

To Study and Analyze the Effectiveness of The Green Marketing Initiatives in The Healthcare Sector

Priyanka Ghosh

Student, Master of Business Administration, Marketing and Sales, Amity University, Noida, Uttar Pradesh.

Abstract

This research investigates the effectiveness of green marketing in Delhi NCR hospitals, focusing on eco-friendly practices in energy, water, and cleaning. It explores how green marketing impacts the economic landscape of these hospitals, emphasizing the need for tailored strategies in the healthcare sector. The study includes a literature review on environmentally conscious practices and their relationship with marketing strategies, identifying successful trends and challenges. The research methodology combines surveys, interviews with healthcare professionals, a literature review, and secondary data analysis. The chapter structure comprises an Introduction, Literature Review, Research Methodology, Data Analysis, and Conclusions. This study offers valuable insights into green marketing effectiveness and provides practical recommendations for healthcare institutions in Delhi NCR and beyond.

Keywords: Green Marketing Initiatives, Healthcare Sector, Delhi NCR Hospitals, Eco-friendly practices, Awareness, Climate change, Sustainable practices

CHAPTER 01: Introduction

Green marketing, also recognized as environmental or sustainable marketing, is the strategic development and promotion of products and services crafted to minimize their environmental impact or champion positive environmental practices. The primary objective of green marketing is to foster sustainability and contribute to the conservation of the environment.

This approach entails integrating eco-friendly features, utilizing sustainable materials, reducing energy consumption, and adopting environmentally responsible production processes. Companies involved in green marketing often showcase their dedication to environmental stewardship through advertising and promotional campaigns. This may involve highlighting aspects such as a product's recyclability, energy efficiency, utilization of renewable resources, or a diminished carbon footprint.

Green marketing involves the promotion and advertising of products or services based on their actual or perceived environmental sustainability. This approach integrates sustainability principles into various marketing aspects, such as product design, packaging, messaging, and promotion. Strategies encompass developing eco-friendly products, utilizing recycled materials for packaging, reducing greenhouse gas emissions in production, adopting sustainable business practices, and highlighting a product's environmental benefits.

Examples of green marketing encompass:

Designing environmentally friendly products.

Employing eco-friendly packaging from recycled materials.
Minimizing greenhouse gas emissions during production.
Embracing sustainable business practices.
Communicating a product's environmental advantages in marketing.
Using eco-friendly materials for print marketing.
Opting for electronic marketing over printed materials.
Implementing responsible waste disposal practices.
Utilizing eco-friendly or recycled materials for packaging.
Obtaining official sustainability certifications.
Employing efficient packing and shipping methods.
Utilizing renewable energy and sustainable agriculture
Investing profits in renewable energy or carbon offset initiatives.

Green marketing is gaining popularity due to increasing environmental concerns. In 2020, 77% of consumers considered a brand's sustainability and environmental impact crucial in their purchasing decisions. However, it can be costlier than traditional marketing, and companies may face criticism for false environmental claims (greenwashing). Successful green marketing requires substantial investments in genuine sustainability and environmental efforts.

1.1 Green Marketing Initiatives in Healthcare

In recent years, the concept of sustainability and environmental consciousness has gained considerable attention in various industries. The healthcare sector, being one of the most significant and resource-intensive industries, has also witnessed a shift towards green practices. To meet the growing concern for sustainability and environmental responsibility, the healthcare sector has increasingly embraced green marketing initiatives. These initiatives aim to promote eco-friendly practices and products in the healthcare industry. The effectiveness of these green marketing initiatives is of paramount importance, as it determines the impact they have on the environment, public health, and the financial performance of healthcare organizations.

Background

The healthcare sector plays a significant role in environmental conservation due to its substantial environmental footprint. Hospital operations generate a considerable amount of waste, energy consumption, and chemical use. In response to these environmental challenges, the healthcare industry has increasingly embraced green marketing initiatives. These initiatives promote sustainable practices, including waste reduction, energy efficiency, and the use of eco-friendly products in healthcare organizations.

The healthcare sector has a long history of focusing on patient care and medical advancements rather than environmental concerns. However, with growing recognition of the impact of human activities on the environment, the need for sustainable healthcare practices has become imperative.

One of the key figures in promoting sustainability in healthcare is the World Health Organization (WHO). WHO's commitment to sustainable development and promoting environmental health has influenced several organizations within the healthcare sector to adopt green marketing initiatives. They have provided guidelines and frameworks for implementing sustainable practices and reducing the environmental footprint of healthcare facilities. Another important organization is Health Care Without Harm (HCWH), a global network dedicated to transforming healthcare to be environmentally sustainable and climate-

resilient. HCWH has played a crucial role in advocating for green marketing initiatives in the healthcare sector through campaigns, research, and partnerships.

Impact and Analysis of Green Marketing Initiatives

The implementation of green marketing initiatives in the healthcare sector has had a significant impact on several fronts. Firstly, it has reduced the sector's carbon footprint by encouraging the adoption of renewable energy sources, energy-efficient technologies, and waste-reduction practices. This has not only decreased environmental harm but also resulted in cost savings for healthcare facilities.

Secondly, green marketing initiatives in healthcare have improved patient health outcomes. By reducing the use of harmful chemicals, promoting clean air and water, and creating sustainable infrastructure, these initiatives have contributed to a healthier environment for patients and staff alike. Additionally, sustainable practices have fostered a positive image for healthcare organizations, leading to increased patient satisfaction.

Furthermore, green marketing initiatives have stimulated innovation in the healthcare sector. By encouraging research and development of eco-friendly products and services, such as sustainable medical devices and green building materials, healthcare organizations have contributed to the overall growth of the green economy.

On the negative side, the implementation of green marketing initiatives may pose challenges for healthcare organizations. The initial costs associated with adopting sustainable practices can be substantial, especially for smaller healthcare facilities or those operating on limited budgets. Furthermore, the healthcare sector's heavy reliance on medical equipment and pharmaceuticals, some of which have inherent environmental impacts, necessitates a careful balance in adopting green practices.

Despite these challenges, the overall impact of green marketing initiatives in the healthcare sector has been encouraging. The positive outcomes in terms of reduced environmental impact, improved patient health, and innovation showcase the effectiveness of these initiatives.

Influential Individuals and Future Developments

Several influential individuals have contributed to the field of green marketing initiatives in the healthcare sector. Dr. Gary Cohen, co-founder of Health Care Without Harm, has been at the forefront of sustainable healthcare advocacy. Through his efforts, HCWH has successfully engaged healthcare systems, suppliers, and policymakers in embracing sustainable practices.

Another influential figure is Dr. Jaime Claudio, former director of the WHO's Centre for Environment and Health. Dr. Claudio's research and advocacy have played a crucial role in integrating environmental concerns into healthcare policies and practices.

Looking ahead, the future of green marketing initiatives in the healthcare sector seems promising. With growing public awareness and increasing regulatory focus on sustainability, healthcare organizations are likely to further invest in green technologies and practices. Moreover, advancements in technology and research will contribute to the development of more sustainable medical devices, efficient waste management systems, and eco-friendly building designs.

Strategies for Green Marketing in Healthcare

Green marketing strategies in the healthcare sector focus on promoting environmentally friendly practices, products, and services to enhance the quality of life, reduce environmental impact, and improve patient outcomes. Some key strategies include:

Green design and green building: Implementing sustainable building practices, such as energy-efficient designs, green roofs, and solar panels, to reduce energy consumption and carbon footprint.

Green Purchasing: Choosing environmentally friendly products and materials, such as recycled or biodegradable materials, to minimize waste and pollution.

Green supply chain: Optimizing the supply chain to reduce waste, emissions, and resource consumption, while promoting sustainable sourcing and production practices.

Green technology/IS support: Utilizing technology to improve energy efficiency, reduce waste, and promote sustainable practices.

Environmental SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis: Identifying the strengths, weaknesses, opportunities, and threats related to environmental sustainability in the healthcare sector.

External and internal integration: Collaborating with stakeholders, including policymakers, regulatory bodies, and sustainability experts, to promote the adoption of sustainable healthcare practices.

Green operational actions: Implementing sustainable practices, such as waste reduction, water conservation, and low-carbon transportation, to reduce the environmental impact of healthcare operations.

Corporate social responsibility (CSR): Demonstrating a commitment to environmental sustainability and social responsibility, which can lead to increased patient loyalty and retention.

Green marketing: Promoting environmentally friendly products and services to attract socially aware patients and differentiate healthcare providers in the industry.

Education and awareness: Educating patients, staff, and the public about the benefits of sustainable healthcare practices and the importance of environmental stewardship.

By implementing these strategies, healthcare providers can improve patient outcomes, reduce their environmental impact, and demonstrate leadership in their communities. This can lead to increased patient loyalty, reduced costs, and a healthier future for all.

CHAPTER 02: Literature Review

In recent years, the concept of green marketing has gained significant traction across various industries, including healthcare. With growing environmental concerns and increasing awareness among consumers, organizations in the healthcare sector are increasingly adopting green marketing initiatives to align their operations with sustainability principles. This literature review aims to explore and analyze the effectiveness of such initiatives specifically within the healthcare sector in the Delhi National Capital Region (NCR).

Green marketing in the healthcare sector involves promoting products, services, and practices that are environmentally friendly and sustainable. According to **Ottman (2011)**, green marketing in healthcare encompasses efforts to reduce waste, minimize energy consumption, and promote eco-friendly products and practices to improve environmental sustainability within healthcare organizations.

Research suggests that consumers in the healthcare sector are becoming increasingly environmentally conscious and are more likely to favor healthcare providers and facilities that demonstrate a commitment to sustainability (**Gordon et al., 2015**). Studies by **Menon et al. (2010)** have shown that consumers are willing to pay a premium for eco-friendly healthcare products and services, indicating a growing demand for green initiatives in this sector.

Implementing green initiatives in healthcare facilities can lead to significant cost savings and operational efficiencies. For instance, energy-efficient practices such as using renewable energy sources and optimizing lighting and HVAC systems can reduce energy consumption and lower utility costs

(Chowdhury & Quaddus, 2017). Moreover, reducing waste through recycling and sustainable procurement practices can result in cost savings and improved resource utilization (Bansal & Roth, 2000). Healthcare organizations are increasingly under pressure to comply with environmental regulations and demonstrate corporate social responsibility (CSR) (Kapoor et al., 2018). Green marketing initiatives not only help healthcare organizations meet regulatory requirements but also enhance their reputation and brand image as socially responsible entities (Peattie & Peattie, 2003).

Several case studies highlight successful green marketing initiatives in healthcare organizations. For example, the implementation of energy-efficient technologies and waste reduction programs in hospitals has resulted in significant cost savings and environmental benefits (Linton et al., 2015). Sharing best practices and lessons learned from such initiatives can provide valuable insights for other healthcare organizations seeking to adopt green marketing strategies.

Green Marketing concepts introduced in healthcare or hospitals as Green Hospitals.

The concept of a green hospital involves designing hospital resources to be environmentally friendly, cost-effective, and conducive to improvements (Afifi and Amini, 2018; Azmal et al., 2014; Sofiyanurriyanti, 2017; Wood et al., 2016). It represents a commitment to enhancing public health by minimizing environmental impact and reducing disease burden (Azmal et al., 2014; Wood et al., 2016), aligning local needs with environmental stewardship. This approach emphasizes primary prevention strategies and encourages active involvement in public health and environmental initiatives.

The fundamental idea behind green hospitals focuses on energy efficiency, water conservation, utilization of solar energy for electricity, and minimizing electricity consumption, along with ensuring proper ventilation, considering climatic factors, and incorporating green spaces. Implementing green building strategies in hospitals has shown significant benefits, including a reduction in building operations, increased building value, return on investment, occupancy ratio, and rental ratio (Wood et al., 2016).

Other aspects of green hospital concepts include waste reduction, energy conservation, and resource protection through waste management, recycling, and the use of reusable items. Providing green open spaces serves not only aesthetic purposes but also provides fresh air and psychological benefits for patients, families, and staff.

To achieve the green hospital concept, planning is essential from the outset, including hospital strategy, building concept, operational leadership, and required funding. The application of green hospital practices improves hospital quality, enhancing cleanliness, comfort, and overall health, which in turn increases public trust. While green hospital models are still evolving, they hold significant promise for sustainable healthcare practices (Afifi and Amini, 2018).

Hospital Green Marketing Strategy

The concept of green marketing emerged in the 1980s and 1990s through an article in a marketing journal. Defined by the American Marketing Association (AMA), green marketing involves developing and promoting products that aim to reduce environmental impact or enhance environmental quality (Afifi and Amini, 2018; Azmal et al., 2014; Sehgal, 2017; Widayastuti et al., 2019). Green marketing primarily focuses on promoting environmentally friendly products, and marketers play a crucial role in educating consumers about the importance and advantages of choosing green products over conventional ones.

The increase in the adoption of green marketing is driven by several factors. Firstly, organizations see environmentally friendly marketing as an opportunity to achieve their goals. Secondly, there is a growing belief among organizations that they have a moral obligation to be more socially responsible. Thirdly, government regulations are pushing hospitals to become more environmentally responsible. Additionally,

competition from hospitals that have already implemented green marketing strategies is prompting managers to change their approaches. Lastly, cost considerations related to waste disposal and material use are forcing hospitals to adjust their strategies.

Research by **Hamid et al.** indicates that customers who are less concerned about the environment are generally not interested in green products. Without government incentives or regulations, customer trust in green products remains low, reducing their interest in the benefits these products offer. The lack of an environmentally friendly marketing strategy significantly impacts customer satisfaction, highlighting the importance for managers to recognize the value of such strategies.

The rise of environmentally friendly businesses is driven by a growing public trust in companies that prioritize environmental protection. This trust leads to increased customer loyalty towards these businesses, as customers are more inclined to use services that are environmentally friendly and do not harm the environment. Consequently, patients consider environmental comfort as an important factor when choosing hospitals.

In today's society, there is a growing public awareness of environmental sustainability. This has led hospitals to pay more attention to green marketing as a strategy. The increasing public awareness has influenced companies to prioritize environmental protection as part of their social responsibility. Companies offering green products are likely to influence environmentally friendly purchasing decisions, as consumer choices are increasingly based on safety and sustainability.

Green Marketing to Achieve Sustainable Competitive Advantage (SCA)

Green marketing is a crucial strategy for hospitals today, particularly for SCA (sustainable competitive advantage). Research from India suggests that adopting green marketing practices can provide companies with a sustainable competitive advantage. (**Hasan and Ali 2015; Sehgal 2017**) Similarly, **Leonidou et al.** support this notion, indicating that an environmentally friendly business approach can lead to a competitive edge. Integrating green marketing into the overall marketing strategy helps hospitals cultivate a positive corporate image within the community. This highlights the significance of incorporating green marketing into marketing and CSR strategies to create a favorable green image among the public. (**Widyastuti et al. 2019**).

At last literature review, concluded that most of the research conducted say, **Chen et al. (2018)** defined green marketing as the environmentally friendly policies, strategies, and strategic marketing of enterprises, along with the management processes that recognize, anticipate, and respond to consumer and environmental demands, leading to profits and sustainable management. **Teona, Ko, & Kim (2020)** viewed green marketing as the development of safe products that adhere to ecological standards, use recyclable and easily decomposable packaging, implement better pollution control, and operate with more efficient energy practices. **Wu et al. (2018)** described green marketing as the integration of marketing into daily life to protect the environment, where enterprises adopt a new green perspective when planning their marketing strategies.

Lin & Niu (2018) suggested that as consumers become more environmentally conscious, producers must manufacture and sell various green products, while enterprises prioritize environmental protection as a key management strategy to cultivate a corporate green culture for survival in a competitive environment. **Chinomona & Chivhungwa (2019)** mentioned that corporate brand image is the perception formed by consumers, which is influenced by how enterprises shape and communicate their brand image.

Green et al. (2019) defined corporate image as consumers' subjective feelings and opinions about enterprises, which are shaped by the products, services, or engagement in social events provided by the

enterprises. **Amirbagheri et al. (2019)** indicated that green marketing encompasses various aspects such as product market research, pricing, advertising, and promotion focusing on green concepts, ecological balance maintenance, and conveying management philosophy in the supply chain, intending to benefit consumers and promote environmental protection. Moreover, green marketing includes gathering green information, discussing green products, and establishing a corporate green brand image. Therefore, enterprises must enhance their understanding and implementation of green marketing strategies.

Several key findings emerge from the literature review. Firstly, there is a growing consumer demand for environmentally sustainable healthcare products and services. Consumers are willing to pay a premium for eco-friendly options, indicating a strong market potential for green initiatives in the healthcare sector. Secondly, implementing green practices in hospitals can lead to significant cost savings and operational efficiencies, further incentivizing healthcare organizations to adopt sustainable practices.

Furthermore, green marketing initiatives help hospitals meet regulatory requirements and enhance their reputation as socially responsible entities. By implementing energy-efficient technologies, waste reduction programs, and sustainable procurement practices, hospitals can reduce their environmental footprint and contribute to a healthier planet.

The concept of green hospitals, which focuses on designing healthcare facilities to be environmentally friendly and cost-effective, has gained traction. Green hospitals emphasize energy efficiency, water conservation, waste reduction, and the use of green spaces to enhance patient and staff well-being.

Incorporating green marketing into hospital strategies can provide a sustainable competitive advantage (SCA) by cultivating a positive corporate image and meeting consumer expectations for environmentally friendly healthcare options. Overall, the literature review highlights the importance of green marketing in the healthcare sector and underscores the need for healthcare organizations to embrace sustainable practices to meet the growing demand for environmentally friendly healthcare services.

CHAPTER 03: Objectives and Hypothesis

Objective:

Assess the awareness of green practices among Indian Hospitals (Delhi NCR region): This objective seeks to evaluate the level of awareness among hospitals in the Delhi NCR region regarding green practices. It will assess their knowledge of environmental issues, their understanding of green marketing concepts, and their current efforts to implement sustainable practices.

Identify reasons for hospitals adopting green marketing: This objective aims to identify the factors influencing hospitals in the Delhi NCR region to adopt green marketing practices. It will explore the drivers behind their decision to implement green initiatives, such as environmental concerns, cost savings, regulatory compliance, and public perception.

Evaluate specific green marketing initiatives implemented or planned in the next 5 years in Energy, Water, and Cleaning: This objective focuses on analyzing the specific green marketing initiatives implemented by hospitals in the Delhi NCR region, particularly in the areas of energy efficiency, water conservation, and eco-friendly cleaning practices. It will also assess their future plans for implementing additional green initiatives in these areas over the next five years.

Quantify the economic savings achieved in these areas due to green practices: This objective seeks to quantify the economic savings realized by hospitals in the Delhi NCR region as a result of implementing green practices in energy, water, and cleaning. It will analyze the cost savings achieved through energy-efficient technologies, water conservation measures, and the use of eco-friendly cleaning products.

Hypothesis:

Hypothesis 1 (H1): There is a positive relationship between the implementation of green marketing initiatives in Delhi NCR hospitals and both the awareness of sustainable healthcare practices among consumers and the likelihood of hospitals having a future vision for incorporating additional green marketing initiatives.

Null Hypothesis for H1 (H0): There is no significant relationship between the implementation of green marketing initiatives in Delhi NCR hospitals and either the awareness of sustainable healthcare practices among consumers or the likelihood of hospitals having a future vision for incorporating additional green marketing initiatives.

Hypothesis 2 (H2): There is a significant positive impact of specific green marketing initiatives taken or planned to be implemented in the next 5 years by hospitals in the Delhi NCR region on the economic savings achieved in the areas of Energy, Water, and Cleaning..

Null Hypothesis for H2 (H0): There is no significant impact of green marketing initiatives on economic savings in the specified areas.

Rationale of the study

This study seeks to explore the current status of green marketing efforts in the healthcare sector, specifically focusing on hospitals in the Delhi National Capital Region (NCR). Several factors motivate this research.

Environmental Concerns Given the escalating environmental degradation and climate change, industries, including healthcare, face increasing pressure to adopt sustainable practices. Green marketing initiatives within hospitals can help reduce their environmental impact and promote sustainability.

Consumer Awareness and Demand Consumers are progressively environmentally conscious and prefer businesses that show a commitment to sustainability. Understanding consumer awareness and perceptions of green practices in healthcare can assist hospitals in tailoring their marketing strategies to meet consumer expectations.

Cost Savings and Efficiency Implementing green practices can lead to significant cost savings for hospitals through reduced energy consumption, waste management, and better resource utilization. Understanding the economic benefits of green marketing initiatives can encourage hospitals to adopt such practices.

Regulatory Compliance and Corporate Social Responsibility (CSR) Hospitals are increasingly required to comply with environmental regulations and demonstrate CSR. Green marketing initiatives help hospitals meet regulatory requirements and enhance their reputation as socially responsible organizations.

Future Sustainability Goals: Examining hospitals' future visions and plans for green marketing initiatives can provide insights into their commitment to sustainability and their strategies for long-term environmental impact reduction.

Through these investigations, this study aims to provide valuable insights into the effectiveness and importance of green marketing in the healthcare sector, particularly in Delhi NCR hospitals. The findings can inform hospitals' strategies for adopting and promoting green practices, ultimately contributing to a more sustainable healthcare industry.

CHAPTER 04: Research Methodology

In this chapter, the various methodologies used in the proposed research are described. It provides details of the research design, area of the study, sampling design, sources, and tools used for the study.

4.1 Research Design

Research Approach: Mixed-Method Approach

Data Collection Method:

Primary: Survey questionnaires were distributed to hospitals in the Delhi NCR region to gather quantitative data on the implementation of green marketing initiatives, awareness of sustainable healthcare practices, reasons for adopting green marketing, economic savings achieved, and future vision for green marketing initiatives.

- **Survey Questionnaire:** Developed a questionnaire to collect quantitative data on hospitals' green marketing initiatives, consumer awareness, and economic savings.

Secondary: Review papers and research articles were used in this study as a secondary source of data, to know and gather theoretical information about Green marketing and its implantation strategy.

4.2 Sampling Strategy

Population: Hospitals in Delhi NCR Region.

Sampling Method: Stratified random sampling to ensure representation from different types of hospitals (e.g., public, private, large, small).

4.3 Data Analysis

Quantitative Analysis: Use statistical tools to examine the relationship between green marketing initiatives and consumer awareness. Analyze cost savings data using descriptive statistics.

Qualitative Analysis: Employ thematic analysis to identify themes and patterns in interview/focus group data related to reasons for adopting green marketing and perceived effectiveness.

CHAPTER 05: Data Analysis And Interpretation

5.1.1 Descriptive Statistics

| Descriptive Statistics | | | | | |
|--|-----|---------|---------|--------|----------------|
| | N | Minimum | Maximum | Mean | Std. Deviation |
| Familiarity With Green Marketing | 159 | 1.00 | 3.00 | 1.3019 | .54835 |
| Implementation of Green marketing in Hospitals in the past 2 years | 159 | 1.00 | 2.00 | 1.0503 | .21928 |
| Future Vision For Green Marketing in Hospitals | 159 | 1.00 | 2.00 | 1.0440 | .20580 |
| Valid N (listwise) | 159 | | | | |

Table 1: Descriptive Statistics (H1)

The descriptive statistics reveal that respondents, on average, have a moderate level of familiarity with green marketing. There has been some implementation of green marketing initiatives in hospitals in the Delhi NCR region over the past 2 years. Additionally, hospitals in this region show a slight inclination towards having a future vision for incorporating additional green marketing initiatives.

Familiarity With Green Marketing:

Mean: 1.3019

Standard Deviation: 0.54835

This indicates that, on average, respondents have a moderate level of familiarity with green marketing (since the scale ranges from 1 to 3).

Implementation of Green Marketing in Hospitals in the Past 2 Years:

Mean: 1.0503

Standard Deviation: 0.21928

This suggests that, on average, there has been some implementation of green marketing initiatives in hospitals in the Delhi NCR region over the past 2 years.

Future Vision For Green Marketing in Hospitals:

Mean: 1.0440

Standard Deviation: 0.20580

This indicates that hospitals in the Delhi NCR region have a slight inclination towards having a future vision for incorporating additional green marketing initiatives.

5.1.2 Correlation (Pearson Correlation two tailed test)

Hence, To provide evidence for Hypothesis (H1), For the relationship between the implementation of green marketing initiatives and awareness of sustainable healthcare practices, a two-tailed Pearson correlation coefficient was computed.

| Correlations | | | | |
|--|---------------------|----------------------------------|---|--|
| | | Familiarity With Green Marketing | Implementation of Green marketing in Hospital in past 2 years | Future Vision For Green marketing in Hospitals |
| Familiarity With Green Marketing | Pearson Correlation | 1 | .662** | .611** |
| | Sig. (2-tailed) | | <.001 | <.001 |
| | N | 159 | 159 | 159 |
| Implementation of Green marketing in Hospitals in past 2 years | Pearson Correlation | .662** | 1 | .932** |
| | Sig. (2-tailed) | <.001 | | <.001 |
| | N | 159 | 159 | 159 |
| Future Vision For Green Marketing in Hospitals | Pearson Correlation | .611** | .932** | 1 |
| | Sig. (2-tailed) | <.001 | <.001 | |
| | N | 159 | 159 | 159 |

** . Correlation is significant at the 0.01 level (2-tailed).

Table 2: a two-tailed Pearson correlation coefficient

The correlation analysis indicates significant positive relationships between the variables.

Familiarity With Green Marketing and Implementation of Green Marketing in Hospitals in the Past 2 Years: There is a strong positive correlation ($r = 0.662$, $p < .001$) between respondents' familiarity with green marketing and the implementation of green marketing initiatives in hospitals. This suggests that as familiarity with green marketing increases, so does the likelihood of implementation of green marketing initiatives in hospitals.

Familiarity With Green Marketing and Future Vision For Green Marketing in Hospitals: Similarly, there is a strong positive correlation ($r = 0.611, p < .001$) between familiarity with green marketing and hospitals' future vision for green marketing. This implies that hospitals with greater familiarity with green marketing are more likely to have a future vision for incorporating additional green marketing initiatives.

Implementation of Green Marketing in Hospitals in the Past 2 Years and Future Vision For Green Marketing in Hospitals: There is a very strong positive correlation ($r = 0.932, p < .001$) between the implementation of green marketing initiatives in hospitals in the past 2 years and hospitals' future vision for green marketing. This indicates that hospitals that have already implemented green marketing initiatives are highly likely to have a future vision for further incorporating green marketing practices. Overall, these findings suggest that familiarity with green marketing is positively associated with both the implementation of green marketing initiatives in hospitals and the likelihood of hospitals having a future vision for incorporating additional green marketing initiatives. Additionally, the implementation of green marketing initiatives in hospitals is strongly related to hospitals' future vision for green marketing, indicating a progressive trend towards green marketing adoption in the healthcare sector.

Based on the correlation analysis, the results support Hypothesis 1, indicating a positive relationship between the implementation of green marketing initiatives in Delhi NCR hospitals and both the awareness of sustainable healthcare practices among consumers and the likelihood of hospitals having a future vision for additional green marketing initiatives.

The analysis reveals significant positive correlations among familiarity with green marketing, implementation of green marketing in hospitals in the past 2 years, and future vision for green marketing in hospitals. These findings suggest that higher levels of familiarity with green marketing are associated with increased implementation of green marketing initiatives and a greater likelihood of hospitals having a future vision for additional green marketing efforts. This supports the notion of a positive relationship between the implementation of green marketing initiatives and awareness of sustainable healthcare practices among consumers, as well as the likelihood of hospitals having a future vision for further green marketing initiatives.

5.2.1 Descriptive Statistics

| Descriptive Statistics | | | | | |
|---------------------------------------|-----|---------|---------|--------|----------------|
| | N | Minimum | Maximum | Mean | Std. Deviation |
| Economical Savings | 159 | 1.00 | 2.00 | 1.2830 | .45189 |
| Benefits From Green Marketing | 159 | 1.00 | 1.00 | 1.0000 | .00000 |
| Cost savings | 159 | 1.00 | 2.00 | 1.7799 | .41564 |
| Improved environmental impact | 159 | 1.00 | 2.00 | 1.6792 | .46824 |
| Enhanced reputation and brand image | 159 | 1.00 | 2.00 | 1.6164 | .48781 |
| Better staff and patient satisfaction | 159 | 1.00 | 2.00 | 1.2138 | .41131 |
| Valid N (listwise) | 159 | | | | |

Table 2: Descriptive Statistics (H2)

This descriptive statistics in the context of Hypothesis 2, which focuses on the impact of specific green marketing initiatives on economic savings in the areas of Energy, Water, and Cleaning, analyses the variables related to economic savings and benefits from green marketing.

Economical Savings:

Mean: 1.2830, Std. Deviation: 0.45189

The mean value indicates a moderate level of perceived economic savings due to green marketing initiatives.

The standard deviation suggests that there is some variability in the perceived level of economic savings among respondents.

Benefits From Green Marketing (assumed to be the same for all respondents, hence the Std. Deviation of 0):

All respondents reported benefits from green marketing.

This indicates a unanimous agreement among respondents regarding the benefits derived from green marketing initiatives.

Other Variables:

Cost savings (Mean: 1.7799): Indicates a high level of perceived cost savings due to green marketing initiatives.

Improved environmental impact (Mean: 1.6792): Indicates a strong belief in the positive environmental impact of green marketing initiatives.

Enhanced reputation and brand image (Mean: 1.6164): Indicates a perception that green marketing contributes to a better reputation and brand image.

Better staff and patient satisfaction (Mean: 1.2138): Indicates a moderate level of perceived improvement in staff and patient satisfaction due to green marketing initiatives.

These descriptive statistics indicate that respondents recognize substantial advantages from implementing green marketing initiatives. These benefits include economic and cost savings, improved environmental impact, enhanced reputation and brand image, as well as increased staff and patient satisfaction. These findings align with Hypothesis 2, suggesting a positive influence of specific green marketing strategies on different aspects of hospital operations and performance.

5.2.2 Multiple Regression Analysis

In order to provide evidence for Hypothesis 2 (H2), a multiple regression analysis was conducted to test the impact of specific green marketing initiatives on economic savings in the areas of energy, water, and cleaning.

To interpret the result a multiple regression analysis performed with "Economical Savings" as the dependent variable and "Better staff and patient satisfaction," "Cost savings," "Improved environmental impact," and "Enhanced reputation and brand image" as the independent variables. the significance levels (p-values) to determine if the relationships between the independent variables and economical savings are statistically significant.

| Variables Entered/Removed ^a | | | |
|--|--|-------------------|--------|
| Model | Variables Entered | Variables Removed | Method |
| 1 | Better staff and patient satisfaction, Cost savings, Improved environmental impact, Enhanced reputation and brand image ^b | | Enter |

| |
|---|
| a. Dependent Variable: Economical Savings |
| b. All requested variables entered. |

Table 3: Variables

| ANOVA ^a | | | | | | |
|--|------------|----------------|-----|-------------|---------|--------------------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 25.205 | 4 | 6.301 | 137.474 | <.001 ^b |
| | Residual | 7.059 | 154 | .046 | | |
| | Total | 32.264 | 158 | | | |
| a. Dependent Variable: Economical Savings | | | | | | |
| b. Predictors: (Constant), Better staff and patient satisfaction, Cost savings, Improved environmental impact, Enhanced reputation and brand image | | | | | | |

Table 4: ANOVA

The analysis of variance (ANOVA) results indicate that the regression model, incorporating Better staff and patient satisfaction, Cost savings, Improved environmental impact, and Enhanced reputation and brand image as predictors, is highly significant in predicting Economical Savings ($F = 137.474, p < .001$). The model explains a substantial proportion of the variance in Economical Savings, as evidenced by the high R Square value of 0.781. This suggests that approximately 78.1% of the variability in Economical Savings can be accounted for by the specific green marketing initiatives included in the model. The ANOVA table shows that the Regression component of the model accounts for a significant amount of variance (Sum of Squares = 25.205, $df = 4$, Mean Square = 6.301), while the Residual component represents the unexplained variance (Sum of Squares = 7.059, $df = 154$, Mean Square = 0.046). These findings support the notion that specific green marketing initiatives, such as those related to staff and patient satisfaction, cost savings, environmental impact, and reputation enhancement, have a substantial impact on the economical savings achieved in the areas of Energy, Water, and Cleaning in hospitals.

| Coefficients ^a | | | | | | |
|---|---------------------------------------|-----------------------------|------------|---------------------------|---------|-------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 2.706 | .094 | | 28.908 | <.001 |
| | Cost savings | -1.000 | .044 | -.920 | -22.847 | <.001 |
| | Improved environmental impact | -1.687E-15 | .075 | .000 | .000 | 1.000 |
| | Enhanced reputation and brand image | 1.748E-15 | .075 | .000 | .000 | 1.000 |
| | Better staff and patient satisfaction | .294 | .046 | .268 | 6.334 | <.001 |
| a. Dependent Variable: Economical Savings | | | | | | |

Table 4: Coefficients Table

The Coefficients table displays the impact of specific green marketing initiatives on Economical Savings in hospitals. The constant term (2.706) represents the baseline level of Economical Savings when all other variables are zero. Cost savings show a strong negative impact, with an unstandardized coefficient of -1.000, indicating that for every unit increase in Cost savings, Economical Savings decreases by 1.000 unit. This effect is also reflected in the standardized coefficient of -0.920, indicating a substantial negative impact. Improved environmental impact and Enhanced reputation and brand image have coefficients close to zero, suggesting no significant impact on Economical Savings. Better staff and patient satisfaction, however, show a positive impact, with an unstandardized coefficient of 0.294, indicating that for every unit increase in Better staff and patient satisfaction, Economical Savings increases by 0.294 unit. This effect is supported by the standardized coefficient of 0.268, indicating a moderate positive impact. Overall, Cost savings and Better staff and patient satisfaction are significant predictors of Economical Savings, while Improved environmental impact and Enhanced reputation and brand image do not significantly influence Economical Savings.

Multiple regression analysis is a useful tool for testing Hypothesis 2, which examines how certain green marketing strategies affect economic savings in Energy, Water, and Cleaning areas. This analysis allows researchers to study the relationship between several independent variables (green marketing strategies) and one dependent variable (economic savings) while considering other relevant factors. In our study, we used multiple regression to explore how green marketing initiatives such as Better staff and patient satisfaction, Cost savings, Improved environmental impact, and Enhanced reputation and brand image impact Economic Savings in hospitals.

Our analysis showed that Cost savings and Better staff and patient satisfaction were significant factors affecting Economic Savings. Specifically, Cost savings had a notable negative effect on Economic Savings, indicating that higher Cost savings were linked to lower Economic Savings. Conversely, Better staff and patient satisfaction positively influenced Economic Savings, suggesting that higher levels of satisfaction among staff and patients were associated with increased Economic Savings.

However, the analysis revealed that Improved environmental impact and Enhanced reputation and brand image did not have a significant impact on Economic Savings. This implies that while strategies focused on Cost savings and enhancing staff and patient satisfaction can lead to economic benefits, initiatives aimed at improving environmental impact or reputation may not have a substantial effect on Economic Savings in the areas of Energy, Water, and Cleaning.

In conclusion, our multiple regression analysis supports Hypothesis 2 by demonstrating that specific green marketing strategies, particularly those related to Cost savings and staff and patient satisfaction, can significantly influence economic savings in hospitals. This underscores the importance of strategic green marketing planning for achieving economic benefits in healthcare facilities.

CHAPTER 6: Result And Observation

Descriptive Statistics:

The descriptive statistics reveal several key findings regarding respondents' familiarity with and implementation of green marketing initiatives in hospitals, as well as their perceptions of future trends and the benefits associated with these practices. On average, respondents reported a moderate level of familiarity with green marketing, suggesting a growing awareness and interest in sustainable practices within the healthcare sector.

The reported implementation of green marketing initiatives in hospitals over the past two years was also moderate, indicating that while efforts have been made, there is room for improvement and further adoption of green practices.

However, respondents expressed a moderately positive future vision for green marketing in hospitals, indicating a willingness to embrace more sustainable practices in the future. Regarding the benefits of green marketing, respondents reported moderate to high levels of cost savings, improved environmental impact, enhanced reputation and brand image, and better staff and patient satisfaction. These findings suggest that green marketing initiatives are perceived to have a positive impact on various aspects of hospital operations and stakeholder perceptions, highlighting the potential benefits of adopting sustainable practices in the healthcare sector.

Pearson Correlation two tailed test

The analysis revealed significant positive relationships among the variables. Familiarity with green marketing was strongly positively correlated with both the implementation of green marketing initiatives in hospitals in the past two years ($r = 0.662$, $p < 0.001$) and the future vision for green marketing in hospitals ($r = 0.611$, $p < 0.001$). Similarly, there was a strong positive correlation between the implementation of green marketing initiatives in hospitals in the past two years and the future vision for green marketing in hospitals ($r = 0.932$, $p < 0.001$). These findings suggest that as familiarity with green marketing increases, hospitals are more likely to implement green marketing initiatives and have a well-defined future vision for green marketing.

The results suggest that higher familiarity with green marketing is associated with a greater likelihood of hospitals having implemented green marketing initiatives in the past two years and having a future vision for further green marketing efforts. Additionally, hospitals that have already implemented green marketing initiatives are more likely to have a well-defined future vision for green marketing. These findings indicate a positive trend towards the adoption and expansion of green marketing practices in hospitals, underscoring the importance of raising awareness and promoting sustainable practices in healthcare settings.

Multiple Regression Analysis

The multiple regression analysis aimed to assess how specific green marketing initiatives impact Economical Savings in hospitals. Predictors included Better staff and patient satisfaction, Cost savings, Improved environmental impact, and Enhanced reputation and brand image. Among these, Cost savings and Better staff and patient satisfaction were significant predictors. Cost savings negatively impacted Economical Savings (Beta = -0.920 , $p < .001$), indicating higher Cost savings correlated with lower Economical Savings. Conversely, Better staff and patient satisfaction positively affected Economical Savings (Beta = $.268$, $p < .001$), indicating higher satisfaction levels related to increased Economical Savings. However, Improved environmental impact and Enhanced reputation and brand image did not significantly affect Economical Savings (both $p > .05$). This suggests that while Cost savings and satisfaction improvements benefit hospitals economically, efforts to enhance environmental impact or reputation may not notably impact Economical Savings in Energy, Water, and Cleaning areas.

Hypothesis Testing

Hypothesis 1 (H1): There is a positive relationship between the implementation of green marketing initiatives in Delhi NCR hospitals and both the awareness of sustainable healthcare practices among consumers and the likelihood of hospitals having a future vision for incorporating additional green marketing initiatives.

Null Hypothesis for H1 (H0): There is no significant relationship between the implementation of green marketing initiatives in Delhi NCR hospitals and either the awareness of sustainable healthcare practices among consumers or the likelihood of hospitals having a future vision for incorporating additional green marketing initiatives.

The results support the alternate hypothesis (H1): indicating the supports to notion of a positive relationship between the implementation of green marketing initiatives and awareness of sustainable healthcare practices among consumers, as well as the likelihood of hospitals having a future vision for further green marketing initiatives.

Hypothesis 2 (H2): There is a significant positive impact of specific green marketing initiatives taken or planned to be implemented in the next 5 years by hospitals in the Delhi NCR region on the economic savings achieved in the areas of Energy, Water, and Cleaning.

Null Hypothesis for H2 (H0): There is no significant impact of green marketing initiatives on economic savings in the specified areas.

The results support the alternate hypothesis (H2): as it implies that while strategies focused on Cost savings and enhancing staff and patient satisfaction can lead to economic benefits, initiatives aimed at improving environmental impact or reputation may not have a substantial effect on Economic Savings in the areas of Energy, Water, and Cleaning.

CHAPTER 7: Conclusion

In conclusion, this study has provided valuable insights into the effectiveness and awareness of green marketing initiatives in Delhi NCR hospitals. The research highlights a positive relationship between implementing green marketing strategies and both consumer awareness of sustainable healthcare practices and the likelihood of hospitals planning additional green initiatives. This emphasizes the importance of hospitals actively participating in sustainability efforts for long-term strategic benefits.

Moreover, the study found that the effectiveness of green marketing in influencing sustainable practices is linked to consumer awareness. Hospitals that have successfully implemented green practices are more inclined to prioritize further green initiatives, indicating a cycle of continuous improvement and innovation in this sector.

The research also identified key factors influencing hospitals' decisions to adopt green marketing, including environmental concerns, cost savings, regulatory compliance, and public perception. The benefits of these practices, ranging from cost savings to improved reputation, highlight the multifaceted advantages of sustainability initiatives in healthcare.

However, challenges such as cost constraints, lack of awareness, and resistance from staff and management remain significant hurdles. Overcoming these challenges will require collaborative efforts from various stakeholders in the healthcare industry.

OVERVIEW OF KEY FINDINGS

Positive Relationship Between Green Marketing and Awareness: There is a significant positive relationship between the implementation of green marketing initiatives in Delhi NCR hospitals and the awareness of sustainable healthcare practices among consumers. This suggests that hospitals that actively engage in green marketing are more successful in raising awareness about sustainable practices.

Impact of Green Marketing on Future Vision: Hospitals that have implemented green marketing initiatives are more likely to have a future vision for incorporating additional green marketing initiatives.

This indicates that current efforts in green marketing can lead to a more sustainable and environmentally friendly approach in the future.

Effectiveness of Green Marketing: The effectiveness of green marketing initiatives in influencing sustainable healthcare practices is positively correlated with the level of awareness among consumers. This highlights the importance of increasing awareness to drive behavioral change towards more sustainable practices.

Factors Influencing Adoption of Green Marketing: Several factors influence hospitals' decisions to adopt green marketing practices, including environmental concerns, cost savings, regulatory compliance, and public perception. These factors play a crucial role in shaping hospitals' green marketing strategies.

Benefits of Implementing Green Practices: Hospitals that have implemented green practices have experienced various benefits, including cost savings, improved environmental impact, enhanced reputation, and better staff and patient satisfaction. These benefits provide a strong incentive for hospitals to continue investing in green marketing initiatives.

Challenges in Implementing Green Practices: Despite the benefits, hospitals face challenges such as cost constraints, lack of awareness or education, and resistance from staff or management in implementing green practices. Addressing these challenges is crucial for the successful adoption of green marketing initiatives.

Future Goals for Green Marketing: Hospitals in Delhi NCR have future goals regarding green marketing initiatives, including expanding existing initiatives, implementing new initiatives, and further integrating sustainability into hospital operations. These goals reflect a commitment to sustainability and environmental responsibility.

CHAPTER 8: Implications and Recommendations

The findings of this study have several implications for hospitals in the healthcare sector. Firstly, they highlight the strategic importance of green marketing in enhancing reputation, attracting environmentally conscious consumers, and ensuring long-term viability. Secondly, they underscore the need for increased awareness about sustainable healthcare practices among consumers and the importance of leadership support in driving green marketing efforts. Thirdly, they emphasize the importance of addressing challenges such as cost constraints, lack of awareness, and resistance from staff or management in implementing green practices. Based on the findings, several recommendations are proposed for hospitals in Delhi NCR and the healthcare sector at large. These include increasing awareness about sustainable healthcare practices through targeted green marketing campaigns and educational initiatives, fostering a culture of sustainability within the organization, collaborating with stakeholders to overcome challenges, and continuously innovating and adapting green marketing strategies to stay abreast of industry trends.

Strategic Importance of Green Marketing: The study highlights the strategic importance of green marketing in hospitals, not only for environmental sustainability but also for enhancing reputation, attracting environmentally conscious consumers, and ensuring long-term viability.

Need for Increased Awareness: There is a clear need for hospitals to increase awareness about sustainable healthcare practices among consumers. This can be achieved through targeted green marketing campaigns, educational initiatives, and community engagement programs.

Importance of Leadership Support: Hospital leadership plays a critical role in driving the adoption of green marketing initiatives. It is important for hospital leaders to demonstrate commitment to sustainability and provide the necessary resources and support for green marketing efforts.

Addressing Challenges: Hospitals need to address challenges such as cost constraints, lack of awareness, and resistance from staff or management. This may involve investing in training programs, adopting cost-effective green technologies, and fostering a culture of sustainability within the organization.

Collaboration and Partnerships: Collaborating with government agencies, environmental organizations, and other stakeholders can help hospitals overcome challenges and achieve their green marketing goals. Partnerships can also lead to knowledge sharing and best practice dissemination.

Monitoring and Evaluation: Hospitals should establish mechanisms to monitor and evaluate the effectiveness of their green marketing initiatives. This may involve conducting regular audits, tracking resource consumption, and soliciting feedback from staff and patients.

Continued Innovation: Given the rapidly evolving nature of sustainability practices, hospitals need to continuously innovate and adapt their green marketing strategies. This may involve exploring new technologies, engaging with new stakeholders, and staying abreast of industry trends.

Limitations and Future Research Directions

While the study provides valuable insights into green marketing initiatives in Delhi NCR hospitals, several limitations must be acknowledged. The sample size, though representative, may limit the generalizability of the findings to all hospitals in the region. Additionally, reliance on self-reported data introduces the possibility of response bias, potentially skewing the perceived effectiveness of green marketing initiatives. The study's cross-sectional design restricts the establishment of causal relationships between variables, suggesting a need for longitudinal studies to assess the long-term impact of green marketing efforts. Furthermore, the study's focus on Delhi NCR hospitals may limit its applicability to hospitals in other regions or countries. To address these limitations, future research could utilize larger and more diverse samples, employ longitudinal designs, and explore green marketing initiatives in hospitals globally. Qualitative research methods could also provide deeper insights into the factors influencing hospitals' adoption of green marketing practices and the challenges they face. Additionally, exploring innovative technologies and engaging stakeholders could further enhance our understanding of green marketing in healthcare and contribute to sustainable practices.

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