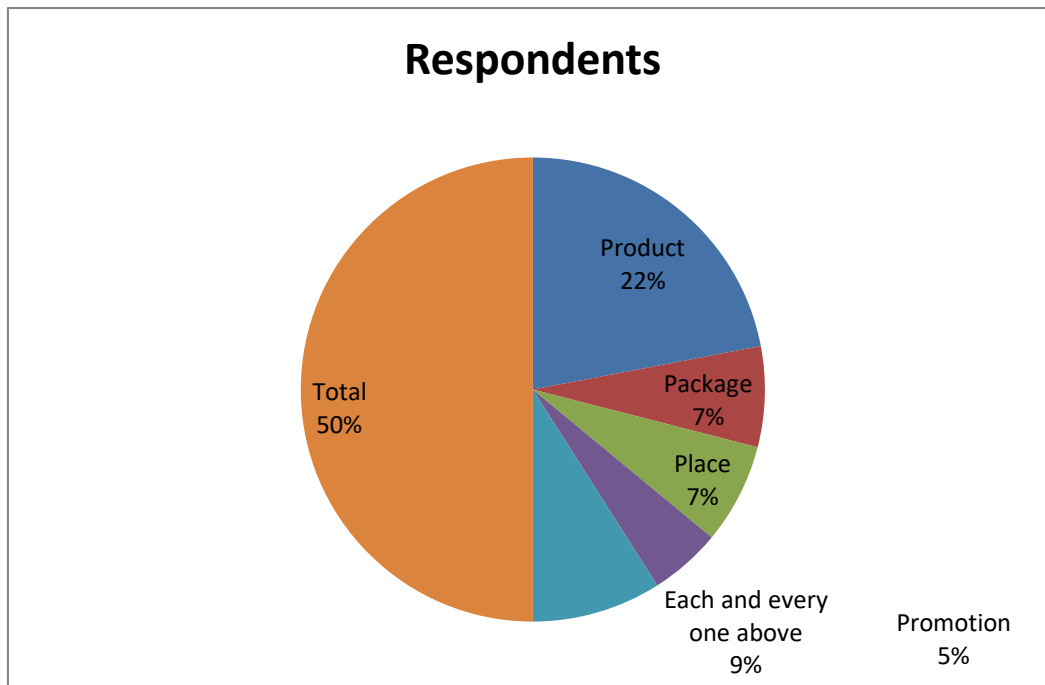
As a result, the above table, of the 50 consumers who participated in the survey for this study, 15 (30%) only purchased regular groceries, while 10 (20%) purchased health and beauty products. In addition, 12% of customers purchased clothes, and 10% of all consumers purchased cleaning supplies and household products. Only 4% of consumers bought paper products under the eco-friendly item category, whereas 10% of those polled bought food. Despite supposing that almost all buyers were indifferent with green marketing products, all investigate respondents were made aware of was purchasing amidst the eco-friendly goods throughout their transaction.

Which marketing elements strongly influence your buying behavior of eco-friendly goods

Table4.13

Classification of influence consumer buying behavior of eco-friendly goods

Buying behavior of green products	Respondents	Percentage
Product	22	44%
Package	7	14%
Place	7	14%
Promotion	5	10%
Each and every one above	9	18%
Total	50	100%



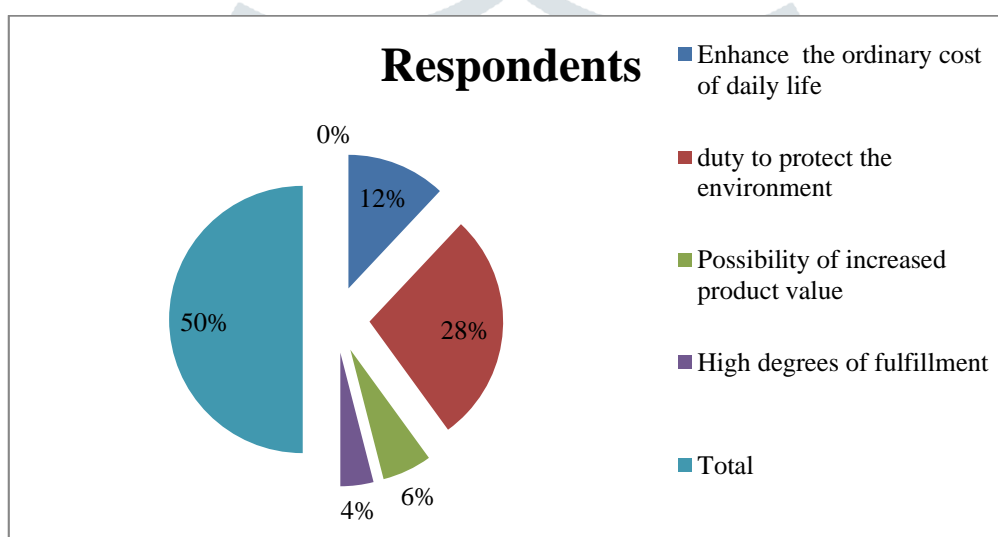
Data Analysis and Interpretation

It was discovered that 22 respondents had a purchasing behavior of 44% in accordance with product 7 respondents had a purchasing behavior of 14% in accordance with product package, 7 respondents had a purchasing behavior of 14% based on location, 5 respondents had a purchasing behavior of 10% based on promotion, and 9 respondents had a purchasing behavior of 18% based on consumption. As a result, it is discovered that, depending on the product, the greatest number of respondents (22), or 44%, are Buyers that purchase sustainable items What is that main reason tending you To be charged the cost for ecological items being greater

Table4.14

Classification of reason tending to consumers to increase spending on green products

Tending to consumers to pay more for the eco-friendly goods	Respondents	Percentage
Enhance the ordinary cost of daily life	12	24%
duty to protect the environment	28	56%
Possibility of increased product value	6	12%
High degrees of fulfillment	4	8%
Total	50	100%



Data Analysis and Interpretation

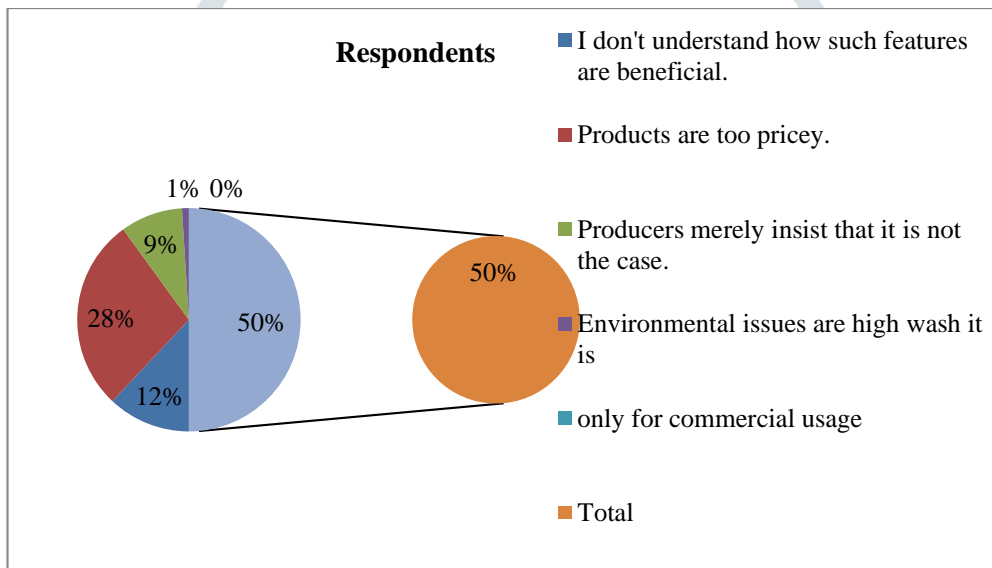
According to an analysis of the reasons why The customer's behavior is more putting more money into ecologically sustainable projects goods, 12 respondents (24%), 28 respondents (56%), and 6 respondents (12%), along with the possibility of a rise in product value, are more likely to pay more. Finally, 4 respondents stated that 8% of consumers Invest more in ecologically friendly items. The highest level of satisfaction, we learn that the majority of respondents (28, or 56%) spend more for green items. duty to protect the environment

Mention the reason which is hesitant to spend more money on eco-friendly products

Table4.1

Classification of reason which is hesitant to spend more money on the green products

more likely to spend for the green products	Respondents	Percentage
I don't understand how such features are beneficial.	12	24%
Products are too pricey.	28	56%
Producers merely insist that Unlike the case.	9	18%
Environmental issues are high wash it is only for commercial usage	1	2%
Total	50	100%



Data Analysis and Interpretation

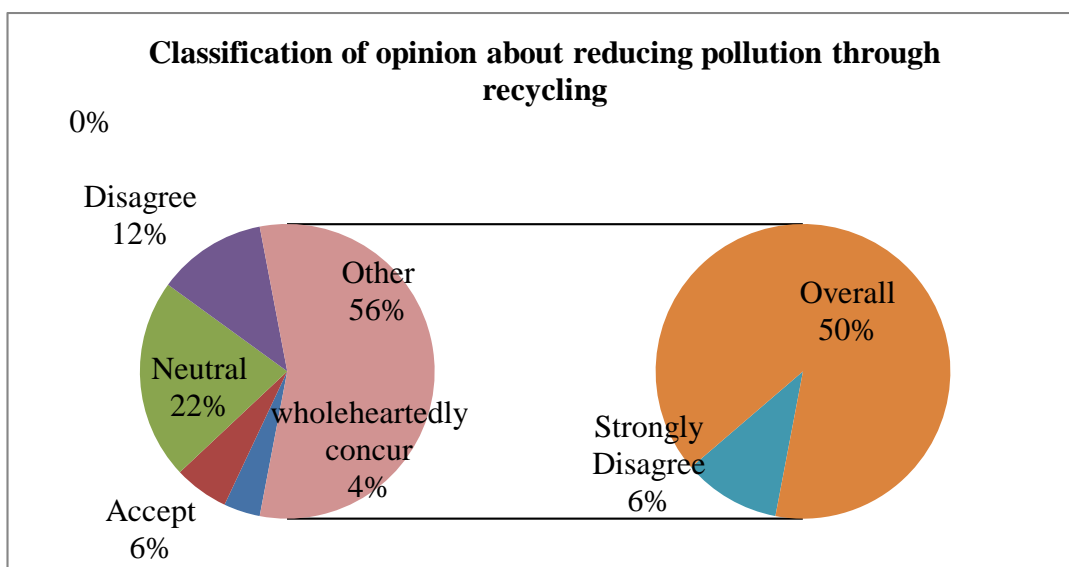
The categorization of arguments against paying more for ecologically friendly items According to a survey of 12 consumers, 24% do not see the advantages of certain factors while purchasing Natural products. the percentage of 28 respondents (56%) According to 9 respondents (18%), the cost of purchasing green things is prohibitively expensive. Producers simply claim that their refusal spending more money on sustainable practices things is not attributable to their actions. Finally, one respondent provided 2%. Considering the high incidence of environmental problems, consumers are unwilling to purchase natural products things; the maximum number of responses was 28, with 56% of them not read

What is your opinion about reducing pollution through recycling

Classification of opinion about reducing pollution through recycling

Table4.16

opinion about reducing pollution through recycling	Respondents	Percentage
wholeheartedly concur	4	8%
Accept	6	12%
Neutral	22	44%
Disagree	12	24%
Strongly Disagree	6	12%
Overall	50	100%



Data Analysis and Interpretation

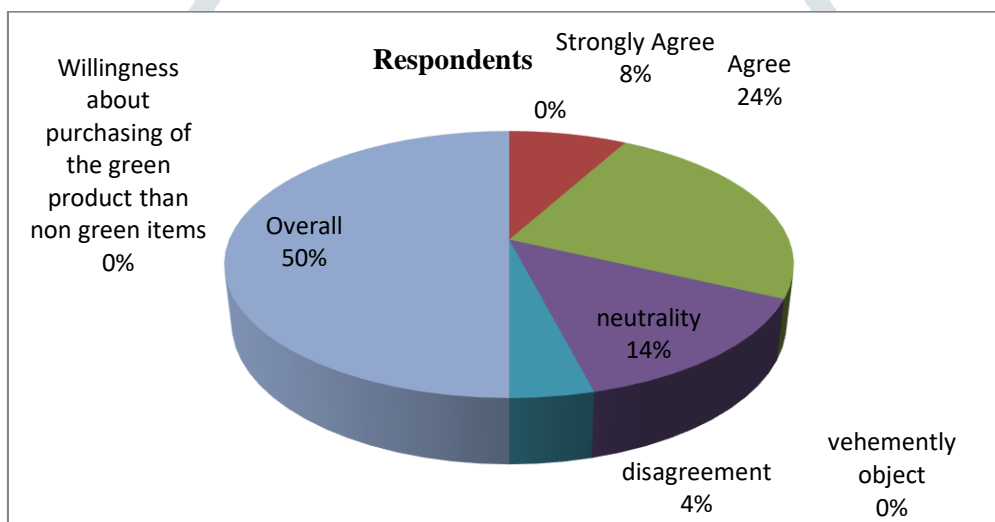
As a result, the classification of respondents' perspectives on reducing pollution by recycling, 4 respondents (with an opinion of 8%) firmly concur with the notion, 6 respondents (12%) disagree, and 22 respondents (44%) are neutral. Maximum respondents of 22 (44%), have a neutral opinion on recycling products, followed by respondents of 12 (24%), who agree on recycling products, and respondents of 6 (12%), who strongly agree on recycling products

What is your willingness about purchasing of the green product than non green products

Table4.17

Classification of willingness about purchasing of the green product than non green products

Willingness about purchasing of the green product than non green items	The people who responded	The proportion
Strongly Agree	8	16%
Agree	24	48%
neutrality	14	28%
disagreement	4	8%
vehemently object	0	0%
Overall	50	100%



Data Analysis and Interpretation

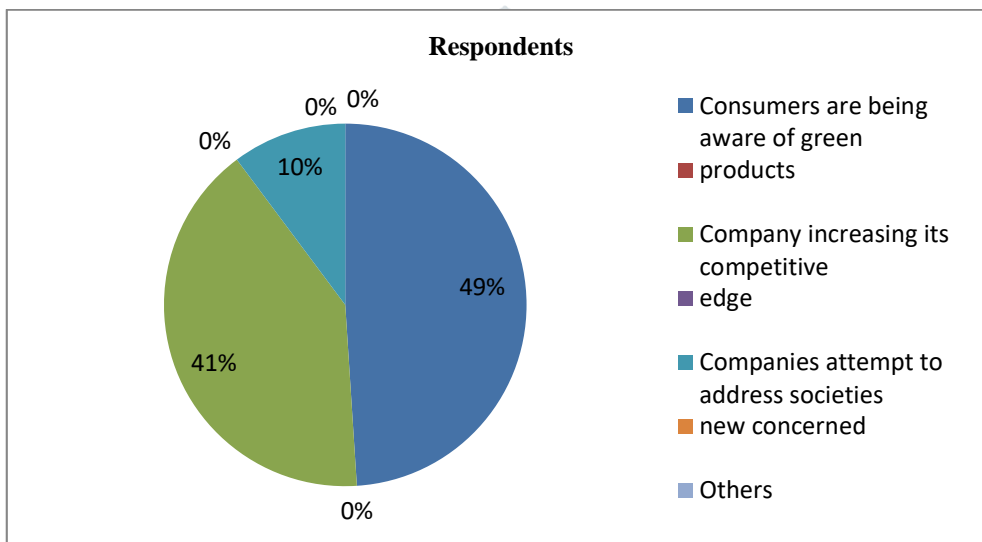
According to the study's classification of consumers' willingness to buy green versus non-green products, 8 out of 24 respondents expressed a strong willingness to buy green versus non-green products, 14 out of 24 respondents expressed a neutral willingness to buy green versus non-green products, and the remaining four respondents expressed a strong willingness to buy green products.

Why did you think environmentally friendly advertising is effective? effective headlines now a days

Table4.18

Classification of Consider green marketing headlines now a days

When it comes to green marketing, is headlines now a days	Respondents	Percentage
Clients are being environmentally conscious products	24	48%
Company increasing its competitive edge	20	40%
Companies attempt to address societies new concerned	5	10%
Others	0	0%



Data Analysis and Interpretation

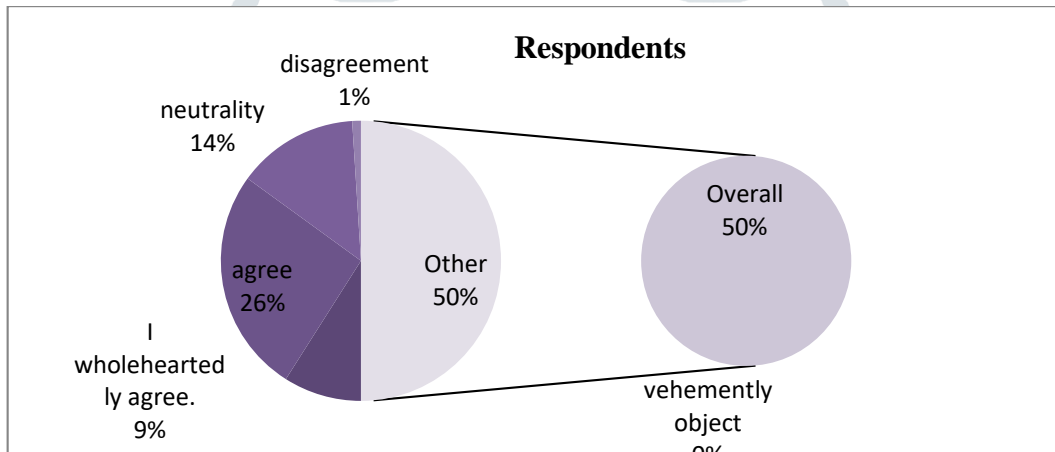
In this study, the classification of Consider sustainable advertising. headlines now a days revealed that respondents 24 with 48% are comprehending ecological goods and thinking green marketing headlines now a days, respondents 20 with 40% are thinking about The industry is growing more competitively. Edge and respondents 5 with 10% are thinking Companies make an effort to resolve Societies New Concerns. Finally, no respondents believe, Marketing that is environmentally friendly., The outcome is the majority of respondents (24 out of 48) the concept of sustainable advertising now generating headlines

Does advertisement influence you in buying green products

Table4.19

Classification of advertisement influence consumers in buying green products

Advertisement influence consumers in buying green products	Respondents	Percentage
I wholeheartedly agree.	9	18%
agree	26	52%
neutrality	14	28%
disagreement	1	2%
vehemently object	0	0%
Overall	50	100%



Data Analysis and Interpretation

An investigation of how marketing effect consumer purchasing of green items received 9 responses, or 18% of customers. Consumers are influenced purchase green items by advertisements. 52% of the 26 respondents agreed that advertisements persuade people purchase green products. 28% of the 14 respondents were agnostic about advertising. 2% of the one respondent disagreed with the advertisement's ability to persuade customers purchase green products. Finally, none of the 26 respondents strongly disagreed that the commercial may persuade people to buy green products

Findings

- ❖ Growing consumer interest in and demand for green goods and services:
- ❖ There has been a noticeable rise in consumer interest and demand in this area.
- ❖ Consumers are willing to enable businesses that share their beliefs asPeople have grown more cognizant. of how their decisions affect the environment.
- ❖ Influence of millennial and Gen Z: The demand for sustainable products is being driven by younger generations like millennial and Gen Z.

Suggestions

- ❖ Highlight your product or service's eco-friendly characteristics and benefits.
- ❖ Use visual elements such as images and info graphics to emphasize the environmentally friendly aspects of your products or services. Customize green options to each customer's preference

Conclusions

However, it is critical to acknowledge that green marketing may present challenges and is not a generally applicable answer. These challenges include potential consumer skepticism about green demands together with the higher costs associated with ecologically friendly manufacturing practices

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Websites

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