

GREEN MARKETING: CHALLENGES AND STRATEGIES FOR INDIAN COMPANIES IN 21ST CENTURY

YASMIN BEGUM R. NADAF¹ & SHAMSHUDDIN M. NADAF²

¹Assistant Professor, Department of Commerce, Rani Channamma University, Belagavi, Karnataka, India

²Assistant Professor, Government First Grade College, Dharwad, Karnataka, India

ABSTRACT

My interest is the future, because I am going to spend the rest of my life there.

- Charles F. Kettering

Every social and global issue is a business opportunity just waiting for the right kind of inventive entrepreneurship, the right kind of investment, the right kind of collective action.

- Peter Drucker

Green marketing is a vital constituent of the holistic marketing concept today. It is particularly applicable to those businesses that are directly dependent on the physical environment. Changes in the physical environment may pose a threat to fishing, processed foods tourism and adventure sports industries. Consequently new types of products were created, called "green" products, which would cause less damage to the environment. Thus green marketing plays an important role to promote and reinforce the idea of environmental protection and sustainable development both in the minds of the customer and the firms.

Many global players in diverse businesses are now successfully implementing green marketing practices. Various studies by environmentalists indicate that people are concerned about the environment and are changing their behavioural pattern. The most of the consumers, both individual and industrial, are becoming more concerned about environment-friendly products. Majority of them feel that environment-friendly products are safe to use. As a result, green marketing has emerged, which aims at marketing sustainable and socially-responsible products and services. Now is the era of recyclable, non-toxic and environment-friendly goods. This has become the new mantra for marketers to satisfy the needs of consumers and earn better profits.

Green marketing is the process of developing products and services and promoting them to satisfy the customers who prefer products of good quality, performance and convenience at affordable cost, which at the same time do not have a detrimental impact on the environment. It includes a broad range of activities like product modification, changing the production process, modified advertising, change in packaging etc., aimed at reducing the detrimental impact of products and their consumption and disposal on the environment. Companies all over the world are striving to reduce the impact of products and services on the climate and other environmental parameters. Marketers are taking the cue and are going green. Thus there is growing interest among the consumers all over the world regarding protection of environment in which they live; People do want to bequeath a clean earth to their offspring. Worldwide evidence indicates people are concerned about the environment and are changing their behaviour. As a result of this, green marketing has emerged which speaks for growing market for sustainable and socially responsible products and services.

The paper examines the need and significance of green marketing in the 21 century. This paper attempts to capture some of these initiatives in India, which may provide ideas for other companies in both developing and developed markets and evaluates the challenges and strategies faced by the Indian companies and their concern for green marketing to tackle social and environmental problem using innovative solutions.

KEYWORDS: Environmental Issues, Green Marketing, Product Process System, Sustainable Development

INTRODUCTION

Green marketing is relatively new focus in business endeavors and came into prominence in the late 1980s and early 1990s (Ottman 1998) began in Europe in the early 1980s when certain products were found to be harmful to the environment and society as a whole.

In order to meet stricter environmental standards, both marketers and consumers are becoming increasingly sensitive to the need for switch in to green products and services. As a result, green marketing has emerged which speaks for growing market for sustainable and socially responsible products and services. World Commission on Environment and Development define sustainable development as meeting "the needs of the present without compromising the ability of future generations to meet their own need" (Brundtland Report, 1987) 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 opinion of Lionel Robinson, a renowned economist, all economic resources are scarce and are alternative use. As resources are limited and human wants are unlimited, it is important for the marketers to utilize the resources effectively and efficiently without waste as well as to achieve the organization's objective. So green marketing is inevitable.

REVIEW OF LITERATURE

In the 21st century, climate change and rapid depletion of natural resources and biodiversity are some of the challenges humanity must come to grips with. 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).

Based on a review of the literature on the subject, Polonsky (1994) has identified several possible reasons for companies adopting green marketing. Green Makes Business Sense. Green marketing is viewed as a means to achieve the organization's objectives (Keller 1987, Shearer 1990).

Several studies indicate that consumers and the general public were concerned about the environment (Roberts 1995, Roberts and Bacon 1997, Van Liere and Dunlop 1981, McCarty and Shrum 1994). Few other studies indicate that concern for the environment is being reflected in changes in consumption-related perceptions and behaviour (Allen and Ferrand 1999, Gamba and Oskamp 1994, Shrum et al 1995). 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. Jain and Kaur (2004), found that Indian consumers surveyed report a high level of concern for the environment and engagement in environmental behaviour. They exhibit willingness to take

environmentally friendly actions, seek environment-related information, and pursue activities that help to conserve the environment and prevent pollution (Jain and Kaur, 2004). Greening is thus viewed as a source of competitive advantage.

MEANING AND DEFINITION

According to the American Marketing Association, "Green marketing is the marketing of products that are presumed to be environmentally safe, involves developing and promoting products and services that satisfy customer's want and need for Quality, Performance, Affordable Pricing and Convenience without having a detrimental input on the environment" 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.

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."

The "Green Marketing" is holistic marketing concept incorporates a broad range of activities, wherein the production, marketing, consumption and disposal of products and services happen in a manner that is less detrimental to the 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'. This definition adds a strategic dimension stressed the importance of a long term perspective and the role played by stakeholders. It is rightly opinioned Jacquelyn Ottman, author of Green Marketing: Opportunity for Innovation from an organizational standpoint, environmental considerations should be integrated into all aspects of marketing - new product development and communications and all points in between.

EVOLUTION OF GREEN MARKETING

The origins of the environmental movement can be traced back to different parts of the world throughout history. The environmentalist movement, at least in Europe, grew out of the reaction to the industrialization, growth of cities and poor air and water quality.

Green marketing was given dominance after the proceedings of the first workshop on Ecological marketing held in Austin, Texas (US), in 1975. The workshop released the first book on green marketing entitled "Ecological Marketing". Several books on green marketing began to be published thereafter.

The milestones for wave of green marketing came in the form of published books, both of which were called Green Marketing. They were by Ken Peattie (1992) in the United Kingdom and by Jacquelyn Ottman (1993) in the United States of America. The similar terms used in connection with green marketing are ecological marketing (Fisk, 1974; Henion and Kinnear, 1976), environmental marketing (Coddington, 1993), green marketing (Peattie, 1995; Ottman, 1992), sustainable marketing (Fuller, 1999) and greener marketing (Charter and Polonsky, 1999). In the years after 2000 a second wave of Green marketing emerged.

The green marketing has evolved over a period of time.

According to Peattie (2001), the evolution of green marketing has three phases.

First phase "Ecological" green marketing in which, all marketing activities were concerned to help environment problems and provide remedies for environmental problems.

Second phase "Environmental" green marketing and the focus shifted on clean technology that involved designing of innovative new products, which take care of pollution and waste issues.

Third phase was "Sustainable" green marketing. It came into prominence in the late 1990s and early 2000.

WHAT ARE GREEN COMPANIES?

Firms contributing to conservation of environment through Biodiversity, producing environment friendly products, conservation of energy, water and natural resources, climate protection, maintenance of schools, roads, parks, providing assistance for upliftment of the rural sector and the underprivileged, and so on so forth.

The Common Characteristics of Green Companies are

- Use natural gas for boiler fuel.
- Recycle biodegradable waste.
- Minimum use of plastic material; use recyclable packaging materials.
- Use biomass and solar radiation as sources of renewable energy.
- Generate electricity from hydroelectric plants.
- Reduce toxic emissions, etc.

A survey conducted by BT- AC Nielsen ORG-MARG, ranked Oil and Natural Gas Company (ONGC) the greenest company in India followed by Reliance Industries. BPCL, Castrol India and HPCL are other companies in this sector that were rated green companies in the survey.

India's software companies are considered green companies. India is a world leader in green IT potential, according to a recent released global enterprise survey conducted by Green Factor. HCL is duty bound to manufacture environmentally responsible products and comply with environment management processes right from the time products are sourced, manufactured, bought by customers, recovered at their end-of-life and recycled. Apple, HP, Microsoft, IBM, Intel, Sony and Dell, HCL have a comprehensive policy designed to drive its environment management program ensuring sustainable development.

Johnson and Johnson Ltd., Chillibreeze, IBM, LG Electronics, PNB, Tata Motors and Hero Honda Motors are some of the other green companies in India. The private sector companies were in a majority (13 out of 20) in the list of Top 20 greenest companies in India.

As per study about 25% of the Indian consumers in India consider environment friendly products to be safe for nature, 28% are concerned with safety to human health and happiness and protective to nature. With above figures, it can be assumed that firms which are marketing or thinking to market goods with environmental characteristics will have a competitive advantage over firms which are marketing non-environmentally responsible alternatives.

GREEN MARKETING: GLOBAL SCENARIO

According to Paul Stoneman, financial incentives are necessary if the market for green products is to improve and grow. According to Mintel's report, 66% of consumers in United States do not buy green products because of high cost, while 34% say there is lack of availability of green products in the market. This shows the huge potential for untapped market and customer demand and requirement for eco-friendly products which the companies can exploit for capturing the market share and thereby enhancing the profitability and sustainability of the organization in the global competitive scenario.

Most of Global Companies have taken up several initiatives that help to protect the environment including greenhouse gas reduction, renewable energy and noise reduction, recycling and using alternative fuels in its own transportation fleet for increasing their accountability towards the environment and the society as a whole.

GREEN MARKETING: INDIAN SCENARIO

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.

GREENERY OF GREEN MARKETING

The green marketing has evolved over a period of time. According to the American Marketing Association, the concept becoming sustainable and has gone from an afterthought to top priority for many companies. Businesses that are proven to be sustainable are the ones that people will respond to and not those that are simply promoting themselves as green.

The importance of green business will directly impact the world and the environment, green business in India could quite literally alter the ecology in future. India's economic growth rate has been incredible, and will continue to be incredible for many years to come.

Today's Companies try to develop new and improved products and services with environment inputs in mind and give themselves access to new markets, increase their profit sustainability and enjoy a competitive advantage over the companies which are not concerned for the environment.

Some of the advantages of green marketing are;

- It ensures sustained long-term growth along with profitability.
- It saves money in the long run, though initially the cost is more.
- It helps companies market their products and services keeping the environment aspects in mind. It helps in accessing the new markets and enjoying competitive advantage.
- Most of the employees also feel proud and responsible to be working for an environmentally responsible company.

Today's consumers are becoming more and more conscious about the environment and are also becoming socially responsible. Therefore, more companies are responsible to consumer's aspirations for environmentally less damaging or neutral products. In connection with green concept, "It's more than changing your logo from blue to green," Tuerff says, acknowledging a far more environmentally savvy consumer base.

REASONS TO BE GREEN

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. 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: Many companies have started realizing that they must behave in an environment-friendly fashion. The 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: The Indian government too 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, the ban of plastic bags in Mumbai, prohibition of smoking in public areas, etc.

Competitive-Pressure: Many companies take up green marketing to maintain their competitive edge. The green marketing initiatives by niche companies such as Body Shop and Green & Black have prompted many mainline competitors to follow suit.

Cost-Reduction: Reduction of harmful waste may lead to substantial cost savings. 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.

GREEN MARKETING: INDIAN COMPANY INITIATIVES

Some scholars claim that green policies/products are profitable, green policies can reduce costs; green firms can shape future regulations and reap first-mover advantages (Porter and van der Linde, 1995; for a critique, see Rugman and Verbeke, 2000).

There are numerous strategies for the firms to be green. They can be green themselves in three ways: value-addition processes (firm level), management systems (firm level) and/or products (product level).

There are numerous examples of firms who have strived to become more environmentally responsible serving to better satisfy their consumer needs. Moreover, their activities also help them to improve their revenues and profits in various ways.

- New Surf Exel (Do Bucket Paani... Ab Rozana Hai Bachana) that produces lesser froth but is as effective as before, thus reducing water consumption.
- Lifeboy (a brand of soap from Unilever in India) had an advertising campaign encouraging children to keep their streets clean and not worry about germs as Lifeboy protects them.

- McDonald's restaurant's napkins, bags are made of recycled paper.
- Coca-Cola pumped syrup directly from tank instead of plastic which saved 68 million pound/year.
- Badarpur Thermal Power station of NTPC in Delhi is devising ways to utilize coal-ash that has been a major source of air and water pollution.
- Barauni refinery of IOC is taken steps for restricting air and water pollutants.
- Introduction of CNG in all public transport systems to curb pollution in Delhi
- HCL's Environment Management Policy under HCL eco-Safe
- HP's promise to cut its global energy use 20 percent by the year 2010.
- The Hewlett-Packard Company announced plans to deliver energy-efficient products and services and institute energy-efficient operating practices in its facilities worldwide.
- E-commerce business and office supply company Shoplet which offers a web tool that allows you to replace similar items in your shopping cart with greener products.
- Walt Disney World, have instituted environmentally responsible behavior in their processes and systems
- The refrigerator industry has shifted from chlorofluorocarbon (CFC) gases to more environmentally friendly gases.
- Plantation and cultivation activities taken up by Intel India is an example of socially responsible firms contributing to preservation of environment.
- Philips Light's CFL
- Maruthi: Greening of Supply Chain
- Amway claims that its products are environmentally friendly.
- ITC's Social and Farm Forestry initiative has greened over 80,000 hectares creating an estimated 35 million person days of employment among the disadvantaged.
- ITC's Watershed Development Initiative brings precious water to nearly 35,000 hectares of drylands and moisture-stressed areas.
- ITC's Sustainable Community Development initiatives include women empowerment, supplementary education, integrated animal husbandry programmes.
- All Environment, Health and Safety Management Systems in ITC conform to the best international standards.
- Supreme Court of India forced a change to alternative fuels. In 2002, a directive was issued to completely adopt CNG in all public transport systems to curb pollution.
- In India, the green building movement, spearheaded by the Confederation of Indian industry (CII) - Godrej Green business Center
- Recycling used products also acts as a step towards minimizing wastes.

- Tata Steel, HLL, Jindal Vijaynagar Steel, Essar Power and Gujarat Flurochemicals Ltd. etc have got clearance to undertake specifically designed projects in order to gain benefits from carbon trading (Kyoto Protocol).
- Plantation and cultivation activities taken up by Intel India is an example of socially responsible firms contributing to preservation of environment.
- ITC's Bhadrachalam paper unit has invested in a Rs. 500 crore on technology that makes the unit chlorine free.
- At Jubilant Organosys's Distillery at Gajraula, the treated wastewater is piped to farmers and CO2 is sold to cola majors.
- Atlas Copco in India claims to use safer compressor condensate disposal practices including a step that removes oil from the water that is discharged into rivers.
- The U.K.-base Body Shop manufactures and sells natural ingredient-based cosmetics in recyclable packing.
- Proctor and Gamble has introduced refills for its cleaners and detergents in Europe that comes in throwaway packs.
- Kirloskar Copeland Limited (KLC) claims to have recently introduced the eco-friendly R404A gas compressor.

For better living in society and sustained economy, many other firms are contributing to conservation of environment directly and indirectly.

CHALLENGES OF GREEN MARKETING

According to the Joel makeover (a writer, speaker and strategist on clean technology and green marketing), green marketing faces a lot of challenges because of lack of standards and public consensus to what constitutes "Green". The author opined the lack of consensus—by consumers, marketers, activists, regulators, and influential people—has slowed the growth of green products, because companies are often reluctant to promote their green attributes, and consumers are often skeptical about claims. At the same time, consumers are mistrustful of company claims of green as they have become increasingly sophisticated and knowledgeable through information from the web.

As per Report published in Times recently "Air pollution damage to people, crops and wildlife in The US totals tens of billions of dollars each year". "More than 12 other studies in the US, Brazil Europe, Mexico, South Korea and Taiwan have established links between air pollutants and low birth weight premature birth still birth and infant death".

CHALLENGES AHEAD

- Green products require renewable and recyclable material, which is costly
- Requires a technology, which requires huge investment in R & D
- Water treatment technology, which is too costly
- Majority of the people are not aware of green products and their uses
- Majority of the consumers are not willing to pay a premium for green products

Stephen Wenc, the president of UL Environment, the new green arm of the well established certifying body Underwriters Laboratories, laid out four basic challenges to effective green marketing:

- Lack of credibility or trust by consumers and end-users
- Confusion regarding green or sustainable product claims
- Reputational risk from "misleading claims"
- Liability risk from "green washing" under FTC Green Guides

Beard offered four steps to avoid claims and possible legal charges of green washing:

- Pick the products or services you promote on green grounds with care
- Be specific with word choices (focus on the specifics rather than the broad)
- Be specific about what part of your product or packaging is green
- Substantiate, substantiate, substantiate -- always back up your claims

In *Strategies for the Green Economy*, Joel Makower challenges business leaders to understand what lies behind the desire for green products.

Despite these challenges, green marketing has continued to gain adherents, particularly in the light of growing global concern about climate change. This concern has led more companies to advertise their commitment to reduce their climate impacts and the effect which is having on their products and services. To win the trust, firms could have a compelling rationale to green their products, policies, processes etc.

STRATEGIES FOR GREEN MARKETING

Marketing literature on greening products, firms builds on both the societal and social marketing research. Social marketing focuses on designing and implementing programs that increase the acceptability of a social idea, cause, or practice in (a) target group(s) (Kotler, 1994). Ken Peattie (1999) defined environmental marketing in terms of customer satisfaction in a sustainable fashion which refers as 'the holistic management process responsible for identifying, anticipating, and satisfying the requirements of the consumers and society, in a profitable and sustainable way'. It implies that organizations (governments, businesses and nonprofit organisations) need to determine the needs of target markets and to deliver the desired satisfactions in a way that enhances the consumers and the society's well being. Green marketing involves focusing on promoting the consumption of green products. Therefore, it becomes the responsibility of the companies to adopt creativity and insight, and be committed to the development of environment-friendly products. This will help the society in the long run. Companies which embark on green marketing should adopt the following principles in their path towards "greenness."

- Adopt new technology/ Process or modify existing technology/ Process so as to reduce environmental impact.
- Establish a management control system that will lead to adherence of stringent environmental safety norms.
- Explore possibilities of recycling of the used products so that it can be used to offer similar or other benefits with less wastage.

- Using more environment-friendly raw materials at the production stage itself.

The marketing strategies for green marketing include the following,

- Marketing Audit (including internal and external situation analysis)
- Develop a marketing plan outlining strategies with regard to 4 P's
- Implement marketing strategies
- Plan results evaluation

The polls report that 87% of U.S. adults are concerned about the condition of the natural environment (Phillips, 1999), 80% believe that protecting the environment will require major changes in current life-styles (Ottman, 1996) and 75% consider themselves to be environmentalists (Osterhus, 1997).

Firms may choose to green their systems, policies and products due to economic and non economic pressures from their consumers, business partners, regulators, citizen groups and other stakeholders.

There are few examples of firms adopting both strategies.

- Body Shop heavily promotes the fact that they are environmentally responsible.
- Coca-Cola, Tata group, Colgate Palmolive etc. have invested large sums of money in various recycling activities, as well as having modified their packaging to minimize its environmental impact.

The Government regulations relating to environmental marketing are also designed to protect consumers in several ways,

- To reduce production of harmful goods or by-products;
- To modify consumer and industry's use and/or consumption of harmful goods; or
- To ensure that all types of consumers have the ability to evaluate the environmental composition of goods.

Prakash (2001) has classified the different ways in which businesses can move towards greenness. According to him, green initiatives include changes in the value addition processes, changes in the management systems and changes in the products or modification of inputs. Changes in the value addition processes would include introduction of new technology for production, or modification of existing methods of production to reduce their environmental impact. Firms can also establish and ensure implementation of management systems designed to promote environmental, health and safety norms.

Further several benefits are offered due to implementation of green marketing strategies such as reduction of trade barriers, few health and safety impacts; improve community and employee relation, environmental improvement and accurate information (Kuhre, WL, 1995)

In this context, Menon and Menon (1997, p. 54) suggest that firms could adopt entrepreneurial marketing strategies. The processes for formulating and implementing entrepreneurial and environmentally beneficial marketing activities with the goal of creating revenue by providing exchanges that satisfy firms economic and social objectives.

According to Charter (1992) several other green measures are possible at the product level. These include product repair or product reconditioning to extend its life, designing the product so that it can be used several times, recycling the product so that it can be used as raw-material, or reducing the product such that it can offer the same benefits but use fewer raw materials or generate less waste.

Many firms are beginning to realize that they are members of the wider community and therefore must behave in an environmentally responsible fashion. This translates into firms that believe they must achieve environmental objectives as well as profit related objectives.

It can also be argued that while green marketing initiatives are linked to specific product improvements, corporate-level initiatives are linked to the overall management of the firm's reputation. Thus, in some ways, green marketing at the corporate level overlaps with the strategic management function with minimum side effect and nutritious and natural foods) would have higher acceptability.

According to Fuller (1999, p.39), companies that do not implement innovative green marketing strategy will struggle to tough emerging global market and moreover viewed as uncompetitive and unresponsive. Study by Jacquelyn Ottman (1993) reveled that practicing green marketing helps the companies to increase their market share and also gain more profit.

The development of green marketing strategy to a company is complex. According to Fuller (1999, p.39), companies that do not implement innovative green marketing strategy will struggle to tough emerging global market and moreover viewed as uncompetitive and unresponsive.

SUGGESTIONS

There is no one single strategy that will work for all companies, it all depends on the own individual objectives, target market, resources etc (Polonsky & Rosenberger, 2001). Various authors has proposed different models to develop strategy that includes the green marketing grid (Grant, 2007, p.10, 59) and the green marketing strategy matrix (Ginsbgerg & Bloom, 2004). Further, holistic and integrated approach is necessary to implement green marketing strategies in all areas of the marketing mix was emphasized by Polonsky & Rosenberger (2001). Studies have showed that green marketing as 'a creating opportunity to innovate in ways that make a difference and at the same time achieve business success' (Grant, 2007 p.10).

In order to be optimizing the economic return on their investment, companies must develop their strategies that transform environmental investment into sources of competitive advantage (Orsato, 2006). Given that there is urgent need for development of marketing strategies that can earn sustainable advantage in terms of profit to the firms and minimal impact on the environment.

Gary Hirshberg, chairman and president of Stonyfield Farm, said "Joel Makower provides a roadmap--a clear and compelling vision of what's possible when companies harness environmental thinking to create value for their shareholders, employees, customers, and communities." As pointed out by other scholars, incorporating environmental concerns into mainstream strategy may not be possible if decisions are based solely on economic criteria (Vardarajan, 1992; Drumwright, 1994). Thus, managers need to adopt an entrepreneurial approach that relies on non economic criteria as well as highlighting stakeholder and institutional pressures.

As per study the following are the suggestions for sustainable environment management

- To provide incentives to manufacturers and importers to reduce adverse environmental impact of products.
- To reward genuine initiatives by companies to reduce adverse environmental impact of products.
- To assist consumers to become environmentally responsible in their daily lives by providing them information to take account of environmental factors in their daily lives.
- To encourage citizens to purchase products which have less environmental negative impact.
- Ultimately, to improve the quality of the environment and to encourage the sustainable management of resources.

Marketers have the responsibility to make the consumers understand the need for and benefits of green products to maintain a cleaner and greener environment. Finally, consumers, industrial buyers and suppliers need to pressurize effects on minimize the negative effects on the environment-friendly. Green marketing assumes even more importance and relevance in developing countries like India.

CONCLUSIONS

Green marketing in India is still in its infancy and a lot of research is to be done on green marketing to explore its full potential. Marketers need to understand the implications of green marketing. Most of the studies on the subject show that although the awareness and environmental behaviour of consumers across countries educational levels, age and income groups may differ, environmental concerns are increasing worldwide. With the threat of global warming looming large, it is extremely important that green marketing becomes the norm rather than an exception or just a fad. Recycling of paper, metals, plastics, etc., in a safe and environmentally harmless manner should become much more systematized and universal. Green marketing methods produce highly effective results. Lead to cut costs, raise response rates and increase growth. Businesses are entering the green marketplace at breakneck speed to keep pace with customer and societal demands to reduce their environmental impacts. But greening one's business is no small feat. While clear opportunities abound in this new economy, business leaders pursuing a green strategy are finding few roadmaps and established rules and plenty of hidden twists and turns.

“The greening of business is not a fad--it's a fundamental change in how commerce is conducted given the new energy and climate realities. For the organizations of the future, considerations about the long-term environmental impact of their actions will have to become an integral part of their business philosophy. It said rightly by Fred Krupp, president of the Environmental Defense Fund and author of *Earth: The Sequel, The Race to Reinvent Energy and Stop Global Warming* “The greening of business is not a fad--it's a fundamental change in how commerce is conducted given the new energy and climate realities. Joel Makower charts the course for this new era, showing how leadership companies large and small are harnessing innovation to transform the challenges into opportunities While the shift to "green" may appear to be expensive in the short term; it will definitely prove to be indispensable and advantageous, cost-wise too, in the long run.

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