

Green Marketing: A Study of Green Supply Chain Management of Selected firms

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Abstract: *The study aims to focus on the importance of Green Marketing and Green Supply Chain Management in different organizations. These two areas have been grabbing the interest of the researchers lately. With the growing cautiousness for the environment, every sector is gearing up for sustainable practices. Therefore, it is very important for the industrial sectors to adapt it as they are one of those sectors that create pollution that can harm the environment. The exploration reflects the recent advances made in the marketing strategies and supply chain management which will not only have an optimistic impact on the ecology but will also help the organizations to save resources by choosing the path of sustainability.*

Keywords: *green marketing, supply chain, management, sustainable, organization*

INTRODUCTION

According to Sarkar (2012), The idea of ‘Greening’ is essentially associated with counterbalancing and eliminating the emission of greenhouse gases that is majorly created in fuel-based industries and plants. Based on the regulations of the ‘Kyoto Protocol’, there should be compulsory removal of green house gasses as they cause a lot of pollution in the environment. This action also alarmed the corporate world to take precautionary steps against the depletion of the environment and make products that are green and friendly to the ecology. This initiative has given birth to the theory of ‘Green marketing’. (Rao, 2002) states that the idea of Green supply chain management (GSCM) was created parallelly to promote the green products in a widely growing market with enormous possibility with the increasing awareness of consumers towards green products and altering life-style for betterment. The study will evaluate the various dimensions and facades of Green supply-chain Management (GSCM) involving the initiation of the idea, methods of creation, sketching out its advantages along with its implementation.

LITERATURE STUDY

Zhu, Sarkis and Lai (2001) suggests that on the advantages and disadvantages evaluation of green

supply chain management, it exposes a decreasing trend while it is seen that there is still the growing application of mathematical optimization models to boost the decision making in reference to the environmental perspective. However, the study seeks for a steady expansion in the analysis of green supply chain management activities and performance. Although, the concept green supply chain management began to gain prominence among researchers from the starting of the 20th century, this study can relate to a fine growth of publications on this topic after 2010 till now. The research recognizes the various persuading factors from several disciplines. It also shows an all-inclusive but undemanding theoretical model of green supply chain management. (Olugu, Wong and Shaharoun, 2010).

The rising responsiveness on different ecological issues has forced a serious in the way of people’s living. There has been a huge inclination noticed towards green lifestyle. People are making efforts to reduce their carbon footprint as much as possible. Nevertheless, the idea is not prevalent and is growing in a gradual pace (Liu, Kasturiratne, and Moizer, 2012). Different businesses and corporations have noticed the transformation in the customer behaviour and are trying to give their best in shaping their personality to be exceptional in the cut-throat competition by utilizing every possibility in the green industry. The present research also explains the perception of green marketing and explores the multiple methods in which the diverse customer characteristics are associated to the idea of green marketing (Cherian, and Jacob, 2012).

As the notion about sustainability was infused into the corporate world, both the green supply chain management and green marketing has become one of the prime most practices in the corporate world. There has been advanced research made in these two areas, simultaneously. It seen that green marketing and sustainable supply chain management should be effortlessly incorporated so that customers can

experience the best through the supply chain system (Ghobakhloo, Tang, Zulkifli, and Ariffin. 2013). The prevailing exploration has shown point-to-point integration method. The study includes a new technique to induce green marketing and green supply chain management from different aspects including product, promotion, planning, process, people and project (called the 6Ps). Previous studies were also referred in terms of industries, to analyze the 6Ps in the integration model. The final outcome from these empirical researches on the aspects and strategies are the pros and cons for dimensional amalgamation that are mixed together with administrative insinuations (Biloslavo and Trnavčević, 2009). The fresh integration replica facilitates the movement of resources like the information, sources and funds among the green marketing and green supply chain management with the help of sundry undeviating routes. It also has the capability to attain achieve more in general corporate excellence alongside the triple bottom line goals (Tsenga, Islamb, Kariab, Fauzib, and Afrind, 2019).

Exploration on supply chain management began back in the year 1980s. The framework consists of the significant concern to amalgamate the vital business

methods to make value for stakeholders and customers. (Burgess, 2006). Under the green supply chain management, the purpose of the supply chain are protected and extended. The connection with the ecology is included in the supply chain management with the attachment of the word 'green'. To conclude, the very foundation of green supply chain system depends on the management system (Srivastava, 2007).

METHODOLOGY

To analyze the impact of green marketing and green supply chain management on the functionality of firms and explore the impediments and opportunities associated with it. The survey was done in Delhi NCR. Data was collected from 150 respondents and mean method and t-test was applied for the data analysis

FINDINGS OF THE STUDY

Table 1 shows the general information of firms regarding its size, type of business, number of employees, number of years of implementation of green marketing.

Table 1 Profile of the Respondents

Variables	No. of respondents	% Age
Size of firm		
Small-size firm	49	32.7%
Medium-size firm	64	42.7%
Large-size firm	37	24.6%
Total	150	100%
Type of Business		
Sole-Proprietorship	29	19.3%
Partnership Corporation	63	42%
Limited Liability Company	58	38.7%
Total	150	100%
No. of employees in the firm		
0-20 employees	13	8.6%
21-50 employees	44	29.4%
51-100 employees	56	37.3%
101-200 employees	27	18%
201 and more employees	10	6.7%
Total	150	100%
Do you support Green Marketing?		
Yes	112	74.7%
No	38	25.3%
Total	150	100%
No. of years of implementing Green Marketing		

0-1 years	38	25.3%
1-3 years	46	30.7%
3-5 years	34	22.7%
5 years and more	32	21.3%
Total	150	100%

Table 1 shows the general information about different firms and their knowledge about green marketing and green supply chain management. The questionnaire has a clear response from 32.7% participants who work in small-sized firms, 42.7% medium-sized firms and 24.6% large-sized firms. It was also noted that 19.3% of the respondents are sole-proprietors, 42% of them are into partnership business while 38.7% are in Corporations. 8.6% of the firms have less than 20 employees, 29.4% of them have up to 50 employees, 37.3% of them have less than 100

employees, 18% of them have less than 200 employees whereas 6.7% of the firms have more than that. On asking about the knowledge of green marketing, it was seen that 74.7% of them support it while 25.3% of them are ignorant about it. 25.3% of the firms have incorporated green marketing since a year, 30.7% of them have inculcated it for 1-3 years, 22.7% of them have done it for 3-5 years while 21.3% of them have implemented green marketing for 5 years and more.

Table 2 Perspective of respondents on green marketing and green supply chain management implemented by firms

Sl No.		Mean value on scale of 5
1	The organization should use green marketing practices.	4.6
2	The top management should be well aware of green supply chain management.	4.0
3	The officials should encourage employees to use green marketing.	3.9
4	Sufficient resource allocation should be done to introduce green marketing techniques.	3.7
5	The company should promote the use of non-hazardous products.	4.2
6	The company should encourage sustainable manufacturing process.	4.3
7	Industries should reduce waste and encourage recycle of products	3.4
8	Companies should persuade customers to choose eco-design.	3.1
9	There should be planning of products with extended lifecycle and minimum deterioration.	3.2
10	Frequent efforts should be made to improve the environmental situation of the enterprise.	4.5

Table 2 shows the perspective of respondents towards green marketing and green supply chain management in different firms. It was seen that firm do support the use of green marketing techniques as participants with (mean value of 4.6) believe that organizations should use green marketing practices. Participants with (mean value of 4.0) think that the top management should be well aware of green supply chain management. People with (mean value of 3.9) think that the officials should encourage employees to use green marketing. Respondents with (mean value of 3.7) believe that sufficient resource allocation should be done to introduce green marketing techniques. The survey also shows that

people with (mean value of 4.2) believe in promoting the use of non-hazardous products. People with (mean value of 4.3) think that the companies should encourage sustainable manufacturing process. Industries should reduce waste and encourage recycle of products and respondents with (mean value of 3.4) agree to it. People with (mean value of 3.1) are of the opinion that companies should persuade customers to choose eco-design. Respondents with (mean value of 3.2) states that there should be planning of products with extended lifecycle and minimum deterioration while people with (mean value of 4.5) agrees that frequent efforts should be made to improve the environmental situation of the enterprise.

Table 2.1 t- test value and significance of the statements on green marketing and green supply chain management implemented by firms

Sl. No.	Statement	t-test	P value (sig.)
1	The organization should use green marketing practices.	14.808	0.000
2	The top management should be well aware of green supply chain management.	6.330	0.000
3	The officials should encourage employees to use green marketing.	4.939	0.000
4	Sufficient resource allocation should be done to introduce green marketing techniques.	2.109	0.018
5	The company should promote the use of non-hazardous products.	7.747	0.000
6	The company should encourage sustainable manufacturing process.	9.985	0.000
7	Industries should reduce waste and encourage recycle of products	1.297	0.098
8	Companies should persuade customers to choose eco-design.	-5.039	0.000
9	There should be planning of products with extended lifecycle and minimum deterioration.	-3.596	0.000
10	Frequent efforts should be made to improve the environmental situation of the enterprise.	12.064	0.000

Table 2.1 reflects the importance of the perspectives of respondents on green marketing and green supply chain management implemented by firms. It is seen that people support the use of green marketing practices in the organization. They believe that to run a sustainable organization, it is very important for the top management to have proper knowledge about green marketing and green supply chain management system. There should also be proper encouragement shown by the officials towards employees in using green marketing. Even though resource allocation for green marketing techniques isn't rampant, but the method is gaining momentum with time as respondents are showing positive indications. People also promote non-hazardous products and support ecologically friendly manufacturing process. Overall, companies believe to frequent efforts to improve the environmental situation of the enterprise. However, there has been a neutral opinion on reducing wastes and using recycled products by companies while adaption of eco-design and planning of products with extended lifecycle and minimum deterioration is still a matter of question.

CONCLUSION

The main aim of the paper is to get a lucid elaboration of the link between Green Marketing and Green Supply Chain Management in different corporate firms (Hoek, 1999). Even though there are various descriptions related to the significance of Green Supply Chain Management and its relationship with,

there hasn't been any proper evidence of its foolproof use in a country like India. The study has assisted in identifying the loopholes and highlighting them, making scope for the researchers to explore more about it.

With the growing apprehension regarding environmental degradation, companies are beginning to adapt the green practices even in third world countries. It is seen that companies now prefer to use products and manufacturing processes that are ecologically tested. They also want to encourage the idea of adopting green marketing techniques and promote its significance on a larger scale. Businesses are starting to allocate resources for green practices and this has been a beginning of a great initiative. However, more focus should be given on promotion of eco-designs and eliminating wastes with recycled products. More stress should also be given on manufacturing products with extended lifecycle and minimum deterioration along with a continued enthusiasm to make it happen. These steps can not only change the environmental situation but can transform the corporate structure into a more affordable, sustainable and easily adaptable framework.

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