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**Sustainability : Aspects, Challenges &
 Prospects in the Global Perspective**

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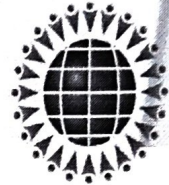
**RESEARCH PAPERS PUBLICATION
 OF
 INTERDISCIPLINARY INTERNATIONAL
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 on
 Sustainability : Aspects, Challenges &
 Prospects in the Global Perspective**

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From the Guest Editor's Desk

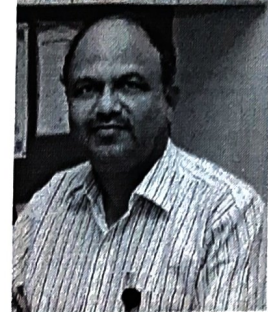
It is with deep satisfaction that I write this Foreword to the volume of research papers that were presented during our international, interdisciplinary Conference on "Sustainability: Aspects, Challenges and Prospects in the Global Perspective" on 17th and 18th Jan 2019 at Pune, India. The conference was sponsored by the esteemed Savitribai Phule Pune University.

The conference received a warm response and as many as 76 papers were selected to be presented during the conference in 12 concurrent sessions. The concurrent sessions were planned to take place in a theme-wise manner and were chaired by a subject expert and a paper reviewer each. Thus, the central theme of 'Sustainability' was explored from numerous different angles including Innovative Entrepreneurship for Sustainable Business Practices, Economics & Banking for Sustainability, Legal Aspects of Sustainability, Human Resource Management for Sustainability, Sustainable Lifestyle and Ancient Civilization, Sustainable Tourism, Green Marketing and Consumer Accountability, Sustainable Environment: Carbon Credits, Biodiversity, Waste Management, Clean Energy, CSR Initiative for Green Development etc. We were lucky to have Dr. Ashok Modak, a National Research Scholar, attending our Conference on both the days. With his years of study and expertise in world, economy, politics and history, he could give our Conference a broad perspective and vision. We are happy to publish his monograph on Contemporary World Challenges and Integral Humanism as the Prologue to this volume of research papers.

We are happy that the ensuing scholarly papers have explored multiple meanings of the term Sustainability in multiple different contexts, and promise to live up to the basic goal behind organizing this Conference – that of equipping the Community at large with the desire and ability to contribute solutions to the serious global challenges our planet faces. We hope that the readers will discover that both common challenges and creative solutions emerge from very diverse settings and can yet contribute in unison to overcome the pressing challenges of Sustainable Development in front of the humanity at large today.

I trust also that this publication of the conference papers will be an impetus to stimulate further study and research in all these areas. I take this opportunity to congratulate all the researchers whose research papers have been selected for the purpose of this post-conference publication.

May we all have a very sustainable, eco-friendly and healthy Life ahead!



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3. Maximum consumers are happy with the price, quality and performance of green product so they are not lure to offers by brand.
4. Print media and electronic media plays important role to generate awareness and so that consumers can accept new brand of green product with quality and affordable price.
5. Some certifications or logo should be only for green product identification to avoid label content reading (no knowledge about contents).
6. Consumers are very sure that there is a need for awareness in India about green product (proper understanding) (avoid situation of green myopia)
7. Consumers are happy to accept the more green products but it should be healthy and with affordable price.

Conclusion:

Consumers are aware (not 100%) of green products but firms should have to generate awareness among people through print and electronic media. Consumers are accepts the green product as they are health and price conscious but firm should revised their vision to get sustainable growth as if they are running green practices in long run. And lastly, people know everything about green product, even they are happy with quality so, what is bothering is firms continuous efforts to have bond with consumers by their visibility and character; comes with brand (consumer accountability in true sense).

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An Analysis of Impact of Green Marketing on Consumer Behavior

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Abstract:

Green marketing is the marketing of products that are assumed to be environmentally safe. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising. The influence of the green consumer will grow as environmental awareness among consumers spread and improvements are made to the environmental information available through eco-labeling schemes, consumer groups and consumer guides (Peattie, 1995) still explaining the concept or defining green marketing is not a simple task where several meanings intersect and contradict each other; example of this will be the existence of varying social, environmental and retail definitions attached to this term. Other similar terms used are Environmental Marketing and Ecological Marketing. Green marketing refers to the process of selling products and/or services based on their environmental benefits. Such a product or service may be environmentally friendly in it or produced and/or packaged in an environmentally friendly way. The assumption of green marketing is that potential consumers will view a product or service's "greenness" as a benefit and base their buying decision accordingly. The not-so-obvious assumption of green marketing is that consumers will be willing to pay more for green products than they would for a less-green comparable alternative product - an assumption that has not been proven conclusively. This paper focuses on "Impact of Green marketing on consumer buying behavior"

Keywords: Consumer Behavior, Green marketing, environment issues, Green products, Green-price, Social-responsibility.

Introduction:

In recent years, concern about the environment has been highlighted in many areas of life. Our limited resources are damaged, the future of human life disturbs this planet, thus leaders and thinkers have to create a solution. While globalization process continues in its full speed across the world, this process has also brought some problems with it. Leading one of these problems is environmental problems that affect all living beings negatively. These aforementioned environmental problems have started to come to the agenda more and more in the recent years and people have started to talk these negativities. Consumers now have worries about the future of the world and as results of this mostly prefer environment-friendly products. In return to these attitudes of the consumers, companies have started to form their marketing strategies so as to appeal increasing awareness of this environment-friendliness. These marketing



strategies, named as green marketing, have caused companies to adopt green policies in their pricing, promotion, product features and distribution activities. Taking into consideration that companies are socio-economic entities, it can't be expected that they remain unresponsive to the "Environmental Awareness" that may direct consumer behaviors. Particularly marketing managers encounter with consumers sensible to environmental issues. The old perception on how businesses are establishments with no other objective but to profit leaves its place rapidly to a new perception which defines companies as establishments that are sensible to social problems. Consumers encounter with terms such as ozone-friendly, environment-friendly and recyclable products in green marketing. However, green marketing isn't limited to these terms but is a much wider concept of marketing activity which can be applied to consumer goods, industrial goods and even to services (Erbaslar, 2010). Green marketing term was first discussed in a seminar on "ecological marketing" organized by American Marketing Association (AMA) in 1975 and took its place in the literature. In this seminar where the impact of marketing on natural environment was analyzed with the contribution of academicians, bureaucrats and other participants, ecological marketing concept was defined as follows: Studies regarding adverse or positive impacts on environmental pollution, energy consumption and consumption of other resources as result of marketing (Cevreorman, 2010). Green marketing serves two purposes: (Uydaci, 2002: 85)

Definition:

1. **Green marketing** refers to the process of selling products and/or services based on their environmental benefits. Such a product or service may be environmentally friendly in it or produced in an environmentally friendly way, such as: Being manufactured in a sustainable fashion.
2. **According to Business Dictionary**, Promotional activities aimed at taking advantage of the changing consumer attitudes toward a brand. These changes are increasingly being influenced by a firm's policies and practices that affect the quality of the environment, and reflect the level of its concern for the community.

Review of Literature:

This marketing approach concerning Ottman, Stafford and Hartman (2006) perspective, has a huge impact both on society and companies as green products promote health and safety, cost effectiveness and efficiency, and also performance, symbolism and reputation and convenience. According to what was mentioned, many green products have energy saving potential. For instance, there's been an increase in the demand for electric cars not only due to government incentives but also because of long-term savings. Nowadays, we've been consuming everyday products which contain countless chemicals, hormones or other drugs. However, the consuming patterns have been changing and the importance given to health and safety products as become more relevant with the increase of sales of organic foods, for instance, as people tend to be concerned with their own well-being and with the future generations. In terms of performance, people still think green products do not perform as good and as efficiently as other products. Nevertheless, in many cases green products are design to perform better than other products. We can take the example of clothing washer, which cleans better and are gentler to clothes than the older washers. Many organizations are trying to establish a "green chic" appeal to their products, so using celebrities to publicize them in order to determine trends and reach



and expand targets. Green products are not only efficient, they can provide other benefits. LED lightening, is an example, which is the most power saving alternative when compared to the traditional bulbs and also have no toxic chemicals in the composition, and last longer.

In general, green products can have some of the following characteristics: being made from recycled materials, products which can be recycled or reused, organic products, products which meet environmental responsible packaging or other environmental criteria.

Green marketing doesn't only refer to the promotion or advertising of products with environmental characteristics. We tend to associate this concept to terms such as: recycling, environmentally friendly, or for example refillable. However, regarding Henion and Kinnear (1976) this concept is wider, as it also involves product modification, changes in the production process, brand adaptation (e.g. logo, packaging), and alteration and improvement of the advertising approaches. It also implies the consequences marketing activities have on pollution, environment degradation and on energy consumption. It provides a different perspective of the general concept of marketing, as it is no longer focused on particular societies concerns, but in global ones. It consists of being able to satisfy customers' needs having the minimum impact and harm in the environment.

Regarding Ottman (2011), nowadays, companies focus on product development and ways to align it with sustainability. Actions in producing, distributing, usage and recycle processes must have the minimal impact on the environment. It's important to consider the resources involved in each process, which resources are required during the product lifetime and whether the practices used are ethical. The companies' role in society has more duties and consequently is becoming more important with their active participation (Keller 1987, Shearer 1990). They believe they have moral obligation (Davis 1992) in their policies and practices to have a positive impact on the environment (Azzone, Giovanni and Manzini 1994). So companies using green marketing approaches are gaining competitive advantage over companies which don't engage in responsible practices. This current trend emerges in order to better satisfy customers' needs (Polonsky 1994)

Objectives of the Study:

1. To Study the concept of Green marketing
 2. To Study the influence of Green marketing on buying behavior of consumer
 3. To understand how green marketing affects customers' attitudes when acquiring eco-products.
 4. To suggest the measures for improvement on Green marketing.
- een Consumer

Green Consumer:

The green consumer is generally defined as one who adopts environmentally-friendly behaviors and/or who purchases green products over the standard alternatives. Green consumers are more internally-controlled as they believe that an individual consumer can be effective in environmental protection. Thus, they feel that the job of environmental protection should not be left to the government, business, environmentalists and scientists only; they as consumers can also play a part. They are also less dogmatic and more open-minded or tolerant toward new products and ideas. Their open-mindedness helps them to accept green products and behaviors, more readily (Shamdasani at al. 1993:491). According to the consumption report of the EU (Consumers in Europe), it is found that ten percent of the consumers recognize the ecological



product labels or green energy labels on the products sold in the supermarkets. Although the companies in our country progress with significant speed in terms of the environment, it is not possible yet for us to say that they have reached the same level regarding consumer sensitivity. In Western implementations, environmental awareness and the "green policy" in business organizations are reflected in the business as result of the environmental awareness of the consumers. The most recent and classical example regarding this subject is airline transportation industry. In airline transportation, large amount of carbon emission released by the planes into the environment is a matter in question. British Airway offers the following "relieving" solution to people who have to travel by plane but feel disturbed due to the carbon emission: to give financial support to a fund providing researches intended to reduce carbon emission. The carbon emission, released during the distance covered is calculated and a contribution of 12.08 Euro per ton can be paid per person. Carbon dioxide emission per one passenger during an Istanbul-London flight reaches 29 kilograms, and with this fund, which was established on a voluntary basis, environmentally conscious passengers can donate 3.25 Euro and feel relaxed. On the other hand, Turkish Airlines has stated "we achieved fuel savings and this saving reduced carbon emission" in a statement they made in October, demonstrating that the firm has a more low profile "temporary" approach (Naturalhaber, 2010).

Impact of Green marketing:

Convenience: It is very much convenient to women to go through online ads, surf on Face book, snap chat and place the order. The incredible convenience of green marketing online is one of the biggest advantages of internet marketing. The internet has extremely easy accessibility with consumers using the internet and reaching markets anywhere in the world. Because of this, purchasing goods from across borders now reduces the cost of transportation.

Quick information: The information is readily available in hand. All u need is internet to access the same. Advantages of Internet Marketing make such diversification quite easier as if you wish to use SEO & SMO, you can easily do it through different channels like-

- PPC search engine or Social Media Marketing.
- SEO campaigns by outsourcing an SEO techie who can optimize your website and ensure more traffic

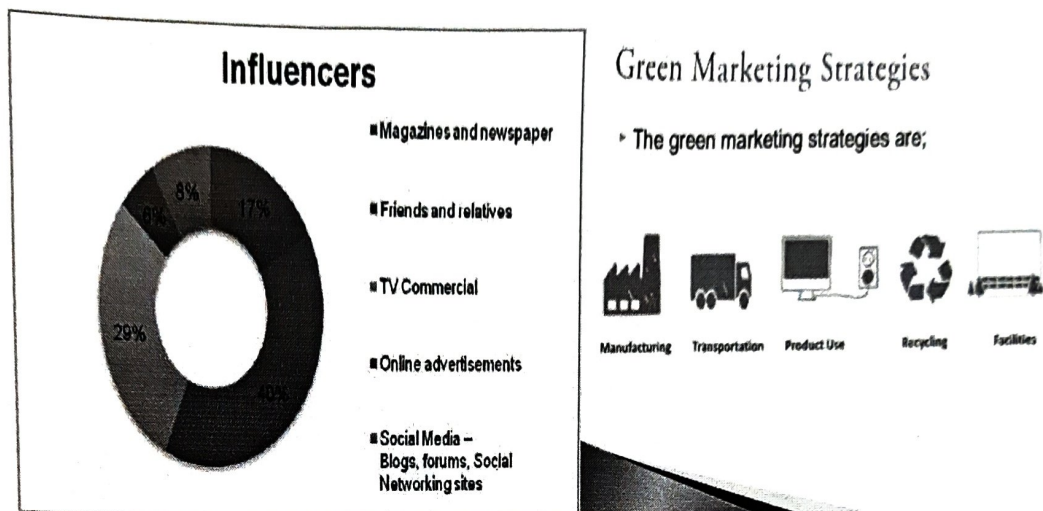
Few hassles: Various apps like myntra, quickr, olx have fewer hassles in their job. With Green marketing, you do not need to hold up weeks to see a noticeable boost in your business. With a paid digital marketing effort, you can see real-time results that empower you to adjust your marketing campaign to accomplish the result you always wanted.

Relationship building: Green marketing helps to build personal relation with the customers by writing on the walls and sending personalized messages. With the advantages of internet marketing, everything can be followed and tracked through detailed diagrams. These diagrams delineate activity development, traffic growth, lead and deals transformations from your specific search marketing efforts. Utilizing free analytics tools like Google Analytics will help you measure the success of your internet marketing campaigns.

Lower cost: A study by Hubspot found that inbound leads – leads generated online through sources such as blogging, social media, and search engine optimization – cost 61% less than traditional outbound leads. It's not hard to see why. With online marketing, there are no travel

Until about twenty percent of leads are generated online, profitability stays more or less the same. But after twenty percent, profitability begins to rise steadily along with the percentage of leads generated online.

Analysis of data:



From above diagram, it is clear that only 8% has impact of Green marketing. Although marketers try different strategies to attract women customers, but they fail as women tend to personal see and verify the quality of apparel then only buy. It is also due to lack of trust among women buyers to verify online. Most of the time, they are unaware of payback or return procedures.

Conclusion:

Green marketing is a tool for protecting the environment for the future generation. It has a positive impact on environmental safety. Because of the growing concern of environmental protection, there is an emergence of a new market which is the green market. For companies to survive in this market, they need to go green in all aspect of their business. Consumers want to identify themselves with companies that are green compliant and are willing to pay a premium for a greener life style. As such, green marketing is not just an environmental protection tool but also, a marketing strategy. The aim of this study, by analyzing the impact of environmental awareness, green product features, green product prices, green product advertisement and demographical features of consumers on purchasing behaviors of consumers, is to determine whether there is a significant relationship between them and if there is, to reveal direction and level of this relationship and hence to give advices to companies producing environment-friendly products.

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**THEME: Entrepreneurial Opportunities- A Global Outlook.
Women Entrepreneurship - Baking Business Opportunities by
working from home due to lockdown in Thane District.**

□ Mrs. Hetal Vinay Uttmani*

ABSTRACT

In this pandemic outbreak of COVID-19 the whole Indian economy is depleted severely, where businesses are at the edge of shut down, where retrenchment from jobs have already started, all this has already made so tough for anyone to survive. It has also become difficult for women's to manage their livelihood, as women's are considered as giver of nourishment and food in our society taking this into consideration many women's have started engaging themselves in tiffin services, catering services, baking business, etc. for better living. This research paper focuses on opportunities available for women by involving in baking business by working from home. It is strongly believed that lesser capital and space is required to run this kind of business. The study will undertake a brief survey based on Structured questionnaire targeted as sample of Judgement and Purpose. The discussion, interpretation of findings will be followed by understanding women's mindset of thane district who are already involved in this business.

Keywords: women, baking, cakes, entrepreneurship, work from home,

Introduction:

This COVID-19 Pandemic outbreak, such situation which was never expected by anyone has created a long lockdown in our country-INDIA. Though it has affected almost whole world but, it's affected severely on our country because it was on the edge of developing in a better way.

This pandemic initially started depleting our economy and slowly and gradually it has acutely shrunked our economy on terms of employment mainly. Unemployment and Retrenchment was experienced nearly in all states. Every employed citizen faced problem of retrenchment or less salary or wages and more.

It created a major concern for everyone including Government of India. Most of women's also faced many financial problems. Women's play very important role in any family. As the saying goes "We will not know the opportunities until trouble comes." So following this many women's started enhancing their inner skills.

Women's in our country are considered as giver of food and nourishment strongly denoted as

"Annapura". Taking this into consideration many women's started with Baking and Catering services for earning livelihood for themselves and also for to support their family in this financial crisis.

Review of Literature:

1. Alexsandar Maric, Slavko Arsovski, Jasna Mastilovic (2009) in their research paper submitted to International Journal for quality research studied on- "contribution to the improvement of product quality in baking industry". In this study researcher has studied Product quality, consumer attitude etc of Rasina region. They concluded that consumer attitude and better bread quality can be backbone of improvements and development of baking products.
2. Ishrat Majid, Varun Kumar and Gulzar Ahmad Nayak (2014)- on their research on Baking Industry in India- Innovations, Trends and Challenges studied Indian scenario of Bakery products, also studied retail industry of the same. Their study also focused on innovations in menus for bakery

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items, innovations in ingredients, better packaging and trend of e-retailing can improvise baking business. They also focused on challenges and opportunities faced like government regulations, demand-supply chain, price sensitivity etc which impacts this business a lot.

3. Manoj Kumar, Avinash Kumar (2016) in their research paper submitted to International Research Journal of Engineering and technology (IRJET) studied on- Existing baking industries in Allahabad and sensory evaluation of baking products. In this study researcher forecasted on growth of baking industries at allahabad in terms of quality in marketing of products. As per study Allahabad is paradise and superior ranked with highest quality baking products and Calcutta stood at second.
4. Carmel Cedro (2019) in her doctoral thesis submitted to Auckland University of Technology focused on the relationship between representative of femninity and different depictions of baking, cake, and sweet foods in contemporary Australian cookbooks. In her thesis researcher has focused on the recipes of cookbooks used by women of Australia for baking cake, etc.

The above are some researches which are done on baking business but, no study has been done on women working from home for livelihood by baking cakes, and etc.

Hypothesis:

1. Income from baking business has significant effect on livelihood of women's of thane district.
2. Increase of Baking business from home due to COVID-19 lockdown.

Objectives of Research:

1. To determine whether baking from home business income is sufficient for livelihood.
2. To find out whether women's will continue this business after end of lockdown.
3. To evaluate whether they are working this for passive income.

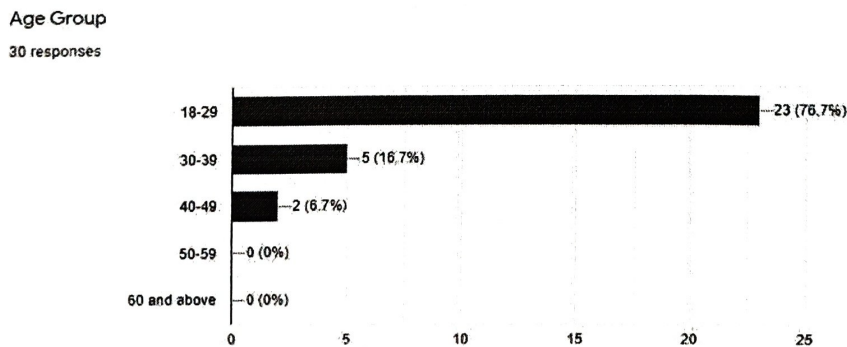
Scope of Study:

This study takes into account Baking avenues available and preferred by women working from home during and after lockdown.

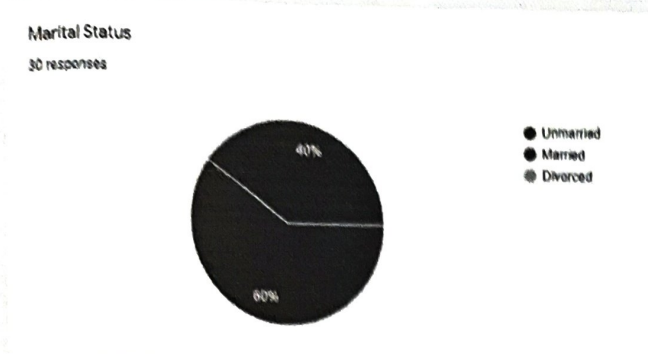
Research Design:

1. Type of Research: It is an exploratory research.
2. Data Collection: To complete this study both primary and secondary data has been used. Primary data is collected through questionnaire method and secondary data is collected through various research paper and thesis on related subject.
3. Sampling Technique: Non Probability Sampling- Judgement sampling technique is used for study.
4. Sample Size: 30 women's working from home engaged in baking business is been studied.
5. Data Analysis: Data is analysed with the help of various charts, pie-diagrams, etc

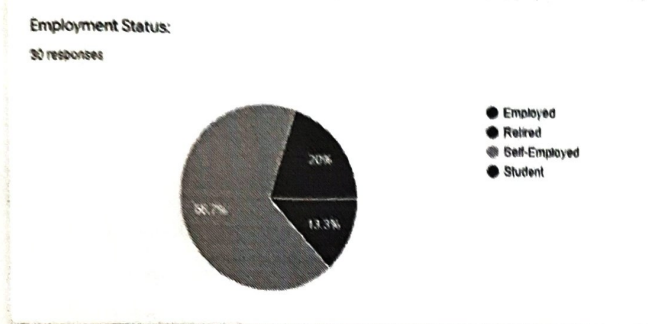
a. What is your age group?



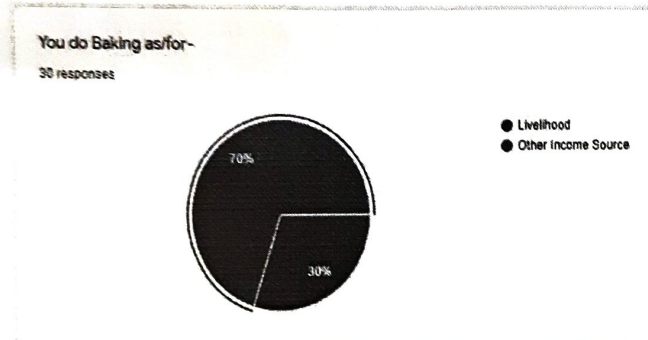
b. What is your Marital status?



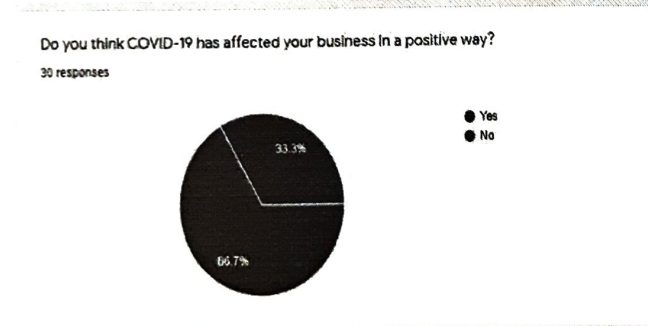
c. What is your Employment Status?



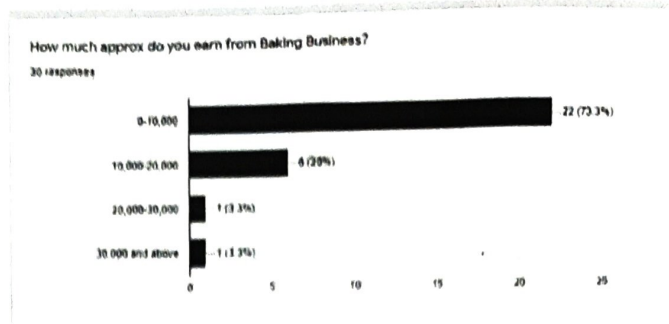
d. You do baking as for?



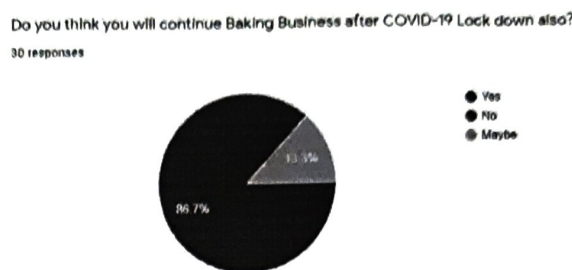
e. Do you think COVID-19 has affected your business in a positive way?



f. How much approx do you earn from baking business



g. Do you think you will continue Baking Business after COVID-19 also?



6. Data Interpretation:

1. While asking which age group is more involved in this business the output came- 76.7% of women's belongs to 18-29 age group, 16.7% women's belongs to 30-39 age group and 6.7% women's belongs to 40-49 age group. No women's belongs to age above 50. As maximum percentage is covered by 18-29 that can conclude baking has become trend and youngsters are making maximum use of it.
2. While asking Marital status it concluded that 60% of women's were Unmarried and 40% women's were married it again showcase following of trend among unmarried young women's.
3. As per the study 66.67% women's are self-employed, 20% Women's are Studying and 13.3% women's are employed under

somewhere. So it can be concluded that 13.3% women's earn baking income as passive income.

4. As per the study 30% of women's do baking business for livelihood and 70% as other income source.
5. While doing survey, 66.7% women's replied that COVID-19 has affected their business in positive way and 33.3% women's replied it has not affected their business in positive way.
6. 73.3% women's earn income around 0-10,000 Rs. which is a huge percentage with very less amount. 20% women's earns around 10,000-20,000 Rs and 3.3% women earns approx Rs. 20,000-30,000 and only 3.3% women's earns more than 30,000. This shows the ratio of earning decent amount from this business is very less.
7. While asking about the continuation of business after lockdown 86.7% women's said yes they will continue, this shows enthusiasm and positive attitude among majority of women's and 13.3% women's replied maybe they will continue with the same business. None of the women replied no which is a good sign.

Limitation of study:

The data is limited to only women's of thane district; no other district has been studied. More study can be done on same topic covering any other district and even study can also be done by taking masculine factor in consideration.

Conclusion:

This Pandemic situation has definitely degraded our economy and also many small and medium entrepreneurs are been demotivated and are worried

about their business, but as every coin has two sides this pandemic not only have negative impacts on business but it has also made many to search for new opportunities for businesses.

Work from home has already become situation need and a new trend, then why not entrepreneurs working from home? There are many different ways and types of new businesses which can be run from home and baking is one of them and running fast with trend. Indian women's who are already considered best in their cooking and baking skills, are using their skills in better possible way.

Due to complete closure of cake shops and other baking outlets and also fear of spread of COVID-19 many people prefer homemade eatables and cakes for celebration and etc. This has increased self-employment opportunities among women's and women's have taken this opportunity and started getting more of it. Though initial income earned by them is less but with better marketing strategies and different variations women's can earn more.

While asking their reviews on making this business for livelihood purpose, 90% of women's said definitely yes any women can make it possible for them to earn good by working in same business. They also said this business makes them balance their domestic chores and also they are contributing to economy.

Recommendations:

This pandemic outbreak situation has taught us and made us realised that we actually don't need much offices or any work place to work. We can also easily work from home through better technology and with comfort zone. Hence, many women's realised to start something of their own where not much space is required and not much capital is required.

They started baking business and up to my

knowledge they are doing their best and at present earning it as other source income, but through better marketing strategies and better pricing policies they can make their business for livelihood also.

So, it is recommended to start baking business as lesser capital is required and marketing and advertisement can be easily done by social media.

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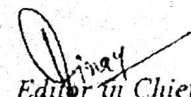
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(s.e.s) Swami Hansmuni Maharaj Degree College, Ulhasnagar

TITLE OF RESEARCH PAPER

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