



Environment and Forestry

Elixir Environ. & Forestry 94 (2016) 40409-40413

Elixir
ISSN: 2229-712X

Green Marketing and Sustainable Environment: A Case Study of Dal Lake in Jammu & Kashmir

Danish Mehraj and Ishtiaq.H.Qureshi*

The Business School University of Kashmir, India

ARTICLE INFO

Article history:

Received: 17 March 2016;

Received in revised form:

13 May 2016;

Accepted: 18 May 2016;

Keywords

Green marketing,
Employment,
Environment,
Sustainability,
Dal Lake.

ABSTRACT

Entire world is leading towards development in the phase of globalization. Progressive nations are busy in striving to attain a better wellbeing and achieving more equitable distribution of wealth within and among generations but this development had raised issues like global warming, deforestation, changing weather and exhaustion of natural resources. To endure a sustainable wellbeing and a superior equitable distribution of wealth through time, the political will, social attitude, and well-defined economic goals have to be effectively integrated. Hence framing those practices which would endeavor sustainable economic growth but not at the cost of exhaustion of natural resources and environment. Therefore, the purpose of this study is to implement green marketing practices for achieving sustainable environment and economic growth. In other words, achieving sustainability is not possible, and will not be successful over the long run unless it takes into account all the relevant factors, including the environment. The area of study is Dal Lake. Dal Lake is a Himalayan urban lake, famous for its pristine beauty which attracts thousands of tourists every year. The Dal Lake is also one of only very few water bodies in the world having permanent human settlements within its confines. It is an important source of livelihood for above 60,000 local people residing in 125 hamlets, 602 houseboats and 272 doongas (smaller boats for ferrying people and goods) though the services like tourism, water sports, fishery, cultivation of vegetables on the 'floating gardens, providing a variety of products like lotus seeds and rhizomes, vegetables and fruits etc. Dal Lake has historically been the center of Kashmiri civilization and has played a major role in the economy of Kashmir through its attraction of tourists as well as its utilization as a source of food and water. Preservation of world famous Dal Lake hence, is need of period. Thus incorporating green marketing practices with in the vicinity of Dal Lake can function as cradle for its conservation and sustainable environment.

© 2016 Elixir All rights reserved.

Introduction

Environmental uncertainties like soil, air and water pollution have seized devotion of the world community since 1960s. Thus in existing era, world over nations has progressively augmented its consciousness about environmental issues, largely as a outcome of the high levels of environmental pollution caused by industrial manufacturing around the world (Chen y. , 2008). Environmental problems have become increasingly bulging and has posed a grave intimidation to human persistence and development world widely. An upsurge of promoting a coordinated development of economy, resources and environment is far-reaching across the world. Issues about environmental fortification and sustainable development have become scorching theme discussed by governments and people worldwide. However, of late few consumer groups have become conscious about environmental performance of various products and

services, and their impact on environmental well-being of earth. consequently, business organizations have begun to assimilate environmental concerns of the society into organizational activities resulting in the concepts like green design, green production, green packaging, green pricing, green logistics, green promotion, green marketing. (Garg.A, 2015). This transformation contributed to the start of the green revolution to prevent further destruction to the environment. It is well-known that green marketing has been implemented as a marketing strategy by many businesses in developed nations. The growth is also fast catching up in emerging nations like India. Green labeling, advertising, resource flow management, eco-efficiency, and material reuse are the most representative green marketing activities. This curiosity in green marketing is increasing in almost all types of businesses, extending from manufacturing industries like steel, shipbuilding and textiles to

*Corresponding Author Tele: 09796373489

E-mail address: ishtiaqiq@yahoo.co.in

technology industries such as electronics and it (Bae.JK, 2011).

In turn, this concern has meant that corporations are ever keener to accept environmental accountability as an essential business norm (Chen et al, 2006). In order to respond effectively and efficiently to this concern for the environment, companies are increasingly required to identify and adopt suitable approaches and procedures, such as green marketing (Albino V, et.al, 2009). Pollution marks the man's letdown to do so. Man's greed attacks nature, environment and ecology and wounded nature back lashes on the force. An ecosystem constitutes essential element in the environment, and, therefore, all ecosystems received legal regulation in the law of natural resources. The appearance of the environmental law arose from the need to conserve the environment in order to avoid its destruction and, as a result, the danger that an adequate quality of life might disappear.

The present study is conducted for the sustainability of Dal Lake. Among all the lakes of Kashmir, the Dal is by far the most famous- highly regarded by tourists for its serene beauty and by the locals for its rich agricultural produce also. The cultivators of the lake, known as Mirbahri, live on and by the lake and cultivate numerous vegetables of high quality in floating gardens. Lotus-seed, maize, tobacco, melons, potatoes, onions, radishes, turnips, egg-plants, white beans, peaches, apricots, and quinces flourish on the rich soil of floating gardens. The size of the lake has been mentioned as 6.4 km long and 4 km wide where it is the broadest in some early texts. Besides the springs of the lake itself, the Lake is also fed by a stream which comes from the Marsar Lake high up in the mountains. In its lower course where this stream approaches the north shore of the Dal, it bears the name of Telbal Nallah. The lake is also fed by other smaller streams. The threat of the lake silting up with the deposit brought forth by these streams and the floating gardens extending all over the lake has been recognized since a long time past.

Review of Literature

The concept of green marketing is evolved from the traditional marketing concept since 1980s (Peattie & Crane, 2005). According (Prakash, 2002) to relationship between marketing discipline and natural environment is important as organizations perceive it as an opportunity that can be used to achieve their objectives. This relationship has been described by many terms: that is, environmental marketing (Coddington, 1993) ecological marketing (Henion & kinnear, 1976), green marketing (Mishra & Sharma, 2010) (Ottman, J.A., 1992) Environmental Marketing management (Peattie, 1995) sustainable marketing (Fuller, 1999) and greener marketing (Charter, M. and Polonsky, M.J, 1999). The green marketing or environmental marketing encompass all activities related to product modification, production process and packaging changes, as well as modifying advertising, etc. These activities are designed to generate and facilitate any exchanges that intend to satisfy the needs or want of customers and society and also simultaneously pave way for organizational growth in a profitable manner with minimal negative impact on the natural environment, the American Marketing Association (Welling & Chevan, 2010). Although the green marketing concept has evolved since 1960s and early 1970s with increasing concern about the impact of consumption and production patterns on the environment (Cohen, 2001). However, it has received significant attention from late 1980s with an increase in the level of green consumerism (Mishra & Sharma, 2010). Until today, the

concept has not been developed comprehensively. (Lee.K, 2008) The companies which primarily produced green products were not successful in their ventures. Limited availability, limited functionality features and high price were found to be major reasons for the failure of such products (Grant, 2007).

This, consequently, reduced the demand for green products and hence, the green marketing concept lost some prominence in the debate. Later, companies again took the initiative to produce green products but after considering thorough research on four P's (product, price, place and promotion). (Ottman, J.A., 1992) Argue that such companies should emphasize identification of the nature of customer expectations of product, price and the marketing approach that helps in the ease of accessibility of the product. Further, researchers such as (Grant, 2007) and (Peattie & Crane, 2005) argued that for companies to establish a green image they need market presence and must undertake research to understand and to educate their customers to build brands, products and services that are environmental-friendly. The concept later expanded to include not only environmental-friendly activities but also activities which are healthy, conducive, encouraging, advantageous and favorable for the overall benefit of the stakeholders. Further, (Prakash, 2002) explained green marketing as a composite of broad range of activities which include recycling, construction and renovation of building with the marketing mix elements in the manufacturing sector. Later, (Cronin et al, 2011). While, other researchers such as (Ottoman, 2011) and (Grant, 2007) put forth that the green marketing concept not only emphasizes on product improvement but also improves the life style of the people by changing their behavior which ultimately enhances the marketability and the overall performance of the firm. This ultimately can result in a new source of innovation (Ottoman, 2011) . An examination of literature revealed that there are several studies on green marketing in both developed and emerging countries. Studies in emerging economies, especially China, have discussed role of culture, social influence, ecological knowledge, and green brand image (Chen Y. S., 2010). In comparison to other emerging economies, research on environmental issues in India is still in nascent stages. Press releases suggest that ecological concerns and green manufacturing is on increase in the country (Sally, 2013) and consumers are willing to pay more money for green products. Few studies have examined green marketing and production initiatives taken up by Indian companies (Shrikanth & Raju, 2012). Indian companies are pursuing green practices to differentiate themselves from competitors (khandelwal & Saxena, 2012).

However Indian consumers' knowledge about green products, organic and recyclable brands, and green production processes is limited. In recent years, there is increase in efforts by government to protect environment. (Ishawini & Datta, 2011) Posit that Indian consumers' involvement in green products and environmental concern are important in predicting their intention to buy green products. Pro-environmental awareness and concerns influence consumers' attitude towards green products; however, consumers were not confident about quality of green products. They lacked knowledge about green products and felt it was responsibility of government and companies to follow green practices ((Jain & Kaur, 2004) (Mishra & Sharma, 2010) (Maheshwari & Malhotra, 2011) (Roy, 2013) (Khare.A, 2015) Unavailability of information about quality, composition, performance, and

benefits of green products negatively influence purchase and consumption of green products. Drawing from these studies, factors relevant for understanding the concept of green marketing practices were identified.

Objectives of the Study

1. To study the scope of green marketing in Jammu and Kashmir.

2. To understand the attitude of customers towards sustainable environment.

3. To know the awareness level of the individuals towards conservation of dal lake.

Keeping these objectives in consideration, the present study intends to test the following null hypotheses.

H1. There is no scope for green marketing in Kashmir.

H2. Consumers are not significantly concerned about environmental degradation.

H3. Individuals aren't aware about conservation of Dal Lake in Kashmir.

Data analysis and interpretation

Eco-Consciousness amongst consumers is gaining momentum & they are increasingly incorporating environmentally- friendly products into their lives. Although the market for green and environmentally-friendly products is still nascent in developing nations like India, this is expected to change. This study provides an opportunity for businesses to enter this market by gathering information on the aspects customers look for, the factors that affect their decision market and their willingness to pay. For this study, only working people residing in the vicinity of dal lake were considered. Total 120 Questionnaires were randomly used. However, only 108 questionnaires were found complete. Out of 108 completed questionnaires, 58 (i.e. 53.7%) questionnaires from male respondents and 50 (i.e. 46.3%) questionnaires from female respondents were found to be valid. the questionnaire consisted of a 5-point scale, used to explore and assess pro-environmental concerns and any potential effect of such concerns on consumers' green buying behavior. The survey scale consisted of 12 items of which 5 items were adapted from Roberts and Bacon's (1997) Ecologically Conscious Consumer Behavior (ECCB) scale. Scores on the scale items varied from a low of 1 (strongly disagree) to a high of 5 (strongly agree), with disagree, neutral, and agree as interval points. The questionnaire also included general demographic questions such as gender, education, income. Mean, standard deviation, and correlation techniques were used to analyze the results. The questionnaire was tested for its reliability. The Cronbach Alpha reliability coefficient for all

items in the questionnaire was found to be 0.640, which is in close approximation to the acceptable range.

Table 1. Demographical Properties of the respondents participating in the Research.

Factor	Category	N	%
Gender	Male	58	53.7
	Female	50	46.3
	Total	108	100.0
Qualification	Doctorate	46	42.6
	Post Graduate	38	35.2
	Graduate	24	22.2
	Total	108	100.0
Income	>50000 p.m.	26	24.1
	50000-75000 p.m.	48	44.4
	<75000 p.m.	34	31.5
	Total	108	100.0

Findings

Study results indicate that a majority of sample respondents highly concerned towards sustainable environment and are knowledgeable about environment related issues. Approximately 59.3% responders stated that they have high concern and 40.7 % responders have least concern toward sustainable environment. (table.no.2)ANOVA t-test reveal that there is a significant relationship between demographic properties and concern towards environment. Scores on scale items (table.no.3) suggest that a majority of respondents describe themselves as being environmentally responsible and are concerned with the environmental and ecological issues. Based on these ratings, we considered items that had mean ratings below the scale midpoint i.e. 3. With item means ranging from, (3.6-4.6) the relation of the scale items to the pro-environmental concerns and green behavior was assessed. Item's analysis based on the means in the Table 3 reveals that majority of respondents describes themselves as being environmentally responsible and the consumers try to make efforts to buy eco-friendly products. The respondents reported that they have a positive attitude towards green marketing ($M = 4.4, SD = .95$). The findings also suggest the consumers are willing to change their buying behavior for sustainability. ($M = 4.2, SD = 1.1$). The respondents indicated that they have high concern towards conservation of Dal Lake and they are aware about the environmental issues prevailing in Kashmir ($M = 4.0, S.D = .9$)

Table 2. Impacts of demographic properties on concern towards environment. (anova test).

Demographic properties	F	p
education	157.258	.000**
income	230.461	.000**

** $p > 0.1 =$ significant

Table 3. Mean and Standard deviation Statistics (Scale items adapted from Roberts and Bacon ECCB Scale, 1997).

ITEMS	N	Maximum	Mean	Std. Deviation
ATTITUDE				
I have understanding of sustainable issue	108	5.00	4.6481	.81246
I participate in environmental protection activities	108	5.00	4.3889	.97476
Sustainable environment is essential for the present world	108	5.00	4.4815	.95194
I believe in concept of green marketing	108	5.00	4.3981	.95643
PURCHASING BEHAVIOR				
I prefer green products for sustainable development	108	5.00	4.1481	1.12586
I make every effort to reduce use of plastic bags	108	5.00	4.2315	1.15691
I look & buy those products which can be recycled	108	5.00	4.3056	.99961
I read labels of products to see that they are environmentally safe	108	5.00	3.9907	1.25672
COcern/AWARENESS				
Conservation of dal lake is important for sustainability	108	5.00	3.7222	1.36603
I read blogs magazines to remain up to date about dal lake issues	108	5.00	3.6574	1.30536
Green marketing should be done in the vicinity of dal lake	108	5.00	4.0185	1.14371
I do remain up to date related environment issues in Kashmir	108	5.00	4.2593	.95085

Conclulsion

There is a growing concern for environmental degradation and the resultant pollution all over the world. The widespread environmental problems in Jammu and Kashmir are choking air effluence, water pollution in the vast majority of rivers, heaps of solid and toxic waste, acid deposition spoiling land and water, near-total deforestation, rampant over fishing, exhaustion of agricultural land and evident consumption of even highly endangered species for food has led to climatic changes resulting in floods and drought. The study is unique in that it reports on the important issue of environmental deterioration of world famous Dal Lake. The study revealed that the effluent discharge taking place into the Dal Lake pollutes its water on a daily basis. Pollutants that enter in Dal Lake are sewage and solid wastes, agriculture wastes, detergents and soaps, soil erosion from catchment areas. Immediate remedial measures are needed to salvage the lake and long term rehabilitative measures are needed to preserve the lake for future generations. Preventive measures like control of wastes from entering the lake from different water channels should be adopted. Prevention is a cost-effective strategy. Continuous monitoring of lake pollution and evaluation of measures taken is necessary for satisfactory functioning.

On other hand Environmental marketing or green marketing or ecological marketing addresses unsustainable marketing activities and the resultant pollution issues. In essence, environmental marketing placed emphasis on sustainability of marketing activities of business and sustainable consumption of a consumer so that these create either a positive impact or lessen the negative impact on the environment. Thus organizations need to incorporate these practices in their businesses in order to maintain sustainability. Consumer's awareness of green marketing and its impact on sustainable development is high. Consumers have expressed strong concerns about the concept of green marketing and Sustainable development. Respondents Strongly Agree about sustainability is the most important factor in decision making. People are aware of green environment because it is less detrimental to the environment and companies can look into implementation of this concept for betterment of business. As far as initiation of green marketing is concerned everyone are responsible for green marketing. If we analyze the facts pertaining to green marketing the significant results are positive at one end. On other end, consumers say that it is difficult for all the companies to implement green marketing. Consumer's attitude towards green branding and sustainable development is high. As far as green branding and sustainable development are concerned the consumers strongly expressed that they are familiar with green brands and the concept of sustainable development. Most of the consumers realize the importance of green branding and sustainable development which means that there is a positive sign for betterment of the environment as well as for business. Green marketing has positive impact on sustainable development in India. This exploration into green marketing or eco-friendly marketing is a positive sign for transition from India to a greener and greater India and for its sustainable development. Further Research can be carried out in depth and advanced statistical tools can be used to achieve accuracy of results which adds savor to this paper.

References

- Albino V, et.al. (2009). Environmental strategies and green product development: An overview on sustainability-driven companies. *Business Strategy and the Environment*, 2(18), 83-96.
- Bae.JK. (2011). A case study on the building of green internet data center for green IT. *The e-Business Studies*, 1(12), 329-348.
- Chan, L. L. (2002). "Explaining green purchasing behavior". *Journal of International Consumer Marketing*, 9-40.
- Charter, M. and Polonsky, M.J. (1999). *Greener Marketing: a Global Perspective on Greening Marketing Practice*. Sheffield : Greenleaf Publishing.
- Chen et al. (2006). The influence of green innovation performance on corporate advantage in Taiwan. *Journal of Business Ethics*, 67(4), 331-339.
- Chen, s. Y., & chang, C. H. (2012). "Enhance green purchase intentions". *Management Decision*, 50(3), 502-520.
- Chen, y. (2008). The positive effect of green intellectual capital on competitive advantages of firms. *Journal of Business Ethics*, 3(77), 271-286.
- Chen, Y.-S. (2010). "Towards green loyalty: driving from green perceived value, green satisfaction, and green trust". *Sustainable Development*, 19(2), 1-15.
- Choudhary.P and Gokarn.S. (2013). GREEN MARKETING: A MEANS FOR SUSTAINABLE DEVELOPMENT. *Journal of Arts, Science & Commerce*, 4(3).
- Coddington, W. (1993). *Environmental Marketing: Positive Strategies for Reaching the Green Consumer*. New York: McGraw-Hill.
- Cohen, M. (2001). "Does does the market value environmental performance?". *The Review of Economics and Statistics*, 83(2), 281-291.
- Cronin et al. (2011). "Green marketing strategies: an examination of stakeholders and the opportunities they present". *journal of the academy of marketing sceinces*, 39(1), 158-178.
- Fuller, D. (1999). "Sustainable marketing: managerial-ecological issues". *Markets and Market Development*. California, CA.: Sage Publications.
- Garg.A. (2015). Green Marketing for Sustainable Development: an Industry Perspective. *Sustainable Development*, 301-316.
- Grant, J. (2007). *The Green Marketing Manifesto*. John Wiley & Sons Ltd.
- Hardeep.C,Ramesh.D and Swati R. (2014). Antecedents and consequences of strategic green marketing orientation. *Journal of Global Responsibility*, 5(2), 338-362.
- Haron, S. P. (2005). "Towards sustainable consumption: an examination of environmental knowledge among Malaysians". *International Journal of Consumer studies*, 426-436.
- Hart.S.L and Milstein.M.B. (1999). "Global Sustainability and the Creative Destruction of Industries". *Sloan Management Review*, 41(1), 23-33.
- Henion, k., & kinnear, T. (1976). "A guide to ecological marketing". Columbus,oh: Karl, E.H. and Thomas.
- Ishawini, & Datta, S. k. (2011). "Pro-environmental concerns influencing green buying: a study on Indian consumers". *International Journal of Business and Management*, 6, 124-133.

- Jain, S.K. and Kaur. (2004). "Green marketing: an attitudinal and behavioural analysis of Indian consumers". *Global Business Review*, 5(2), 187-205.
- Khare.A. (2015). Antecedents to green buying behaviour: a study on consumers in an emerging economy. *Marketing Intelligence & Planning*, 309 - 329.
- Kuhre, W. (1995). *Environmental Auditing*. New Jersey: Prentice Hall.
- Kumar.P and Ghodeswar.B.M. (2014). A Study of Green Marketing Practices in Indian Companies. *International Journal of Applied Management Sciences and Engineering*, 1(2), 51-69.
- Lee.K. (2008). "Why and how to adopt green management into business organizations? *Management Decision*, 47(7), 1101-1021.
- Maheshwari, A. and Malhotra, G. (2011). "Green marketing: a study on Indian youth". *International Journal of Management and Strategy*, 2(3).
- Menon, A. and Menon, A. (1997). "Enviropreneurial marketing strategy: the emergence of corporate environmentalism as market strategy". *Journal of Marketing*, 61, 51-67.
- Mishra, P. and Sharma, P. (2010). "Green marketing in India: emerging opportunities and challenges". *Journal of Engineering, Science and Management Education*, 3, 9-14.
- Ottman, J.A. (1992). *Greener Marketing*. Lincolnwood, IL: NTC Business Books.
- Ottoman, A. (2011). *The New Rules of Green Marketing: Strategies, Tools and Inspirations for Sustainable Branding*. Greenleaf publications: Sheffield.
- Peattie, K. (1995). *Environmental Marketing Management*. London: Pitman.
- Peattie, K. and Crane, A. (2005). "Green marketing: legend, myth, farce or prophesy?". *Qualitative Market Research: An International Journal*, 8(4), 357-370.
- Prakash, A. (2002). "Green marketing, public policy and managerial strategies". *Business Strategy and the Environment*, 11(5), 285-297.
- Roy, H. (2013). "Effect of green marketing on consumer behaviour – a study with practical reference to West Bengal". *International Journal of Behavioural Social and Movement Sciences*, 2, 44-55.
- Sally, M. (2013). "Increase in consumption of organic food products". *economictimes.com*.
- Saxena.R.P and Khandelwal.P.K . (2012). 'Greening of industries for sustainable growth'. *International Journal of Social Economics*, 39(8), 551-586.
- Shrikanth, R., & Raju, D. S. (2012). "Contemporary green marketing – brief reference to Indian scenario". *International Journal of Social Sciences & Interdisciplinary Research*, 1(1), 26-39.
- Welling, M. N., & Chavan, A. S. (2010). "Analysing the feasibility of green marketing in small and medium scale manufacturers". *Sri Krishna International Research and Educational Consortium*, 1(2), 1-15.
- Yoon, E. and Tello, S. (2009). "Corporate social responsibility as a driver of sustainable innovation: greening initiatives of leading global brands". *Competition Forum*, 7(2), 290-4.