
APPRAISAL OF GREEN MARKETING INITIATIVES IN INDIAN CORPORATE CONTEXT

Prof. Sunita P. Kharate

Assistant Professor, Dr. D. Y. Patil Vidyapeeth's Global Business School & Research Centre,
Tathawade, Pune, India

Prof. (Dr.) Nitin Zaware

Director, RIIM- The Academy School of Business Management, Tathawade, Pune, India

ABSTRACT

The continuous rise in the education and increase in social and environmental awareness in the country has given importance to many good concepts like green marketing, environment friendly product, reusable packaging. Producers are continuously updating the packaging and product designs and processes to get customers' acceptance in the market. Green marketing takes a novel impression in the market and for those who desire to plan their products as an ecofriendly and attract the large market segment of environment caring customers. Green marketing focuses on the process of making products and services which are constructive for the environment and contribute towards sustainable development. Green marketing covers the widespread scope which includes modifications in manufacturing process to the marketing strategy of a business. New generation customers are educated and aware of what is going around the world, they are keener to keep the family lifestyle as well as surroundings healthy, it is the major reason customers are favoring products and services which are less harmful to the nature. This paper explains initiatives of green marketing in the Indian corporate context with its significance and benefits to all the stakeholders.

Keywords: Green Marketing, Indian Context, Green Marketing strategy, Green marketing in India

1. INTRODUCTION

Technological advancements and globalization has increased manufacturing, industrialization and market demands for products and services. Due to rise in the global population the consumption rate and demand is going high. The rise in the manufacturing has brought so many problems like global warming, pollution, scarcity of natural resources. Due to increased pollution many health and environment problems has raised. Lot of organizations and NGOs are taking initiatives to spread the awareness of the same issues and create sensitivity amongst people. Accepting the fact that humans are nothing without a healthy planet, now customers has started to give preference for environment friendly products and service. Customers are continuously shifting their lifestyles to contribute in well-being of ecosystem (Zaware et al., 2020a). This is the reason terms like green marketing, ecofriendly products, recycled packaging, eco-labeling are considerably popular in the market (Papadas, Avlonitis, & Carrigan, 2017). Even though environmental concerns impact all human activities, limited scientific fields incorporated green concerns into their research. This applies particularly to marketing. When society is becoming more involved with the natural world, corporations have started to adapt their actions to meet the "new" problems of society. Some organisations rapidly adopted principles like environmental sustainability and reduction of waste and incorporated environmental problems into all operational activities. Some proof of this is the creation of journals such as "Business Strategy and the Environment" and "Greener Management International," primarily intended to propagate findings on environmental behaviour (Groening, Sarkis, & Zhu, 2018).

Green marketing includes a wide variety of practices, involving product alteration, manufacturing process improvements, packaging changes, and advertising modifications. Defining green marketing is not an easy job. Indeed the words used in this field have varied, including: Green Marketing, Environmental Marketing and Ecological Marketing. Even today most people assume green marketing

applies exclusively to promoting or selling goods with environmental characteristics (Dangelico & Vocalelli, 2017). The terms like Phosphate Free, Recyclable, Refillable, Ozone Friendly, and Environmentally Friendly are some of the most popular aspects consumers associate with green marketing. Although these concepts are green marketing statements, green marketing is typically a much wider definition that can be extended to consumer products, industrial goods and even services. For example, resorts around the world begin to advertise themselves as "ecotourist" facilities, i.e. establishments that "specialize" in exploring nature or working in a way that minimises their ecological effect (Troumbis, 1991; May 1991; Pawar, 2016; Ingram and Durst 1989). Jacquelyn Ottman the author of a popular book "The New Rules of Green Marketing: Strategies, Tools, and Inspiration for Sustainable Branding" has wrote in his book that businesses should consider environment benefit in all the processes they do from manufacturing to marketing and communication. Marketing must contribute in solving environmental problems and help firms establish sustainable development (Polonsky et al, 1997). They well-defined green marketing as, all activities designed to facilitate any transaction for the purpose of meeting human needs and deserve the least harm to atmosphere (Moravcikova et al., 2017).

Since natural sources are restricted in addition human needs are limitless, it is essential that marketing personnel use resources proficiently and achieve the company's mission. Environment being the most important factor in everybody's lives people from all over the world are taking interest in saving it or even if they can contribute a little to save the atmosphere they are willing to do it (Cahyono et al., 2020). Studies shows that new consumer is more caring for environmental safety and he is trying to shift himself to green goods and services to maintain the sustainable development. Marketers and manufacturers knowing the same fact are trying to shift to the Green businesses from processes to the end product and services. Analyzing this scenario, green marketing has grown faster focusing a lot on ecological and socially responsible products and services. The World Commission for the Environment and Development describes ecological progress as "meeting the needs of the future without compromising on the needs of the future generation" (Frontland Report, 1987; Sangvikar et al., 2019).

The prime objectives of this paper is to outline green marketing in Indian corporate context along with its significance and future implications opportunities. This paper also extends the deliberations towards the stakeholders and customers about the green marketing in Indian business environment.

2. LITERATURE REVIEW:

In developed nations the rules and regulations related to environment protection are becoming more and sterner due to the environment issues world is facing recently. Modern consumer is more aware about environment so businesses are moving towards green practices (Polanski et al., 1998; Protiero, 1996; Zaware et al., 2020b). Many nations from Europe has got their attention on green movements. (European Green, 2004). Media and environmental organizations who works to protect green are taking lot of efforts to sensitize the people for environment safety from policy making to monitor the actual progress. (Medleson and Polanski, 1995). Moreover, the environmental marketing or sustainable marketing is composed of all the efforts that an organization takes while designing, manufacturing, selling and promoting in eco-friendly way. (Bright and Ferrell 1993). Many other authors has mentioned in their studies that eco-friendly products and services are necessary to keep the environment safe and balanced (Papadas et al., 2019; Chung, 2020).

The bad impact of global warming and other man made pollution is getting lot of attention these days. Manufacturers as well as consumers are becoming more and more sensitive toward green marketing practices. Beatty (2001) mentioned in his studies that the term green marketing has three phases first is environmental issues and solutions for those, second is the concern towards eliminating pollution that causes lot of environmental harm, pollution can be reduced by designing the clean manufacturing

processes and recycled packaging's even technology can contribute in this process, the third concern is sustainable development which will help to follow green practices for long period. Many organizations are paying a close attentions on green marketing as it contributes a lot in sustainable developments (Polanski et al., 1998; Protiero, 1996). Moreover, Ashley (1993) claims that 70% of the environmental damage of a commodity is found in the product and related manufacturing processes. Companies need to integrate environmental qualities in products and processes along with other concerns, such as consistency, at the initial stages of new product creation (NPD). They may use lifecycle analysis to determine the ecological effect of a product by each production point. This helps them to find new ways to design or manufacture products. Opening new, unexploited sectors and markets while reducing the cost of production (Yadav, Dokania, & Pathak, 2016; Zaware et al., 2020c). Experts define green marketing through different ways by concentrating commonly on method and considerations of exchange that minimizes environmental damage where everyone is involved for improving world citizens' quality of life or improving the environment remains uncertain. Today, marketers and society is based on natural resources and the environment. Efficient green marketing must also incorporate disruptive change that generates benefit for people, culture, and the natural environment. So, transformative green marketing is different from marketing and it focuses on not producing social damage, as currently most marketers but also emphasises on fulfilling human needs and improving humanity, life quality and natural environment enhancement (Zhu & Sarkis, 2016; Govender & Govender, 2016).

Several of the greatest concerns with green marketing transformation happens when industry and culture have no calculation of importance incorporating the natural world, despite regressing to non-environmental financial initiatives relevant or intrinsic. The value meaning must be guided internally by stakeholders and if the climate helps, environmentally respected. Though advertisers discuss this in forms of want fulfilment, an alternative would be to speak about the value of acts, using the current exchange system. This method has already been suggested by researchers such as Belz and Peattie (2009), who argue that if businesses can somehow create a model of the life-cycle costs of products, they could establish a valuation that could be converted into the economic structure. This viewpoint would turn customers into economic actors, who would then analyse the overall life-cycle prices of product and draw parallels that involve fulfilment rather than short-term desires. Such a shift seems modest at face value; indeed, achieving it involves many critical prerequisite measures (Bailey, Mishra, & Tiarniyu, 2018; Mahmoud, 2018).

The significant strategic explanation for green marketing is that it could allow companies to regulate and control restrictions that often harm their profits (Fri, 1992) and encourage them to influence future regulations, reaping first-mover benefits. Championing rigid quality and process standards would be appealing to technically advanced companies as they could pretend to be noble and at the same time increase entry costs for rivals, believing that elevated requirements will lead to tighter regulations (Barrett, 1991; Salop and Scheffman, 1983). To this end, companies could gather support from key stakeholders who are sometimes antibusiness, the 'Baptists and Bootleggers' coalition, as Vogel (1995) describes it. Thus, companies pursuing economic goals may strategically use institutional and stakeholder appeals for green marketing.

In this context, the researchers have realised the significance and corporate context of green marketing which has further directed the research.

3. METHODOLOGY

This research is grounded on secondary data which is collected as of scholarly research paper and websites. The data about the green initiatives of the Indian corporates is collected from the official websites and reports of the companies. The collected information is qualitatively analysed and synthesized to derive the results and findings leading to conclusion. The first section of the paper

discusses the green marketing scenario in India. In Second Section review of literature analyses the green marketing concept elaborated by different scholars. In third section illustrates the green marketing strategies then the limitations and advantageous of green marketing and customer acceptance in India so far. This study is restricted to marketing discipline and covers the relevance of green marketing concept in Indian market context only. The similar research can be conducted for outside India region or for global context.

4. RESULTS AND FINDINGS

The results and findings of the qualitative analysis are deliberated with the significance of Green Marketing in India, Green Marketing initiatives in India Corporates, Green Marketing Limitations in Indian Environment, and Implications for Green Marketing strategies in India as follows.

4.1 Significance of Green Marketing in India

Green marketing has many parameters to taken care of like Energy efficiency, clean renewable energy use, water conservation, recycling and waste management, environmentally friendly clothing, organic produce, sustainable agriculture and more. The key to a successful green marketing strategy is to communicate real and tangible facts about a company's involvement in social and environmental causes. The following is the significance of green marketing in Indian context.

4.1.1 New Market Opportunities: Businesses can create many opportunities in green marketing field because if the right products and services with the fulfilling need of costumers are available in the market off course these will get much popular and in demand for long time. If businesses create awareness for green products and services customers will choose these products again and again. Products with recycled packaging are already getting more popular in the market is the best proof for this. Benefits of Green Marketing includes highlighting sustainable manufacturing practices, the use of environmentally friendly and organic materials within the workplace, composting and recycling at work, and carpooling to work. Enhanced packing, paperless policies, recycling ink cartridges, planting trees, reducing your carbon footprint.

4.1.2 Value Added Profits: Products and services having green or sustainable content are popular among customers. Customers willingly pays more for organic and chemical less products due to its health and environment benefits. Companies have opportunities to market their products and services as eco-friendly and increase demand for them.

4.1.3 Winning the competitive edge: Company who stands for social and environmental issues and takes efforts to improve any of it has a special place in customer's heart, these businesses easily stand taller among the other competitors. Rather than producing hazardous chemical products which has some hidden harm to human health and environment one can choose simple products which fulfills the true needs of customers with right marketing campaign promoting green and sustainable products.

4.1.4 Ensuring the Corporate Social Responsibility: Organizations that contribute for the wellbeing of society and environment has a great impact in market. Building a strong green marketing strategy can help company a lot in building a good brand image. Costumers give preference to such companies who are sensitive towards environment and social charity. Entire Foodstuffs supports sustainable agriculture with its suppliers and created its own environmental scale for cleaning products that are sold. These may be large-scale companies, but when it comes to green marketing benefits, the same possibilities apply to smaller companies as well.

4.2 Green Marketing initiatives in India Corporates

The green marketing initiatives of HCL Technologies, Kansai Nerolak, Oil Natural Gas Corporation, ITC, Suzlon Energy, Wipro, and Godrej are realised as below.

4.2.1 HCL Technologies: Ego to identify is the initiative taken by HCL to promote and practice environment friendly corporate campus. The main objective of this project is to integrate knowledge

and spread awareness regarding environmental problems without compromising on the quality of products and services. HCL follows environment protection and includes ecofriendly practices in organization. HCL manufactures products that are not harmful to environment, they believe in product life cycle so make reusable packaging for most of the products.

4.2.2 Kansai Nerolac: Kansai Nerolac took initiative and eliminated hazardous and dangerous heavy metals from its paint. The dangerous heavy metals was not good for human health. Types of heavy metals are lead, mercury, chromium, arsenic and antimony. Paint containing these materials are harmful to humans it can damage the central nervous system, kidneys, and reproductive system. Kids are at more risk from lead paints as it can cause memory loss or other problems like decreasing their intellectual power. Kansai Nerolac has introduced the environmental cleanliness of Nerolac logs. It is an eco-friendly paint with low volatile organic compounds (VOC).

4.2.3 Oil Natural Gas Corporation (ONGC): Oil & Natural Gas Company is one of the India's largest oil supplier, is heading a rundown of the top 10 Indian systems for green marketing with energetic, green cremations, a nation that quickly replaces conventional wood fires. ONGC saves around 75% of the timber and one-fourth of the time to burn by following the crematorium.

4.2.4 ITC: ITC being a big player becomes first company who has introduced ozone-treated elemental chlorine-free bleaching technologies in country. ITC known for its active initiatives and participation in protective green. It recycles almost all of its produced solid wastes and has active rainwater harvesting which generated more water than they use. By following all the environmental rules and standards ITC has developed initiative which saves nearly 35 thousand hectares of dry land.

4.2.5 Suzlon Energy: Being 4th largest wind-turbine manufacturer in the globe and India's top 10 company has established Tulsi Telegraph in Punducherry. They produce 30% of renewable energy in our country and they are one of the largest group in the glob to reduce their carbon footprint. The Suzlon Corporate Building is the most energy efficient building ever built in our country.

4.2.6 Wipro: Wipro is Indian IT giant who does many businesses as individual companies. Wipro introduced environment friendly devices in India for the first time. Wipro brought new range of laptops and desktops entitled Wipro Green Wear, which are ROHS [Control of Hazardous Materials] and thus reduce electrical waste in the environment. Wipro introduced sustainable development in terms of energy, water and waste recycling. It is desperately trying to be a green company. Its core efforts to be a green company are achieved by achieving its objectives of being carbon neutral, water positive and energy saving in the business enterprise. It designs products to reduce hazardous waste. Wipro has reduced its personal electricity consumption and purchased renewable energy. Wipro buildings conform to various international green standards.

4.2.7 Godrej: The Godrej Green center has adopted green practices in their day to day working. Godrej has been taking good initiatives to nurture the environment by ecofriendly designs, construction, operations, maintenance and waste recycling. Godrej Green Buildings has set the pace for change in the Indian construction industry

4.3 Green Marketing Limitations in Indian Environment

The limitations of green marketing in Indian business environment are synthesized and highlighted as follows.

4.3.1 Increased budget: Green practices often is not that easy to implement due to many standards and procedure involved. When organizations are making new strategy according to it they need to change product designs to manufacturing processes even that includes packaging and labelling of products, doing all this takes lot of expenses.

4.3.2 Certificate fees: To promote green legally companies need authentic certifications issues by government departments or consumer right organizations. These certificate agencies required lot of standards and procedure to follow meticulously. Lot of organization has seen these difficulties from

energy consumptions and recycling sector. These certification processes cost lot of fees and without authentic certificate customer may not believe in green claims.

4.3.3 Green washing: Due to the increased demand of green products and services many companies are trying hard to present themselves as green but in reality they are just fooling customers by green washing. Having only green certificates or too much focus on a very little detail is often done by companies.

4.4 Implications for Green Marketing strategies in India

Organization who are contributing towards green marketing and has actually practicing green and eco-friendly sustainable approach are customers favorite. Any organization small or big can shift themselves as a green marketer below are some strategies they can opt as below.

1. Designing the green products are services can be a good strategy. Products like solar water heater can save lot of energy consumption.
2. Positioning a brand as green can help company a lot in terms of popularity in the market and creating brand loyalty. This strategy may need green certifications and association with other green organizations to be successful.
3. Promoting green products and services as price saving or economically benefited is one more strategy organizations can follow. CNG cars have used the same green pricing strategy, they always promote how economically affordable CNG is and also the environment benefits associated with it.
4. Green distribution and logistics by designing all the activities in such a way that it will not harm the environment is one more good green strategy that any company can follow.
5. Many manufacturing organizations produce hazardous waste that can harm human health as well as lot of pollution to environment. Green disposal can be used to reduce such harmful waste and contribute towards ecological wellbeing.

These strategies of green marketing can be effective and efficient to operate in the Indian business environment.

5. CONCLUSION

Green Marketing is the need of today's global market. Green products and practices will help us to save our environment and it will establish sustainable development. Companies should start following green marketing in their day to day production. Customers should demand more green products as this is the only way to motivate industry to adopt more green marketing strategies. A small steps towards saving environment can solve many problems and in the long term we may be able to save our environment. Green marketing is getting more and more popular in Indian market but it needs greater push from the government side also. Green marketing encompasses more than marketing statements. Although corporations have much responsibility for environmental destruction, it is ultimately consumers who buy products and therefore cause environmental problems. It must be recalled that it is the uncompassionate customer who prefers poorly to disposal their waste. Though businesses may have a big influence on the environmental world, liability should never be theirs solely. Customers may not seem particularly responsive to changing their climate, and may seek to place much more blame on business and government. Inevitably, green marketing needs customers to want a healthier world and willingness to spend" for it, likely though higher priced products, changed behaviors, or even government interference. Until this happens, leading the green marketing movement would be challenging for businesses alone.

REFERENCES

1. Alexander, G. J., & Buchholz, R. A. (1978). Corporate social responsibility and stock market performance. *Academy of Management Journal*, 21(3), 479–486.
2. Anderson, W. T., & Cunningham, H. (1972). The socially conscious consumer. *Journal of Marketing*, 36, 23–32.

3. Angell, L. C. (2001). Comparing the environmental and quality initiatives of Badrige Award winners. *Production and Operations Management*, 10(3), 276–292.
4. Aragón-Correa, J. A., & Sharma, S. (2003). A contingent resource based view of proactive environmental strategy. *Academy of Management Journal*, 28(1), 71–88.
5. Aragón-Correa, J. A., Matias-Reche, F., & Senise-Barrio, M. E. (2004). Managerial discretion and corporate commitment to the natural environment. *Journal of Business Research*, 57, 964–975.
6. Ashley (1993). “Designing for the Environment.” *Mechanical Engineering*, March 1993, pp. 52-55.
7. Bailey, A. A., Mishra, A. S., & Tiamiyu, M. F. (2018). Application of GREEN scale to understanding US consumer response to green marketing communications. *Psychology & Marketing*, 35(11), 863-875.
8. Barrett, S. (1991). Environmental regulations for competitive advantage. *Business Strategy Review*, 2, 1–15.
9. Belz F. M., Peattie K. (2009). *Sustainability marketing. A Global Perspective*. West Sussex: John Wiley & Sons.
10. Cahyono, B. T., Pawar, A., Indrati, K., & Loupias, H. (2020). Synthesizing the Influences of Green Supply Chain Management towards Organisational Outcomes. *International Journal of Supply Chain Management*, 9(3): 730-740.
11. Chung, K. C. (2020). Green marketing orientation: Achieving sustainable development in green hotel management. *Journal of Hospitality Marketing & Management*, 29(6), 722-738.
12. Dangelico, R. M., & Vocalelli, D. (2017). “Green Marketing”: an analysis of definitions, strategy steps, and tools through a systematic review of the literature. *Journal of Cleaner Production*, 165, 1263-1279.
13. Deshwal P, Green marketing: Issues and challenges, *Zenith International Journal of Business Economics & Management Research*, 2012.
14. Divas K. Green Marketing Mix: Rethinking Competitive Advantage during Climate Change, (IJMS), 2011.
15. Fri, R. W. (1992). The corporation as a non-governmental organization. *The Columbia Journal of World Business*, 27, pp. 91–95.
16. Govender, J. P., & Govender, T. L. (2016). The influence of green marketing on consumer purchase behavior. *Environmental Economics*, (7, Iss. 2), 77-85.
17. Groening, C., Sarkis, J., & Zhu, Q. (2018). Green marketing consumer-level theory review: A compendium of applied theories and further research directions. *Journal of Cleaner Production*, 172, 1848-1866.
18. Ingram, C. Denise and Patrick B. Durst. 1989. "Nature-Oriented Tour Operators: Travel to Developing Countries." *Journal of Travel Research* 28 (2): 11-18.
19. Maheshwari A. Green marketing: a study on Indian youth, IJMS, 2011.
20. Mahmoud, T. O. (2018). Impact of green marketing mix on purchase intention. *International Journal of Advanced and Applied Sciences*, 5(2), 127-135.
21. Makower, J. (2009). Taking care of business. Retrieved August 25, 2020 from www.greenbiz.com.
22. Markley, M. J., & Davis, L. (2007). Exploring future competitive advantage through sustainable supply chains. *International Journal of Physical Distribution and Logistics Management*, 37(9), 763–774.
23. Marshall, R. S., & Brown, D. (2003). The strategy of sustainability: a systems perspective on environmental initiatives. *California Management Review*, 46(1), 101–126.
24. Mathur, L. K., & Mathur, I. (2000). An analysis of the wealth effects of green marketing strategies. *Journal of Business Research*, 50(2), 193–200.
25. May, V. 1991. "Tourism, Environment and Development: Values, Sustainability and Stewardship." *Tourism Management* 12 (2): 112-118.

26. McDonough, W., & Braungart, M. (2002). Design for the triple topline: new tools for sustainable commerce. *Corporate Environmental Strategy*, 9(3), 251–258.
27. McGuire, J. B., Sundgren, A., & Schneeweis, T. (1988). Corporate social responsibility and firm financial performance. *Academy of Management Journal*, 31(4), 854–872.
28. Moravcikova, D., Krizanova, A., Kliestikova, J., & Rypakova, M. (2017). Green Marketing as the Source of the Competitive Advantage of the Business. *Sustainability*, 9(12), 2218.
29. Ottman, J.A. et al, "Avoiding Green Marketing Myopia", *Environment*, Vol-48, June-2006
30. Papadas, K. K., Avlonitis, G. J., & Carrigan, M. (2017). Green marketing orientation: Conceptualization, scale development and validation. *Journal of Business Research*, 80, 236-246.
31. Papadas, K. K., Avlonitis, G. J., Carrigan, M., & Piha, L. (2019). The interplay of strategic and internal green marketing orientation on competitive advantage. *Journal of Business Research*, 104, 632-643.
32. Pawar, A. (2016). Review on Implications of Green Human Resource Management in Business. *International Journal in Management and Social Science*, 4(4): 284-291.
33. Rakhsha R. Evaluation of Effectiveness Of green Marketing Mix on Consumer Satisfaction and Loyalty, 2013.
34. Salop, S.C. & Scheffman, D.T. (1983). Raising rivals' costs. *American Economic Review*, 73, pp. 267–271.
35. Sangvikar, B., Pawar, A., Kolte, A., Mainkar, A., & Sawant, P. (2019). How Does Green Marketing Influence Consumers? The Market Trend Examination towards Environmentally Sustainable Products in Emerging Indian Cities. *International Journal of Recent Technology and Engineering*, 8(3S): 561-571.
36. Shafaat F. Green marketing, excel international journal of multidisciplinary management studies, 2012.
37. Sharma Y. Changing consumer behavior with respect to green marketing-a case study of consumer durables and retailing, *ZENITH International Journal of Multidisciplinary Research*, 2011.
38. Tiwari S. Green marketing-emerging dimensions, *journal of business excellence*, 2011.
39. Troumbis, A. Y. 1991. "Environmental Labelling on Services: The Case of Tourism." *Ekistics* (348/349): 167-173.
40. Yadav, R., Dokania, A. K., & Pathak, G. S. (2016). The influence of green marketing functions in building corporate image. *International Journal of Contemporary Hospitality Management*.
41. Yazdanifard R, Mercy IE. International Conference on Computer Communication and Management, The impact of Green Marketing on Customer satisfaction and Environmental safety, 2011.
42. Zaware, N., Pawar, A., Kale, S., Fauzi, T., & Loupias, H (2020b). Deliberating the Managerial Approach towards Employee Participation in Management. *International Journal of Control and Automation*, 13(1): 437-457.
43. Zaware, N., Pawar, A., Samudre, H., & Kale, S. (2020c). Omnichannel Consumer Buying Behavior: Apprehending the Purchasing Pattern for Mobile Buyers in India. *International Journal of Advanced Science and Technology*, 29(3S): 1086-1101.
44. Zaware, N., Pawar, A., Zaware, S., Louis, R. (2020a). Investigating the mediating role of advertisement morality for organisational values and ethics towards television advertisements: the path analysis modelling method. *Int. J. Business Governance and Ethics*
45. Zhu, Q., & Sarkis, J. (2016). Green marketing and consumerism as social change in China: Analyzing the literature. *International Journal of Production Economics*, 181, 289-302.