



TRENDS OF GREEN MARKETING IN INDIA

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*Environmental impact resulting from human actions has profound effects on both our collective well-being and individual lives. The repercussions of environmental degradation, encompassing issues like air pollution, deforestation, and the formidable implications of climate change, underscore the pivotal role of human activity. Within this context, the corporate realm has recognized the significance of societal and environmental responsibilities, prompting the emergence of concepts like "Green Marketing" and "Environment Marketing" as critical components of future business strategies. In the contemporary business landscape, terms such as "go green," "environmentally friendly," "environmental preservation," and "energy conservation" have gained substantial prominence. Safeguarding our natural surroundings has transitioned from being a desirable option to an imperative, particularly within the intricate fabric of today's globalized society. Green Marketing has emerged as a conceptual cornerstone that empowers businesses to harmonize economic pursuits with a steadfast commitment to environmental preservation. The integration of ecologically conscientious practices has become non-negotiable for any forward-looking enterprise. Moreover, numerous enterprises have harnessed the potential of Green Marketing as a means to outpace competitors. By offering innovative products crafted from recycled, renewable, and repurposed materials, these businesses have demonstrated their commitment to sustainable practices, effectively leveraging their offerings to gain competitive advantage. This study focuses specifically on the landscape of Green Marketing in India. Its core objective is to delve into the trajectory of Green Marketing strategies as catalysts for sustainable business growth. The exploration aims to elucidate the strategic adoption of Green Marketing techniques by enterprises aiming to attain a distinctive edge over industry rivals. The study delves into the potentials and challenges inherent in the deployment of Green Marketing strategies within the Indian context. Through a judicious blend of quantitative and qualitative research methodologies, the study gathers primary data via surveys and interviews. The amalgamation of these techniques enables a comprehensive analysis of the evolving trends in the adoption of Green Marketing practices within the Indian business landscape. The study seeks to unravel the intricate tapestry of how businesses in India are effectively navigating the realm of Green Marketing to not only fortify their market positioning but also to contribute to the overarching goal of environmental sustainability. A survey is conducted among 100 Telangana participants who were chosen using the Yamane (1967) sampling technique in order to get quantitative data. To learn more about the problems, difficulties, additional financial assistance provided by the government, etc., in-depth interviews were also performed during telephone calls. To create a well-structured survey or questionnaire, the entire data set was used. The Chi-Square Test, a well-known statistical procedure, was used by the examiner in this investigation. According to the results of the chi-square test, environmentally friendly advertising can be considered sustainable development in Telangana at the 5% level of relevance. **In the present research, we looked at the several key green marketing tactics used by organizations. In this analysis, it was found that environmentally friendly advertising presents both potential and challenges. The implementation of green marketing methods has a lot of potential to boost the country's economic development, it has been found.***

Keywords: *Green Marketing, Trends of Green Marketing, Green Strategies, opportunities and Challenges, sustainable development.*

INTRODUCTION

Experts claim that a global environmental disaster is imminent. Our earth can only be saved by going green, and it must be done as quickly as possible. Therefore, the economy has also been important. The global population is growing increasingly aware of the environment. People are growing more ecologically conscious worldwide, according to recent surveys. The discipline of "green marketing" has arisen in response to the growing consumer demand for goods and services that are socially and environmentally conscious. Utilizing green marketing techniques On the merits of green marketing, both the general public and specialized groups disagree to varying degrees. The core value of green marketing is environmental protection. Modern marketing, however, brought with it a host of problems. A more competitive market arose as a result of increased marketing activities. The result of this more intense competition was the use of harmful marketing strategies and tactics, including excessive promotion, liberalization, and globalization as well as the creation of multinational corporations (MNCs). These adjustments had a wide range of effects. There is an abundance of both necessary and unnecessary things in stores and shopping centres. The wellbeing of people and the natural balance have been endangered by these and other reasons. Particularly large factories are progressively turning into pollution sources on numerous fronts. Several products' creation, use, and disposal have detrimental effects on the environment.

NEED AND IMPORTANCE OF THE STUDY

This research holds paramount significance for the environmental advancement of India. The term 'green' conveys notions of purity, excellence, and equitability. It embodies a commitment to unblemished practices and ethical conduct within business realms. Green marketing, in essence, encapsulates advertising strategies that exert no adverse impact on societal well-being. The color green symbolizes a communication approach rooted in factual accuracy and equilibrium, devoid of exaggeration or misrepresentation. The implications of green marketing are far-reaching. It precipitates a reduction in the consumption of plastic and plastic-based products. Through its eco-friendly orientation, it stimulates the acquisition of natural products and concurrently curtails the utilization of chemicals. This paradigm shift in consumer preferences could potentially drive an upsurge in demand for herbal remedies, natural therapies, and practices like Yoga

LITERATURE REVIEW

The term "environmental marketing" encompasses considerably more than just a business's advertising claims. People eventually get their desires, which adds to environmental issues even if corporations are mostly to blame for environmental degradation. For example, because so much of the fast food chain packaging is abandoned by the side of the road, it is frequently identified as an environmental polluter. It's important to keep in mind that consumers are responsible for improper waste disposal. Clients must want an environmentally friendly world and be prepared to "pay" for it, whether through higher prices, altered personal behaviors, or even governmental action, for ecological advertising to be beneficial.

(2006) Jain and Kaur The study makes it very evident that some consumers are especially impacted by environmentally friendly marketing or even enthusiastic about protecting the environment. However, they constitute a market niche that can be quite advantageous for companies involved in the production and disposal of eco-friendly products.

(2010) Mishra, Today's market, particularly in the United States, has increased the importance of green marketing. This concept has made it easy to rename and package goods that currently fit requirements. Since green marketing has become more popular, companies are now able to jointly brand the goods they sell into several lines, praising some for being green whereas ignoring others as well.

Manju (2012), As part of a comprehensive marketing approach known as "Green Marketing," product and service development, distribution, consumption, and disposal are all carried out in ways that have the least

amount of detrimental effect on the environment as feasible. There are a few reason why we need to reconsider green marketing. These environmentally friendly products have a brief shelf life that isn't always good for the environment. The things' effect on the environment, the third and trickiest consideration, is whether or not they are actually green.

2019's Kantapop buathong, pei-chun lai They found that environmental education and course curricula remain crucial even if the governmental and private industries in Thailand are cooperating to advance sustainable in the festival industry.

OBJECTIVES OF THE STUDY

The study's primary goal is to evaluate the trends in green marketing in India and assess their key points. As part of a comprehensive marketing approach known as "Green Marketing," product and service development, distribution, consumption, and disposal are all carried out in ways that have as little of detrimental effect on the natural world as feasible.

HYPOTHESES OF THE STUDY

The following research hypotheses are formulated in light of the study's goals:

- (i) **Ho:** There is no trends in green marketing can be as sustainable development in Telangana.

RESEARCH METHODOLOGY

The current endeavor employs a descriptive and qualitative research methodology. Both primary and secondary sources are used to collect the data. 100 persons responded to questionnaires as part of the study's effort to collect first-hand information. Auxiliary sources of data are also used, including peer-reviewed journals, printed media, and journals that are available both online and in print. Universities and online databases are some of the places where the data gets collected.

Sample Deign & Sample Selection

100 participants were selected as the group's size from Hyderabad and the Ranga Reddy district using Yamane's sampling method. To guarantee that every person of the population had an equal chance of being chosen for the study, Yamane's sampling method was improved upon.

Sample Choice

There are 8, 49,051 total citizens (population) in Hyderabad the district, according to the census data from 2011. Using Yamane's formula, the researcher took 50 of them as a sample (Yamane, 1967). It is accurate enough to be within 15% of the time at all times. It is impossible to do study regarding all the members of a large group in one go. Formula:

$$n = \frac{N}{1 + N(e)^2}$$

Where,

n = Sample size, N = Estimated population size in Hyderabad e = Precision value, set as 15% (0.15)

N= 8, 49,051

Therefore,

$$n = \frac{8, 49,051}{1 + 8, 49,051(0.15)^2}$$

$$n = \frac{8, 49,051}{8, 49,052 (0.15)^2}$$

$$n = \frac{8, 49,051}{8, 49,052 (0.15)^2}$$

n= 8, 49,051/ 8, 49,052 (0.0225)

n= 8, 49,051/ 19103.67

n= 50 (approximant) “Yamane (1967) developed an easy formula to determine the sample sizes”.

By creating a formula, Yamane (1967) made determining the number of samples straightforward. The researcher then chose 50 participants from each district—Hyderabad and Ranga Reddy—to create a sample size of 100 for the study.

Chi-Square test (X²)

One of the various statistical tests that must be run is the chi-square test.

Green Marketing

The American Marketing Association (AMA) came up with this phrase to characterize the promotion of green products. Green marketing encompasses a wide range of activities, such as altering the manufacturing process or packaging for items. On the other hand, defining green marketing can be challenging because there are so many definitions that overlap. This is demonstrated by the existence of diverse social, environmental, and retail meanings. In other words, "Green Marketing" denotes an advertising approach that covers all elements of the marketing process while minimizing the environmental impact. (1994) Polonsky This definition of "green marketing" encompasses all endeavors to satisfy human wants and requirements with little in the way of adverse environmental effects.

Sustainable Development

The phrase "sustainable growth" is very popular in preservation groups. The World Commission on Environment and Development, 1987, as cited by Pearce et al., 1994, gave it its most well-known presentation in 1987 thanks to the Brundtland report, which had a significant influence. According to the list of twenty-four possible definitions supplied by Pearce et al., the concept of sustainable development has only recently attracted the interest of many academics and practitioners. As a result, no one concept of sustainable development is universally accepted. The World Commission on Environment and Development (1987) stated that sustainable growth is "growth that meets the needs of today's people while safeguarding the ability of future generations

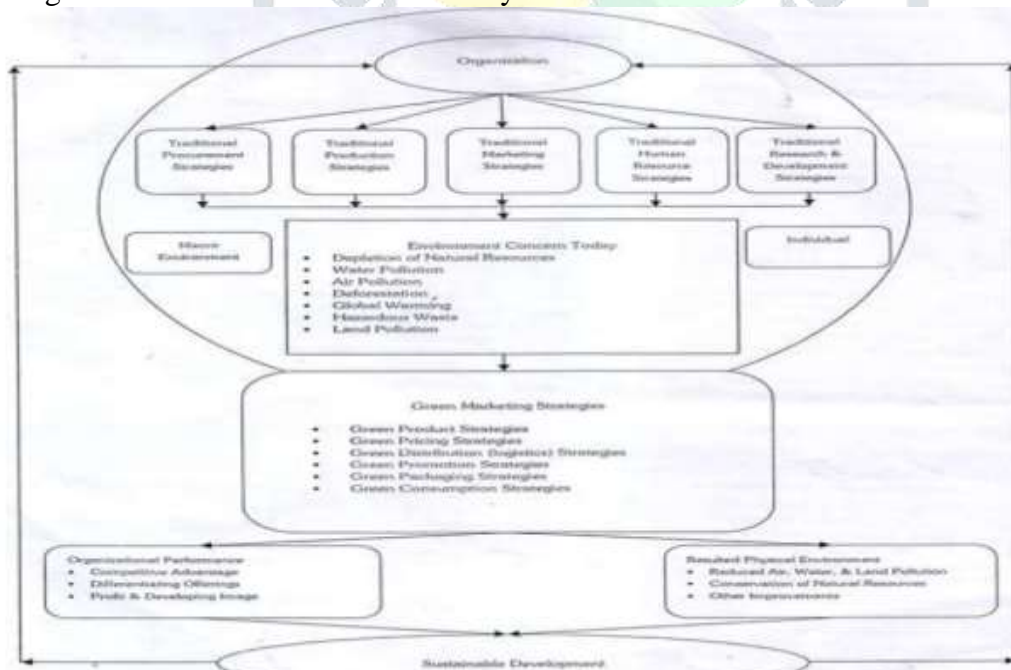


Fig. 1: Conceptual Framework of Green Marketing and Sustainable Development

Mechanisms of Workable Growth

According to (Pearce et al., 1994), the two most crucial elements of sustainable development are natural capital stock and man-made capital stock. A corporation's natural capital pool comprises resources like its oil reserves, the quality of its water, and the world's capacity to recycle and absorb carbon. It covers a variety of topics, such as groundwater quality, socioeconomic issues, and seafood from the coast.

On the other hand, when it comes to human capital, it comprises both material and immaterial assets, including knowledge and skills. According to Pierce et al. (1994), the word "permanent" refers to something that is either constant or advancing.

Usually, green marketing is thought to have only one objective: to sell products that are environmentally friendly. Green marketing in general covers a broad spectrum of goods and services, from consumer goods to industrial goods and services (Polonsky, 1994).

To accomplish a sustainable future, "sustainable branding," which is defined as marketing activities that are both economically effective and environmentally sound, is necessary (Polonsky et al., 1997). We all know that the development of new products is greatly influenced by marketing (Kinsey, 1982; Riley et al., 1983; Dholakia, 1984; Carter, 1986; Kotler, 1986). Marketers must satisfy current wants whereas not jeopardizing the potential of future generations to satisfy their desires (Polonsky et al, 1997) if they want to be recognized as a driver for progression.

CHALLENGES IN GREEN MARKETING

In September 2021, there were several challenges associated with green marketing in India. Keep in mind that these challenges might have evolved since then, but here are some common obstacles that were prevalent at that time:

1. **Lack of Consumer Awareness and Education:** Many Indian consumers were not fully aware of the environmental impact of their choices or the benefits of eco-friendly products. Educating consumers about the importance of green products and their positive effects on the environment was a significant challenge.
2. **Perceived Higher Costs:** Green products are often associated with higher costs due to the use of sustainable materials, eco-friendly manufacturing processes, and certifications. Consumers were sometimes reluctant to pay a premium for these products, especially in price-sensitive markets.
3. **Greenwashing:** Greenwashing refers to the deceptive marketing practices where companies falsely claim their products are environmentally friendly without backing up these claims with substantial evidence. This can erode consumer trust and credibility in the green marketing space.
4. **Limited Regulatory Framework:** While there were some regulations in place, the regulatory framework for green marketing in India might not have been comprehensive enough to prevent false claims and ensure transparency in the industry.
5. **Infrastructure Challenges:** India faced infrastructural challenges related to waste management, recycling, and proper disposal of products. This posed difficulties for companies that wanted to adopt sustainable practices but lacked the necessary infrastructure to do so.
6. **Complex Supply Chains:** Supply chains in India can be complex and fragmented, making it challenging for companies to trace the origin of raw materials and ensure that their products are produced in an environmentally responsible manner.
7. **Cultural and Regional Variations:** India is a diverse country with various cultural and regional preferences. Green marketing strategies that work well in one region might not be as effective in others. Adapting messaging and products to cater to these differences was a challenge.
8. **Limited Product Availability:** In some cases, eco-friendly products might not have been readily available in the market. This limited consumers' choices and hindered the growth of green consumerism.

9. **Scepticism and Cynicism:** Some consumers were sceptical about the authenticity of green claims due to the prevalence of greenwashing. Building trust and convincing consumers of the real environmental benefits of products was a challenge.
10. **Balancing Environmental and Social Concerns:** While green marketing often focuses on environmental sustainability, it's important to balance this with other social concerns, such as fair labor practices and social responsibility, to create a holistic approach to sustainability.
11. **Competing Priorities:** With economic growth and development being high priorities in India, green initiatives might not always receive the necessary attention from businesses and consumers.
12. **Infrastructure for Recycling and Waste Management:** The lack of proper recycling and waste management infrastructure in many parts of India could limit the viability of eco-friendly products and the circular economy.

These challenges highlight the complex landscape of green marketing in India. To get the most current information on the challenges and developments in this field, I recommend researching recent reports, studies, and industry analyses related to green marketing in India.

OPPORTUNITIES IN GREEN MARKETING

1. **Growing Consumer Awareness:** The increasing awareness and concern about environmental issues among Indian consumers provide an excellent opportunity for businesses to promote and market eco-friendly products and services.
2. **Demand for Sustainable Products:** There is a rising demand for products that are produced using sustainable materials, have a lower carbon footprint, and promote responsible consumption. Businesses can tap into this demand by offering a range of green products.
3. **Innovative Technologies:** Innovations in technology provide opportunities to develop and market new environmentally friendly products and services. For example, advancements in renewable energy, smart technology, and sustainable packaging solutions can lead to unique offerings.
4. **Government Initiatives:** The Indian government has been promoting sustainability and renewable energy through policies and incentives. Businesses can take advantage of these initiatives to align their marketing strategies with government goals.
5. **Certifications and Labels:** Obtaining certifications like "Organic," "Fair Trade," and "Energy Star" can enhance a business's credibility and provide a competitive advantage. Consumers often look for these labels as indicators of genuine environmental commitment.
6. **Educational Campaigns:** There's an opportunity to educate consumers about the environmental impact of their choices and the benefits of green products. Educational campaigns can help raise awareness and create a more informed consumer base.
7. **Partnerships and Collaborations:** Collaborating with environmental organizations, NGOs, and government bodies can help businesses gain access to expertise, resources, and a wider network. These partnerships can also enhance a company's reputation.
8. **Circular Economy Models:** Adopting a circular economy approach, where products are designed for durability, repairability, and recyclability, presents opportunities to create innovative products and services that align with sustainability goals.
9. **Behavioral Change Campaigns:** Businesses can engage in campaigns that encourage sustainable behaviors and habits among consumers. For instance, promoting energy conservation, waste reduction, and responsible disposal practices.
10. **Eco-Friendly Packaging:** With the rising concern over plastic pollution, there's an opportunity to develop and market eco-friendly packaging solutions that are biodegradable, reusable, or made from recycled materials.

11. **Local Sourcing and Production:** Emphasizing local sourcing and production can reduce transportation-related carbon emissions and resonate with consumers who prefer to support local economies.
12. **Brand Differentiation:** Green marketing offers a way for businesses to differentiate themselves from competitors by showcasing their commitment to sustainability and environmental responsibility.
13. **Employee Engagement:** Involving employees in green initiatives and sustainability efforts can enhance their sense of purpose and contribute to a positive corporate culture. This can be highlighted in marketing campaigns.
14. **Long-Term Cost Savings:** Many sustainable practices, such as energy efficiency and waste reduction, can lead to long-term cost savings for businesses. Highlighting these benefits can attract environmentally conscious businesses and consumers

Trends of Green Marketing in India

As of my last knowledge update in September 2021, green marketing in India was already gaining momentum due to increasing environmental awareness and concerns. However, please note that the trends might have evolved since then. Here are some trends that were prevalent at that time:

1. **Sustainable Products and Packaging:** Consumers were showing a growing preference for products that were eco-friendly and had minimal impact on the environment. Companies were adopting sustainable sourcing practices, using recycled materials, and reducing packaging waste to meet these demands.
2. **Renewable Energy and Energy Efficiency:** With the Indian government's focus on renewable energy sources and sustainability, businesses were increasingly adopting renewable energy solutions like solar power. Energy-efficient products were also gaining popularity among environmentally conscious consumers.
3. **Certifications and Labels:** Green certifications like "Organic," "Fair Trade," and "Energy Star" were becoming important for consumers to identify products and services that met specific environmental standards. Companies were leveraging these certifications to build trust and credibility with their target audience.
4. **Digital and Social Media Campaigns:** Social media platforms and digital marketing were being utilized to spread awareness about green initiatives, sustainable practices, and eco-friendly products. Companies were leveraging storytelling and interactive campaigns to engage consumers and raise awareness.
5. **Circular Economy:** The concept of a circular economy, where products are designed for longevity, repairability, and recyclability, was gaining traction. Businesses were exploring ways to extend the lifecycle of their products and reduce the generation of waste.
6. **Collaborations and Partnerships:** Companies were collaborating with environmental organizations, NGOs, and government bodies to tackle environmental challenges collectively. Such partnerships not only helped in addressing pressing issues but also enhanced brand reputation.
7. **Consumer Education:** Educating consumers about sustainable practices and the environmental impact of their choices was becoming a priority. Brands were providing information about proper product disposal, the benefits of sustainable choices, and the overall impact on the environment.
8. **Local and Ethical Sourcing:** Consumers were showing interest in products that were locally sourced and produced ethically. This trend supported local economies, reduced carbon footprints associated with transportation, and ensured fair labor practices.
9. **Waste Reduction Initiatives:** Brands were focusing on minimizing waste generation and encouraging recycling. Some companies were implementing take-back programs where they would responsibly dispose of their products at the end of their lifecycle.

10. **Green Innovation:** Businesses were investing in research and development to create innovative, sustainable solutions. This could range from developing new materials to finding alternative manufacturing processes that are more environmentally friendly.
 Please note that these trends were based on information available up until September 2021. To get the most up-to-date information on the current trends of green marketing in India, I recommend looking at recent reports, industry publications, and news sources related to sustainability and marketing.

DATA ANALYSIS & INTERPRETATION

TESTING OF HYPOTHESES

H01: There is no trends in green marketing can be as sustainable development in Telangana.

TABLE NO. 1

“Observed Frequencies

Gender /Variable	Strongly Agree	Agree	Neutral	Slightly Disagree	Disagree	Total
Male	11	23	48	9	0	91
Female	4	3	02	0	0	9
Total	15	26	50	9	0	100

Source: Primary Data

TABLE NO. 2

Expected Frequencies

Gender /Variable	Strongly Agree	Agree	Neutral	Slightly Disagree	Disagree	Total
Male	14	24	46	7	0	91
Female	1	2	4	2	0	9
Total	15	26	50	9	0	100

Source: Primary Data

Table No 3

Showing calculation of χ^2 – value

O	E	(O-E)	(O-E) ²	(O-E) ² /E
11	14	-3	9	0.6428
23	24	-1	1	0.0416
48	46	2	4	0.0869
9	7	2	4	0.5714
0	0	0	0	0.0000
4	1	3	9	9.0000
3	2	1	1	0.5000
2	4	-2	4	1.0000
0	2	-2	4	2.0000
0	0	0	0	0.0000
				13.8429

Source: MS Excel

Calculated value of Chi- Square =13.8429

Level of significance – 0.05

Chi-square = (O-E)²/E

Expected value = sum of the observation/the total number of observations

(r-1) (c-1) = (2-1) as the degree of freedom (5-1) = 1*4 = 4

Table Chi Square value for the degree of freedom is 1@5% 9.488 is the significance level.

Inference / Outcome: The null hypothesis (Ho) has been rejected because Table 3 shows that the calculated Chi-Square value (13.8429) is greater than the table value (9.488) of the Chi-Square Test (2), and it is concluded that there is a significant green marketing can be as sustainable development in Telangana at the 5% level of significance.

Conclusion

Ecological matters remain presently a highest importance for the central direction, university, the general public, and business, according to the research's findings. Every person has a different perspective on environmental issues. Businesses have approached environmental challenges in an assortment of ways, with the idea of "green marketing" developing as a viable option for many of them. The use of green marketing, and in particularly the use of green marketing methods, can aid organizations in operating more efficiently.

Researchers forecast that sustainable marketing strategies would gain purchase then inspiration amid clients and business influential alike after the COVID-19 epidemic. The long-term effectiveness of green marketing, however, significantly depends on our capacity to modify or adapt our way of life and on how much we value nature. Significant at the 5% level of importance, significant green marketing contributes to Telangana's sustainable growth. In this study, we looked at the several key environmentally friendly advertising tactics used by companies. In this analysis, it was found that environmentally friendly advertising presents both potential and challenges. The implementation of green advertising strategies has a lot of potential to boost the economic growth of the nation, it has been found.

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