

# Exploring Obstacles in Conducting Green Practices: The Case of Indian Lodging Industry

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*Abstract- Green practices are developing as the requirement as environment friendly management in the lodging industry. Green Hotels are the one that have less effect on the ecology with the wise usage of their resources. Such hotels minimize the waste production by recycling them and reduces the energy as well as water consumption. The primary aims of such hotels are to enhance the profit margin by saving the resources with the reduction in operating cost. They support the Ecotourism by producing less pollution in the environment. Ecotourism makes the significant contribution in economy of country by depending on unpolluted natural resources. This paper presents a comprehensive analysis on green practices for environmental sustainability by adopting several attributes without affecting the customer's services. The key factors of any sustainable developments are solid waste disposal management, water conservation projects and energy implementation. Some of the attributes based on the technologies for energy savings are variable speed drives, air conditioning and heating ventilation, lighting systems and energy management systems. While, the reduction of water consumption depends on the installation of modern tools such as sensor activated taps, low flow showerheads, ultra-flow toilets, drainage barriers around pools and using air-cooled in place of water-cooled ice machines. Some other constraints for water management are considering cooling water effluent, grey water treatment and rainwater for garden watering and utilization of AAA rated front loading washing machines. It is necessary to keep aware the hotel staff about recyclable materials collection with distinguishing from the waste stream of hotel. This can be done by conducting recycling program in constant time frame.*

*Keywords: Green Marketing, Consumer Attributes, Lodging Industry, Green Practices, Tourism*

## I. INTRODUCTION

The growth of global economy depends on the lodging industry. In modern time, this industry considered as one of the fastest emergent trades around the world [1-2]. The primary functions of hotels majorly to offer simple to premium

accommodations with quality food/beverages to their customers. Such services demand excessive natural resources e.g. water/energy in order to deliver the comfort through services and care to their customer. Furthermore, this procedure has some by products as excessive quantity of littering and solid waste. Due to such by products, local people face the consequences of environmental pollution with natural resource depletion. These consequences are the prime factor requiring for the advancement of local community as well as ecotourism. Only few hotels take care of the environment by minimizing their negative impacts on ecology. These are limited in number and become the members of green hotel association. It is important to embrace the green technologies as waste reduction, energy/water conservation, minimum pollution production with noise generation, local ecology preservation, recycle waste and support ecotourism. However, green hotels struggle a lot under such a tough business environment to retain themselves as environmentally friendly by efficient utilization of natural resources without affecting their quality of services and adopting the effective waste management techniques.

USA puts on the very first idea of “Greening the Lodging industry” by conducting the grading system based on adopting the green practices. In 1998, Canada launched another program as “Hotel Association of Canada-Green Leaf Eco-Rating Program”. United Nation took interest afterwards and supported the ecological environment through “Green Leaf Eco-Rating Program”. Such programs were the initial steps towards the integrating the concepts of ecology protection through green practices adoption by green hotel management. When it comes to Asia, a comprehensive research proposed on the attitude of Indian passengers in Thailand by providing relevant grading systems. They discovered the attitude of Indian passengers who are specific towards environment in terms of their consciousness or their selection of hotels dedicated to environmental protection under delivering the equivalent conditions, however, not seems interested to pay extra expenditures [3]. Afterwards, China began to work in 2006 by developing the grading approach of the green hotel. However, this grading system influenced more on consumer by measuring the reactions of them towards green practices with the parallel carry of deep research by the hotel. This research provides some valuable clauses regarding their customer by involving them into a questionnaire with the discussion. They released the whole concept as 2008 edition of research paper on launching the “green hotel national standard” [4].

Furthermore, many scholars provide their research on the constraints as well as parameters that can affect the green cognition of consumers or green consumption. They suggest that people care about environmental issues but due to limited expenses, they opt for regular hotels to stay. Don Coursey conducted a research on almost all factors that affecting the people's green consumption and concluded that income as the most significant element. He found that people would spend their money on green practices if their capita monthly income becomes 5000 dollars or more. They willingly involve themselves in refining the environment by adopting green consumption [5]. Investigation from Beijing made the same conclusion by revealing that person never spend on green hotels if his monthly income is under 1000 Yuan. He hesitates to carry premium green products that costs more than 5% family's monthly income. However, education level would generate better impact on the behavior of green consumer [6]. Van Liere & Dunlap's carried the research on samples in which they considered a group of youth who were politically free and well-educated. They found that such people care more than others do for adopting green practices [7].

Another work from China concluded that consumer groups who are proficient in education carrying superior capability to consent premium products from green practices. Researchers investigates the relation between green cognitive with green hotels as well as personal features of consumer. Their theory on behavior of consumer generated some valuable outputs and based on the following hypotheses:

Hypothesis 1: The choice of consumers on product/service purchasing get influenced by the action of environmental protection carried by hotel.

Hypothesis 2: A notable recognition by green hotels on the will of Consumers cognition for staying at there.

Hypothesis 3: Green cognition of hotel get influenced by the idiosyncrasy of consumers.

## II. GREY TO GREEN CONVERSION

In developing countries, engineers get help from the field experts of sustainable development regarding the concept of “Go Green”. They know the worth of green practices and share their expertise over them. Such project need a proper manifesto that guides the engineers in order to what steps should be followed under the working of diverse sustainable ecology leads to higher success rate. The leading engineering firms of Lebanon investigating on many interviews at premium hotels for promoting the concept of sustainable development. They developed a unique term as “Grey to Green” by guiding the engineers through a Hotel Green Renovation Guide (HGRG) and encouraging them to follow different steps in retrofitting a hotel from it. A case study was formed from such guide that depicts economic benefits and their possibility under this environment by adopting such a retrofit.

However, several guides and techniques regarding available hotel renovation put strain on adopting alternative resource for savings. While, none of those describe the action course needed for carrying out an effective ecological retrofit. Mickaityte [7] presented another definition of sustainable development in which HGRG targeted on the guidance of engineers in refurbishing hotels for the accomplishments as:

- Lessen the non-renewable resources consumption as minerals, land, energy etc.
- Lessen the influence on climatic variations and the risks on biodegradation as well as human health.

- Deducing the solutions with less complexity that fulfills the future demands with the reduction of future renovation requirement.
- Enhance the trust on renewable resources such as water/wind for energy production and solar energy.

The HGRG targets to accomplish the above discussed goals by supervising the engineers into estimating the possible solutions. Such solutions need a room-by-room survey for the assurance of their implementation. Synergy effects makes a beneficial solution through applying a holistic approach. There are three key phases in HGRG as:

- The first phase pointing out the conceivable “grey” regions require the green practices and emphases on learning the real situations of the hotel.
- The second phase consists the knowledge of performance as environmental as well as economical existing services. It also offers the suggestions and optimizing clarifications for each scoped deficit with as much as possible savings.
- The third phase starts with guidelines for employment, followed by a supervisor to the authentication and refinement procedure, and conclusions with a limitless obligation of social accountability.

#### **A. Phase I**

The first step starts with the conduction of a brief site survey in an expected retrofit project that helps in search for appropriate prospects for sustainable development. This phase requires all general information collected by engineers. Such information majorly involves the features of hotel as;

- Location such as neighborhood, climatic zone, altitude, occupancy rate etc.
- Architectural structuring with various services involving type of wall-partitions, direction of windows, type as well as location of different rooms, number of floors etc.
- Existing electrical, mechanical and plumbing systems consisting provisions for storm water or grey water harvesting, trends of heating system, cooling, type of lights.

After the completion of the survey, next task is to make ensure the complete success of the audit that should be done by hotel management. Later on, engineers in charge of study receives the information with utmost transparency regarding the scoped matter.

#### **B. Phase II – The Four Pillars of Green Retrofit**

Second step is to conduct a comprehensive technical study on current services towards greening a hotel. In addition, it includes the requirements of retrofit under the chosen regions with utilities. It involves the need of such contribution towards the influence of hotel on environmental as well as economical as a whole. The developed manifesto is the key for green-retrofit survey and addresses four pillars as indoor environmental quality conditions, waste management and energy sourcing with usage. The four pillars are altogether governed by a holistic-eye approach. These solutions suggested the optimized performance depending on synergy effects with the size per room that followed these four pillars for interaction. The complete holistic savings for the hotel can be projected accordingly as,

- 1) *Indoor Environmental Quality (IEQ)*: The quality of ecology mainly depends on the type of furnished materials, noise level, quality of air (pollution) etc. IEQ has the most crucial factor as air quality that consists various kind of pollutants in it. However, pollutants as indoor levels would be 2-5times or even more than 100 times (occasionally) greater than outdoor levels [12]. The key sources of such pollutants consist mainly poor ventilation system, Environmental Tobacco Smoke (ETS), radon, airborne chemicals like paints and cleaning detergents, contaminants as dust particles from neighboring building sites, fumes from car exhausts etc. A good IAQ and its maintenance insuring the health of occupants with satisfaction.
- 2) *Waste Management*: It is considered to be as one of the major issues experienced by most of the developing countries. For example, Lebanon faces the crisis of waste threatens from the visitors, localities, animal communities as well as native plants on land and in the sea that influence the quality of life of residents with their health degradation. The HGRG suggested various methods that diminish such impacts with better manageable waste production by hotels. It consists one of the best waste management technique as “Reduce, reuse and recycle” system [11]. This technique has started with the target of waste avoidance as “reduce”. Hotels must utilize as much as biodegradable materials with the purchasing in bulks of products to reduce the packaging (that include plastic). Second term “reuse” indicates the utilization of goods up to the end of their expiry period with appropriate repairment approaches. Some of the examples are reusing of glass and plastic bottles after cleansing in place of dumping them into the environment. These products take hundreds of years for decomposition. The third terminology “recycling” denotes the conversion of one good into another. It only requires some awareness about the products (whether they are biodegradable or not) with just placing small recycling bins in guestrooms, corridors and lobbies at hotels.
- 3) *Water Usage*: In hotels, the utilization of water relies on the sourcing as well as consumption level by the individuals. Certain places such as wide landscape with pools, multiple kitchens, laundry rooms as well as the luxurious lifestyles of guests regarding water usage. Such factors elevated the water consumption quantity. The water consumption can be reduced by adopting some methods as assuring proper occupant awareness, maintenance against water leaks with constant monitoring etc. [9].
- 4) *Energy Sourcing and Usage*: The usage of sustainable energy can be achieved by adopting two main approaches. The first method is to depend upon renewable energy sources which are extensively available in developing countries and clean by

nature like wind, water as well as solar energy. Second is by lessen the consumption of energy that can be attained by several manners. It consists the utilization of efficient electrical appliances following the star ratings as well as other reduction techniques for electrical consumption. It also involves the proper thermal insulation approaches to lessen the requirement of cooling and heating loads as well as appropriate occupant awareness. Both approaches resulting as the minimization of energy demand leads to minimize the usage of alternatives of renewable energy quantity. Globally, several hotels have followed the principle to use the sources based on 100% renewable energy [8]. Countries like India blessed with good sunny days that can produce the large quantity of energy through solar panels. In other example, it becomes easy to cut down the dependence on non-renewable water resources by adopting grey water filtering for irrigation as well as rainwater harvesting. India experiences the water crisis in many states where the ground water level is at alarming position with underground aquifers. It shows the freshwater crisis that needs the proper recycling of available resources [10].

IEQ factors also include some parameters for cleanliness, visual comfort, humidity/thermal conditions, noise levels that can influence directly or indirectly on society.

### C. Phase II – Room by Room Retrofit

It is important to conduct the survey on room-by-room level for enhancing the sustainability of four pillars with solutions. It has aimed on to optimize the economic and environmental savings for the hotel. Therefore, it requires a separate facility within the hotel proposed by HGRG relying on definite considerations for retrofitting each room. HGRG includes several parameters in its guideline with a checklist to the users (involving the consideration on numerous aspects) within a typical hotel based on the retrofit for each areas:

#### 1) Guest Rooms:

a) Awareness: It is important to conduct awareness programs in between the guests by involving the plaques in each room that describes about ecological obligation of the hotel. Such programs are the noble modes of educating the guests in order to remind as well as encourage them to save water and energy by making some good efforts.

b) Energy considerations: Some of the good practices to cut down the energy usage by installing automation methods to turn of the electric appliances as well as air conditioner, motion detectors and LED lights. Space can be wisely used to reduce the requirement of cooling and heating purposes by providing the adjacent rooms to the guests for check-in.

c) Water considerations: Hotel can install the aerator faucets, showerheads with low flow water and double-flush toilet systems for controlling the water usage.

d) Waste management: Waste production could be reduced by reusing and recycling the furnishings. Small efforts can bring big changes by merely placing the bins in each room and aware the guests to separate their waste in order to support the hotel in conducting recyclable program.

e) Indoor Environmental Quality considerations: Some of the efforts are to minimize the thermal/sound insulation by utilizing cotton curtains and carpets. The best green efforts to ventilate and cool the place by installing operable windows with more plantation around the guest rooms.

#### 2) Kitchen and Restaurant:

a) Energy considerations: Five star rating appliances should include for utilization. Also. The usage of refrigerator should be less as much as possible with their numbers. Furthermore, try to replace the electric appliances with their energy efficient substitutes.

b) Water considerations: It can be done by installing the faucets for water conservation at each sinks in the kitchen. It also becomes important to repair any water leakage immediately with constant monitoring.

c) Waste management: Main issue is the leftovers and organic products that can be used as the composites in order to fertile the soil of garden. Recyclable packaging should be used for storing the food leads to recycle them after reuse. Packaging waste can be lessen by storing the consumables like pepper and salt in dispensers (in bulk). Employee aprons and kitchen rugs can be prepared by reusing the old tablecloths from restaurants. Different recycling bins use as the trash with separation for recycling purposes.

d) Indoor Environmental Quality considerations: Natural ventilation system can be created by using well-placed windows. Not only lobbies for visitors and guest rooms require the proper ventilation but also it is necessary for storage rooms and kitchen with satisfaction.

#### 3) Laundry Rooms:

a) Energy considerations: Laundry washing includes the usage of minimum possible water temperature.

b) Water considerations: Smart use of washing machines with the operation with full loads.

c) Waste management: Bulk purchasing of detergents for the reduction of packaging wastes as well as cost.

d) Indoor Environmental Quality considerations: Utilization of non-toxic biodegradable detergents only.

#### 4) Lobby:

a) Energy considerations: Possible ways to utilize the day-lighting technologies, use of light shelves and high windows during the renovation of hotels preferably. Fixing of windows to keep the direct sunrays out with the usage of sunscreens and blinds. Artificial lighting carried by LED lights only.

b) Waste management: Consideration of refurbishing furniture before changing them.

c) Indoor Environmental Quality considerations: Enforcement of non-smoking policies with appropriate ventilation system at lobbies. Air quality can be improved by using plants wherever possible that can appeal the occupants and considerable as

the decoration good also.

5) Hotel Offices:

a) Energy considerations: Using of energy efficient five star rating electric appliances.

b) Waste management: Utilization of refurbished computer systems with recycled papers for office or documentation work. Majorly uses soft copies in place of hard copies for storing the documents.

c) Indoor Environmental Quality considerations: Offices need the ensuring of appropriate IEQ conditions and becomes a crucial factor. It depends on cleanliness, space, lighting, noise level etc. Non-occupied area (like corridors) should contain the appliances such as shared printers as well as photocopy machines.

6) Technical Rooms:

a) Energy considerations: Advising of proactive maintenance scheme. Minimizing the heat loss as much as possible by utilizing the eco-friendly insulation materials as installing hot water pipes. Replacement of oil boilers and electric generators with renewable energy sources like solar water heaters and photovoltaic panels.

b) Waste management: During the removal or replacement of insulations, precautions should be taken regarding safety provisions and health.

c) Indoor Environmental Quality considerations: Adequate availability of fresh air level through proper ventilation in the rooms. Furthermore, there is an isolation between such rooms with all occupied spaces. The in taking of fresh air for the ventilation system must be far away from the technical regions of the hotel that is another crucial point.

7) Green Areas:

Avoidance of water demanding plants such as grass. In place of them, vegetation should include the most environmental-friendly choice such as native trees. Furthermore, respiration process can be reduced with the avoidance of grass trimming. Instead of using conventional irrigation methods, dripping techniques can reduce the water evaporation by best practicing during night hours.

#### D. Phase II – Holistic Eye for a Holistic Saving

A “successful” renovation project consists the methodologies targeted to resolve all issues in a holistic way. It is important to include the findings of one solution into the assessments of another in order to produce the most optimal consolidation of explanations for the entire project.

#### E. Phase III

Implementation process initiates conferring to green construction practices. It needs the completion of tasks as sizing and engineering of certain services of the hotel with the most optimal defensible solutions. Also, it requires the grant as approval from the hotel management. It is also require to minimize the water as well as energy and water losses during construction. Recycling process includes the distinguishing between types of waste such as paper, wood, plastics, metals etc. with the reusing of existing items whenever possible in the hotel. Ensuring of proper ventilation for IEQ provisions for regulating the dusts and other airborne pollutants. In-charge experts replace or remove the hazardous materials (like asbestos insulation) that are mostly available in older buildings. Another ongoing practice is the sustainably retrofitting a hotel [13]. There are numerous practices that the hotel management must stand for the validation of all green promises with the development of their maintenance schedules and regular commissioning. Some of them are as follows:

- To set a positive example for local community through social responsibility and commitment.
- Carrying up-to-date sustainable development practices and to promote green products by conducting green meeting at intervals.
- Ensuring the accomplishment of the sustainability program with employment engagement.
- Development of green tourism with the conduction of customer education programs with their benefits to the guest.

### III. CHALLENGES IN GREEN PRACTICE IMPLEMENTATION

Green practices experience numerous challenges in their implementation and enhancement. Primarily,[14] suggested the financial success of green practices with their uncertainties. Installation of expensive systems or technologies highly relates with the functional constraints of green practices. Conversely,[15] proposed in their research that the installation expenses of new systems could be overcome by energy/water conservation and waste reduction in next few years. Furthermore, [7] proposed several methodologies for green savings. *S.-H. Kim and Y. Choi* illustrated the payback period of continuous green practices for the primary investment that is two years approximately. Second concern is related with green practices implementation that may influence the standards of services destructively.

Another researcher showed the datasets of non-green hotels as the predictions of green practices with their mean and standard deviations. Some attributes of such dataset are sound-proof rooms with systems, outcomes of awareness programs, toxic substance signage, noise control, organic food, water saving technology, reuse towels, regular maintenance of equipment, smoking area designation, air filtration, recycling programs, refillable amenity dispensers, programmable thermostats, energy efficient lighting, environment activities etc.

#### IV. FINDINGS

##### *What amount is the consumers ready to pay for green practices?*

Samples are important including the data and perspective of people according to their age and gender. It provides their opinion on these constraints dependency up to the will to invest in green practices. Approximately, the consumers who are ready to pay on such services low in number and predicted as 11 percent in previous work. In this, around 25 percent spend on costs. Furthermore, some of the consumers (40 percent) have the opinion that hotels should carry the cost from 50 percent to 100 percent expenditures used in green practices. During their stay, they are ready to spend just 4-6 percent more not more than that. The consumers in majority are not ready to spend on green practices despite of their positive behavior as they think it is out of their budget. In context of hotels, it is necessary that it provide them a long-term advantage.

##### *How is the relation between consumer behavior and attitude with respect to green practices in hotel industry?*

Several outcome of conducted survey reports show the significant relationship between the behavior as well as attitude of consumer for green practices in lodging industry. Therefore, the suggested hypothesis proves the dependency of consumers' behavior and attitude. In addition, the hypothesis provide the statistical methodologies to estimate the correlation in them. It proves the positive behavior as well as attitude of customers for green practices with their indifference to spend extra money for the same.

##### *How Consumer behave for spending on green practices in India?*

In literature, mostly work is present on taking 12 variables with respect to the behavior intention. The estimated eigen values are 1.0 and 3.2 respectively for the consumer during their stay in hotel. Both the factors describe 100 percent of the variance while the second factor illustrates 75 percent of the variance. It requires the certification from the government as environmental partnership or ISO 9000 and awareness in hotel staff by conducting training programs or workshops. It could help to influence the consumer's to make them selection on eco-friendly hotel. Another factor is to install the active system for regular checking the waste disposal as well as leakages in hotel. Therefore, consumer can witness the reality with serious commitment to stay in eco-friendly hotels. The awareness n utilizing and adopting green practices shows the positive influence on all the environmental components such as eco-friendly purchasing, water conservation, utilize local products, minimization of solid waste and energy conservation with optimization.

In India, just 22 percent of consumers deliberately looking for the selection of eco-friendly hotels. Out of these, only 55 percent pay attention on the initiatives towards green practices and 23 percent not at all influence by these information. It proves that the respondents in major favorably willing the adoption of green practices by hotel industry.

#### V. CONCLUSION

Green Practices affect the customer satisfaction with their loyalty. Therefore, hotel industry experiences the extremely competitive environment with the delivery of high-quality services involving the concerns as well as participation in environment conservation. This research illustrates the several factors and their dependency on green practices along with higher satisfaction that offers a positive loyalty. It shows that the customer satisfaction becomes the mediator to their loyalty. It needs the development of effective and efficient green practice for lodging industry that understands the desire of customers and fulfill them. This research provides numerous factors that significantly influence the willing of consumers to spend extra with tolerating the results of cost cuttings, reduce luxury and using local products as they feel low quality. In last, the study proved that people adopt and take the environmental responsibility at home greater as compared with the stay in hotel.

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