"Green Marketing Practices in Indian Hospitality Industry: An Empirical Study"

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ABSTRACT

Enormous economic growth, advent of scientific and technological innovations, intense competition in money making strategies coupled with population growth have exploited the natural resources to its maximum level. This has resulted in the degradation of our natural environment. Its repercussions have threatened the health of the planet which includes rising greenhouse gases, land degradation, acid rain, global warming, hole in ozone layer, depletion of forest cover, extensive loss of bio-diversity and natural habitat etc. These alarming issues have caught the attention of everybody around the world and discussions have started in various forums globally. Collective cry all over the world to protect the "planet earth" has become louder and louder and have invited green movements all over the world. Moreover, Marketers have become environment conscious and have started demanding green products. The green and sustainable trend has emerged due to pressure on companies from various corners, which includes Marketers, shareholders, employees, partners, governments (regulations) and media exposure, to embrace more sustainable and green practices. They have come a long way from simply being a "business friendly" to "consumer friendly" and "environmentally friendly". This paper is an effort to assess the awareness level of marketers of hospitality industry in India. This is an empirical and comparative study between two different regions of India Delhi and Varanasi where, Delhi represents the class A city or metropolitan region and Varanasi represents the comparatively less developed region or B grade city on urbanization and development basis. Researcher strives to explore the relationship between the location and awareness level of marketers in respect to the Green Marketing.

Introduction:

Since historical times, human being has been exploiting natural resources mindlessly to their benefit. The sole thought being continued lust for the better and comfortable life. However, till almost up to 18th century exploitation of natural resources almost went un-noticed for many reasons. Per capita availability of such resources was comparatively large as population of world was low. Moreover, because of hand held tools, manually operated, semi-automated and automated machines; the rate of exploitation of natural resources was very low.

Advent of scientific and technological innovations and discoveries after 17th century had changed the world. A paradigm shift had taken place across the world in their approach to the life style by the human beings. In the competition of being better than somebody else, efforts were made to develop machines and product which can give better performance and profit without having any consideration for the environment and natural resources. Soil, water, forests, fish are all examples on natural resources that form an important part of our environment. However, due to growth in population and development process man has over-used these resources which have resulted in the degradation of our natural environment. This era was called as Industrial revolution.

The intense competition and dumping the market with variety of products to beat the rivals and giving opportunity for customer choice resulted in depletion of natural resources at a greater speed. With the intention of getting quick money and more and more profit, all the strategies were adopted by the firms without considering its negative consequence which resulted in pollution, rising greenhouse gases, land degradation, acid rain, global warming and hole in ozone layer (Rojsek, 2001). Industrial revolution has not only depleted natural resources rapidly, but also has generated undesirable outputs which were not even thought of or ignored. The industrial activity has also produced lot of waste in the form of residual raw materials, process effluents, discarded packaging, and, finally environment destruction has taken place. Moreover, various species have reached to an end and hence ecosystem has affected adversely (Saloni, May 2011). Perhaps all this has been at the cost of development or in the name of development.

A lot of economic repercussion on the society at large has taken place due this phenomenon. The rich have never bothered about these consequences as they are always happy about what they can enjoy at the throw of money for purchasing these comforts and the poor have always been at the receiving end and are the sufferers of undesirable results of industrial activities.

However, fortunately enough, by the end of 20th century, at least few in the world had realized about these facts and started discussion about it. Global warming issues and the consequences thereof were discussed in international forums. Climate change, specifically global warming has captured the attention of people worldwide and has inspired more and more debate and discussion. Environment issues have

sparked media attention. Further to this, there has also been a growing interest among the Marketers all over the world regarding saving the planet earth and this has influenced the corporate world. The hype towards "going green" has created a ripple effect, convincing the business organizations to practice environmental responsibility in their operations. Businesses are now waking up to modify their behaviour in order to address some of the environmental concerns faced by the Marketers today. As a result, manufacturing firms started producing products with environment benefit or less detrimental effect to the environment. Hence, evolution of green marketing practices has taken place. The green and sustainability trend has emerged due to the pressure on companies from Marketers, shareholders, employees, partners and government (regulations) to embrace more sustainable and green practices. In today's scenario, organisations are becoming more and more committed to environmental issues due to stringent Government regulations on environment, competitive pressure and an increasing concern about the environment among the general public.

Marketing has given a great deal of attention to the environmental issues over the past one decade or so. Some of the terms like "green marketing", "ecological marketing", and "environmental marketing" have cropped up in the marketing literature in recent times. These terms are used synonymously in the marketing literature.

GREEN MARKETING AND HOSPITALITY INDUSTRY IN INDIA: INTRODUCTION AND LITERATURE REVIEW

Before getting inside about the green marketing practices in India first, we should be aware about the green marketing itself. We can elaborate green marketing in following ways;

Green Marketing is the marketing of products that are presumed to be environmentally safe. The American Marketing Association defines Green Marketing as "the marketing of products that are presumed to be environmentally safe for the Marketers". It includes a wide range of activities, viz. product modification, changes in the production processes, modification of the advertising messages, changes in the packaging of the products, etc.

Green marketing, also alternatively known as environmental marketing and sustainable marketing, refers it as, an organization's efforts at designing, promoting, pricing and distributing products that will not harm the environment (Pride and Ferrell, 1993).

defined green marketing as the application of marketing tools to facilitate exchanges that satisfy organizational and individual goals in such a way that the reservation, protection and conservation of the physical environment is upheld (Mintu and Lozada, 1993).

In other words, green or environmental marketing can be defined as all activities

designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment, (Polonsky 1994)

Elkington (1994) defines "green consumer as one who avoids products that are likely to endanger the health of the consumer or others; cause significant damage to the environment during manufacture, use or disposal; consume a disproportionate amount of energy; cause unnecessary waste; use materials derived from threatened species or environments; involve unnecessary use of, or cruelty to animals; adversely affect other countries".

I took hospitality sector to conduct my research because of its potential and capacity to influence the ecology and environment. The green practices in hospitality sector could create positive impacts to the environment through applying some practices like trim down energy consumption. Hospitality sector uses a considerable proportion of electricity in comparison to other industries so the managers and marketers have an opportunity to initiate energy saving practices and environment management practices. Like use of electricity the water consumption is also a considerable point in hospitality sector as it is consumed in a number of ways like cold water in kitchen, drinking, laundries, food processing, circulation for air cultivating hot water for washrooms and water circulation for room heating, this huge water consumption without any monitoring could lead great water scarcity. Here an important considerable point is wastage of water, whatever practices going on at present in our industries as well as societies or households are based on unmanaged or unguided manner where the use of water is not a problem in itself but ill way of consuming water leads problems. Since in hospitality sector business practices the water consumption rate is significantly high in comparison to households, so the rate of water wastage is also significantly high and the wastage released by industry is also considerable point because it impacts environment and ecology in adverse manner as it pollutes our water bodies through hazardous chemicals, and wastage run with disposed water. There was a prejudice among the marketer and manager about the cost related issue that going green or sustainable business practices cost a lot and can be harmful for the overall cost-benefit ratio, but after the comprehensive studies in this regard now it has been clear that the green practices can provide a lot of benefits with little or no extra investment. It avails number of benefits to the company such as the company which take first initiative could be able to enjoy a market leaders position, it provides a competitive edge through distinctly place the company in the mind of customers, it enhances customer loyalty, employee retention, rewards and distinct recognition, complying rules and regulation, risk and hazardous management, and ultimately increased brand value.

OBJECTIVES, HYPOTHESIS AND RESEARCH METHODOLOGY

The main goal of the study is to find out Green Marketing practices in selected Hospitality

Industry and its effect among Marketers in Delhi and Varanasi region. The objective of the study is

- To study the awareness of Green Marketing and its practices among the Hospitality Industry in Delhi and Varanasi city.

As the researcher tries to know whether or not, there is any difference in awareness level among the marketers of hospitality industry in metropolitan region and comparatively less developed region, and hence the research is conducted in two different regions first, Delhi as grade "A" region and Varanasi as grade "B" region. The hypothesis of this study is:

H0: Mangers' Awareness about Green & Societal Marketing do not significantly changed with regards to location.

H1: Mangers' Awareness about Green & Societal Marketing is significantly similar with regards to location.

To serve the above purpose an empirical study based on quantitative research design and survey method is employed, the sample size is two hundred, divided into 50:50 ratios from both the regions. The stratified random sample method is used for the purpose. The primary data have been collected through the structured questionnaire and data analysis is based on the using different tools on SPSS, to test the reliability and internal consistency the Cronbach's alpha test is used and "t" test have been used to test the hypothesis.

ANALYSIS OF DATA AND FINDINGS

All the statements of the Awareness section have been analyzed to see the proportions of the respondents agree, disagree and neutral to the statements and to understand the consequences behind it. Top 2 rating levels (completely agree and somewhat agree) were clubbed together in order to find out the number and proportion of respondents agree to the respective statement. Similarly, bottom 2 rating levels (somewhat disagree and completely disagree) were clubbed together to find out the number and proportion of respondents disagree to the respective statement. Proportion of respondents who participated in the survey and their responses include Agree, Neutral and Disagree against the respective statement have been given in Table.

A careful reading of Table has given the information that, most of the respondents do agree with the following statements: -

I can say that I am fully aware of Global warming	-83%
Lodging emissions is the Largest contributor to Pollution	-83%
CNG is the most environment friendly Auto Fuel	-79%
Harmful emissions are mainly due to type of Auto Fuel used	- 73%
Manufacturers charge exorbitant prices for environment friendly Cars	-71%
Green means reduced emissions	- 67%

I can say I am fully aware of the term Green House effect	-53%

Table.1 Awareness Percentage - Positive, Negative and Neutral of Respondents

	GREEN AWARENESS OF RESPONDENTS			
			TOTAL	
Ser No	**Awareness Statements**	**Disagree**	**Neutral**	**Agree**
1	I can say that I am fully aware of Global warming	6%	11%	83%
2	Vehicular emissions is the largest contributor to pollution	5%	12%	83%
3	Harmful emissions are mainly due to type of auto fuel used	6%	21%	73%
4	CNG is the most environmentally friendly auto fuel	7%	14%	79%
5	All 4 wheelers available in our country are environment friendly	56%	18%	27%
6	I can say that I am fully aware of Govt. rules on vehicular pollution	22%	28%	49%
7	I can say that I am fully aware of the term Green House Effect	25%	23%	52%
8	I can say that I am fully aware of the term Green Marketing	35%	26%	39%
9	Car manufacturing companies strictly follow Green Practices	34%	31%	35%
10	"Green" means reduced emissions	11%	22%	67%
11	"Green" means good fuel efficiency	20%	35%	45%
12	I do not believe that Reduce, Recycle and Reuse only would save the environment	43%	20%	37%
13	Manufacturers charge exorbitant prices for environment friendly cars	11%	17%	71%

It is found from the survey results that, most of the respondents are aware of environmental issues like Global Warming, Pollution due to hospitality Industry and type of Hotel   hospitality used. Further to this, it is found that, 79% of the respondents are aware that CNG is environmental friendly Hotel hospitality. Further to this, it is the belief of the participants that, green hotels do not come cheap.   It has also been found that, 56% of the respondents do consider that, four wheelers available in the country are not environmental friendly and 49% of the respondents are aware of government rules on lodging pollution. At the same time only 52% of the respondents are aware of the term Green House effect and 39% of them are aware of the term Green Marketing.

It has also been found that, 35% of the respondents think that, hotel owners/proprietors and other companies follow Green practices. It means, most of the respondents think that hotel owners/proprietors and other companies are not following green practices. Further to this, 67% of the respondents associate the term "Green" to reduced emissions and only 45% of them to good hospitality efficiency. Few of the respondents (43% of them) believe that Reduce, Recycle and Reuse would save the environment. It has also been found that, majority of the respondents (71% of the respondents) think that, manufacturers charge exorbitant prices for

environment friendly hotels.

Percentage of the respondents agrees to the Awareness statements, arranged in descending order has been depicted in fig. 1.
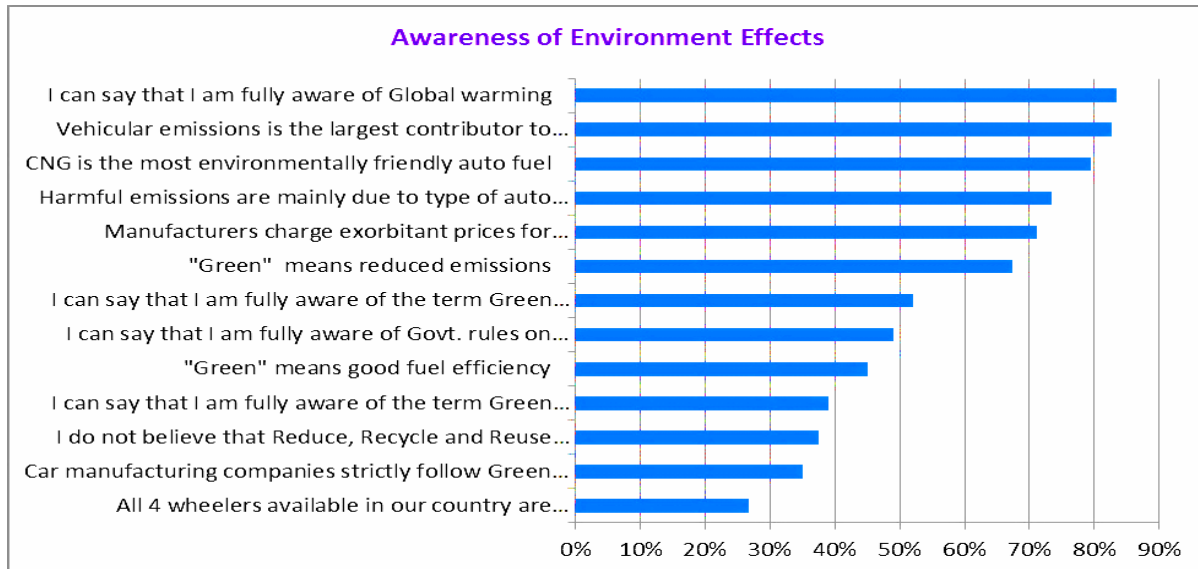

Fig. 1. Awareness of Environmental Issues – Respondents

COMPARISON OF AWARENESS - DELHI & VARANASI

A test of significant difference of proportions (z test) was conducted between two cities in order to see the significant difference of awareness level between Delhi and Varanasi. The result has been depicted in Table 2   Delhi is labelled   as "A" and Varanasi is labelled as"B". Awareness (Disagree / Neutral / Agree) of Delhi is significantly higher than Varanasi where alphabet 'B' is given in column "A". Similarly, Awareness (Disagree / Neutral / Agree) of Varanasi is significantly higher than Delhi where alphabet "A" is given in column "B". It is seen that, there are significant differences in both the cities except one statement "harmful emissions are due to Hotel   hospitality used" which have similar rating in both the cities.

Test of significant difference of proportions (z test) has been applied to the responses obtained on Awareness Statements from Delhi and Varanasi and it is found that, Delhi is significantly higher on following statements as compared to Varanasi:

1.   I can say that I am fully aware of the term Green House effect.
2.   I can say I am fully aware of the term Green Marketing.
3.   Green means good hospitality efficiency.
4.   I don't believe that Reduce, recycle and reuse only would save the environment

Similarly, Varanasi is significantly higher on following statements as compared to Delhi: -

1.   CNG is most environment friendly Hotel   hospitality.

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2.   All four wheelers available in our country are environment friendly.
3.   I am fully aware of government rules on lodging pollution.
4.   Hotel owners/proprietors and other companies strictly follow Green practices.
5.   Green means reduced emissions.
6.   Manufacturers charge exorbitant prices for environment friendly hotels

Mean Score Table of all the awareness statements has been obtained by adding all the scores given by all the respondents in each statement and divided with number of respondents. The highest mean score 4.21 is scored by the statement "I can say that I am fully aware of Global Warming". It means, Marketers (hotel owners) have heard of the term "Global Warming". Similarly, two other statements, lodging emissions is the largest contributor to pollution and CNG is the most environmental friendly Hotel   hospitality have scored higher mean score 4.09 and 4.1 respectively. These statements and their mean score value have given the indication that, most of the respondents are well aware of the environment related issues. Further to this, they are aware that lodging emission is one of the major causes of pollution and alternate hospitality CNG is environment friendly.

Table 2. Mean Score Table of Awareness –Delhi and Varanasi -Respondents

MEAN SCORES TABLE OF AWARENESS STATEMENTS									
Statements	**CITIES**								
	Total			**Delhi A**			**Varanasi B**		
	Count	Mean	SD	Count	Mean	SD	Count	Mean	SD
Q 1. I can say that I am fully aware of Global Warming	189	4.21	0.89	800	4.12	0.9	267	4.47	0.79
Q 2 Lodging emissions is the largest contributor to pollution	189	4.09	0.83	800	4.08	0.77	267	4.15	1
Q 3. Harmful emissions are mainly due to type of Hotel hospitality used	189	3.94	0.87	800	3.94	0.85	267	3.95	0.91
Q 4. CNG is the most environmentally friendly Hotel hospitality	189	4.1	0.94	800	3.95	0.96	267	4.57	0.71
Q 5. All 4 wheelers available in us country are environment friendly	189	2.53	1.32	800	2.26	1.2	267	3.36	1.32

Q 6. I can say that I am fully aware of Govt. rules on lodging pollution	189	3.37	1.09	800	3.18	1.07	267	3.91	0.97
Q 7. I can say that I am fully aware of the term Green House Effect	189	3.39	1.16	800	3.62	1.05	267	2.7	1.23
Q 8. I can say that I am fully aware of the term Green Marketing	189	2.98	1.24	800	3.29	1.08	267	2.02	1.2
Q 9. Hotel owners/proprietors and other companies strictly follow Green Practices	189	2.99	1.14	800	2.86	1.14	267	3.37	1.05
Q 10. 'Green' means reduced emissions	189	3.73	0.96	800	3.62	1.01	267	4.05	0.69
Q 11. 'Green' means good hospitality efficiency	189	3.32	1.03	800	3.45	1.07	267	2.93	0.76
Q 12. I do not believe that Reduce, Recycle and Reuse only would save the environment	189	2.87	1.29	800	3.17	1.21	267	1.97	1.09
Q 13. Manufacturers charge exorbitant prices for environment friendly hotels	189	3.89	1.07	800	3.75	1.14	267	4.31	0.67

Similarly, the lowest mean score 2.53 is scored by the statement „All 4 wheelers available in our country are environmental friendly". It means very few respondents agree with the statement or in other words, nobody thinks that, all 4 wheelers of our country are environment friendly. Similarly, two other statements, I can say that I am fully aware of the term Green Marketing and Hotel owners/proprietors and other companies strictly follow green practices have scored lower mean score 2.98 and 2.99 respectively. These statements and their respective mean score value have given the indication that, most of the respondents do not understand the meaning of "Green Marketing" and "Green Practices" etc.

The mean score value of one statement „I do not believe that Reduce, Recycle and Reuse only would save the environment" is 2.87 which is quite low. However, it is negative statement. It means, those who believe that Reduce, Recycle and Reuse only would save the environment will have a mean score of (6 – 2.87) = 3.13.

Standard Deviation value on each statement has indicated that, respondents have divergent awareness level about the statements whose standard deviation values are higher and respondents have similar awareness levels on the statements whose standard deviations values are low.

COMPARISON OF MEAN SCORE OF AWARENESS BETWEEN DELHI & VARANASI

Significant differences across mean score of awareness statements between Delhi and Varanasi was obtained by applying t-test on mean score at 95% confidence

level of two cities for each statement of Awareness section. The result of the same has been outlined in Table 2.

A table was prepared mentioning the mean score of all the awareness statements of both the cities. Yellow colour code was given to the city which was significantly higher than the other city of an awareness statement. Test of significant difference across mean scores (t – test) has been applied to the mean responses obtained on Awareness Statements from Delhi and Varanasi and it is found that, Delhi is significantly higher on following statements as compared to Varanasi: -

1. I can say that I am fully aware of the term Green House effect
2. I can say that I am fully aware of the term Green Marketing
3. Green means good hospitality efficiency
4. I do not believe that Reduce, Recycle and Reuse only would save the environment.

Similarly, Varanasi is significantly higher on the following statements as compared to Delhi: -

1. I can say that I am fully aware of Global Warming
2. CNG is the most environmental friendly Auto Fuel used
3. All 4 wheelers available in our country are environmental friendly
4. I can say that I am fully aware of the Govt. rules on lodging pollution
5. Hotel owners/proprietors and other companies strictly follow Green practices
6. Green means reduced emissions
7. Manufacturers charge exorbitant prices for environmental friendly hotels.

Further to this, it has also been found that, both Delhi and Varanasi are equally aware of on the following Awareness statements: -

1. Lodging emissions is the largest contributor to pollution.
2. Harmful emissions are mainly due to type of Auto fuel use

HYPOTHESIS TESTING

1. H0: Mangers' Awareness about Green & Societal Marketing do not significantly change with regards to location.
2. H1: Mangers' Awareness about Green & Societal Marketing is significantly changed with regards to location.

The responses of all the Marketers on the under-mentioned relevant questions related to the hypothesis which signify the need for Green Hospitality Unit were taken into consideration for testing the Hypothesis

Sr. No.	AWARENESS STATEMENTS
1	I can say that I am Fully Aware of Global Warming.
2.	Hospitality emissions are the Greatest contributors to Pollution.

3.	Harmful emissions are mainly due to type of equipment and fuel used
4.	CNG is the most environment friendly auto fuel used
5.	All Hospitality units in our country is environment friendly
6.	I can say that I am fully Aware of government rules on hospitality pollution policy
7.	I can say that I am fully aware of the term Green House Effect
8.	I can say that I am fully aware of the term Green Marketing
9.	I can say that hospitality units are strictly follow Green Marketing practices
10.	Green means reduce emissions
11.	Green means hospitality efficiency
12.	I do not believe that Reduce, Recycle and Reuse only would save the environment
13.	Hospitality units charge exorbitant prices for environment friendly services

Source: Questionnaire

All the thirteen questions of awareness segment were responded with a rating scale of 1 to 5, where the neutral point rests at 3. In order to test the hypothesis, the responses of all the 13 statements were taken into consideration and the total neutral rating score will be 39. The hypothesis testing results are shown as below: -

Table 3.   Estimation of Std. Error of Mean for Hypothesis

One – Sample Statistics				
	N	**Mean**	**SD**	**Std. Error of Mean**
H	189	45.399	5.56413	0.1637

Source: Own Analysis

The mean score across the respondents on these 5 statements is 45.399 and standard deviation of 5.56413and standard error is 0.16379. In order to test the hypothesis, one sample t test with 95% Confidence Interval was conducted and the result of the same is given below: -

Table 4. Testing of Hypothesis

One - Sample Statistics					
Test Value = 39					
					95% Confidence Interval of the Difference

	t	df	Sig. (2 - Tailed)	Mean Difference	Lower	Upper
H1	35.087	189	0.000	3.99245	3.7692	4.2157

Source: Own Analysis

The test shows that, the average score of 45.399is significantly higher than 39. That means the awareness level about green marketing is differ significantly in the Varanasi and Delhi. Hence the null hypothesis is rejected and the alternative hypothesis,

H1: "Mangers' Awareness about Green & Societal Marketing is significantly changed with regards to location." is accepted.

Conclusion

The findings of research clearly indicate the differences in awareness among the marketers of hospitality industry in respects to the geographical location. Here a notable point is that these differences further differs on different parameters or statements, which means there is no absolute awareness among the marketers in any of the region, but there are relative differences. For example, the marketers of Delhi are more aware about the use of CNG as fuel but the marketers of Varanasi relatively have less awareness. This difference may be occurring due the availability and use of CNG also differs. If we talk about the strategic part of marketing, merely having the awareness and knowledge about green marketing one should be aware about the compatibility of business with the concept, otherwise he can make and adopt a myopic approach while planning and executing the business. With the observation of statistical data, it can be easily inferring that overall awareness level among the marketers are above average but it must be increased significantly which would result in more green practices and preferences in hospitality industry. In present the growing awareness about the green and sustainable consumption creates opportunity to the marketers of hospitality industry. The hospitality players can place and promote themselves differently among the environmental concern consumers, and it would be helpful in achieving 3P (People, Planet, and Profit) wellbeing.

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