Green Marketing in Saudi Arabia: A Study in Al-Kharj Governorate

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ABSTRACT

Green marketing is now a topic of deep research and academic interest. Though the world over this topic is widely researched, there is paucity of literature in the Middle East in general, and Saudi Arabia in particular. The present study makes a modest attempt in finding out the perception of Saudi customers towards green marketing. The study also examines the relationship between the perception towards green marketing and various demographics. Results of the study point towards the gradual increase in the affinity of Saudi customers towards green marketing. The results also point towards no difference in perception towards green marketing based on the demographics. It was found that there existed a direct relationship between awareness about green marketing and green consumerism. The findings of the study have great practical application in this emerging filed.

Keywords: Green marketing, Green consumerism, Green Awareness, Saudi Arabia, Demographics.

1. INTRODUCTION

Even after decades of introduction of the concept, "Green marketing" is often erroneously associated by consumers with certain terms like "phosphate free, recyclable, refillable, ozone friendly, environmentally friendly", etc. These terms are merely "green marketing claims". Green marketing is a much broader concept. It incorporates a wide range of activities like product modification, appropriate changes to the production process, changes in the type and materials of packaging, and innovative forms of advertising.

The predecessor of Green marketing was "ecological marketing", which was proposed by American Marketing Association (AMA) in the first workshop on "Ecological Marketing" in the year 1975. The proceedings of the workshop were published as a book *Ecological Marketing* by Henion and Kinnear (1976). Ever since volumes of literature in the form of books (Charter, 1992; Ottman, 1993; Ottman, 1998; Ottman, 2011; Wasik, 1996) and journal articles have enriched the literature. Ottman's (2011) book titled *The New Rules of Green Marketing,* is now considered as the green marketing bible.

Despite accumulation of sufficient literature, no single definition of green marketing is accepted universally. The AMA defined green marketing as "the marketing of products that are presumed to be environmentally safe". The most widely used definition of green marketing is that which is proposed by Polonsky(1994). According to him green marketing is "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." The United Nations Environment Programme (2005) defines it as:

> "a marketing which encompasses all communication operations undertaken to promote a product on the basis of its environmental properties or of its social qualities. It is about selling products on an ethical platform."

Ottman (1998), the pioneer of green marketing opines that green marketing should minimize the negative effects on the environment. However, she has brought out the reality of green product when she comments (Ottman, 2011):

> In fact, there's no such thing as a green product. All products use energy and create waste. So green is a relative term. One product is greener for someone at sometime in some place.

Accordingly she states that green production and marketing is based purely on the situation, place and time. It can thus be considered that the confusion with respect to what is 'green' still persists. However, green marketing has acquired prime importance as consumers are increasingly becoming aware of environmental friendly products. They are also willing to pay a premium for such products (Lee, 2008, 2009; Rahbar and Wahis, 2011).

2. LITERATURE REVIEW

Why Organizations Should go Green?

The benefits of green marketing can be derived only in the long run. Green marketing is found to reduce costs, induce better social and marketing opportunities, and enhanced profitability and growth. A few suggested reasons as to why organisations should go green are the following:

- *Opportunity:* Nowgreen marketing is perceived to be an opportunity that would help organisations to achieve its objectives (Keller, 1987; Shearer, 1900);

- *Moral obligation:* Modern organizations consider it their moral obligation to be socially and environmentally responsible (Davis 1992;Freeman and Liedtka 1991; McIntosh, 1990;Ottman, 2011;Polonsky, 1994;Shearer, 1990);

- *Governmental pressure:* Various Governmental bodies now pressurise business organisations to be more environmentally responsible (NAAG 1990, Ottman, 2011);

- *Competition:* Green marketing helps organiations to take on their competitors with ease (NAAG 1990); and

- *Cost factors:* Reduction of material usage, packaging and certain processes like waste disposal, compel organisations to go green (Azzone and Manzini, 1994).

Further, due to a spike in environmentalism among the population, volumes of literature have evolved in the past few years that explored the factors that affect green behaviour (Cheah & Phau, 2011; Kaiser, Oerker & Bogner, 2007). According to Kang & James (2007), the environmental consciousness that a customer would could alter his buying behaviour towards a purchase that may provide well-being of both individuals and the society. This could be achieved through purchase and use of green products that reduce adverse consequences to nature. Oyewole (2001) is of the conviction that if green marketing is to succeed there is a need for greater awareness of environmental justice among the customers. He also brought out the link with environmental justice and industrial ecology. Antonio, Sergio and Francisco (2009) are of the opinion that due to the recent evolution of environmental consciousness, large number of studies on green marketing as well as consumerism will emerge. This will help in identifying the intentions attitudes, and behaviors towards green products. However, the awareness about green marketing is questionable in many parts of the world. Specific environmental issues and purchasing of green products was the focus of the study of Gadenne, Sharma, Kerr and Smith (2011). Cherian and Jacob (2012) in a study in Indian population found consumers to lack green awareness. Due to this low level of awareness, scant focus is provided by organizations towards green products. In a recent study George (2017) examined the awareness of the Saudis towards green products. The study was of the opinion that there is a definite requirement to enhance the green awareness among the customers of the country. It was also identified that the major corporate in the country have a major role to play towards this direction. Renfro (2010) is of the firm conviction that green Marketing could help business organizations to have a competitive advantage and would aid in obtaining a strong consumer base. A number of studies have explored the antecedents that could affect green consumerism and purchasing behaviour (D'Souza, Taghian & Khosla, 2007; Mostafa, 2006).Uddin & Khan (2016) conducted an investigation about the psychological factors that affects green purchasing behaviour. Those identified by then include environmental attitude, environmental consciousness, green purchasing behaviour, environmental involvement and perceived effectiveness of environmental behaviour.

The focus of the present study is on the attitude towards green marketing in Saudi Arabia. This is all the more important as data shows that the country trends support the relationship that is generally observed between environmental pollution and per capita income (Taher and Hajjar, 2014). It is estimated that for the period of two decades from 1980 to 2010, the GDP as well as environmental pollution showed an increased in tandem. Added to this is the fact that its dependence on oil reserves for budgetary resources is heavy, and it is the largest exporter of oil. It is estimated that the kingdom owns around 25% of the overall oil reserves of the globe.

Cross disciplinary studies have shown the existence of attitude–behaviour gap in the purchase of green products (Gleim & Lawson, 2014; Moser, 2015). In all these studies attitude was considered as the (un) favourableness towards a certain behaviour or action (Das, 2014b). Behavioural intention is the degree to which a consumer has brought in his conscious plans towards a specific behaviour. Awareness and Intentions could laterresult in behaviour (Warshaw & Davis, 1985). This shows that higher the intensity

towards purchase intention, there will be the greater probability of purchase (Wen & Li, 2013). This is all the more true for green consumerism.

Awareness about Green Products

Consumer awareness about green products is the prelude to its demand. Awareness and sensitivity towards environmental degradation, and the influence this could have on humans is now on the rise (Zaharia & Zaharia, 2014). This awareness has resulted in the emergence of the so called 'green consumers'. These consumers have an inclination to purchase green or organic products that have lesser carbon foot prints and are considered to be safe for the environment and human health (Connolly & Prothero, 2003). It is the belief of the consumers that such products have the capability of reducing the negative impact to the environment and keep it green that prompts them to buy green products (Manaktola & Jauhari, 2007). Studies by Nath et. al., (2013) and Panni (2006) have also empathetically proved that awareness of the consumer about environmental and societal problems issues play a prime role in motivating them to involve behaviours that are perceived to be pro-environmental and involve in purchasing of green products (Nath et. al., 2013; Panni, 2006).

Substantial evidence exists towards that fact that knowledge and awareness about green products and a host of important life events could build in the minds of consumers an increase attitudinal change in favour of green behaviours (Zhen, 2016). Keller (1993) presented a model, wherein the customer's response to marketing activities was correlated with customer's brand knowledge and brand awareness. According to Keller (1993)an ordinary consumer who lacks the required knowledge and awareness about green products will not have any favourable attitude towards it. The bright spot is that a number of studies have collected evidence to the effect that consumers around the globe are progressively attaining more awareness about green and environmental products. They are also willing to pay a higher price for green products (Lee, 2008; Lee, 2009; Rahbar & Wahis, 2011**).**The willingness of consumers to pay a higher premium for green products have also been found by Kotchen & Moore (2008) and Yesawich (2007).

Certain barriers to green awareness have been identified by Hackett (2000), which have to be circumvented if the concept of green consumerism is to thrive. These barriers include motivational and practical complexities that still persist in the area of green consumption. Certain barriers to green consumerism have also identified. Fierman (1991) and Mirvis (1994) are of the opinion that green initiatives, at times, have to suffer setbacks since consumers are often unconvinced about the green claims made by firms, and often perceive them as "mere gimmickry". This often leads to a vicious circle as firms that sell environment friendly products lose their competitive advantage due to doubts and scepticism expressed by consumers. As a result of this firms lose their motivation to deal with environmental friendly products.

Studies in Saudi Arabia

Literature about green marketing in the Gulf region in general and Saudi Arabia in particular is only gaining momentum. Only limited literature exist about green marketing in Saudi Arabia. However, recently the topic has caught the interest of researchers and there is steady addition of literature (Alam, Almotairi and Gaadar, 2012; George, 2017; Hello and Al-Momani, 2014). A few other studies have also been conducted in Saudi Arabia (Abdul-Muhmin, 2007; Alam, Almotariri & Gaadar, 2012; Alhassan & Muhmin, 2006; Alsmadi, 2007). However, most of them are isolated and without any common thread or meeting points.

A study conducted by Hello and Al-Momani (2014) among college students found that 40.7% of the respondents had only low awareness about green marketing, with gender being an important factor with respect to awareness. They found that age and income is in no way related to green marketing awareness. The study was also able to highlight the possible bright future for green marketing, provided the customers are made aware of it. A study by Alam, Almotairi and Gaadar (2012) examined the Saudi green marketing trends. They also discussed the reason for adoption of green marketing by companies. The study also discussed its future in the country and concluded that green marketing is steadily growing. George (2017) conducted a study about the level of awareness about green marketing in the kingdom, and found that there is a definite need to provide a boost to it. The willingness towards environment friendly behaviour in the kingdom was focussed by Alhassan & Muhmin (2006). His study used a fairly large sample of 232.

Abdul-Muhmin (2007) conducted a study to find out if consumers are willing to have a behaviour that is environmentally friendly in nature. Environmental consciousness leading to purchase behaviour was studied by Alsmadi (2007). A positive relationship was found between the variables in the study. The challenges and opportunities in green marketing were the focus of the work done by Alam, Almotariri & Gaadar (2012). Though there is immense potential for green marketing in MENA region in general and Saudi Arabia in particular, empirical studies are yet to gather the required momentum. This provides social scientists and management experts with immense opportunity to explore in detail this sparsely examined area.

Objectives of the Study

Based on extensive review of related literature and the gaps identified therein, the objectives of the present study have been set as under:

1. To find out the attitude towards green marketing in Saudi Arabia

2. The find out the association of attitude towards, and awareness about green marketing in Saudi Arabia.

3. To find out the relationship of demographics towards green marketing

3. METHODOLOGY OF THE PRESENT STUDY

The current study relies on analytical descriptive method through the implementation of qualitative and quantitative research methods such as correlation coefficients of Cronbach's Alpha, arithmetic mean, percentages, *t*-tests and simple regression analysis. This study depends on primary data that is collected through questionnaire distributed to the stakeholders concerned with Green marketing sector in the Al-Kharj. We have distributed 500 questionnaires and received 225 corrected and properly filled Therefore, response rate has found about 45 %. We use statistical programs like SPSS and EVIEWS for data analyses to achieve our objectives. The study relies on systematic random sample and sample size is specified through the statistical program "Sample Size Calculator" available on the following link: http://www.macorr.com/ss_calculator.htm.

Regarding to Tool for data collection, the data for the present study has been collected with the help of two structured questionnaires. One part had questions related to the demographics like age, gender,

nationality, occupational status, qualification, etc. While the questionnaire about awareness had eight items on a five point scale (George, 2017), the one about green marketing had 12 items on a five point scale. The awareness questionnaire assessed the awareness about green consumerism.

Lack of green marketing would in the long run leads to severe problems and will have direct impact on Quality of life. The degree of impact about quality of life is measured in terms of health problems, problems due to water and problems caused due to environment.

The degree of problems due to lack of green marketing may be due to product aspect of green marketing which relates to awareness of the product, the product itself, price and promotion aspects of products.

Again repercussions refers to the problems which could be generated due to lack of green marketing includes that of waste issues, climatic change, energy shortage and pollution in all its forms.

A high scoring in this tool denoted a higher level of awareness about green consumerism. The tool about green marketing assessed three variables that could result in a positive inclination towards green marketing. In all both the questionnaires had a total of 20 items on a five point scale, excluding questions related to demographics.

Data were collected from a sample of 225 respondents during a period of six months from October, 2016 to March, 2017. The sample represented a cross section of the population of Al-Kharj Governorate of Saudi Arabia. The demographics of the sample are presented in Table 1.

Table 1
Demographics of the sample

Particulars		*Number*	*Per cent*
Gender	Male	167	74.2
	Female	58	25.8
Nationality	Saudi	190	84.4
	Expatriate	35	15.6
Age (in years)	Less than 28	143	63.6
	29 to 38	58	25.8
	39 to 48	20	8.9
	49 and above	4	1.8
Employment status	Employed	112	49.8
	Unemployed	113	50.2
Qualification	Matric	18	8.0
	Diploma	29	12.9
	Graduate	149	66.2
	Masters	8	3.6
	Doctorate	9	4.0
	Others	12	5.3

Source: Results from data collected through questionnaire

From the above table it can be stated that the sample is a representative of the overall population.

Reliability of the Tool

Reliability is the precision of the instrument. Internal consistency reliability can be assessed through inter-item correlations (Hinkin, 1995). According to Hair, Black, Barry, Anderson & Tatham (2006) for reliability the item-to-total correlations need to exceed 0.50. The correlations of the tool are presented in Table 3. All the correlations are significant at. 01 level and above. 05. It can thus be observed that the stipulations set by Hair et. al., (2006) are met. The tool was sent for expert opinion and the recommendations as advised were incorporated in the questionnaire.

Table 2
Item to total correlation

Variable	*Item Number*	*Mean*	*SD*	*Item to total correlation*
Effect on Quality of life due lack of Green Marketing	1	4.23	1.02	.798
	2	4.24	0.99	.812
	3	4.16	0.99	.723
Product aspects of Green Marketing	1	4.00	1.01	.673
	2	3.91	1.06	.713
	3	3.99	1.02	.723
	4	3.84	1.17	.734
	5	4.03	1.07	.796
Repercussions due to lack of Green Marketing	1	4.35	0.95	.800
	2	4.05	1.02	.762
	3	4.20	1.06	.825
	4	4.26	1.02	.822

N = 225
Source: Results from data collected through questionnaire

The variables also had significant correlation at 0.01 level between them. The inter-variable correlations are presented in Table 3.

Table 3
Inter-variable correlation

Variable	*Effect on Quality of life due lack of Green Marketing*	*Product aspects of Green Marketing*	*Repercussions due to lack of Green Marketing*
Effect on Quality of life due lack of Green Marketing	1	.648	.853
Product aspects of Green Marketing		1	.672
Repercussions due to lack of Green Marketing			1

N = 225
Source: Results from data collected through questionnaire

With a view to find out the reliability of the questionnaire, the split-half reliability test and Cronbach α was calculated. The split-half reliability coefficient (Guttman Split half coefficient) of the questionnaire wasfound to be .759. This is well above the required minimum. The Cronbach α for the questionnaire was

.902. This is also well above the required standard of .70 (Nunnally, 1978). A high α of the study shows that the respondents have responded to the survey in a consistent manner. These results indicate a high reliability of the Questionnaire (Kumar & Beyerlein, 1991). The questionnaire to assess the awareness about green marketing also had a high Cronbach α of .848 (George, 2017). Thus both the tools used to collect the data for the study have been found to be having adequate and acceptable levels of reliability.

Analysis of Data

The descriptive statistics related to the different variables are presented in Table 4.

Table 4
Descriptive statistics

No	Variable	No of items	Mean	SD
1	Effect on Quality of life due lack of Green Marketing	3	12.60	2.377
2	Product aspects of Green Marketing	5	19.71	4.037
3	Repercussions due to lack of Green Marketing	4	16.82	3.358
4	Awareness About Green Marketing	8	27.98	7.296

Source: Results from data collected through questionnaire

Based on the descriptive statistics about attitude towards green marketing, the total sample was divided into high, medium and low groups. While those respondents having score above the value obtained from adding mean and half of standard deviation was considered as high group, those having score below the value by subtracting standard deviation from mean was classified as low group. Those in between these values were considered as middle group. In this classification, it was found that 79 respondents had high score in perception towards green marketing, 100 had a medium level of perception and 46 had low level of perception. Considering that the high group and the medium group is having fairly better level of perception towards green marketing, it can be inferred that people in Saudi Arabia have a considerate and positive attitude towards green marketing.

It was also an objective of the study to find out the association between awareness about green marketing and the attitude towards it. Towards this regression analysis was done and the results are presented in Table 5.

Table 5
Regression analysis: Green consumerism and awareness

Model	Unstandardized coefficients		t-statistics	Significance
	B	Std. Error		
Constant	2.649	.183	14.495	.000
Awareness	−.029	.006	−4.574	.000
R2 =. 293		F = 20.921		Sig =. 000

Source: Results from data collected through questionnaire

It can be observed from the result that 29 per cent of variation in green consumerism is explained by the awareness about green marketing. The significance was tested using ANOVA and the F value was

found to be 20.21. This is significant. Thus it can be inferred that the regression model is adequate in nature. From the results it can be concluded that the awareness level about green products has a significant contribution in enhancing green consumerism among Saudi citizens. Awareness about green marketing could thus work to strengthen green consumerism (Keller, 1993; Zhen, 2016). Zhen (2016) is of the opinion that a consumer who is having low levels of knowledge and awareness of a green product could not be expected to purchase it. In the case of Saudi consumers it can be found that there is adequate awareness about green marketing initiatives, and this is having a direct relationship with consumerism. This finding can be effectively translated to sales of green products by the marketers.

With a view of finding out if there existed any difference in perception with respect to the various demographics of the study *t*-test and ANOVA was conducted. The analyses have presented some interesting results and the details are presented in the following sections.

Gender Wise Difference in Perception

With a view to find out if there existed any difference in the perception between males and females, *t*-test was conducted and the results are presented in Table 6 below:

Table 6
Gender wise difference in perception

Variables	*Gender*	*Mean*	*SD*	*t-value*
Effect on Quality of life due lack of Green Marketing	Male	12.49	2.47	–1.216
Product aspects of Green Marketing	Female	12.93	2.08	
Repercussions due to lack of Green Marketing	Male	19.66	4.04	–.330
Effect on Quality of life due lack of Green Marketing	Female	19.86	4.06	
Product aspects of Green Marketing	Male	16.71	3.49	–.842
	Female	17.14	2.98	
Total	Male	1.87	0.75	.999
	Female	1.76	0.63	

Note: N = Males 167   Females 58
Source: Results from data collected through questionnaire

From the analysis it can be observed there is no significant difference with respect to males and females in their perception about green marketing in Saudi Arabia. It is noteworthy that no difference was found in the three variables as well as the total value.

Difference in Perception with Respect to Nationality

The difference in perception with respect to nationality was also assessed, and the data and results are presented in Table 7.

No significant difference was also observed between the samples based on nationality for their perception about green marketing in Saudi Arabia. There were only minor differences between the means as presented in the table above. This shows that the Saudis and the expatriates in the kingdom perceive

the green marketing initiatives in a similar manner. The cultural factors have not found to have influenced the perception of the customers.

Table 7
Data and results with respect to perception based on nationality

Variables	Nationality	Mean	SD	t-value
Effect on Quality of life due lack of Green Marketing Product aspects of Green Marketing	Saudi	12.63	2.34	.098
	Expatriate	12.59	2.54	
Repercussions due to lack of Green Marketing Effect on Quality of life due lack of Green Marketing	Saudi	19.74	3.92	.087
	Expatriate	19.68	4.70	
Product aspects of Green Marketing	Saudi	16.88	3.28	.288
	Expatriate	16.71	3.51	
Total	Saudi	1.83	0.71	−.159
	Expatriate	1.85	0.74	

Note: N = Saudis 190   Expatriates 34
Source: Results from data collected through questionnaire

Difference in Perception based on Age

With a view to finding out the difference in perception with respect to green marketing strategies based on age ANOVA was conducted. The data and results of the ANOVA are presented in Table 8.

Table 8
Data and results of ANOVA based on age

Variable		Sum of Sq.	Df	Mean sq.	F
Effect on Quality of life due lack of Green Marketing Product aspects of Green Marketing	Between	4.36	3	1.45	.255
	Within	1261.44	221	5.71	
	Total	1265.80	224		
Effect on Quality of life due lack of Green Marketing Product aspects of Green Marketing	Between	33.68	3	11.23	.561
	Within	3616.54	221	16.36	
	Total	3650.22	224		
Effect on Quality of life due lack of Green Marketing	Between	13.15	3	4.38	.763
	Within	2512.38	221	11.37	
	Total	2525.53	224		
Total	Between	0.29	3	0.097	.906
	Within	115.95	221	0.525	
	Total	116.24	224		

Source: Results from data collected through questionnaire

As in the earlier case, no significant difference was observed in the demographic variable age for perception regarding green marketing strategies in Saudi Arabia. None of the F values were found to be having significant values. An earlier study done in Saudi Arabia by Hello and Al-Momani (2014) among college students have found that age as a factor is in no way related to green marketing awareness. The present study also substantiates this finding.

Difference in Perception with Respect to Education

An attempt was also made to find out if there existed any difference in perception based on the level of education of the respondents. A study by Hello and Al-Momani (2014) using a sample of college students found that around 40.7% of the respondents had low awareness about green marketing in the country. However, this study did not examine the awareness based on level of education. The details of the analysis done in the present study are presented in Table xxx below. The present study also has confirmed that there is no defence in the perception regarding green marketing based on the level of education. There were six different levels of education and no difference was observed between any of the level in this study.

Table 9
Data and results about difference in perception based on education levels

Variable		*Sum of Sq.*	*Df*	*Mean sq.*	*F*
Effect on Quality of life due lack of Green Marketing	Between	17.79	5	3.56	.624
	Within	1248.01	214	5.70	
Product aspects of Green Marketing	Total	1265.80	219		
Effect on Quality of life due lack of Green Marketing	Between	107.02	5	21.40	1.323
	Within	3543.20	214	16.18	
Product aspects of Green Marketing	Total	3650.22	219		
Effect on Quality of life due lack of Green Marketing	Between	32.00	5	6.40	.562
	Within	2493.53	214	11.39	
	Total	2525.53	219		
Total	Between	4.15	5	0.831	1.624
	Within	112.08	214	0.512	
	Total	116.24	219		

Source: Results from data collected through questionnaire

Table 10
Descriptive Analysis to major problems related to green marketing faced in
Saudi Arabia in reference to al., Kharj region

Variables	*Mean*	*Median*	*Standard Deviation*
Lack of awareness about green marketing	4.00	4	1.01
Lack of availability of Green Products	3.90	4	1.05
Health Problems	4.22	5	1.01
Waste Problems	4.35	5	0.94
Climate problems	4.05	4	1.01
Water Problems	4.24	4	0.98
Energy Problems	4.17	4	1.09
Lack of green environment	4.13	4	1.03
Price of Green Products	3.97	4	1.05
Promotion of Green Products	3.82	4	1.20
No incentives to purchase green products	4.00	4	1.10
Pollution	4.23	5	1.06

4. DISCUSSION AND CONCLUSION

Green marketing, which was introduced in the early 70s is now a hot topic. Volumes of literature have accumulated about this topic since its introduction. However, research about this topic is yet to catch the fancy of researchers and academic in the Middle East. There is a definite need and scope for examining this unexplored area among the customers of the Middle East countries. In the Kingdom of Saudi Arabia, which has launched its ambitious"Vision 2030", there is ample scope for conceptual and empirical examination of this emerging topic. The present study attempted to find out the attitude of Saudi customers towards green marketing, and its association with green awareness. It was also an objective of the study to find out the relationship between various demographics of customers and green marketing. The study has examined the relationship between green marketing, awareness and various demographics like nationality, gender, age, education level, etc. It was found that there existed a direct relationship between awareness about green marketing and green consumerism. The study has found that there is no significant difference in the perception towards green marketing based on various demographics. The results partially extend the earlier findings in this magnificent area of study.

Also from the descriptive analysis from table no. 10, it is found that all of the factors as mentioned are significant as far as the governorate of Kharj is concerned, but the problem with highest mean of 4.35 has been the waste problem, followed by water problem and pollution problem. The least of mean has been found at 3.82 related to promotion of green products followed by lack of availability of green products at 3.90.

The major recommendations to sort the problems arising from lack of green marketing in al., Kharj is the immediate formulation and implementation of waste management systems and also there is urgent need to cope up with rising problem of pollution in all its form, may need some legislations to be formulated to control the same.

There is a definite need to conduct an in depth study about the various causative factors that could lead to green consumerism. This should stem from the awareness that it is green production, logistics and marketing which will help in enabling a sustainable growth and will make the world a better place to live in. There is a definite need to take forward the present study with a wider population and more variables. It is expected that more literature will emerge about this topic in the near future.

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