

PERCEPTION AND ATTITUDE OF CUSTOMERS TOWARDS GREEN MARKETING – A CASE STUDY OF PATANJALI

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Abstract: Today, protection of environment and nature is the most burning topic around the globe and governments of almost all the countries as well as society has taken a step to get more aware about it as well as protection of environment. Consumers are also started getting more and more aware of the environmental issues like; global warming and the impact of environmental pollution. This leads to a trend of green marketing used by the firm as one of the strategies in order to gain profit and protect the environment. Green marketing is a phenomenon which has developed particular important in the modern market and has emerged as an important concept in India as in other parts of the developing and developed world, and is seen as an important strategy of facilitating sustainable development. An attempt in this paper has been made to know the perception and attitude of consumers towards green marketing by taking example of Patanjali products and selecting research area as Bilaspur city. This study concludes that consumers were aware about the green products and its benefits and also possess positive attitude towards such products.

Index Terms - Green Marketing, Buying Behaviour, Patanjali, Organic, Biodegradable, Satisfaction, Brand, Ecological.

I. INTRODUCTION

More than thirty years ago, the environmental problems seemed to concern all active citizens, enterprises and institutions throughout the world. International researches show that the consumers worry more about the environment and accordingly change their behavior. The term "Green marketing" refers to the planning, development and promotion of products or services that satisfy the needs of consumers for quality, output, accessible prices and service, however without a negative effect on the environment, so far as the use of raw material, the consumption of energy etc are concerned.

According to the American Marketing Association, green marketing is the marketing of products that are presumed to be environmentally safe. Thus green marketing incorporates a broad range of activities, including product modification, changes in the production process, packaging, as well as modifying the advertising strategies. Other similar terms used are Environmental Marketing and Ecological Marketing. Thus "Green Marketing" refers to the holistic marketing concept wherein the production, marketing consumption and disposal of products and services happen in a manner that is less detrimental to the environment with growing awareness about the implications of global warning, non-biodegradable solid waste, harmful impact of pollutants etc., Both the marketers and the consumers are becoming increasingly sensitive to the need for switching over to green products and services. While the shift to "green" may appear to be expensive in the short time, it will definitely prove to be indispensable and advantageous, cost-wise too, in the long run. Elkington (1994) defines green consumer as one who avoids products that are likely to endanger the health of the consumer or others; cause significant damage to the environment during manufacture, use or disposal; consume a disproportionate amount of energy; cause unnecessary waste; use materials derived from threatened species or environments and adversely affect other countries.

II. OBJECTIVES OF THE STUDY

Following are the objectives of the study:

- To study the concept of green marketing, green products and its benefits
- To know the perception and attitude of consumers towards green products
- To know the awareness and buying behaviour of consumers towards Patanjali products

III. METHODOLOGY USED

The aim of this study is to know the perception and attitude of consumers towards green products. Patanjali is undertaken as the study company which manufactures green and herbal products and Bilaspur has chosen as study area. A sample of 100 respondents was selected using purposive sampling technique for this study. As it is hard to identify the consumers using Patanjali products, sampled respondents were selected among the customers visiting different patanjali stores and customers purchasing Patanjali products from local stores or retail malls. A structured questionnaire based on the prior study done in the field has been developed and data is collected through face to face interaction with the customers through interviews. The collected data is filled in SPSS 21.0 for further analysis.

IV. WHY GREEN MARKETING?

Unfortunately, majority of people believe that green marketing refers solely to the promotion or advertising of products with environmental characteristics. Terms like Phosphate Free, Recyclable, Refillable, Ozone Friendly, and Environment Friendly are some of the things that the consumers most often associate with green marketing. For example, around the world there are resorts

that have been started to promote themselves as "eco-tourist" facilities, i.e., facilities that "specialize" in experiencing nature or operating in a fashion that minimizes their environmental impact. As resources are limited and human wants are unlimited, it is important for the marketers to utilize the resources efficiently without waste as well as to achieve the organization's objective. So green marketing is inevitable. There is growing interest among the consumers all over the world regarding protection of environment. Worldwide evidence indicates people are concerned about the environment and are changing their behavior accordingly. As a result of this, green marketing has emerged which speaks for growing market for sustainable and socially responsible products and services. Various studies by environmentalists indicate that people are concerned about the environment and are changing behavior pattern so as to be less hostile towards it. Most of the consumers, both individual and industrial, are becoming more concerned about environment friendly products. According to the Joel makeover (a writer, speaker and strategist on clean technology and green marketing), green marketing faces a lot of challenges because of lack of standards and public consensus to what constitutes "Green". Green marketing has evolved over a period of time. According to Peattie (2001), the evolution of green marketing has three phases. First phase was termed as "Ecological" green marketing, and during this period all marketing activities are concerned to help environment problems and provide remedies for environmental problems. Second phase is "Environmental" green marketing and here the focus is shifted on clean technology that involved designing of innovative new products, which take care of pollution and waste issues. Third phase is "Sustainable" green marketing. Which came into prominence in the late 1990s and early 2000?

Thus, green marketing incorporates a broad range of activities, including product modification, changes to the production process and packaging changes, as well as modifying advertising strategy. Yet defining green marketing is not a simple task. Indeed the terminology used in this area has varied, it includes: Green Marketing, Environmental Marketing and Ecological Marketing.

V. CHARACTERISTICS OF GREEN PRODUCTS

The products those are manufactured through green technology and that caused no environmental hazards are called green products. Promotion of green technology and green products is necessary for conservation of natural resources and sustainable development. We can define green products by following measures:

- Products those are originally grown,
- Products those are recyclable, reusable and biodegradable,
- Products with natural ingredients,
- Products containing recycled contents, non-toxic chemical,
- Products contents under approved chemical,
- Products that do not harm or pollute the environment,
- Products that will not be tested on animals,
- Products that have eco-friendly packaging i.e. reusable, refillable containers etc.

VI. CHALLENGES IN GREEN MARKETING

- **Need for Standardization** - It is found that only 5% of the marketing messages from "Green" campaigns are entirely true and there is a lack of standardization to authenticate these claims. There is no standardization to authenticate these claims. There is no standardization currently in place to certify a product as organic. Unless some regulatory bodies are involved in providing the certifications there will not be any verifiable means. A standard quality control board needs to be in place for such labeling and licensing.
- **New Concept** - Indian literate and urban consumer is getting more aware about the merits of Green products. But it is still a new concept for the masses. The consumer needs to be educated and made aware of the environmental threats. The new green movements need to reach the masses and that will take a lot of time and effort. By India's Ayurveda heritage, Indian consumers do appreciate the importance of using natural and herbal beauty products. Indian consumer is exposed to healthy living lifestyles such as yoga and natural food consumption. In those aspects the consumer is already aware and will be inclined to accept the green products.
- **Patience and Perseverance** - The investors and corporate need to view the environment as a major long-term investment opportunity, the marketers need to look at the long-term benefits from this new green movement. It will require a lot of patience and no immediate results. Since it is a new concept and idea, it will have its own acceptance period.
- **Avoiding Green Myopia** - The first rule of green marketing is focusing on customer benefits i.e. the primary reason why consumers buy certain products in the first place. Do this right, and motivate consumers to switch brands or even pay a premium for the greener alternative. It is not going to help if a product is developed which is absolutely green in various aspects but does not pass the customer satisfaction criteria. This will lead to green myopia. Also if the green products are priced very high then again it will lose its market acceptability.

VII. GREEN MARKETING MANTRAS

- **Know your Customer:** Make sure that the consumer is aware of and concerned about the issues that your product attempts to address.
- **Educating your customers:** It is not just a matter of letting people know you're doing whatever you're doing to protect the environment, but also a matter of letting them know why it matters.
- **Being Genuine & Transparent:** It is actually doing what it claim to be doing in business holders green marketing campaign and the rest of their business policies are consistent with whatever they are doing that's environmentally friendly.
- **Reassure the Buyer:** Consumers must be made to believe that the product performs the job it's supposed to do-they won't forego product quality in the name of the environment.
- **Consider Your Pricing:** If you're charging a premium for your product-and many environmentally preferable products cost more due to economies of scale and use of higher-quality ingredients-make sure those consumers can afford the premium.

VIII. GREEN MARKETING MIX

Just as we have 4Ps product, prices, place and promotion in marketing, we have 4ps in green marketing too, but they are a bit different. They are buttressed by three additional Ps, namely people, planet and profits.

- **PRODUCT** - The products have to be developed depending on the needs of the customers who prefer environmental friendly products. Products can be made from recycled materials or from used goods. Efficient products not only save water, energy and money, but also reduce harmful effects on the environment. The marketer's role in product management includes providing the product designers with market-driven trends and customer requests for green product attributes such as energy saving, organic, green chemicals, local sourcing, etc. For example, the 'Sony' has set forth "Sony Group" Environmental Vision, the goal of which is a "zero environmental footprint," that is, reduction of the environmental footprint of their corporate activities throughout its life cycle to zero, and they continue to pursue a wide range of related initiatives. They will strive to achieve this by 2050; their goals for the first phase, which continues through 2015, are outlined in Green Management 2015. Nike is the first among the shoe companies to market itself as green. It is marketing its Air Jordan shoes as environment-friendly, as it has significantly reduced the usage of harmful glue adhesives. It has designed this variety of shoes to emphasize that it has reduced wastage and used environment-friendly materials.
- **PRICE** - Green pricing takes into consideration the people, planet and profit in a way that takes care of the health of employees and communities and ensures efficient productivity. Value can be added to it by changing its appearance, functionality, customization, etc. Wall Mart unveiled its first recyclable cloth shopping bag. 'IKEA' started charging consumers when they opted for plastic bags and encouraged people to do shopping using its "Big Blue Bag".
- **PLACE** - Green place is about managing logistics to cut down transportation emissions, thereby effect aiming at reducing the carbon footprint. For example, instead of marketing an imported mango juice in India it can be licensed for local production. This avoids shipping of the product from far away, thus reducing shipping cost and more importantly, the consequent carbon emission by the ships and other modes of transport.
- **PROMOTION** - Green promotion involves configuring the tools of promotion, such as advertising, marketing materials, signage, white papers, web sites, videos and presentations by keeping people, planet and profits in mind. Indian Tobacco Company has introduced environmental friendly papers and boards, which are free of elemental chlorine. Toyota is trying to push gas/electric hybrid technology into much of its product line. It is also making the single largest R&D investment in every-elusive hydrogen car and promoting itself as the first eco-friendly car company.

IX. BENEFITS OF GREEN MARKETING

Nowadays consumers gradually acknowledge the need to take care of the environment and become more culturally responsible. Therefore, accountability of companies to consumers' inclinations for environmentally harmless or neutral products is essential (Saini, 2013). Green Marketing has a lot of important benefits for those communities whose accept these new concepts. First important benefits are revenue increased. Consumers prefer every new and positive concept, so that innovator plays an essential role in this segment. A successful product that fulfills consumer satisfaction will definitely have an increase in sales and revenue. Second important benefits are cost reduced. In green marketing, the cost of raw materials is low thus it will increase the productions and save money. On top of that, green marketing can build brand value. A great green practices company will get a good brand value in the heart of the consumers. Another important benefit of green marketing is getting tax breaks and loans from government because those innovative companies which help the nation who are living in a rural or un-employment will bear uncertain risks. Besides, they save environment and health of nation so they receive subsidies from government.

Lastly, the most crucial advantage of green marketing is world salvation. Disposal and treatment of wastage, production process of companies will produce emissions of several greenhouse gases which contribute to global climate change which can causes greenhouse effect. By following a great way of green practices, the companies could save the world in the way of saving the health of peoples and the environment (Rajeshkumar, 2012).

X. CUSTOMER SATISFACTION AND GREEN MARKETING

Customer satisfaction has been defined in two basic ways: as either an outcome or as a process (Swenson, 1997). As an outcome, satisfying the end state resulting from the consumption experience (Churchill, 1982). As a process, it is the perceptual evaluative and psychological process that contributes to satisfaction. The definition is varied with regards to their level of simplicity which includes;

- Product satisfaction
- Satisfaction with the purchase decision experience.
- Satisfaction with the performance attribute
- Satisfaction with the store or institution
- Satisfaction with pre-purchase experience.

Marketing literature suggests that there is a relationship between customer satisfaction and loyalty. Satisfaction leads to attitudinal loyalty. It could be seen as the intension to purchase (Menon & Menon, 1997). Satisfaction is an outcome that occurs without comparing expectations. Customer satisfaction could also be defined as an evaluative response to perceived outcome of a particular consumption experience. It is an overall judgment on satisfaction, based on the assumption that satisfaction is the outcome of service quality.

Many Authors believe that customers have a high level of involvement regarding environmental issues as a consequence of growing environmental consciousness. Studies have shown the significant influence of environmental knowledge and consciousness on consumer environmental attitude. Consequently, companies that communicate their 'green product' in their packaging, advertisement or manufacturing process, gain satisfied customers. Because of the green trend, companies that fail to 'go green' are not failing to fail in their industry. Customers want to associate themselves with companies and products that are eco-friendly.

XI. BRAND IN GREEN MARKETING

Today, branding is taken as a separate marketing tool and is a very important product attribute. It is the symbol and identifier of the product that differs from the competition. Several programs using trade rules based on the principle of volunteering are currently being successfully implemented. These include eco-labeling, that is, the labeling of products and services that are more environmentally friendly than their substitutes. However, in the context of green marketing, we need to distinguish between the brand of the company and its green image and internationally certified product designation. Environmental labels are labels submitted to the customer to help distinguish the environmentally friendly product from conventional (Chemat et al, 2017). They help to overcome the lack of knowledge—by knowing all the essential details about the product and the circumstances of its production, environmental labeling would be unnecessary. However, it relies on an authority that explored environmental favors instead of confirming it with a label.

The brand value increases with the implementation of green marketing principles for the following reasons: Company increases the value of its products, gains a competitive advantage, improves the image of the business, gets new markets and is ready to cope with the environmental pressures of stakeholders. The concept of building a brand on values related to environmental and social performance is linked to three factors, specifically, the image of the green mark, the fulfillment of the expectation of green promises, and credibility. It follows that the green mark meets the criteria “3E”, namely, it is ecological (minimizes negative environmental impacts), is transparent (does not support unfair practices and social injustice), and is economic (supports long-term economic sustainable development) (Papadas et al, 2017).

XII. FUTURE OF GREEN MARKETING

There are many aspects to be learned to avoid green marketing myopia, the short version of all this is that effective green marketing requires applying good marketing principles to make green products desirable for consumers. The question that remains, however, is, what is green marketing's future? Green marketing involves focusing on promoting the consumption of green products. Therefore, it becomes the responsibility of the companies to adopt creativity and insight, and be committed to the development of environment-friendly products which will help the society in the long run. Companies which embark on green marketing should adopt the following principles in their path towards "greenness."

- Adopt new technology/process or modify existing technology/process so as to reduce environmental impact.
- Establish a management and control system that will lead to the adherence of stringent environmental safety norms.
- Using more environment-friendly raw materials at the production stage itself.
- Explore possibilities of recycling the used products so that it can be used to offer similar or other benefits with less wastage.
- Promote and deliver the consumer desired value of environmental products and target relevant consumer market segments.
- Educate consumers with marketing messages that connect environmental attributes with desired consumer value.
- Employ environmental product and consumer benefit claims that are specific and meaningful.
- Procure product endorsements or eco-certifications from trustworthy third parties and educate consumers about the meaning behind those endorsements and eco-certifications.

From the business point of view, because a clever marketer is one who not only convinces the consumer, but also involves the consumer in marketing his product. With the threat of global warning looming large, it is extremely important that green marketing becomes the norm. Finally, consumers, industrial buyers and suppliers need to pressurize effects on minimizing the negative effects on the environment. Green marketing assumes even more importance and relevance in developing countries like India.

XIII. DATA ANALYSIS & DISCUSSION

Details of the demographic profile of the sampled customers are presented in table 1. It was found that majority of the customers are females (59%) showing dominance in purchasing of FMCG products while male customers' accounts for only 41%. In terms of age group, majority of patanjali product customers belongs from the age group of 21-30 years (37%) followed by age group of 31-40 years (28%) and above 40 years (26%) while customers below age group accounts for only 9%. This shows that Patanjali products are popular in youth as well as mid age segment people. The sample also consists of majority of unmarried customers (56%) while married customers' accounts for only 44%. In terms of education, majority of customers are well educated with the degree of graduate level or above (67%) whereas some customers has education upto diploma level (19%) or at higher secondary level (14%) showing the level of awareness and consciousness about health and environment by using herbal products increases with the level of education.

Table 1: Demographic Profile of the Respondents (n = 100)

Demographic	Frequency	%
Gender		
Male	41	41
Female	59	59
Age		
Upto 20 Yr	9	9
21-30 Yr	37	37
31-40 Yr	28	28
Above 40 Yr	26	26
Marital Status		
Married	44	44
Unmarried	56	56
Education		

	Upto 12th	14	14
	Diploma	19	19
	Graduate	43	43
	Post Graduate & Above	24	24
Occupation			
	Salaried	43	43
	Business	19	19
	House Wife	14	14
	Students	13	13
	Others	11	11
Income			
	Upto 25 Thousand	32	32
	25-50 Thousand	51	51
	50-75 Thousand	12	12
	Above 75 Thousand	5	5

Majority of customers' of Patanjali products are salaried people (43%) followed by the segment of business class (19%), housewife (14%), students (13%) and other occupation (11%). It was also found that majority of customers belongs to middle class families with income in between 25-50 thousand (51%) or below 25 thousand (32%) whereas 17% customers were found with the income of above 50 thousand. This shows that herbal products are popular among middle class too as Patanjali has positioned himself as low priced herbal company. Overall the sample collected is fair representation of the population.

Table 2: Source of Awareness (n > 100)

Source	Frequency	%
T.V	87	87
Magazines	16	16
Internet Ads	28	28
Friends/ Relatives	79	79
Newspaper	61	61
Super Market staff	55	55

Table 2 presents the source of awareness about Patanjali products as green products among the target consumers. It was observed that the major source of awareness is T.V (87%), references from friends/relatives (79%), newspaper ads (61%) and staff of the store and super markets (55%). Apart these sources internet ads (28%) and ads given in magazines (16%) are also sources for positioning the image of patanjali products as green products.

Table 3: Attitude and perception of customers (n = 100)

Particulars	SD	D	UD	A	SA
Green products can contribute in saving the environment	5	13	19	45	18
I prefer green products over non green products.	13	21	32	29	5
Manufacturing/Production of green products is totally environment friendly.	21	27	15	31	6
Green products and non-green products are alike.	29	35	18	15	3
Manufacturing of green products must be highly subsidized so that more companies can enter into manufacturing of green products	11	15	25	33	16
Green products are true to their environment friendly claims.	7	12	21	53	7
Using green products gives a sense of satisfaction.	12	17	23	48	-
I want to be a part of green movement by using green products.	6	23	31	25	15
Performance of green products justifies its price.	4	11	29	44	12
I would agree to pay even extra price for environment friendly products	17	28	33	13	9

Attitude and perception of sampled consumers related to green products are presented in table 3. It was observed from the table that majority of people perceive green products contribute in saving the environment (63%) and opined that manufacturing of such products should be highly subsidized for encouraging others to produce as well (49%). There is a mix opinion about preferring green product over non-green one where some prefers (34%) and some do not (34%) as majority of them perceive that manufacturing of such products are not environment friendly (48%). Majority of people believes that green and non-green products are different and not alike (64%) as green products are true for their claims as environmentally friendly (60%) and people wanted to be the part of green movement by using such products (40%) as using of such products gives satisfaction (48%). People also perceived that performance of green products justifies its price (56%) but they were not ready to pay extra price for acquiring green products (45%).

Table 4: Preferential place for purchasing (n = 100)

Particulars	Frequency	%
Retail Malls	29	29
Local shops	67	67
Internet	11	11
Teleshopping	5	5
Patanjali Stores	89	89
Factory Outlet	7	7

Preferences of place of purchasing the Patanjali products are presented in table 4. It was found that people prefer to purchase Patanjali products from the exclusive Patanjali stores (89%). Apart patanjali stores, people use to buy products from local shops (67%) or retail malls (29%) whereas few purchase patanjali products from internet (11%), factory outlets (7%) and via teleshopping (5%).

Table 5: Frequency of purchase (n = 100)

Particulars	Frequency	%
Once a Week	19	19
Once a Fortnight	2	2
Once a Month	21	21
Once a Year	4	4
Regularly when needed	54	54

Details of frequency of purchasing of patanjali products are given in table 5. It was noted that majority of customers use to purchase patanjali products regularly whenever there is a need (54%) while some purchase on monthly (21%) or weekly basis (19%). Only few customers use to purchase patanjali products on yearly basis (4%) while some other purchases it fortnightly (2%).

Table 6: Repeat purchase of Patanjali products (n = 100)

Particulars	Frequency	%
Not at all	13	13
Some times	19	19
Often	42	42
Always	26	26

On analyzing the responses with respect to the repeat purchases of Patanjali products, it was found that majority of customers will oftenly repeat the purchase of patanjali products (42%) whereas about 26% customers will always repeat and 19% customers will repeat the purchase sometimes. About 13% customers responded that they do not want to repeat the purchase of Patanjali products.

Table 7: Satisfaction of customers (n = 100)

Particulars	Frequency	%
Very Much dissatisfied	-	-
Dissatisfied	12	12
Neutral	17	17
Satisfied	67	67
Very Much satisfied	4	4

On analyzing the responses of customers with respect to their satisfaction regarding patanjali products, it was found that majority of customers are satisfied (67%) whereas about 4% of customers were very much satisfied and 12% customers were found dissatisfied with patanjali products. About 17% of the customers were found neutral.

Table 8: Willingness to recommend others (n = 100)

Particulars	Frequency	%
Very much Unwilling	2	2
Unwilling	27	27
Neutral	21	21
Willing	37	37
Very much willing	13	13

On analyzing the responses of customers regarding their willingness to recommend the patanjali products to others, it was found that majority of customers were found willing to recommend it to others (50%) whereas some were not found willing (29%). About 21% customers were found neutral to this statement.

XIV. CONCLUSION

Green marketing is a buzz word today everywhere around the globe as people were becoming more concerned towards protection of environment and hence started using green products. In India, Patanjali is one such company offering natural and herbal products (Green products) in comparatively much lesser prices than other non-green products and thus succeeded in getting more number of consumer pool. This paper is an attempt to understand the concept of green marketing and knowing the perception and attitude of people towards such green products along with assessment of their buying behavior with respect to Patanjali products by taking Bilaspur city as study area. The study shows that people were getting aware about the green products through different sources and the level of concern and awareness is increased with the level of education. People possessed positive perception towards such green products and like to purchase the Patanjali products again but were not ready to pay extra prices for such green products. They also perceived that production of green products should be highly subsidized to encourage more companies which will also reduce the prices of green products and more number of consumers will adopt such products and thus becoming the part of green movement. Finally, it cannot be denied that Green marketing assumes even more importance and relevance in developing countries like India.

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