

Green Marketing : A Study of Emerging Opportunities and Challenges in Indian Scenario

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Abstract— Green marketing is the marketing of products that are presumed to be environmentally safe. Green marketing incorporates a broad range of activities including product modification, changes in the production process, sustainable packaging as well as modifying advertising campaigns. The paper is an attempt to provide a platform to understand the awareness level, their perception, the parameters considered for buying the green products. We need to utilize the resources economically so that it does not cause any harm to the environment. Green marketing practices are required for existence of the human race. It may take a long time to accomplish this task but it will certainly be very profitable. The product, price, place and promotion are the key components which should be modified or some variance need to be offered in the marketing mix elements, so as to form reduced waste and improve energy efficiency to encourage green marketing. In present scenario, there is a dire necessity to educate and create awareness among the consumers about the green environment. The responsibility lies with the corporates also as Corporate Social Responsibility, so as to make the youth aware about the environmental hazards. This may not happen immediately, but it will be a gradual process. Today the young consumers are more concerned about keeping the environment safe. They want to reduce the ill impact of usage of services and product that may harm the environment. This research paper aims to shed the light on the very much talked about topic, Green Marketing.

Index Terms—About four key words or phrases in alphabetical order, separated by commas.

I. INTRODUCTION

Green represents nature. It is widely accepted that the colour green represents growth. Green is closely associated with growth and hope. With the changing times the colour green has almost become synonymous for environment. As the environmental resources are limited, it is the responsibility of the human race to protect and prevent the environment. Therefore, it is important for all of us to utilize the resources effectively and efficiently.

Marketing of those products which are environmentally safe is called Green Marketing as per the American Marketing Association. Various activities are covered under green marketing, such as product modification, production process changes and changing the packaging of the product. Hence, in the current scenario, the concept of green marketing is gearing up like hot cakes and it is an upcoming popular promotion strategy to bring about awareness among the consumers. The business houses follow ethical and green

practices while dealing with customers, suppliers, dealers and employees. Today, the government as well as the public sector companies has become sensitive towards the environment related issues and they are adopting policies to prevent Global warming, pollution, water contamination etc. In a survey conducted by National Geographic Society and the International Polling firm Globescan (2010), to find about the Consumers' Green Attitude called "Consumer Greendex", the top scoring consumers were in the developing countries like India, Brazil and China. Consumers showing the largest increase in environmentally sustainable behavior were in India, Russia and the United States of America (Howe et. al. 2010). Various studies by environmentalists indicate that people are concerned about the environment.

II. LITERATURE SURVEY

Green marketing must satisfy two objectives: improved environmental quality and customer satisfaction. As the demand for green products undoubtedly exists, Green Marketing provides an opportunity to the companies to increase their market-share by introducing eco-friendly products.

Based on a review of the literature on the subject, Yasmin (2014) has identified that industrialists and end-users both are concerned about eco-friendly items. A higher percentage of them opine that eco friendly products are safe to consume.

Time and on the popularity of green products have captured a large number of buyers, thereby increasing the demand for organic food items, clothes, cosmetics, electronic and electrical items. Consumers prefer products with green attributes. (Sehrawat,2014)

Rathod(2014) identifies the three particular segments of green consumers and explores the challenges and opportunities businesses have with green marketing.

Jaya(2014) in this research paper, main emphasis has been made of concept, need and importance of green marketing. It explores the main issues in adoption of green marketing practices. The paper describes the current Scenario of Indian market and explores the challenges have with green marketing.

Rakesh'S (2013) main emphasis has been made of concept, need and importance of green marketing. The Paper aims at finding out what actually Green Marketing is all about and how can a business firm be more competitive by using green marketing strategies to gain a competitive edge over others. It explores the main issues in adoption of green marketing practices.

Manjunath(2013) aims to study implementation of Green Marketing initiatives in the Indian organizations. The paper also aims to understand the concepts of Green Products; green marketing mix and points out the challenges before green marketing initiators.

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The study mainly focuses on the concept, need, importance & strategy of green marketing in India. Researcher also examines the present scenario of green marketing and reasons that organizations are adopting green marketing as a tool for sustainable development. The paper analyses whether the manufacturers are cognizant about green products and eco-labeling, and also the difficulties in implementing green marketing. Vandhana and Ravi (2013)

Green marketing helps in the effective outcomes like cost cutting, employee satisfaction, waste minimization, society welfare for the companies as well for society also. As credibility is the basis for a long-term environment-friendly commitment, supporting social campaigns connected to environmental protection plays an important role in completing green mission. Only thing required is the determination and commitment from the all the stakeholders of the companies. Marketers are accountable to educate their customers regarding the utility and advantages of green products. (Shrikanth, Raju, 2012)

Shrinath, Nath (2012) The paper analysis what actually Green Marketing is all about and how can a business firm be more competitive by using green marketing strategies to gain a competitive edge over others. It explores the main issues in adoption of green marketing practices. The paper describes the current Scenario of Indian market and explores the challenges and opportunities businesses have with green marketing. Green marketing is something that will continuously grow in both practice and demand.

Aditya Maheshwari, et al, (2011) shared view among experts that online campaigns are not so damaging for the environment, as they can aim their target group more precisely and they don't have to use natural resources to such a big extent.

Jain and Kaur (2004), found that Indian consumers surveyed report a high level of concern for the environment and engagement in environmental behavior. They exhibit willingness to take Green Marketing: Challenges and Strategies for Indian Companies in 21st Century.

Phillips (1999) reported that 87 % of U.S. adults are concerned about the natural environment and 59 % of them say that they look for environmental labels and choose the brands that are more environmental-friendly.

OBJECTIVES OF THE STUDY

- To provide and insight of the concept, need and importance of green marketing.
- To study the challenges and opportunities for green marketing in India.
 - To study the initiatives taken by the Indian government and business houses.

III. GREEN MARKETING : CONCEPT

As per Mr. J. Polonsky, green marketing can be defined as, "All activities designed to generate and facilitate any exchange intended to satisfy human needs or wants such that satisfying of these needs and wants occur with minimal detrimental input on the national environment."

According to Charter (1992), green marketing is defined as 'greener marketing is a holistic and responsible

strategic management process that identified, anticipates, satisfies and fulfill stakeholder needs, for reasonable reward, that does not adversely affect human or natural environmental well being'.

"Green Marketing" refers to holistic marketing concept wherein the production, marketing consumption and disposal of products and services happen in a manner that is less detrimental to the environment with growing awareness about the implications of global warming, non-biodegradable solid waste, harmful impact of pollutants etc. There is a dire need for the marketers and consumers to move to the eco friendly products and services. It was in late 1980s that the concept of green marketing became prominent. The green marketing has evolved over a period of time. According to Peattie (2001), there are three phases of green marketing evolution.

- "Ecological" green marketing
- "Environmental" green marketing
- "Sustainable" green marketing

IV. NEED AND SIGNIFICANCE OF GREEN MARKETING

The subject of green marketing is vast, having important implications for business strategy and public policy. Clearly, green marketing is part and parcel of the overall corporate strategy (Menon and Menon, 1997). Green marketing also ties closely with issues of industrial ecology and environmental sustainability such as extended producers liability, life-cycle analysis, material use and resource flows, and eco-efficiency.

In the present state of affairs, the prime focus now-a-days is to keep the customers as well as consumers in fold and even keep our natural environment safe – which is the biggest need of the time. Worldwide evidence indicates people are concerned about the environment and are changing their behavior. Companies may lose many trustworthy and profitable clients due to absence of green management. In today's pioneering industry of high technology due to growing community and consumer interests in green and socially responsible products, increased community pressure on companies to internalize externalities, such as health issues, neighborhood amenity, climate change; environmental and governmental legalizations and initiatives; innovative technologies and approaches of dealing with pollution, improved resource and energy efficiency, and to retain old (loyal and profitable) customers and consumers, it is very much urgent to implement green marketing. As a consequence, green management provides new environment friendly customers which lead to increase in sales and profits of an organization that further leads to expansion and growth of business. This enhances the public image of the company.

There are many misconceptions about Green Products that hurt the hopes for green products like that "such

products are of lower quality or don't really deliver on their environmental promises" (Bloom, 2004, p. 79). It is known all over the world that people are concerned about the environment and are changing their behaviour.

Various regulatory bodies and acts are set to ensure environmental safety and protection, some of which include, OSHA (Occupational Safety and health Act), CERCLA (Comprehensive environmental Respond Compensation liability Act), TSCA (Toxic Substance Control Act), HMTA (the Hazardous Material Transportation Act), FIFRA (Federal Insecticide, Fungicide and Rodenticide Act), FFDC (Federal food, Drug and Cosmetic Act, Clean Air Act, Clean Water Act, GHS (Globally Harmonized System of Classification and labeling of Chemicals).

Worldwide evidence indicates people are concerned about the environment and are changing their behavior. The studies show the links between air pollutants and low birth weight, premature birth, still birth and infant death. As resources are limited and human wants are unlimited, it is important for the marketers to fully utilize the resources to achieve the organizational objectives. There is increasing interest among the consumers across the globe on the subject of protection of environment. Hence, green marketing is unavoidable. As a result of this, green marketing has emerged which speaks for growing market for sustainable and socially responsible products and services.

V. OPPORTUNITIES: GREEN MARKETING

As evident from the available literature most of the companies are venturing into green marketing because of the following reasons:

OPPORTUNITY: In India, around 25% of the consumers prefer environmental-friendly products, and around 28% may be considered healthy conscious. Some examples of firms who strives to become more environmentally responsible, in an attempt to better satisfy their consumer needs are:-

- McDonald's replaced its clam shell packaging with waxed paper because of increased consumer concern relating to polystyrene production and Ozone depletion.
- Tuna manufacturers modified their fishing techniques because of the increased concern over driftnet fishing, and the resulting death of dolphins.
- Xerox introduced a "high quality" recycled photocopier paper in an attempt to satisfy the demands of firms for less environmentally harmful products.
- The Surf Excel detergent which saves water (advertised with the message—"do bucket paani roz bachana") and the energy-saving LG consumers durables are examples of green marketing.

SOCIAL-RESPONSIBILITY: Numerous companies have started realizing that they must behave in an environment-friendly fashion. For example,

- HSBC became the world's first bank to go carbon-neutral.
- Coca-Cola and Walt Disney World in Florida, US, have an extensive waste management program and infrastructure in place.

GOVERNMENTAL-PRESSURE: Governments want to "protect" consumer and society; this protection has significant green marketing implications. Therefore, the Indian government has developed a framework of legislations to reduce the production of harmful goods and by products to protect consumers and the society at large.

For example, Ban of plastic bags, prohibition of smoking in public areas, etc.

Reduce production of harmful goods or by-products. Modify consumer and industry's use and consumption of harmful goods

Ensure that all types of consumers have the ability to evaluate the environmental composition of goods. Government formulates rules and regulations to control the amount of hazardous wastes produced by firms.

COMPETITIVE-PRESSURE: To face the competitive market the companies are switching over to green marketing. For example, companies such as Body Shop and Green & Black have motivated their close competitors to follow them in green marketing.

Cost-Reduction: Reducing of hazardous waste may lead to sizeable cost cutting. For example, the fly ash generated by thermal power plants, which would otherwise contributed to a gigantic quantum of solid waste, is used to manufacture fly ash bricks for construction purposes.

VI. CHALLENGES: GREEN MARKETING

Ever since green marketing has become popular, the companies are facing many problems while implementing Green Marketing. The foremost challenges to Green marketing which have to be faced are:

NEED FOR STANDARDIZATION: The companies are making big claims about going green but it is found that only 5% of them are true. There is a lack of standardization to authenticate these claims. There is no standardization currently in place to certify a product as organic. Therefore, there a need of the control board for such labeling and licensing.

NEW CONCEPT- Today in Indian scenario, the urban customer is more aware of the advantages of the green product and some of them may be even ready to purchase such a product even though it may be highly priced. But it is still a new concept for the masses. So there is a need to educate the customer and made him aware of the

environmental threats. The challenge is to penetrate the new green movement to the masses which will take a good amount of time and effort. Indians lead a healthy lifestyles by consuming natural food and practicing yoga.

COST FACTOR- The green products are more expensive as a lot of money has to be spent on R&D programmes for their development and subsequent promotional programs. Green marketing involves marketing of green products or services, green technology, green power/energy.

CONVINCING CUSTOMERS-The customers may not believe in the firm's strategy of Green marketing, so the organisation should ensure that they undertake all possible measures to convince the customer about their green product, the best possible option is by implementing Eco-labeling schemes.

NON COOPERATION- The firms committed to Green marketing have to make every effort to persuade the stakeholders and many a times they may fail to convince them about the long term benefits of Green marketing as compared to short term expenses.

SUSTAINABILITY- When the company switches over to green marketing, the profits are very low since renewable and recyclable goods and green technologies are more costly. Therefore, the business plan has to be for long term rather than short term. The companies should also strive not to fall into the luring of unethical practices to make short term gains.

AVOIDING GREEN MYOPIA- The product developed should be such that it not only meets the various criterion of green product but also meets the customer satisfaction criteria. Otherwise, this will lead to green myopia. Green marketing must satisfy two objectives: improved environmental quality and customer satisfaction. Misjudging either or overemphasizing the former at the expense of the latter can be termed —green marketing myopia.

In order to overcome the challenges, green marketing firms must do the following:

1. Clearly state environmental benefits;
2. Explain environmental characteristics;
3. Explain how benefits are achieved;
4. Ensure comparative differences are justified;
5. Ensure negative factors are taken into consideration; and
6. Only use meaningful terms and pictures.

Success will follow if the companies adopt few basic rules in their business. There is need to modify the 4P's

as per their product, to meet the needs of green marketing.

- Know your customers
- Empowering the Consumer
- Being Genuine & transparent
- Reassure the buyer
- Consider your pricing
- Giving your consumers an opportunity to participate

VII. INDIAN COMPANY INICIATIVES TAKEN BY BUSINESS ORGANISATION AND GOVERNMENT AGENCIES FOR GREEN MARKETING IN INDIA

DELHI METRO: DELHI METRO RAIL CORPORATION (DMRC)

The world's thirteenth largest metro system in terms of length, Delhi Metro is serving Delhi, Gurgaon, Faridabad, Noida and Ghaziabad, in the National Capital Region of India. It has made a significant environmental and social impact on the common man of Delhi and NCR. In a study by the Central Road Research Institute (CRRI), it is evident that Metro railway has helped in saving about 33,000 tons of fuel and prohibited emission of more than 2,275 tons of hazardous gases.

GREEN FUEL ALTERNATIVES: DELHI GOVERNMENT

In India, to switch over to alternative sources of energy, Indian Oil is focusing on CNG (compressed natural gas), Auto gas (LPG), ethanol blended petrol, bio-diesel, and Hydrogen energy. Delhi government has also launched CNG operated Auto Rickshaws and Eco-friendly Rickshaws to promote Eco-friendly transportation in the city. Delhi Transport Corporation (DTC) operates the world's largest fleet of CNG-powered buses.

GREEN IT PROJECT: STATE BANK OF INDIA (SBI)

The bank has saved power costs and earned carbon credits by installing eco and power friendly equipment in its 10,000 new ATMs. In this way SBI has set up an example for others to follow. SBI has stepped into green service called as "Green Channel Counter". Paper less banking is promoted. State Bank of India turns to wind energy to reduce emissions and this program is dedicated to the reduction of its carbon footprint and promotion of energy efficient processes, especially among the bank's clients.

GREEN BUILDING CONCEPT: INDIAN GREEN BUILDING COUNCIL

Indian Green building council, formed by Confederation of Indian Industry (CII) in the year 2001, is continuously striving towards wider adoption of eco-friendly / green building concepts in the Indian Industry. Confederation

of Indian Industry (CII) – Green Business Center building in Hyderabad which is one of the green buildings in India. The main features of green building are sustainable site development, water savings, energy efficiency, material selection, indoor environmental quality. LEED (Leadership in Energy and Environmental Design) Rating system has also been formed in India. This has put India on the global map of green building movement, through support of all stakeholders from the construction industry.

POLYTHENE FREE HIMACHAL: HIMACHAL GOVERNMENT

The ban on production, storage, use, sale and distribution of all types of polythene bags made of non-biodegradable materials was imposed on October 2, 2009. The government initiated not only the citizens but also the tourists and traders to move on to jute, paper and cotton bags. Series of public campaigns kept the pressure on polythene users to abandon them. Many states have followed the footsteps of Himachal Pradesh. Himachal Pradesh's polythene ban has finally won the coveted Prime Minister's Award for Excellence in Public Administration, for the year 2009-10. The collection, recycling and end-use of waste polythene in road construction is going a long way in saving the environment of the hill state.

LEAD FREE PAINTS: KANSAI NEROLAC LIMITED

Kansai Nerolac has worked on removing hazardous heavy metals like lead, mercury, chromium, arsenic and antimony from their paints as they have adverse effects on humans. Central Nervous System, kidney and reproductive system may be damaged by the Lead in the paints. The children may have problems related to low intellect levels and memory loss.

REVA ELECTRIC CAR: MAHINDRA & MAHINDRA LIMITED

Mahindra Reva is the first –in-line of next generation global electric vehicles. Factors like rapid urbanization, rising fuel costs, pollution and congestion, Eco-conscious, Cost-conscious, tech savvy, small is big concept, the desire to strike a balance between sustainability and functionality motivated Mahindra & Mahindra limited to produce its first electric car Reva. Products are Electric Vehicle-“e2o” and Earth friendly small tractor designed to the farmers.

GOING GREEN MANTRA: TATA MOTORS LIMITED

Tata Motors is setting up an Eco-friendly showroom using natural building material for its flooring and energy efficient lights. The Taj chain of Hotels is creating Eco rooms which will have energy efficient mini bars, organic bed linen and napkins made from recycled paper. But carpets will not be used as chemicals are required to clean them. Rooms will have CFLs or LEDs from energy conservation viewpoint.

GREEN MACHINES: WIPROTECHNOLOGIES LIMITED

In Indian context, Wipro Infotech was the first company to launch environment friendly computer peripherals. These products are RoHS (Restriction of Hazardous Substances) compliant thus reducing e-waste in the environment. For the Indian market, Wipro has launched a new range of desktops and laptops called Wipro Greenware.

WIND POWER: SUZLON ENERGY LIMITED

Suzlon Energy Limited is the world's fourth largest wind-turbine maker and is among the greenest companies in India and it built its factory in Pondicherry to run entirely on wind power. Suzlon's corporate building is the most energy-efficient building ever built in India.

COTTON TAGGING AND PAPER BAGS: ADDIDAS, REEBOK, PEPE ETC.

As the concept of green marketing is gearing up, we can see changes in promotional activities like usage of paper bags, recyclable paper bags or eco friendly bags for packing their products. Initiatives have been taken by brands like Adidas, Reebok, lotto, Nike. Tags on products made of plastic paper or synthetics are being replaced by cotton tags. These small steps really have big impact on environment and on the minds of green customers.

E- WASTE MANAGEMENT: CENTRAL POLLUTION BOARD OF INDIA

The “Central Pollution Control Board” (CPCB), an autonomous body under the MoFE, plays an important role in drafting guidelines and advising the MoFE. The ministry of Environment & Forest (MoEF) of the Government of India is responsible for environmental legislation and its control. The E-waste Rules place main responsibility of e-waste management on the producers of the electrical and electronic equipment by introducing the concept of “Extended Producer Responsibility”(EPR).

HYDRO POWER: HIMURJA LIMITED

Considerable importance has been given by the government of Himachal Pradesh for the development of renewable energy sources in the State, through HIMURJA. The State is encouraging the private sector companies for participation in small hydro power development.

SOLAR ENERGY: GUJARAT POWER CORPORATION LIMITED

Gujarat Power Corporation Limited (GPCL) is the Nodal Agency for the development of “Solar Park” in Gujarat. GPCL commissioned, Asia's largest “Gujarat Solar Park” to lessen the influence of climatic changes.

PAPERLESS OFFICES: INDIAN RAILWAY CATERING AND TOURISM CORPORATION (IRCTC)

Proponents claim that "going paperless" can save money, boost productivity, save space, make documentation and information sharing easier, keep personal information more secure, and help the environment. Recently IRCTC has allowed its customers to carry PNR no. of their E-Tickets on their laptop and mobiles. Customers do not need to carry the printed version of their ticket anymore. Easy recharge, online competitive examinations are steps towards paperless offices.

ECO-FRIENDLY RICKSHAWS

Battery operated rickshaw, "E-rick", sponsored by a cellular services provider, to promote eco-friendly transportation in the Delhi and Jaipur are very popular these days.

VOLTAS

In the year 2007, Voltas (Tata Group) launched the green range of air conditioners, following which it was made mandatory by the Govt. to have energy star rating for electronic home appliances. Energy star is a well known traditional standard for energy efficient consumer products that originated in the United State

ACC

ACC recently launched its eco-friendly brand Concrete +. This brand uses fly ash (a hazardous industrial waste) to help conserve natural resources as dumping of fly ash is a major environmental problems, thus making it an eco-friendly product.

HCL'S ENVIRONMENT MANAGEMENT POLICY UNDER HCL ECOSAFE

In building a system to identify, develop and sustain the maintenance of an environment management system at corporate level HCL has formulated a program referred as HCL's ecosafe. The key objective under HCL ecoSafe is targeted at integrating environmental management procedures into its business processes thereby protecting the environment, health, and safety of all its stakeholders.

PHILIPS INDIA

Energy saving Lights - Compact Fluorescent Light (CFL) bulbs

Medical Equipments

House hold appliances

WIPRO

- Sustainable IT products and solutions, which help customers, achieve high productivity in energy, space and asset management through the lifecycle.

- Recycled plastic.

- Launched Green ware ranges of desktops are not only 100% recyclable, but also toxin-free.

CISCO

Cisco recently partnered with San Francisco's Department of Energy to announce World's first Urban Eco Map Pilot. This tool provides information on carbon emissions which are caused by transportation, energy waste etc. organized by ZIP codes.

Cisco is planning to minimize the ecological impact. The aim is to reduce the green house emissions, energy consumption, administer the air quality, water usage, food items purchasing and monitor proper disposal of unsafe supplies.

INFOSYS TECHNOLOGIES LTD. : This company paid attention to creating the green infrastructures, car pool for employees, conservation and harvesting of water, thereby increasing the bio-diversity in campuses. The company believes in refurbishing of old products along with making new products which are more competent and environment friendly.

PANASONIC: It manufactures

- Eco-friendly refrigerators, air conditioners, washing machines.

- Plasma TV, LCD.

- Quick iron, batteries and bulbs.

FUTURE OF GREEN MARKETING

In the last two decades the companies are feeling stressed about the environmental concerns to ensure the sustainable growth of the society at large. The marketing companies have the challenges to make the consumers aware of the need for green products as they are more beneficial compared to non-green ones and the benefits the consumer can gain in the future. The Government is also supporting the green marketers. Looking into the advantages of green marketing, the consumers also do not mind paying more for a cleaner and greener environment. Marketers need to take this as an opportunity to build their product portfolios and promote themselves as green. Finally, consumers, industrial buyers and suppliers need to promote the positive effects of Green marketing on the environment. Green marketing assumes even more importance and relevance in developing countries in the world like India which should be path breakers and trendsetters for all others to follow.

VIII. CONCLUSION

With the ill effects of global warming, green marketing has become almost compulsory for all the organizations. It should not be a matter of choice to adapt to green

marketing rather it should be compulsory for the consumers, industrial buyers and suppliers. Government should make the strict rules to save the world from pollution and its negative effects. Everybody should use energy efficient lamps and other electrical devices. It saves money and drives innovation for new product development and builds brand value. Green marketing is more appropriate for countries which are still developing, like India.

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