Factors Affecting Green Marketing: An Empirical Study

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Abstract:

As green marketing has become an essential tool for business survival, so worldwide companies are adopting green marketing practices to achieve better business performance. Similarly, Indian consumer durables marketing firms are gradually adopting green marketing practices and ideologies. The inculcation of 'green marketing practices' in consumer durable goods foresee a long journey from product based certification to changes in features, supply chain, raw material choices, packaging based innovations and retail based advertising options. Hence, there are so many factors which affect green marketing. So, the current study is an attempt to shed light on the same issue. A questionnaire was framed based on review of literature and distributed among the manufacturers who have adopted green marketing practices in Punjab. Factor Analysis was applied on the collected information. 11 factors have been extracted and some suggestions were made with regard to the current study.

Keywords: Green, Marketing, Practices, Punjab, Companies

1. Introduction

Green marketing is a vulnerable issue which gained the attention of the consumers as well as the manufacturers few decades back. Earlier people were buying traditional goods with normal features which slowly and slowly created hazardous effects on the environment. Many public and private organizations have shown concern about the danger of atmospheric deviation. This has driven organizations to reconsider their business concepts. As a result, associations had been propelling to adopt innovative concept which is recognized as "green commercialization" or

"green marketing". It is connected with the purchasing of goods that are environmentally amicable and do not hurt the organic network and society. These things are produced in a manner that are friendly to the environment (Saini, 2013).

1.1 Green Marketing: Need of the Hour

The pace of environment concern has escalated. The nineteenth century experienced that the big companies were just concerned with money making and were least interested about the environment. Massive production led to enormous pollution which posed a threat for human survival too. In addition, the corporate and business houses were seen not distinguish between positive or negative practices which led to the increase in pollutants, emissions of carbon gases, depletion of ozone layer etc which further raised the concerns for the environment.

In order to protect the environment, the business needs to consider contemptibility, social values and natural reasonability. There is also a need to distinguish between moral action and immoral activities.

Thus, in the past green marketing was viewed as a futuristic approach but now it has become the need of the hour in order to save the environment.

Besides this, the rising awareness among customers with regard to the environment and growing realization that ecological imbalance is a threat to human survival is identified as a critical change (Nguyen et al., 2019). The increased awareness with regard to health issues, intent to give back to nature, sense of altruism, rising knowledge about action and reaction notions and the belief in doing good for the environment is shaping the impetus about the manner in which durable goods are being marketed and would be marketed in coming times.

1.2 Durable Goods based Green Marketing Practices in India

Indian consumer durables marketing firms are adopting green marketing practices and ideologies . The inculcation of 'green marketing practices' in consumer durable goods foresee a long journey from product based certification to changes in features, supply chain, raw material choices, packaging based innovation (Dubihlela and Ngxukumeshe, 2016) and retail based advertising options (Hasan and Ali, 2015).

A plethora of studies emphasized on changes in marketing approaches in wake of rising customer's environmental awareness. Marketing myopia seems to operate when it comes to durable goods marketing as more of the changes in practices are mere symbolic and less real in nature. This state of affairs denotes the momentum of practices whereby the firms are projecting as if they are adopting green marketing practices (Thakur and AlSaleh, 2018) but are merely changing the marketing communication. In fact, a lot of confusion seems to prevail with regard to definition of 'green' in marketing (Mathur et al., 2018).

Most of the studies pointed out the

window dressing approach towards inclusion of green marketing initiatives in Indian scenario . With regard to interpretation of green in marketing, some corporate practices emphasize the recycling perspective, some focus on generation of lesser pollution, some insist on recyclability, others underline the importance of increase in eco-friendliness, environment friendly packaging, lesser carbon footprint, green certification and eco-labeling. In the similar manner, some corporate practices call for no testing on animals, inclusion of non-lead material and mercury components. But green marketing does not focus on one aspect; rather it is a broad concept. According to Michael Polonsky (1994) "green marketing is related not only to the marketing of green products but actually it is much wider concept, i.e. it is not only related to the marketing of green or environment friendly products, but it incorporates a broad range of activities ranging from product modification, changes in the production process, changes in packaging, as well as modifying advertising of the products or removing any activity that impacts the natural environment in negative manner.

Despite the rising environmental awareness across Indian consumer base, the durable goods marketers have been slow in incorporating changes, innovations and grass roots driven transformation adhering to green marketing (Ginsberg and Bloom, 2004).

2. Review of Literature:

Karna et al., (2003) studied the social duty, values and ecological concern in the advertising plan of firms of 4 countries. Data was collected from 50 firms from these 4 countries with the help of personal interviews. Data was analyzed with the help of descriptive techniques. It was found that most of the Swedish, Finnish, German and United Kingdom firms underscored in terms of ecological concern while promoting their methodologies, qualities, capacity and structures. Jain and Kaur (2004) examined the level of environmental awareness among Indian consumers. Data was collected from primary sources by framing a questionnaire. Data was collected from 100 respondents. It was analyzed with the help of descriptive analysis. It was found that Indian consumers are highly concerned about environment and so they take part in green communication campaigns and have information about green products. Chen (2009) dissected the natural mentalities, wellbeing awareness and the intervening impacts of a sound way of life. Data was collected from 150 respondents in Ghana. Their opinion was gathered with the help personal interviews. The examination uncovered that natural concern and individual wellbeing are the two significant thought processes in buying natural nourishment. Maheshwari (2014) studied the beliefs of consumers with regard to environment protection. The study was carried out in Madhya Pradesh (India). It was found that consumers were not aware about green products and there is a need of marketing and brands promotion to sell environment friendly products. Pandurangarao et al., (2015)

observed that there is negative impact of manufacturing, storing, and marketing of product to the environment, by the companies and business houses. The data is collected from 200 respondents in Andhra Pradesh, which revealed that if the manufacturer of green product offer products which are eco-friendly i.e. makes no harm to environment at low rates with high quality as compare to conventional products, consumer definitely shift to green products and sale of green product increases. Tara et al. (2015) discussed the common methodology, biological viable and green promoting process. The researcher has coordinated hypothetical examination and discovered that tremendous amounts of associations are using green publicizing. One essential shortage is that associations' using green publicizing must make sure that their behavior are not misdirecting to the purchasers. It was furthermore found that, associations should unequivocally and totally describe the natural points of interest. Namagembe (2017) showcased that green showcasing is a convincing advertising system. It shows that the strategy for retailing the items and administrations dependent on their natural points of interest. This paper examined the significance of sun based vitality which is used in producing the green goods as an alternative of electricity. Slowly, customers are becoming aware of this fact and shifting towards buying of less hazardous goods. Trivedi and Sharma (2018) found that the green item quality and green customer fulfillment are seen as the principle factors for future green item buys. In addition, shoppers are ecologically cognizant so advertisers should show natural concern in their advertising strategies. Further demographic variables were also examined with regard to green buying behavior and it was depicted that gender and age do not have any influence on buying pattern while other demographic variable have huge connection with green buying habits such as occupation and pay. Jeevandas et al., (2019) analyzed the effect of green showcasing on buying behaviour of the green items and to check afterward effects in Kerala. Information was gathered with the assistance of essential sources by surrounding a poll. The outcomes after examination of information unveiled there are countless potential clients for green items and along these lines their number can be expanded with expanded activities in green advertising exercises.

A large section of literature observed that the affordability, local availability, local servicing emerge as core concerns while zeroing in for green products. The availability of product at a retail store in the close neighborhood remains a critical issue while deciding for green products. Another research reflected on the differences in attributes that ideally make a product green. Still somehow the product attributes do shape the impetus for adoption and implementation of green marketing practices (Tseng and Hung, 2013).

Eventually, the concept of green marketing has taken a very important place in Indian market. The companies and manufacturers are showing great interest towards green marketing. Many

companies are showing themselves as green companies to fulfill government rules and regulations; however the implementation of green marketing is not easy task as it involves huge amount of investment in terms of technology, process alteration and spreading awareness among the consumers about green products. In India, a very little research has been conducted on factors affecting green marketing. Without any doubt, factors affecting green marketing need an extensive consideration across durable goods sector.

3. Research Methodology and Data

The current study is based on a primary survey. A questionnaire was framed to collect data which was based on review of literature. Before finalizing the questionnaire, it was tested for reliability and validity. Reliability was checked through Cronbach Alpha while to confirm the validity, suggestions from experts were taken specifically from marketing field. Some statements from the questionnaire were dropped on the basis of low reliability. Further some more statements were also plummeted after the advice of experts as they found some statements duplicate. However, some statements deliberately framed negatively in order to seek correct responses from the respondents. Before final survey, a pilot survey was also conducted in order to ensure the predicted results. Data was collected from those persons who are purchasing green goods for at least 2 years. Total 500 questionnaires were distributed and respondents were approached on convenience cum judgmental basis. Out of 500 questionnaires, only 477 responses were found useable.

3.1 Sample Characteristics

To the extent the demographic profile of the respondents is concerned, the sample included various types of respondents. It very well may be seen from Table 1 that more male respondents participated in survey (55.8%) than female (44.2%) respondents. Besides, test populace shaped the greater part (44.7%) in the age group of 30-40 years old followed by 40-50 years old (23.7%).

After it, the biggest category comprised of the individuals who are under 30 years old (22.9%). followed by those respondents who are falling in the age class of over 50 are simply 8.8%. As marital status of the respondents is concerned, it is obvious from Table 1 that practically 60.8% respondents are hitched and 38.4% are unmarried while 0.8% respondents are divorced person.

With regard to occupation of respondents is concerned, a major part of respondents have a place with administration class

Table 1: Demographic Profile of Respondents

Particulars		Frequency	Percent
Gender	Male	266	55.8
	Female	211	44.2

	Total	477	100.0
Age (Yrs)	Less than 30	109	22.9
	30-40	213	44.7
	40-50	113	23.7
	Above 50	42	8.8
	Total	477	100.0
Marital Status	Married	290	60.8
	Single	183	38.4
	Divorcee	4	0.8
	Total	477	100.0
Education Level	Matriculation	159	33.33
	Graduation	245	51.4
	Post Graduation	66	13.8
	Any other	7	1.5
	Total	477	100.0
Occupation	Student	99	20.8
	Businessman	149	31.2
	Service	150	31.4
	Retired	41	8.6
	Housewife	27	5.7
	Others	11	2.3
	Total	477	100.0
Monthly Income (Rs.)	Less than 20000	73	15.3
	20000-40000	264	55.3
	40000-60000	110	23.1
	More than Rs 60000	30	6.3
	Total	477	100.0

Source: Compiled through Survey

(31.4%), trailed by finance managers (31.2%), understudies (20.8%), resigned (8.6%) and housewives (5.7%) and other (2.3%). As far as education level is concerned then Table 2 portrays that 51.4% of the respondents are graduates

trailed by matriculate (33.33%). The following biggest class included those respondents who are post graduate (13.8%). According to income level, Table 2 shows that 55.3% respondents are falling in the pay classification of Rs.20000-40000 followed by 23.1% who has a place with pay classification of Rs. 40000-60000. However 15.3% are falling in the pay category of not as much as Rs. 20000 yet 6.3% are falling in the pay class of above Rs.60000 pay bunch.

4. Interpretation of Factors affecting Green Marketing Practices

The factors affecting 'green marketing' were quantified with aid of Likert scale. The data as collected was examined for reliability (internal consistency) and dimensional validity as mentioned in earlier sections. The research study incorporated the standard research tool of 'Cronbach alpha' in SPSS for reliability assessment to ascertain the "internal reliability and respective consistency" of the primary data. The assessment of internal reliability or consistency is essential to ascertain the homogeneity of the responses being collected from the Likert based closed ended questionnaire.

4.1 Factor Extraction

The factor analysis is to be applied on the responses received from the Likert based closed ended questionnaire and only on the responses that are valid and complete in nature. The research leverages the extractive factor analysis methodology to ascertain the respective dimensions. This was accomplished through series of tests namely the theme wide consideration of factors, usage of principal component analysis in SPSS, KMO-Bartlett's test for ascertainment of factorability, communality test for ascertaining the extent of variance that a particular variable or factor has in common with the construct and finally the conduct of extractive factor analysis with focus on dimension segregation. The sections below concentrate on the steps before final realization of pattern matrices across responses.

The responses were first examined for satisfactory presence of the data factorability with aid of Kaiser Meyer-Olkin Measure of Sampling Adequacy. The KMO measure was observed to be 0.903 which is in the satisfactory range of 0.7 to 0.99. This is tantamount to say that data collected with regard

Table 2: KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.868	
Bartlett's Test of Sphericity	Approx. Chi-Square	12156.868
	df	1128
	Sig.	.000

to factors comprising construct operationalization; is factorable. The Bartlett test of data sphercity revealed a p-value of 0.000(<0.05) which stands for satisfactory presence of statistically significant variance cross the data collected with regard to scale. The significant "p-value" in other words points towards the significant utility of the data and suitability of the data for consideration with regard to factor analysis. The communalities assessment reveals the extent of variance that is exhibited by each sub scale item. The retained sub scale items with regard to each factor essentially have value in range of 0.5 to 0.99 or simply greater than 0.5.

The factor extraction formed the next crucial stage. This is essential to ascertain

Table 3: Communalities Assessment

Sub Scale Dimensions	Item	Initial	Extraction
Supporting environmental protection makes me feel as an environmentally responsible person	EC1	1.000	.708
I should be responsible for protecting our environment	EC2	1.000	.789
Environment protection starts with me	EC3	1.000	.732
I would say I am emotionally involved in environmental protection issues	EC4	1.000	.738
Supporting environmental protection makes me feel special	EC5	1.000	.724
I am very knowledgeable about environmental issues	EK1	1.000	.756
I know more about recycling than the average person	EK2	1.000	.709
I know how to select products and packages that reduce the amount of waste	EK4	1.000	.754
I very well understand the environmental phrases and symbols on product package	EK5	1.000	.718
Health needs to be addressed vis –a-vis the usage of daily required consumer durables	HE1	1.000	.737
Emissions and extent of lead usage in product could prove injurious to health	HE2	1.000	.750
I consider health functionality of green products	HE3	1.000	.727
I regard health friendly products as obvious companions	HE4	1.000	.722
I think the legislations are addressing the gravity of environment problem	LEG1	1.000	.835
I think government is legislating well to encourage usage of environment friendly products	LEG2	1.000	.847
I regard on going rules and regulations as vital to save pollution	LEG4	1.000	.812

The product needs to be available at a retail store in my neighborhood	AV1	1.000	.718
The local service center is essential in times of repair	AV2	1.000	.724
The availability of spare parts in local shops is essential	AV3	1.000	.675
The access to experts in local areas for tear and wear management	AV4	1.000	.603
The maintenance of such products should be manageable with local resources	AV6	1.000	.639
Eco labeling and environment friendly products would be dearer than normal products	AF1	1.000	.804
There is no harm in initially paying more for being environment friendly	AF2	1.000	.787
There is no loss in seeking a product that is eco-friendly and recyclable	AF3	1.000	.739
It is wise to choose a product that is re sellable and environment friendly	AF4	1.000	.723
It makes sense to buy eco-friendly goods as they complement my life style	AF6	1.000	.760
When I shop, I like to try most unusual product even if I am not sure I would like them	VA1	1.000	.674
While shopping for consumer durables, I like to try new ideas	VA3	1.000	.702
I think it is good to try out new brands one is not familiar with	VA4	1.000	.641
I like to experiment with new consumer durable brands	VA5	1.000	.739
Green marketing practices are workable and environment friendly	GMP1	1.000	.605
Green marketing mix offers me multiple choices to express my care for nascent environment	GMP2	1.000	.688
Green marketing ensures my little participation in environment conservation	GMP3	1.000	.684
Green marketing is workable as this ensures customer's role in environment preservations	GMP4	1.000	.639
Green marketing ensures supply chain level embedment of environment consciousness	GMP6	1.000	.617
I experience changes in my buying behavior	BB1	1.000	.709
I can feel the change in my decisions about going in for eco-friendly product options	BB2	1.000	.700

I feel delighted to have my say in saving environment	BB5	1.000	.667
I can experience the change in my buying based sense making	BB8	1.000	.706
Environment protection is responsibility of government and citizens alike	GS1	1.000	.773
Government support is evident in form of subsidies	GS3	1.000	.738
Government based tax incentives are accessible	GS4	1.000	.716
Government is encouraging exemption on purchase of such products	GS6	1.000	.658
I learn so much about environmental products from my friends	RG1	1.000	.676
I learn so much about environmental issues and challenges from my friends	RG2	1.000	.707
I often buy environmental products with my peer circle	RG3	1.000	.758
I often share information regarding environmental product with my friends	RG4	1.000	.721
I regard it as vital to be in line with changing life style	RG5	1.000	.719

the factor weightage that each factor occupies across scale composition. This enables the research in comprehending the variance that is exhibited by each scale constituent. As observed, the factor "affordability" exhibited maximum variance amounting to nearly 18.4 per cent which was followed by the factor "environmental concern" exhibiting 8 per cent variance. This was followed by the factor "reference group" and "availability".

Table:4 Total Variance Explained

Total Variance Explained									
Component	Initial Eigenvalues			Extraction sum of Squared Loadings			Rotation sum of squared loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1=Affordability	8.875	**18.490**	18.490	8.875	18.490	18.490	3.839	7.997	7.997
2=Environment Concern	4.240	**8.834**	27.324	4.240	8.834	27.324	3.694	7.695	15.693
3=Reference Group	3.804	**7.925**	35.248	3.804	7.925	35.248	3.614	7.529	23.222
4=Availability	3.013	**6.277**	41.525	3.013	6.277	41.525	3.319	6.916	30.137
5=Green marketing	2.814	**5.862**	47.387	2.814	5.862	47.387	3.246	6.763	36.900

6=Environ Knowledge	2.473	**5.152**	52.540	2.473	5.152	52.540	2.918	6.079	42.979
7=Health	2.302	**4.797**	57.336	2.302	4.797	57.336	2.918	6.079	49.058
8=Government	2.061	**4.294**	61.631	2.061	4.294	61.631	2.909	6.060	55.118
9=Buying Behavior	1.873	**3.903**	65.534	1.873	3.903	65.534	2.774	5.779	60.897
10=Variety seeking	1.678	**3.496**	69.030	1.678	3.496	69.030	2.770	5.771	66.667
11=Legislation	1.332	**2.774**	71.804	1.332	2.774	71.804	2.466	5.137	71.804
Extraction Method: Principal Component Analysis.									

Factor One: Affordability

The factor exhibited maximum weightage of 18 percent and was represented by loading statements 'Eco labeling and environment friendly products would be dearer than normal product', 'There is no harm in initially paying more for being environment friendly', 'There is no loss in seeking a product that is eco-friendly and recyclable', 'It is wise to choose a product that is re sellable and environment friendly' and 'It makes sense to buy eco-friendly goods as they complement my life style'.

Factor Two: Environmental Concern

The second factor "Environmental Concern" exhibited a variance amounting to nearly 8 per cent illustrating maximum weightage being assigned. The loading sub scale dimensions in regional perspective were classified as 'Supporting environmental protection makes me feel as an environmentally responsible person', 'I should be responsible for protecting our environment', 'Environment protection starts with me', 'I would say I am emotionally involved in environmental protection issues' and 'Supporting environmental protection makes me feel special'.

Factor Three: Reference group

The factor exhibited maximum weightage of 7.9 percent and was represented by loading statements 'I learn so much about environmental products from my friends', 'I learn so much about environmental issues and challenges from my friends', 'I often buy environmental products with my peer circle', 'I often share information regarding environmental product with my friends' and 'I regard it as vital to be in line with changing life style'

Factor Four: Availability

The factor exhibited maximum weightage of 6.2 percent and was represented by loading statements are: 'The product needs to be available at a retail store in my neighborhood', 'The local service center is essential in times of repair', 'The availability of spare parts in local shops is essential', 'The access to experts in local areas for tear and wear management' and 'The maintenance of such products should be manageable with local resources'.

Factor Five: Green Marketing

The factor exhibited maximum weightage of 5.8 percent and was represented by loading statements: 'Green marketing practices are workable and environment friendly', 'Green marketing mix offers me multiple choices to express my care for nascent environment', 'Green marketing ensures my little participation in environment conservation', 'Green marketing is workable as this ensures customer's role in environment preservations' and 'Green marketing ensures supply chain level embedment of environment consciousness'.

Factor Six: Environmental Knowledge

The factor exhibited maximum weightage of 5.1 percent and was represented by loading statements 'I am very knowledgeable about environmental issues', 'I know more about recycling than the average person', 'I know how to select products and packages that reduce the amount of waste', 'I very well understand the environmental phrases and symbols on product package'.

Factor Seven: Health

The factor exhibited maximum weightage of 4.7 percent and was represented by loading statements 'Health needs to be addressed vis–a-vis the usage of daily required consumer durables', 'Emissions and extent of lead usage in product could prove injurious to health', 'I consider health functionality of green products', 'I regard health friendly products as obvious companions'.

Factor Eight: Government Support

The factor exhibited maximum weightage of 4.2 percent and was represented by loading statements 'Environment protection is responsibility of government and citizens alike', 'Government support is evident in form of subsidies', 'Government based tax incentives are accessible', 'Government is encouraging exemption on purchase of such products'.

Factor Nine: Buying Behavior

The factor exhibited maximum weightage of 3.9 percent and was represented by loading statements 'I experience changes in my buying behavior', 'I can feel the change in my decisions about going in for eco-friendly product options', 'I feel delighted to have my say in saving environment', 'I can experience the change in my buying based sense making'.

Factor Ten: Variety Seeking

The factor exhibited maximum weightage of 3.4 percent and was represented by loading statements 'When I shop, I like to try most unusual product even if I am not sure I would like them', 'While shopping for consumer durables, 'I like to try new ideas', 'I think it is good to try out new brands one is not familiar with','I like to experiment with new consumer durable brands'.

Factor Eleven: Legislation (on environment)

The factor exhibited maximum weightage of 2.7 percent and was represented by loading statements 'I

think the legislations are addressing the gravity of environment problem', 'I think government is legislating well to encourage usage of environment friendly products', 'I regard on going rules and regulations as vital to save pollution'.

Table 5: Pattern Matrix: Extractive Factor Analysis

Sub Scale Dimensions	Item	F1	F2	F3	F4	F5	F6	F7	F8	F9	F10	F11
Supporting environmental protection makes me feel as an environmentally responsible person	EC1		.791									
I should be responsible for protecting our environment	EC2		.828									
Environment protection starts with me	EC3		.826									
I would say I am emotionally involved in environmental protection issues	EC4		.799									
Supporting environmental protection makes me feel special	EC5		.808									
I am very knowledgeable about environmental issues	EK1						.846					
I know more about recycling than the average person	EK2						.815					

I know how to select products and packages that reduce the amount of waste	EK4						.836					
I very well understand the environmental phrases and symbols on product package	EK5						.801					
Health needs to be addressed vis –a-vis the usage of daily required consumer durables	HE1							.797				
Emissions and extent of lead usage in product could prove injurious to health	HE2							.796				
I consider health functionality of green products	HE3							.798				
I regard health friendly products as obvious companions	HE4							.783				
I think the legislations are addressing the gravity of environment problem	LEG1											.857
I think government is legislating well to encourage usage of environment friendly products	LEG2											.872

I regard on going rules and regulations as vital to save pollution	LEG4											.864
The product needs to be available at a retail store in my neighborhood	AV1				.788							
The local service center is essential in times of repair	AV2				.826							
The availability of spare parts in local shops is essential	AV3				.801							
The access to experts in local areas for tear and wear management	AV4				.727							
The maintenance of such products should be manageable with local resources	AV6				.767							
Eco labeling and environment friendly products would be dearer than normal products	AF1	.885										
There is no harm in initially paying more for being environment friendly	AF2	.881										

There is no loss in seeking a product that is eco-friendly and recyclable	AF3	.846										
It is wise to choose a product that is re sellable and environment friendly	AF4	.841										
It makes sense to buy eco-friendly goods as they complement my life style	AF6	.866										
When I shop, I like to try most unusual product even if I am not sure I would like them	VA1										.813	
While shopping for consumer durables, I like to try new ideas	VA3										.825	
I think it is good to try out new brands one is not familiar with	VA4										.782	
I like to experiment with new consumer durable brands	VA5										.843	
Green marketing practices are workable and environment friendly	GMP1					.724						

Green marketing mix offers me multiple choices to express my care for nascent environment	GMP2					.781						
Green marketing ensures my little participation in environment conservation	GMP3					.764						
Green marketing is workable as this ensures customer's role in environment preservations	GMP4					.734						
Green marketing ensures supply chain level embedment of environment consciousness	GMP6					.733						
I experience changes in my buying behavior	BB1									.796		
I can feel the change in my decisions about going in for eco-friendly product options	BB2									.790		
I feel delighted to have my say in saving environment	BB5									.766		
I can experience the change in my buying based sense making	BB8									.797		

Environment protection is responsibility of government and citizens alike	GS1								.848			
Government support is evident in form of subsidies	GS3								.843			
Government based tax incentives are accessible	GS4								.808			
Government is encouraging exemption on purchase of such products	GS6								.780			
I learn so much about environmental products from my friends	RG1			.800								
I learn so much about environmental issues and challenges from my friends	RG2			.818								
I often buy environmental products with my peer circle	RG3			.834								
I often share information regarding environmental product with my friends	RG4			.811								
I regard it as vital to be in line with changing life style	RG5			.827								

Table 6: Components extracted across SPSS

Component	Factor Name	Number of Variables	Factor Loadings	Variables
1.	Environmental Concern	5	.739-.861	EC1, EC2, EC3, EC4, EC5
2.	Environmental Knowledge	4	.793-.939	EK1, EK2, EK4, EK5
3.	Health	4	.909-.977	HE1, HE2, HE3, HE4
4.	Legislation	3	.766-.980	LEG1, LEG2, LEG4
5.	Availability	5	.703-.836	AV1, AV2, AV3, AV4, AV6
6.	Affordability	5	.516-.651	AF1, AF2, AF3, AF4, AF6
7.	Variety Seeking	4	.709-.841	VA1, VA3, VA4, VA5
8.	Green Marketing Practices	5	.803-.868	GMP1, GMP2,GMP3,GMP4,GMP6
9.	Buyer Behavior	4	.795-.925	BB1,BB2,BB5,BB8
10.	Government Support	4	.423-.530	GS1,GS3,GS4,GS6
11.	Reference group	5	.516-.652	RG1,RG2,RG3,RG4,RG5

Source: Outcome of SPSS based Dimensional Validity Analysis

5. Conclusion of the Study: Current study is an effort to find out the factors affecting green marketing. Some statements were taken to finalize the questionnaire in order to collect the primary data. Further, questionnaire was refined after consultation with experts and through pilot survey. Total 11 factors were extracted after applying factor analysis namely environment concerns, environment knowledge, health, legislation, availability, affordability, reference groups, government support, buyer behavior etc.

6. Theoretical Implications: Green marketing practices and their successful adoption across firms in consumer durable goods sector will remain a challenging task. As the firms aim at seeking green marketing practices, but the transition would not be easy.

To The Manufacturers

Current study would help in making manufacturers aware that legislations have been framed for adoption of ethical practices for manufacturing green goods which they need to follow. In the absence of such practices, penalty

can be imposed on them.

Study will also be beneficial in making manufacturers and sellers understand that customers will buy green goods if these goods will be available at price within the pocket of customers so they should try to manufacture green goods within their budget.

Customers also prefer those outlets which are nearby to them so it should also be kept in mind by the producers and suppliers of green goods to open their outlets nearby residential areas.

Customers also shift or retain with that brand which provides them multi variety of goods with a plethora of features.

To the Customers

The factors environment concerns and environment knowledge have been identified as important factors and current study imply on customers in making them aware regarding ill effects of non green goods on environment.

They would come to know through current study that green goods not only beneficial to the environment but also useful for human health as ecologically balanced environment should be maintained for human survival.

To the Governments

The core contingencies examined in this research revolve around the possible roles of 'reference groups' and 'government supports and legislation' in shaping green marketing practices being practiced. The study reflects well on the situations where the reference group based influences along with government support may be critical for pushing the adoption of green marketing practices. This owes implications in terms of sustenance of market orientation and leveraging the market orientation as a competitive strength.

Government should formulate stringent law for the proper implementations otherwise purity of environment cannot be regained.

7. Limitations of Current Research

The research could suffer from limitation in form of genuineness of information being leveraged and the adequate reach across identified sample for the current research.

The research experienced numerous limitations in terms of time, geography of coverage, approach and selection of factors.

The current research suffers from the limitation in terms of the focus.

The study was time bound yet longitudinal perspective could have yielded better results and enabled mapping of influences over a larger time frame of analysis.

The current study borrowed from literature and pre-validated scales on subject matter from the studies from Western economies and exhibits less of focus on Indian economy and the unique challenges of Indian durable goods markets.

The relative limitation could be choice of individual retail consumer over institutional consumers of durable goods.

8. Scope for further Research:

The current research paper summarized

the conclusions from the research exercise. The future research can be conducted across areas of other verticals from the durable goods industry focusing on urban and rural locations. The future areas of research could include diverse user segments involving multiple age groups, involving users from diverse technology literacy backgrounds and users from diverse households. The further research could be conducted across diverse customer class involving retail and institutional goods users. The latest technology based variations could be explored across consumer goods user segments in India and across global perspective. Further research can be conducted by taking a larger sample and from different geographical area.

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