

## “A STUDY ON RECENT TRENDS IN GREEN MARKETING IN KARNATAKA”

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### **ABSTRACT:**

The environmental consequences arising from human activities have significant impacts on both our overall welfare and personal existence. The consequences of environmental deterioration, including problems such as air pollution, deforestation, and the significant effects of climate change, highlight the crucial role of human activity. In this context, the corporate world has acknowledged the importance of social and environmental obligations, leading to the development of ideas such as "Green Marketing" and "Environment Marketing" as essential elements of future business plans. In today's corporate world, words like "go green," "environmentally friendly," "environmental preservation," and "energy conservation" have become increasingly important. Preserving our natural environment has become a need rather than a choice, especially given the complex structure of today's interconnected world. Green Marketing is a fundamental idea that enables firms to align their economic goals with a strong dedication to environmental conservation. For every progressive firm, the adoption of environmentally conscious practices has become essential and cannot be compromised. Furthermore, several businesses have utilised the power of Green Marketing as a strategy to surpass their rivals. These firms have shown their dedication to sustainable practices by providing inventive items made from recycled, renewable, and reused materials. They have effectively used these offers to acquire a competitive edge. This report especially examines the Green Marketing environment in India. The primary aim is to examine the progression of Green Marketing methods as drivers for sustainable corporate expansion. The investigation seeks to clarify the strategic use of Green Marketing approaches by firms wanting to get a competitive advantage over industry competitors. This study explores the possibilities and difficulties associated with implementing Green Marketing methods in the Indian environment. The study employs a thoughtful combination of quantitative and qualitative research methods to collect primary data through surveys and interviews. The combination of these methodologies allows for a thorough examination of the changing patterns in the implementation of Green Marketing practices in the Indian corporate environment. This study aims to understand how firms in India are successfully utilising Green Marketing strategies to strengthen their market

position and contribute to environmental sustainability. A survey was performed among 100 individuals from Tumakuru, selected using the Yamane (1967) sampling approach, in order to provide quantitative data. In order to get further insight into the issues, challenges, and supplementary financial aid offered by the government, comprehensive interviews were conducted using telephone conversations. In order to construct a survey or questionnaire with a clear and organised framework, the whole data set was utilised. The examiner employed the Chi-Square Test, a renowned statistical method, in this inquiry. Based on the chi-square test results, environmentally friendly advertising in Tumakuru may be deemed as sustainable development with a 5% level of significance. In this study, we examined many fundamental green marketing strategies employed by organisations. The investigation revealed that environmentally conscious advertising offers both opportunities and obstacles. Research has revealed that the adoption of green marketing strategies has significant promise for enhancing the nation's economic growth.

## **INTRODUCTION**

According to experts, a worldwide environmental catastrophe is impending. The preservation of our planet can only be ensured by the adoption of environmentally-friendly practices, and it is imperative that this transition occurs expeditiously. Hence, the economy has also had significant significance. The worldwide population is becoming more conscious of the environment. Recent polls indicate a global increase in ecological awareness among individuals. The emergence of the field of "green marketing" is a direct response to the increasing customer desire for products and services that prioritize social and environmental responsibility. Employing environmentally-friendly marketing strategies Regarding the advantages of green marketing, there is a range of disagreement among both the general public and specialised groups. The fundamental principle of green marketing is the preservation and safeguarding of the environment. Nevertheless, contemporary marketing introduced a plethora of issues. Enhanced marketing operations led to the emergence of a more competitive market. The intensified rivalry led to the adoption of detrimental marketing methods and practices, such as aggressive advertising, liberalization, globalization, and the establishment of multinational companies (MNCs). These adjustments had a wide range of effects. There is an abundance of both necessary and unnecessary things in stores and shopping centres. The wellbeing of people and the natural balance have been endangered by these and other reasons. Particularly large factories are progressively turning into pollution sources on numerous fronts. Several products' creation, use, and disposal have detrimental effects on the environment.

## **NEED AND IMPORTANCE OF THE STUDY**

This research holds paramount significance for the environmental advancement of India. The term 'green' conveys notions of purity, excellence, and equitability. It embodies a commitment to unblemished practices and ethical conduct within business realms. Green marketing, in essence, encapsulates advertising strategies that exert no adverse impact on societal well-being. The color green symbolizes a communication approach rooted in factual accuracy and

equilibrium, devoid of exaggeration or misrepresentation. The implications of green marketing are far-reaching. It precipitates a reduction in the consumption of plastic and plastic-based products. Through its eco-friendly orientation, it stimulates the acquisition of natural products and concurrently curtails the utilization of chemicals. This paradigm shift in consumer preferences could potentially drive an upsurge in demand for herbal remedies, natural therapies, and practices like Yoga

## **LITERATURE REVIEW**

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

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

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

Manju (2012), As part of a comprehensive marketing approach known as "Green Marketing," product and service development, distribution, consumption, and disposal are all carried out in ways that have the least amount of detrimental effect on the environment as feasible. There are a few reasons why we need to reconsider green marketing. These environmentally friendly products have a brief shelf life that isn't always good for the environment. The things' effect on the environment, the third and trickiest consideration, is whether or not they are actually green.

Kantapopbuathong, pei-chunlai (2019) They found that environmental education and course curricula remain crucial even if the governmental and private industries in Thailand are cooperating to advance sustainable in the festival industry.

## **OBJECTIVES OF THE STUDY**

The study's primary goal is to evaluate the trends in green marketing in India and assess their key points. As part of a comprehensive marketing approach known as "Green Marketing," product

and service development, distribution, consumption, and disposal are all carried out in ways that have as little of detrimental effect on the natural world as feasible.

### **HYPOTHESES OF THE STUDY**

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

Ho: There is no trend in green marketing can be a sustainable development in Tumakuru.

H1: There is a trend in green marketing can be a sustainable development in Tumakuru.

### **RESEARCH METHODOLOGY**

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

#### **Sample Design & Sample Selection**

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

#### **Sample Choice**

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

#### **Formula:**

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

Where,

$$n = \text{Sample size}, N = \text{Estimated population size in Tumakuru}, e = \text{Precision value, set as } 15\% (0.15)$$

$$N = 8,49,051$$

Therefore,

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

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

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

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

$n = 8, 49,051/19103.67$

$n=50$ (approximant)“Yamane(1967)developedaneasyformulatodeterminethesamplesizes”.  
Bycreatinga formula, Yamane (1967) made determiningthe numberofsamples straightforward.

Theresearcherthenchose50participantsfromeachdistrict—TumakuruandMandya—to  
createasamplesizeof100forthestudy. Chi-Square test ( $X^2$ )

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

### **Green Marketing**

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

### **Sustainable Development**

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

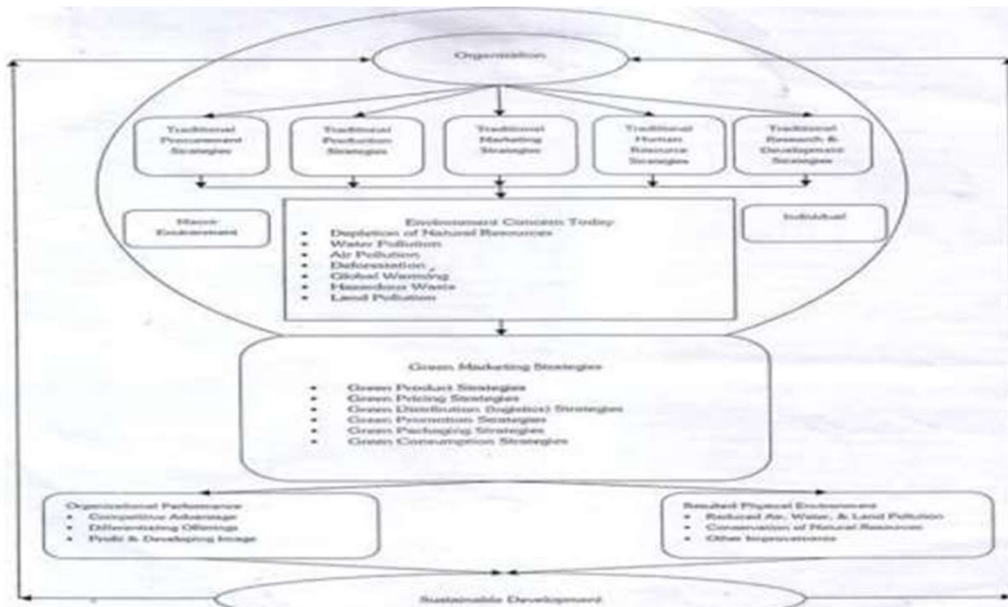


Fig. 1: Conceptual Framework of Green Marketing and Sustainable Development

### Mechanisms of Workable Growth

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

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

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

### CHALLENGES IN GREEN MARKETING

1. Insufficient consumer awareness and education: A significant number of Indian customers lacked comprehensive knowledge on the environmental consequences of their choices or the advantages of eco-friendly items. Conveying the significance of green products and their beneficial impact on the environment to customers was a considerable obstacle.

2. Green products are sometimes perceived as having higher costs since they utilise sustainable resources, employ eco-friendly production procedures, and require certifications. Consumers occasionally displayed hesitancy in paying an additional cost for these items, particularly in countries that prioritise affordability.

3. Greenwashing is the term used to describe misleading marketing tactics employed by firms who make false claims about the environmental friendliness of their products, without providing meaningful evidence to support these claims.

4. Inadequate Regulatory Framework: Although there were existing restrictions, the regulatory framework for green marketing in India may have lacked comprehensiveness in preventing deceptive claims and ensuring transparency in the business.

India had infrastructure issues pertaining to waste management, recycling, and appropriate product disposal. This presented challenges for organisations seeking to embrace sustainable practises but without the requisite infrastructure to do so.

6. Supply chains in India can be intricate and fragmented, posing difficulties for enterprises to track the source of raw materials and guarantee ecologically responsible production of their products.

India has significant cultural and geographical variations due to its diversified nature. Green marketing tactics that are successful in one place may not provide the same level of effectiveness in different regions. Addressing the variations in marketing and goods to accommodate these disparities was a difficulty.

8. Restricted Product Availability: Occasionally, eco-friendly items may not have been easily accessible in the market. Such restrictions curtailed the options available to customers and impeded the expansion of environmentally conscious consumer behaviour.

9. Some customers exhibited scepticism regarding the veracity of green assertions owing to the widespread occurrence of greenwashing. Establishing trust and persuading consumers about the genuine ecological advantages of goods was a difficulty.

10. Achieving a Harmonious Balance between Environmental and Social Considerations: Although green marketing frequently emphasises environmental sustainability, it is crucial to also address other social problems, such as equitable labour practises and social responsibility, in order to establish a comprehensive approach to sustainability.

## **OPPORTUNITIES IN GREEN MARKETING**

1. The rising consciousness and apprehension over environmental matters among Indian customers present a favourable prospect for firms to advertise and sell environmentally friendly products and services.

2. The demand for sustainable products is increasing. Consumers are seeking items that are made from sustainable resources, have a reduced carbon footprint, and encourage responsible consumption. Enterprises may capitalise on this demand by providing a variety of environmentally-friendly products.

3. Innovative Technologies: Technological advancements provide prospects for the creation and promotion of novel eco-friendly goods and services. Advancements in renewable energy, smart technology, and sustainable packaging solutions can result in distinctive offers.

4. Government Initiatives: The Indian government has been advocating sustainability and renewable energy through regulations and incentives. Businesses can leverage these initiatives to synchronise their marketing strategy with government objectives.

Acquiring certifications such as "Organic," "Fair Trade," and "Energy Star" may bolster a business's legitimacy and confer a competitive edge. Consumers frequently seek for these badges as indications of authentic environmental dedication.

6. Educational Campaigns: There is a potential to enlighten customers regarding the ecological consequences of their decisions and the advantages of environmentally friendly products. Education initiatives may effectively enhance consciousness and cultivate a more knowledgeable customer demographic.

7. Establishing partnerships and collaborations: Engaging in cooperative efforts with environmental organisations, non-governmental organisations (NGOs), and government entities may provide companies with opportunities to use specialised knowledge, valuable resources, and an expanded network. Furthermore, these collaborations have the potential to bolster a company's reputation.

8. Embracing circular economy models involves designing goods with durability, repairability, and recyclability in mind. This strategy has the potential to develop inventive products and services that are in line with sustainability objectives.

9. Behavioural Change programmes: Businesses might initiate programmes aimed at promoting sustainable behaviours and habits among consumers. For example, advocating for energy saving, minimising waste, and implementing appropriate disposal methods.

10. The increasing awareness of plastic pollution presents a chance to create and promote environmentally friendly packaging options that can decompose naturally, be reused, or are manufactured from recycled materials.

### **Trends of Green Marketing in karnataka**

o Consumers were increasingly favouring sustainable items and packaging that were environmentally benign and had low ecological effect. Companies were using sustainable



sourcing practises, utilising recycled materials, and minimising packaging waste in order to fulfil these requirements.

- o Renewable Energy and Energy Efficiency: In response to the Indian government's emphasis on sustainable energy sources, businesses have been progressively embracing renewable energy options, such as solar power. Environmentally concerned shoppers were increasingly favouring energy-efficient items.
- o Certifications and Labels: Green certifications such as "Organic," "Fair Trade," and "Energy Star" were gaining significance among customers as a means to identify products and services that adhered to certain environmental criteria. Companies were utilising these certificates to establish confidence and reputation within their intended audience.
- o Digital and Social Media Campaigns: Social media platforms and digital marketing were employed to disseminate information and promote awareness regarding green initiatives, sustainable practises, and environmentally friendly items. Companies were utilising narrative techniques and interactive marketing strategies to captivate consumers and enhance brand recognition.
- o The notion of a circular economy, in which things are intentionally created to have a long lifespan, be easily repaired, and able to be recycled, was becoming increasingly popular. Enterprises were investigating methods to prolong the lifespan of their products and minimise waste production.
- o Collaborations and partnerships: Companies engaged in cooperative efforts with environmental organisations, non-governmental organisations (NGOs), and governmental entities to collaboratively address environmental concerns. These collaborations not only assisted in resolving urgent problems but also improved the reputation of the business.
- o Consumer Education: Prioritising the education of consumers on sustainable practises and the environmental consequences of their choices. Brands were disseminating information on appropriate product disposal, the advantages of sustainable choices, and the overall ecological effect.
- o Consumer interest was focused on items that were sourced locally and created using ethical practises. This movement bolstered regional economies, decreased carbon footprints linked to transportation, and guaranteed equitable labour practises.
- o Waste Reduction Initiatives: Brands were prioritising the reduction of waste production and promoting recycling. Several firms were adopting take-back programmes to ensure the responsible disposal of their items after they reached the end of their useful life.

## **DATA ANALYSIS & INTERPRETATION**

### **TESTING OF HYPOTHESES**

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

**TABLENO.1**

**“ObservedFrequencies**

| <b>Gender/Variable</b> | <b>StronglyAgree</b> | <b>Agree</b> | <b>Neutral</b> | <b>Slightly<br/>Disagree</b> | <b>Disagree</b> | <b>Total</b> |
|------------------------|----------------------|--------------|----------------|------------------------------|-----------------|--------------|
| Male                   | 11                   | 23           | 48             | 9                            | 0               | 91           |
| Female                 | 4                    | 3            | 02             | 0                            | 0               | 9            |
| Total                  | 15                   | 26           | 50             | 9                            | 0               | 100          |

Source:PrimaryData

**TABLENO.2**

**ExpectedFrequencies**

| <b>Gender/Variable</b> | <b>StronglyAgree</b> | <b>Agree</b> | <b>Neutral</b> | <b>Slightly<br/>Disagree</b> | <b>Disagree</b> | <b>Total</b> |
|------------------------|----------------------|--------------|----------------|------------------------------|-----------------|--------------|
| Male                   | <b>14</b>            | <b>24</b>    | <b>46</b>      | <b>7</b>                     | <b>0</b>        | <b>91</b>    |
| Female                 | <b>1</b>             | <b>2</b>     | <b>4</b>       | <b>2</b>                     | <b>0</b>        | <b>9</b>     |
| Total                  | <b>15</b>            | <b>26</b>    | <b>50</b>      | <b>9</b>                     | <b>0</b>        | <b>100</b>   |

Source:Primary Data

**TableNo3**

**Showingcalculationof $\chi^2$ -value**

| <b>O</b> | <b>E</b> | <b>(O-E)</b> | <b>(O-E)<sup>2</sup></b> | <b>(O-E)<sup>2</sup>/E</b> |
|----------|----------|--------------|--------------------------|----------------------------|
| 11       | 14       | -3           | 9                        | 0.6428                     |
| 23       | 24       | -1           | 1                        | 0.0416                     |
| 48       | 46       | 2            | 4                        | 0.0869                     |
| 9        | 7        | 2            | 4                        | 0.5714                     |
| 0        | 0        | 0            | 0                        | 0.0000                     |
| 4        | 1        | 3            | 9                        | 9.0000                     |

|   |   |    |   |                |
|---|---|----|---|----------------|
| 3 | 2 | 1  | 1 | 0.5000         |
| 2 | 4 | -2 | 4 | 1.0000         |
| 0 | 2 | -2 | 4 | 2.0000         |
| 0 | 0 | 0  | 0 | 0.0000         |
|   |   |    |   | <b>13.8429</b> |

Source: MS Excel

**Calculated value of Chi-Square = 13.8429 Level of significance – 0.05**

**Chi-square = (O-E)<sup>2</sup>/E**

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

$(r-1)(c-1) = (2-1) \text{ as the degree of freedom } (5-1) = 1 * 4 = 4$

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

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

**Conclusion**

According to the research findings, ecological issues are currently of utmost concern to the central government, universities, the general public, and businesses. Each individual have a unique viewpoint about environmental matters. Businesses have adopted many strategies to address environmental concerns, with the concept of "green marketing" emerging as a feasible choice for many of them. Utilising green marketing strategies, specifically green marketing tactics, may enhance organisational efficiency.

Researchers predict that sustainable marketing tactics will become increasingly popular among both clients and company influencers following the COVID-19 pandemic. The efficacy of green marketing in the long run is contingent upon our ability to alter or adjust our lifestyle and the extent to which we prioritise the environment. Statistically significant at a significance level of 5%, green marketing plays a crucial role in promoting Tumakuru's sustainable development. This study examined some prominent environmentally conscious advertising strategies employed by corporations. Upon conducting this study, it was determined that environmentally conscious advertising offers both opportunities and obstacles. Research has revealed that the adoption of green advertising tactics holds significant potential for enhancing the economic growth of the nation.

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