CHAPTER II
AN OVERVIEW OF GREEN MARKETING

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2.1 INTRODUCTION

The term “sustainability” has become the key word of this competitive era. As resources are scarce and human wants are infinite, this broaden gap has augmented the interest among the consumers all over the world regarding fortification of environment. This increasing awareness amongst the world regarding ecological balance has provided more environmental consciousness amongst them. This in turn has transformed the behavioral blueprints both in individuals and businesses. Now there is an era of recyclable, non toxic and environment responsive green goods.

All over the world, the consumers are now cognizant regarding fortification of the environment in which they live. Most of them believe that environment-friendly products are safer to use. They are at present, showing eager interest in everything that is organic such as organic food, hybrid cars, carpooling, recycled products, energy saving appliances etc. Thus, the global distress for sustainable development has highlighted need for going green in every field of human life; and that includes marketing as well. As a consequence, there is a there is a swing in practices of marketers as well that has given birth to the concept of ‘Think Green’.

This led to the appearance of green marketing which speaks for mounting market for sustainable and socially accountable products and services. It contains a wide range of tasks such as product adjustment, transforming the production process, changed advertising, modifications in packaging, etc., that aims at reducing the harmful impact of products and their consumption and disposal on the environment. Despite of this world awareness, they are numerous potential challenges and issues that are required to be surmounted.

Green marketing has evolved as the new mantra for marketers to persuade the needs of target audience and thereby produce lucrative bottom lines. While the shift to “green” may emerge to be expensive in the near future but it will unquestionably prove to be crucial and advantageous, cost-wise too, in the upcoming years. A majority of organizations, around the world, are making an attempt to reduce the harmful impact of production processes on the climate and other environmental conditions. They have comprehensively utilized the word green in marketing campaigns in the form of green marketing, green supply chains, green
retailing, green consumers, green products, etc. hence the businesses and the marketers are taking the indication and are going green for the betterment of the entire society.  

2.2 HISTORY OF GREEN MARKETING

The term Green Marketing came into prominence in the late 1980s and early 1990s. The American Marketing Association (AMA) held the first workshop on "Ecological Marketing" in 1975. The proceedings of this workshop resulted in one of the first books on green marketing entitled "Ecological Marketing".

The Corporate Social Responsibility (CSR) Reports started with the ice cream seller Ben & Jerry's where the financial report was supplemented by a greater view on the company's environmental impact. In 1987 a document prepared by the World Commission on Environment and Development defined sustainable development as meeting “the needs of the present without compromising the ability of future generations to meet their own need”, this became known as the Brundtland Report and was another step towards widespread thinking on sustainability in everyday activity. Two tangible milestones for wave 1 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.

According to Jacquelyn Ottman, (author of "The New Rules of Green Marketing: Strategies, Tools, and Inspiration for Sustainable Branding" (Greenleaf Publishing and Berrett-Koehler Publishers, February 2011)) from an organizational standpoint, environmental considerations should be integrated into all aspects of marketing — new product development and communications and all points in between. The holistic nature of green also suggests that besides suppliers and retailers new stakeholders be enlisted, including educators, members of the community, regulators, and NGOs. Environmental issues should be balanced with primary customer needs. Wikipedia: Citation needed

The past decade has shown that harnessing consumer power to effect positive environmental change is far easier said than done. The so-called "green consumer" movements in the U.S. and other countries have struggled to reach critical mass and to
remain in the forefront of shoppers' minds. While public opinion polls taken since the late 1980s have shown consistently that a significant percentage of consumers in the U.S. and elsewhere profess a strong willingness to favor environmentally conscious products and companies, consumers' efforts to do so in real life have remained sketchy at best. One of green marketing's challenges is the lack of standards or public consensus about what constitutes "green," according to Joel Makower, a writer on green marketing. In essence, there is no definition of "how good is good enough" when it comes to a product or company making green marketing claims. This lack of consensus—by consumers, marketers, activists, regulators, and influential people—has slowed the growth of green products, says Makower, because companies are often reluctant to promote their green attributes, and consumers are often skeptical about claims.

Despite these challenges, green marketing has continued to gain adherents, particularly in 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 this is having on their products and services.

2.3 GREEN MARKETING CONCEPT

Environmental sustainability is not simply a matter of compliance or risk management. Businesses are increasingly recognizing the many competitive advantages and opportunities to be gained from eco-sustainability. Worldwide evidence indicates that people are concerned about the environment and are changing their behavior accordingly. As a result, there is a growing market for sustainable and socially responsible products and services. The types of businesses that are emerging, what they manufacture, and their approach to marketing are changing.

Green marketing is the marketing of products that are presumed to be environmentally preferable to others. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, sustainable packaging, as well as modifying advertising. Yet defining green marketing is not a simple task where several meanings intersect and contradict each other; an example of this will be
the existence of varying social, environmental and retail definitions attached to this term. Other similar terms used are environmental marketing and ecological marketing.

Green, environmental and eco-marketing are part of the new marketing approaches which do not just refocus, adjust or enhance existing marketing thinking and practice, but seek to challenge those approaches and provide a substantially different perspective. In more detail green, environmental and eco-marketing belong to the group of approaches which seek to address the lack of fit between marketing as it is currently practiced and the ecological and social realities of the wider marketing environment.

Green marketing involves developing and promoting products and services that satisfy customers’ wants and needs for quality, performance, affordable pricing and convenience – all without a detrimental impact on the environment. People generally want to do the right thing, so the challenge and opportunity for the green marketer is to make it easy for people to do so. When all else (quality, price, performance and availability) is equal, an environmental benefit will most likely tip the balance in favour of a product. The marketing industry can ‘walk and talk’ and become the new corporate champions of the environment. Successful green marketers will reap the rewards of healthy profits and improved shareholder value, as well as help to make the world a better place in the future.

Environmentalists evaluate products to determine their impact on environment and marketers’ commitment to the environment. Environmentally safe products are approved and companies receiving the green signal and use it in advertising and on packaging. The aim of green marketing is to sustain the environment in the following ways:

2.3.1 Eliminate the Concept of Waste

Waste and pollution arise usually from inefficiency. Therefore, make things without waste instead of handling the waste.
2.3.2 Reinvest the Concept of a Product

Products should be either consumables or durables. Consumables can be either eaten or placed in the ground so that they turn into soil without any harm to the environment. Durables could be made, used and returned to the manufacturer within a closed loop system.

2.3.3 Make Prices Reflect The Cost

Every product should reflect or at least approximate its actual cost – not only the direct cost of production but also the cost of air, water and soil.

2.3.4 Make Environmentalism Profitable

Consumers are beginning to recognize that competition in the marketplace should not be between companies harming the environment and those trying to save it.

Green marketing is also known as environmental marketing, ecological marketing, eco-friendly marketing and sustainable marketing. It came into prominence in the late eighties and early nineties. It involves the study of the positive and negative aspects of marketing activities on pollution, energy depletion and non-energy depletion.

2.4 SIGNIFICANCE OF ECO-FRIENDLY MARKETING

Since resources are limited and human wants unlimited, it is important for the marketers to utilize the resources efficiently without waste while achieving the organization’s objective. Today’s consumers are becoming more and more rational about the environment and are also becoming socially responsible. Therefore all companies are attentive towards the consumers’ aspirations for environmentally less damaging or neutral products. Many companies want to have an early mover advantage as eventually they have to move towards becoming green.

There is a growing awareness among consumers worldwide regarding protection of the environment in which they live. People do want to bestow a clean earth to their descendants. Various studies by environmentalists indicate that people are concerned about the environment and are changing their behavior pattern so as to be less hostile towards it.
Most of the consumers, both individual and industrial, are becoming more concerned about environment friendly products. Most 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. It is the era of producing 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 becoming increasingly important due to the following reasons:

2.4.1 Opportunities

Business firms perceive green marketing to be an opportunity that can be used to achieve their objectives. For example Xerox introduced a high quality recycled photocopier paper in order to satisfy the demand for less environmentally harmful products.

2.4.2 Social Responsibility

Many firms are beginning to realize that as members of the wider community they must behave in an environmentally responsible fashion. Therefore, environmental issues are being integrated into the firm’s corporate culture.

2.4.3 Government Pressure

Government agencies are creating more and more regulations to control hazardous wastes produced by industry. Those regulations seek to protect consumers and the society from negative impact of business activities on the environment. In some cases, governments try to induce firms and individuals to become more responsible towards the environment.

2.4.4 Competitive Advantage

Firms marketing environment friendly products and services will have a competitive advantage over firms marketing non environment friendly products and services. For example McDonald’s replaced its clamshell packaging with waxed paper to minimize ozone depletion.
2.4.5 Cost Factor

Firms also use green marketing to reduce costs. Disposing of harmful by-products such as polychlorinated biphenyl (PCB) contaminated oil is becoming increasingly costly and difficult. Therefore firms that can reduce harmful wastes can gain substantial cost savings. More efficient production processes cannot only reduce waste but also the need for raw material. A firm may develop a technology for reducing and recycling waste. For example firms that clean the oil in large industrial condensers increase the life of those condensers. Remove the need for replacing the oil, as well as the need to dispose of the waste oil. This reduces operating costs for the owners of condensers and generates revenues for the firms cleaning the oil³.

2.5 PRINCIPLES OF GREEN MARKETING

Green marketing involves focusing on promoting the consumption of green products. It becomes the responsibility of the companies to adopt creativity and insight, and be committed to the development of environment friendly products.

Under the green marketing concept, a company’s marketing should support the best long run performance of the marketing system. It should be guided by five sustainable marketing principles: consumer oriented marketing, customer value marketing, innovative marketing, sense of mission marketing and societal marketing.

2.5.1 Consumer Oriented Marketing

It means that the company should view and organize its marketing activities from the consumer’s point of view. It should work hard to sense, serve and satisfy the needs of a defined group of customers, both now and in the future. All of the good marketing companies that we’ve discussed in this text have had this is common: an all consuming passion for delivering superior value to carefully chosen customers. Only by seeing the world through its customer’s eyes can the company build lasting and profitable customer relationships.
2.5.2 Customer Value Marketing

According to the principle of customer value marketing, the company should put most of its resources into customer value building marketing investments. Many things marketers do - one shot sales promotions, cosmetic packaging changes, direct response advertising–may raise sales in the short run but add less value than would actual improvements in the product’s quality, features or convenience. Enlightened marketing calls for building long run consumer loyalty and relationships by continually improving the value consumers receive from the firm’s market offering. By creating value for consumers, the company can capture value from consumers in return.

2.5.3 Innovative Marketing

The principle of innovative marketing requires that the company continuously seek real product and marketing improvements. The company that overlooks new and better ways to do things will eventually lose customers to another company that has found a better way. An excellent example of an innovative marketer is Nintendo.

2.5.4 Sense of Mission Marketing

It means that the company should define its mission in broad social terms rather than narrow product terms. When a company defines a social mission, employees feel better about their work and have a clearer sense of direction. Brands linked with broader missions can serve the best long run interests of both the brand and consumers. For example, Dove wants to do more than just sell its beauty care products. It’s on a mission to discover “real beauty” and to help women be happy just the way they are.

2.5.5 Societal Marketing

Following the principle of societal marketing, a company makes marketing decisions by considering consumers’ wants and interests, the company’s requirements and society’s long run interests. The company is aware that neglecting consumer and societal long run interests is a disservice to consumers and society.
Sustainable marketing calls for products that are not only pleasing but also beneficial. Products can be classified according to their degree of immediate consumer satisfaction and long run consumer benefit. Deficient products such as bad tasting and ineffective medicine have neither immediate appeal nor long run benefits.

Pleasing products give high immediate satisfaction but may hurt consumers in the long run. Examples include cigarettes and junk food.

Salutary products have low immediate appeal but may benefit consumers in the long run; for instance bicycle helmets or some insurance products.

Desirable products give both high immediate satisfaction and high long run benefits such as a tasty and nutritious breakfast food. Examples of desirable products abound. GE’s Energy Smart compact fluorescent light bulb provides good lighting at the same time that it gives long life and energy savings. Toyota’s hybrid Prius gives both a quiet ride and fuel efficiency.

Companies should try to turn all of their products into desirable products. The challenge posed by pleasing products is that they sell very well but may end up hurting the consumer. The product opportunity is to add long run benefits without reducing the product’s pleasing qualities. The challenges posed by salutary products are to add some pleasing qualities so that they will become more desirable in consumer’s minds.

2.6 THE CHALLENGES OF GREEN MARKETING

The challenges before producers and marketers of green products are many: Green Marketing strategies provide more benefits to consumers as well the society. It also helps to create green environment by adopting eco – friendly marketing practices. Even though getting more benefits from green marketing, there is lot of challenges or hurdles also available for its development.

- 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
2.7 ENVIRONMENTALISM CONCEPT:_ROUTE CAUSE FOR DEVELOPMENT OF GREEN MARKETING

Environmentalism is an organized movement of concerned citizens, businesses and government agencies to protect and improve people’s current and future living environment.

Environmentalists are not against marketing and consumerism; they simply want people and organizations to operate with more care for the environment. The marketing system’s goal, they assert, should not be to maximize consumption, consumer choice, or consumer satisfaction but rather to maximize life quality. Life quality means not only the quantity and quality of consumer goods and services but also the quality of the environment. Environmentalists want current and future environmental costs included in both producer and consumer decision making.

Today, companies are accepting more responsibility for doing no harm to the environment. They are shifting from protest to prevention and from regulation to responsibility. More and more companies are adopting policies of environmental sustainability. Environmental sustainability is about generating profits while helping to save the planet. It is a crucial but difficult societal goal.

Some companies have responded to consumer environmental concerns by doing only what is required to avert new regulations or to keep environmentalists quiet. Enlightened companies are taking action not because someone is forcing them to or to reap short run profits but because it is the right thing to do for both the company and for the planet’s environmental future.

The following figure shows a grid that companies can use to gauge their progress toward environmental sustainability.
It includes both internal and external “greening” activities that will pay off for the firm and environment in the short run and “beyond greening” activities that will pay off in the longer term. At the most basic level, a company can practice pollution prevention. This involves more than pollution control – cleaning up waste after it has been created. Pollution prevention means eliminating or minimizing waste before it is created. Companies emphasizing prevention have responded with internal “green marketing’ programs – designing and developing ecologically safer products, recyclable and biodegradable packaging, better pollution controls, and more energy efficient operations.

### 2.8 THE FOUR Ps OF GREEN MARKETING

Like conventional marketers, green marketers must address the ‘four Ps’ in innovative ways.

#### 2.8.1 Product

Green Marketing begins with ‘green design’. Product design constitutes an active interface between demand (consumers) and supply (manufactures). The product itself has to be made in such a way that it satisfies consumer and manufacture’s needs. For ecologically sustainable products to be successful, green branding attributes have to be efficiently

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<tr>
<th>Particulars</th>
<th>Today: Greening</th>
<th>Tomorrow: Beyond Greening</th>
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<tr>
<td>Internal</td>
<td>Pollution prevention</td>
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<td></td>
<td>Eliminating or reducing waste before it is created</td>
<td>New clean technology</td>
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<td>External</td>
<td>Product stewardship</td>
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<td></td>
<td>Minimizing environmental impact throughout the entire product life cycle</td>
<td>Sustainability vision</td>
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communicated. Most buyer decisions are influenced by the labeling, (green labeling) that states all that makes the product green compliant

Entrepreneurs wanting to exploit emerging green markets will either:

- identify customers’ environmental needs and develop products to address these needs; or
- Develop environmentally responsible products to have less impact than competitors.

The increasingly wide varieties of products on the market that support sustainable development and are good for the triple bottom line include:

- Products made from recycled goods,
- Products that can be recycled or reused.
- Efficient products, which save water, energy or gasoline, save money and reduce environmental impact. For example waterless printer and Print point, reduces operating costs by using less water than conventional printers and is able to pass the savings on to customers.
- Products with environmentally responsible packaging. For example, McDonalds, changed their packaging from polystyrene clamshells to paper.
- Products with green labels, as long as they offer substantiation.
- Organic products — many consumers are prepared to pay a premium for organic products, which offer promise of quality. For example, Organic butchers promote the added qualities such as taste and tenderness.
- A service that rents or loans products – such as toy libraries.
- Certified products, which meet or exceed environmentally responsible criteria.

Whatever the product or service, it is vital to ensure that products meet or exceed the quality expectations of customers and is thoroughly tested.
2.8.2 Price

Pricing is a critical element of the marketing mix. Most customers will only be prepared to pay a premium if there is a perception of additional product value. This value may be improved performance, function, design, visual appeal or taste. Environmental benefits are usually an added bonus but will often be the deciding factor between products of equal value and quality. Environmentally responsible products, however, are often less expensive when product life cycle costs are taken into consideration. For example fuel-efficient vehicles, water-efficient printing and non-hazardous products. The price of green product has to be affordable for the customer to encourage purchase. Industrial differentiation works only when products reduce client’s cost.

2.8.3 Place

The choice of where and when to make a product available will have significant impact on the customers to attract. Very few customers will go out of their way to buy green products merely for the sake of it. Marketers looking to successfully introduce new green products should, in most cases, position them broadly in the market place so they are not just appealing to a small green niche market.

The location must also be consistent with the image you want to project and allow you to project your own image rather than being dominated or compromised by the image of the venue. The location must differentiate you from your competitors. This can be achieved by in-store promotions and visually appealing displays or using recycled materials to emphasis the environmental and other benefits. Green distribution is a very delicate operation. Customers must be guaranteed of the ‘Ecological nature’ of the product. The green environment is a constantly regulated environment and as such high level of compliance is necessary when carrying out distribution of green products. This is a common procedure in the united state.

2.8.4 Promotion

Promoting products and services to target markets includes paid advertising, public relations, sales promotions, direct marketing and on-site promotions. Smart green marketers
will be able to reinforce environmental credibility by using sustainable marketing and communications tools and practices. For example, many companies in the financial industry are providing electronic statements by email, e-marketing is rapidly replacing more traditional marketing methods, and printed materials can be produced using recycled materials and efficient processes, such as waterless printing.

Retailers, for example, are recognizing the value of alliances with other companies, environmental groups and research organizations when promoting their environmental commitment. To reduce the use of plastic bags and promote their green commitment, some retailers sell shopping bags, for example those produced by Landcare Australia, Clean Up Australia and Planet Ark, under the banner of the Go Green Environment Fund. The key to successful green marketing is credibility. Never overstate environmental claims or establish unrealistic expectations, and communicate simply and through sources that people trust.

Promote your green credentials and achievements. Publicize stories of the company’s and employees’ green initiatives. Enter environmental awards programs to profile environmental credentials to customers and stakeholders. Most buyers are influenced by advertisement that reflects a company’s commitment to environment. Companies that do green advertisement that tend to portray an image of environmental friendliness, influences their customer purchase decisions. Consumers love to associate themselves with companies that are environmental stewards. When a company communicates this through their advertisements, promotions, publicity and corporate social responsibilities, they are sure to get many loyal customers.

2.9 ECOLOGICAL ASPECTS OF MARKETING

As a part of social responsibility of business, marketer is required to maintain clean and healthy environment voluntarily. Hence, he must take steps to prevent all types of pollution. The government has also offered fiscal relief and concessions to encourage industrial units to undertake all pollution control measures.
Ecology and economic development are not inconsistent. Environmental quality, human health and public well being need not be sacrificed as a result of fast economic growth. Management must unite both goals.

Concern for better environment has shown maturity in all developed countries. It is also growing in developing countries including India. Earlier emphasis was merely on pollution control and punishing pollutants. Since 1986, the emphasis is on sustainable economic development that meets the needs of present as well as future generations, i.e., development without environmental degradation.

2.10 ENVIRONMENT FRIENDLY PRODUCTS

Concerted environmental campaigning has created a strong public opinion for environmental concerns and as consumer awareness increases, consumer preferences will be expressed through market behaviour and by stakeholders of companies, compelling corporate sector to cater to changing demands created by consumer citizens. The marketers will realize the seriousness of environmental concerns and issues. They will learn to opt for and market their products as ‘environment friendly’.

Preference for green consumerism and environment friendly goods will encourage marketers to add a green tint to their marketing strategies reflecting real environmental considerations. Marketers will have to give top priority to environmental protection in India within a few years. In fact, to promote eco-friendly products will become a social responsibility. Preference for environment friendly goods will itself create immense marketing opportunities for manufacturers. Eco mark labels on the products can be an effective promotion / marketing tool.

The new eco friendly process recently discovered by Indian researchers could prove to be a boon for plastic and pesticide industry where the conventional process yields hazardous by-products and effluent treatment entails heavy costs. The new process has low cost, product purity and high yield. It is also duly patented in 1998. Plastic and pesticide industry is a very great polluter.\textsuperscript{6}.
2.11 PROBLEMS IN GREEN MARKETING

Ensuring that marketing activities are not misleading to consumers or industry and do not breach any of the prescribed regulations is the main problem in green marketing. Claims of green marketing must:

a) Clearly state environmental benefits
b) Explain how environmental benefits are achieved.
c) Justify comparative differences
d) Use only meaningful terms and pictures

2.12 GREEN MARKETING STRATEGIES

Following are the important strategies of green marketing which are helping to achieve the objectives sustainability.

- Marketing review (including internal and external situation analysis).
- Expand a marketing plan outlining strategies with regard to 4 P’s (i.e. green product, green price, green promotion, green physical distribution).
- Apply marketing strategies.
- Set up a performance evaluation schemes.

A company which practices green marketing strategies in order to attain the following goals

- Eliminate the concept of waste
- Reinvent the concept of a product
- Make prices reflect actual and environmental costs
- Make environmentalism profitable
2.13 STAKEHOLDERS OF GREEN MARKETING

Stakeholders are the persons (both natural and artificial) who ever involved in the development of green marketing practices like consumers, manufacturers, middlemen, government, society, etc., further they are called as green stakeholders. In this chapter, the three important stakeholders’ contributions alone are taken into considerations namely green consumer, green retailer and green manufacturer.

2.13.1 GREEN CONSUMER

Consumers are the real assets of business. They are the vocal advocates, insider of the company, guest, partner and so on. Every business depends upon the consumers. In traditional marketing, consumers are worried about the quality, quantity, price of the products. But in the present scenario, all the stakeholders are responsible to safeguard the environment while doing business. So, important contribution goes to producer and consumer. Those consumers, who follow green marketing practices while purchasing products, are called as green consumers.

Green consumer is an eco-friendly consumer, who is buying only eco-friendly products and using only green services. He is a buyer who is very concerned about the environment and he purchases products only environmentally-friendly or eco-friendly products.

Products with little or no packaging, products made from natural ingredients and products that are made without causing pollution are all examples of eco-friendly products. The green consumer would like to drive a hybrid vehicle, buy products made with hemp or those made from recycled materials.

2.13.1.1 CHARACTERISTICS OF GREEN CONSUMER

While not all “green consumers” are the same, an understanding of some of their common characteristics can help business operators examine the market for environmental products and services. Common attitudes and beliefs of these consumers as described by the International Institute for Sustainable Development (IISD) as follows:
Commitment to green lifestyles
Critical of their own environmental practices and looking for companies that incorporate green practices and impact.
Overstate their green behavior
Want environmental protection to be easy
Tend to distrust companies’ environmental claims
Lack of knowledge about environmental issues, but they are eager to learn about them.

The IISD offers some broad generalizations regarding the demographic characteristics of green consumers.

- Many are young adults, influenced by their young children
- Women are a key target market. They often make purchases on behalf of men.
- The best green customers are those with money to spend (good prospects for businesses at the high end of the market).

2.13.1.2 TYPES OF GREEN CONSUMERS

Green consumers are classified into different types based on their behavior and interest. The types of green consumers are

- Behavioral Green Consumers
- Think Green Consumers
- Potential Green Consumers
- True Brown Consumers

2.13.1.2.1 Behavioral Green Consumers

These are green to the core consumers who buy only products which have a neutral or positive impact on the planet, and will go so far as to spread the word about products – both positively and negatively. A great consumer to have on your side, is not so good if they are against you. Simply says, green consumers who think and act green; they have negative attitudes towards products that pollute the environment and incorporate green practices on a regular basis.
2.13.1.2.2 Think Green Consumers

Consumers in this group try to act green when they can, but if it is not convenient or doesn’t’ fit some other personal criteria, such as budget they will buy a non-green product. In other words consumers who think like green consumers but don’t always necessarily act green.

2.13.1.2.3 Potential Green Consumers

Basically on the fence about whether they care enough about green issues, these green consumers can be encouraged to buy green products, as long as it is easy and fulfils their need. In a nutshell, potential green consumers are those who don’t behave or think along environmentally conscious lines but remain on the fence about being green.

2.13.1.2.4 True Brown Consumers

These consumers generally ignore environmental issues, and may go as far as to avoid companies who market their products with a heavy green focus. Those who aren’t environmentally conscious and may actually have negative attitudes towards media with a heavy environmental focus are called as true brown consumers.

2.13.1.3 SEGMENTATION OF GREEN CONSUMERS

In marketing management, the targeted consumers are segmented according to various market factors like geographical, democratic, psychographic, etc…, but in green marketing the same segmented consumers are further sub segmented into four types. They are:

- Resource Conservers
- Health Fanatics
- Animal Lovers
- Outdoor Enthusiasts

2.13.1.3.1 Resource Conserving Consumers

Resource conservers hate waste. Green consumers would like to wear classically styled clothing, toting cloth shopping bags and sipping from reusable water bottles. Avid
recyclers of milk jugs and tide bottles, they drop off old electronics at Best Buy. They read news on-line to save trees, and are quick to re-use their Reynolds wrap. Ever watchful of saving their “drops” and “watts”, they install low flow showerheads and compact fluorescent bulbs branded with EPA’s Energy Star and Water Sense labels. Shunning over-packaged products, they only turn on the lights when they have to, and they plug their appliances into power strips for easy shut-off when they leave for work.

Appeal to Resource Conservers:

1. Highlight the economical, long-lasting and reusability benefits of products.
2. Offer services that enable them to recycle compost and save energy.

2.13.1.3.2 Health Extremist Bother over Toxics

Health extremists worry about overexposure to the sun, fear pesticide residues on produce, and fret over contaminants in children’s toys. They apply sunscreen, scout out natural-food stores for the latest in organic foods, but only natural cosmetics and pet care, and have switched out the toxic cleaning products for the non-toxic ones under the sink.

Appeal to Health Extremist:

1. Focus on organic aspects, health benefits, trust, transparency and natural ingredients.
2. Cross-promote with organic food companies or a non-toxic cleaning product or sponsor a website like OrganicConsumers.org, or advertise in Natural Life Magazine.

2.13.1.3.3 Animal Lovers

Animal lovers are likely to be vegetarian or vegan, belonging to People for the Ethical Treatment of Animals (PETA), and boycott tuna and products with real fur. They look for products labeled as “cruelty-free”, Salmon safe, or Dolphin-safe. They seek out synthetic handbags and faux fur jackets, and favor the faux-meat options at restaurants. They perk up to news stories featuring animals in need, from manatees and polar bears to strays in their neighbourhood, and are likely to volunteer at the local animal shelter. Out of concern for marine life, they eschew plastic bags.
Appeal to Animal Lovers:

1. Conduct a cause-related marketing campaign through PETA’s Business Friends program or partner with the ASPCA.
2. Advertise in Animal Fair Magazine and PAWS magazine or online on WWF.org.

2.13.1.3.4 Outdoor Enthusiasts Saves Energy

Outdoor enthusiasts spend their free time in the following ways: camping, rock climbing, skiing, and hiking. They spent their vacations in national parks and plan their next adventure using tips from Outdoor Magazines.

Appeal to Outdoor Enthusiasts

1. Conduct a joint promotion with national parks or manufacturers of boots, reusable bottles, and trail mix snacks.

2. Advertise in Sierra Club magazine or online at Backpackers.com.

2.13.1.4 CONSUMER ACTIONS TO PROMOTE SUSTAINABLE MARKETING

Sustainable marketing calls for more responsible actions by both businesses and consumers. Because some people view business as the cause of many economic and social ills, grassroots movements have arisen from time to time to keep business in line. The two major movements have been consumerism and environmentalism.

2.13.1.4.1 Consumerism

Consumerism is an organized movement of citizens and government agencies to improve the rights and power of buyers in relation to sellers. Traditional sellers’ rights include:

- The right to introduce any product in any size and style, provided it is not hazardous to personal health or safety, or to include proper warnings and controls
- The right to charge any price for the product, provided no discrimination exists among similar kinds of buyers
- The right to spend any amount to promote the product, provided it is not defined as unfair competition
- The right to use any product message, provided it is not misleading or dishonest in content or execution
- The right to use any buying incentive programs, provided they are not unfair or misleading

Traditional buyers’ rights include:
- The right not to buy a product that is offered for sale
- The right to expect the product to be safe
- The right to expect the product to perform as claimed

Comparing these rights, many believe that the balance of power lies on the seller’s side. True the buyer can refuse to buy. But critics feel that the buyer has too little information, education and protection to make wise decisions when facing sophisticated sellers. Consumer advocates call for the following additional consumer rights:

- The right to be well informed about important aspects of the product
- The right to be protected against questionable products and marketing practices
- The right to influence products and marketing practices in ways that will improve the “quality of life”
- The right to consume now in a way that will preserve the world for future generations of consumers.

Each proposed right has led to more specific proposals by consumerists. The right to be informed includes the right to know the true interest on a loan (truth in lending), the true cost per unit of a brand (unit pricing), the ingredients in a product (ingredient labeling), the nutritional value of foods (nutritional labeling), product freshness (open dating), and the true benefits of a product (truth in advertising). Proposals related to consumer protection include strengthening consumer rights in cases of business fraud, requiring greater product safety, ensuring information privacy, and giving more power to government agencies. Proposals
relating to quality of life include controlling the ingredients that go into certain products and packaging and reducing the level of advertising “noise”. Proposals for preserving the world for future consumption include promoting the use of sustainable ingredients, recycling and reducing solid wastes, and managing energy consumption.

Sustainable marketing is up to consumers as well as to businesses and governments. Consumers have not only the right but also the responsibility to protect them instead of leaving this function to someone else. Consumers who believe they got a bad deal have several remedies available, including contacting the company or the media; contacting government agencies; and going to consumer courts. Consumers should also make good consumption choices, rewarding companies that act responsibly while punishing those that don’t. Realizing the importance of consumerism, the government of India has initiated the jago Grahak jago campaign to “awaken” consumers and educate them about their rights.

2.13.1.4.2 Eco mark Scheme (Green Consumerism)

Using a titled earthen pitcher as its symbol, the Eco mark label is intended to enable consumers to choose products which are environment friendly. Like the BIS mark (formerly ISI) or the Agmark, an eco mark product is a guarantee that its use will mean less environmental damage. For getting the eco mark, the product must be produced by the environment friendly technology. The product must be environment friendly also during transport, use and disposal. Hence, it must also have package which is environment friendly. If the product passes these tests, it can be eco marked. Lead-free petrol in India will remove air pollution.

The products demanding immediate Eco marking are textiles, toilet soaps, detergents, paper, paints, packages, pesticides and drugs. These consumer goods with eco mark labels can spur the demand for ‘green consumerism’ which is the prime aim of the eco mark scheme. Later on we can take other consumer products such as petrol, lubricating oil, plastics, wood substitutes, food additives, cosmetics, batteries, agricultural products, etc to get the eco mark stamp.

The successful operation of the eco mark rests on several assumptions:
1. There are products which can be demonstrated to be environment friendly and can be eco marked.

2. The consumers are environmentally conscious and are willing to buy them, and they are ready to exercise a choice if alternatives are available.

3. The manufacturers are also having environmental awareness and show keen interest in the eco mark.

The Central Pollution Control Board in India is the authority to implement eco mark scheme on voluntary basis. However, so far we do not have even soaps/detergents (not using phosphates) to be sold under eco mark stamp.

**2.13.1.4.3 IMPROVEMENT OF GREEN CONSUMERISM**

Green consumerism must be developed by educating or creating awareness about the eco-friendly purchasing behavior to the present and prospective customers.

Government and other NGOs try to conduct more attractive programmes about the importance of green consumerism to consumers for changing their lifestyle and their buying pattern from traditional system into present one.

**2.13.1.4.4 CUSTOMER SATISFACTION AND GREEN MARKETING**

Customer satisfaction has been defined in two basic ways: as either an outcome or as a process. As an outcome, satisfying the end state resulting from the consumption experience. As a process, it is the perceptual evaluative and Psychological process that contributes to satisfaction. The definition is varied with regards to their level of simplicity which includes;

- Product satisfaction
- Satisfaction with the purchase decision experience
- Satisfaction with the performance attribute
- Satisfaction with the store or institution
- Satisfaction with pre-purchase experience

Marketing literature suggests that there is a relationship between customer satisfaction and loyalty. Satisfaction leads to attitudinal loyalty. It could be seen as the
intension to purchase and satisfaction is an outcome that occurs without comparing expectations. Customer satisfaction could also be defined as an evaluative response to perceived outcome of a particular consumption experience. It is an overall judgment on satisfaction, based on the assumption that satisfaction is the outcome of service quality.\(^8\)

### 2.13.2 GREEN RETAILER

Sustainability is no longer limited to few manufacturing industries. Retail sector is also realizing the importance of following eco-friendly practices. Global warming and reduction of green cover due to adverse manufacturing processes is fast and becoming an important issue for all nations. Taking care of the natural environment is on the mind of everyone.

But there are two other important reasons also for the retailers to consider eco-friendly practices. First of all, consumers are increasingly becoming aware of eco-friendly goods and practices. They are ready to spend more on ‘green’ and organic products. Some retailers see this as an opportunity to expand their offerings. Secondly, retailers realize that building an eco-friendly brand would differentiate their offerings from those of competitors in the crowded market.

Initially ‘going green’ was about offering eco-friendly and organic products in stores. But now the focus is on building green practices in store operations and also along the supply chain. There is also increased awareness among retailers about carbon footprints at the manufacturing and operations level. Retailers are looking to create a positive impression on the consumer’s mind about their brand.

#### 2.13.2.1 Some Eco-Friendly Practices Followed By Retailers

Some of the eco-friendly practices followed by retailers are:

- Opt for green construction processes for stores
- Reuse packing material and cardboard boxes
- Print double sided whenever possible
- Use renewable sources of energy
• Reduce paper transactions by adopting technology for billing, invoicing, vendor payments, order management, etc.
• Rechargeable batteries
• Reduce wastage of paper, electricity, water, etc in stores
• Purchase energy efficient equipment inside stores
• Use eco-friendly cleaning materials
• Recycle paper, plastic, metals, cartridges, etc.

2.13.2.2 Multiple Benefits of Green Retailing Practices to the Retailers

1. Optimal usage of infrastructure would lead to reduced operational costs
2. Reuse of materials and reduced wastage would lead to substantial cost savings
3. Investment in technology would save time and resources spent on operations.
4. Would help in branding the company as eco-friendly
5. With government increasingly enforcing environmental protection, green practices would ensure compliances and also tax benefits in future

It is not easy to convert conventional stores to eco-friendly stores. Large upfront investment is required for installing renewable options. It takes time and effort for the in-store staff to be conscious of wastage reduction and recycling options. Building an eco-friendly brand also does not happen overnight. Successful implementation of green practices requires a holistic approach and collaboration of all the stakeholders along the supply chain. An approach toward managing a retail business that takes advantage of environmentally friendly processes.

Retailers recognize that many of their customers are making buying decisions that include a concern for the environment. For example, they may choose a product that has eliminated wasteful packaging over another product that is packaged with excess materials or they may choose to shop at a store where the manager reports that new systems were put in place to reduce energy consumption.
In addition, green retail managers are choosing to reduce energy costs by employing transportation practices that are more efficient and they are looking at long term savings from building new facilities using sustainable building practices.

2.13.2.3 Reasons for Adopting Green Retailing Practices by Retailers

To gain a competitive advantage as more and more consumers are becoming aware of the eco-friendly philosophy, green retailers have diverse and fairly sizeable segments to cater to. The Surf Excel detergent which saves water, advertised with the message iDoh bucket paani roz bachanai (Save two buckets of water daily). Energy saving LG consumer durables and Orpatis power saver bulbs are examples of green retailing.

Show social responsibility: Many organizations have adopted the green philosophy as a social responsibility. There is a belief among organizations that it can achieve environmental as well as profit making objectives by adopting green retailing. Many organizations adopt the eco-friendly motto simply to gain its customers such as Pankit Patwa, Jain Parekh, Professor Srinivasan and Dr. RK. Srivastava elaborate upon the benefits of green retailing and explain how Indian retailers can adopt the “green” route. The Indian perspective needed trust. For instance, Infosys technologies prepares all its reports such as financial reports, annual reports and all other related reports using paper made from recycled wastes. HSBC became the world’s first bank to go carbon neutral. Other examples include Coca-cola which has recently invested in various recycling activities. Cell phone giants such as Sony Ericsson, Toshiba and Nokia have started green retailing by adopting green manufacturing processes in their electronics items such as cell phones. This makes it easier to safely recycle the products.

Education institutes such as Amity and ICFAI, Hyderabad are providing eco-friendly classrooms throughout the institute, hence contributing to green retailing. In this way many organizations contribute to the promotion of going green as their social responsibility.

The following are the reasons for adopting green retailing.
2.13.2.3.1 Government Pressure

Government is rising up to the alarming need to make companies more eco-conscious by imposing rules and regulations. The Indian government has developed a framework of legislations to reduce the production of harmful goods and by-products. This reduces the industry’s production and consumers consumption of harmful goods, including those products that are damaging to the environment; for example, the ban of plastic bags in Mumbai, prohibition of smoking in public areas, etc.

2.13.2.3.2 Competitive Pressure

According to Michael Porter, competitive pressure is one of the five competitive forces that shape the strategy of any organization. The same holds true in the case of green retailing. Many organizations comply with green retailing to maintain their competitive edge. The green retailing initiatives launched by niche companies such as Bod Shop and Green & Black have prompted many mainline competitors to follow suit. Many companies such as Yahoo have started green campaigns. Many other IT companies have started similar campaigns in order to stay in the game.

2.13.2.3.3 Cost or Profit Issues

The elimination of hazardous waste can drastically reduce costs. Organizations often develop a symbiotic relationship where the waste of a particular organization is converted into something useful that can be used by another firm.

2.13.2.3.4 Economical Business Model

This is the right time for businesses to invest in green retailing. No doubt the initial cost is high, but it would be beneficial in the long run. Investing in green retailing would be a prudent decision in the long run as it would ensure that the retailer doesn’t have to bend over backwards and make heavy eco-friendly investments in future.
2.13.2.3.5 Employee and industry goodwill

Most of the employees also feel proud and responsible to be working for an environmentally responsible company. The company would also be able to enjoy goodwill from the retailed industry in the long run.

2.13.2.3.6 Consumer Friendliness

Today many consumers are becoming increasingly environment conscious. By adopting the green retailing model for business, companies can cater to consumer’s aspirations for environmentally less damaging or neutral products\(^\text{10}\).

2.13.2.4 CHALLENGES OF GREEN RETAILING

There are several barriers that come in the way of implementing green retailing. As a retailer, one must identify these barriers. let us examine the major challenges facing green retailing. One of the major challenges faced especially by Indian retailers today is convincing customers to buy green products as there is a lack of awareness among customers about to green retailing. Customers today are becoming eco-conscious but a lot needs to be done in order to attract more customers to such products. To realize the true potential of green retailing, entrepreneurs must help consumers change their behavior. To increase the sales of environmentally sensible products, companies must remove five barriers namely lack of knowledge, negative perceptions, distrust, high prices and low availability.

2.13.2.4.1 Lack of Awareness

Consumers today are aware that green retailing is the need of hour. But most of them are unaware of how and in what way to contribute. They do not know what measures they should take in order to ensure an eco-friendly environment. Their knowledge is only confined to avoiding usage of plastic. They believe that this is the only thing they can do to save environmental degradation. Hence, awareness needs to be created among the consumers.

2.13.2.4.2 Less Motivation to Contribute

Even if people know about the importance of green retailing, how many of them actually contribute to it? It is easy to discuss these issues but difficult to actually follow best
practices. Hence, a desire needs to be created in the minds of consumers so that it becomes a priority in their lives. The government can initiate this through mass advertising and creating awareness about following green practices to a large extent.

2.13.2.4.3 Negative perceptions

At times consumers are able to accurately identify which product is eco-friendly and which product is not. Hence, to safeguard brand reputation, it is vital that eco-friendly products should be given the appropriate image so that they don’t fail.

2.13.2.4.4 High Prices

Even if the consumers pass the above mentioned barriers, they hesitate to buy because of the high price of green products. If consumers decide to use green products, a look at the price tag makes them turn their back on such products. During today’s global economic crisis, consumers are becoming increasingly conscious of what they buy. Hence, something needs to be done in order to lower the prices to some extent.

2.13.2.4.5 Low Availability

Even though some consumers surpass all the above barriers, they may find out that the green products that they want are unavailable. Consumers find it difficult to locate such products. The consumers are not always informed about the availability of these products.

2.13.2.5 IMPORTANCE OF GREEN RETAILING

I have hesitated to use the trump card of economics in the green movement, but I can’t ignore it and neither should you. Why should you be green? If for no other reason (and there are plenty of good ones) it is because consumers are making buying decisions based on how the businesses they patronize are doing with becoming green.

2.13.2.5.1 Learn From the Grocery Stores

These are highly profit minded businesses which are rapidly going green and it is working for them in cash positive ways. In the Visual Merchandising and Store Design’s “Emerald Aisle” article, the author explains how consumers are making their buying
decisions based on the green level of their stores. “They (consumers) want a store environment that reflects their growing environmental awareness”.

2.13.2.5.2 Create a Consumer awareness of your Green Initiatives

Don’t overdo it, but if you do not point out what you are doing your customer may not realize it. Bags that use recycled or sustainable materials such as the Green Way products are branded, inexpensive and can help with your consumer awareness.

2.13.2.5.3 Buy Products from Local Sources

That is one of the (many) success keys behind the trendy grocer Whole Foods Market. Also check out their consumer awareness program with packaging. Buying products made in the USA not only keeps our money at home, but reduces the carbon footprint in getting products into your store. You will continue to hear me say there are many implications to all walks of life. Stay alert and watch for many changes in our businesses. I think most are for the better11.

2.13.2.6 FUTURE OF GREEN RETAILING

Today, the ego green philosophy is the need of the hour. Hence, the future of green retailing is bright as the awareness of leading a greener lifestyle is increasing day-by-day. Green retailing not only helps the retailers to cut costs, build their brand name and earn goodwill among their customers but also creates a sustainable environment for a happier and safer lifestyle. The order of the day is to accelerate this process and make the retailing process more eco-friendly and create awareness about eco-friendly retailing among customers. However, green retailing is still in its nascent stages in India. Retailers should aggressively promote green practices so as to generate adequate awareness among Indian consumers about the advantages of purchasing environment-friendly products. Retailers have to develop an effective supply chain and employ efficient best practices to make these products available at reasonable rates. Hence, we can say that future of green retailing in India is promising and we may see the emergence of innovative green techniques in the future.
2.13.3 THE GREEN MANUFACTURER

Green manufacturer is a person one who is producing eco-friendly products which are giving less or zero detrimental effect to the environment. He follows green manufacturing processes in his regular activities. Green manufacturing processes emphasize the use of processes that do not pollute the environment or harm consumers, employees, or other members of the community. It addresses a number of manufacturing matters, including recycling, conservation, waste management, water supply, environmental protection, regulatory compliance, pollution control, and a variety of other related issues.

2.13.3.1. GREEN MANUFACTURER AND GLOBAL WARMING

Owing to increased concern about global warming and the ramifications of pollutive industries for the global environment, manufacturers are seeking practical solutions that can be implemented to sustain green manufacturing practices. Consumers assume that the products they consume are safe and do not harm the environment. However, manufacturers and consumers need to take a closer look at manufacturing practices. There is a growing need to understand that certain products and their related manufacturing practices can endanger the environment.

2.13.3.2. RESPONSIBILITIES OF GREEN MANUFACTURER

Green manufacturers are having some responsibilities for saving the natural resources while producing the goods. Such responsibilities are

- Integrate environmental considerations into our business planning and decision-making processes, including product research and development, new manufacturing methods and acquisitions/divestitures;
- Identify, assess and manage environmental risks associated with our operations and products throughout their life cycle, to reduce or eliminate the likelihood of adverse consequences;
• Comply with all applicable legal and regulatory requirements and, to the extent we determine it appropriate, adopt more stringent standards for the protection of our employees and the communities in which we operate;

• Establish a formal Environmental Protection Program, and set specific, measurable goals;

• Establish assurance programs, including regular audits, to assess the success of the Environmental Protection Program in meeting regulatory requirements, program goals and good practices;

• To the extent that proven technology will allow, eliminate or reduce harmful discharges, hazardous materials and waste;

• Make reduction, reuse and recycling the guiding principles and means by which we achieve our goals;

• Prepare and make public an annual report summarizing our environmental activities;

• Work as advocates with our suppliers, customers and business partners to jointly achieve the highest possible environmental standards;

• Build relationships with other environmental stakeholders - including governments, the scientific community, educational institutions, public interest groups and the general public - to promote the development and communication of innovative solutions to industry environmental problems;

• Provide regular communications to, and training for, employees to heighten awareness of, and pride in, environmental issues.

2.13.3 DIFFICULTIES FACED BY THE GREEN MANUFACTURERS

Manufacturing is a wonderful thing, producing goods that vastly improve our quality of life. Even the most common of human endeavors are made simpler, safer, more productive and more enjoyable through the use of manufactured goods. Producers are infinitely better off because they are able to manufacture clothing, shelter, household goods, computers and medicine. But they can’t make all those wonderful goods without harming the environment. The first reason is that nothing can be manufactured without raw
materials. The very essence of manufacturing is taking raw materials and turning them into something more valuable. Whether producers manufacture automobiles or ladies’ undergarments, the raw materials have to come from somewhere—and those materials have to be mined, harvested, drilled or otherwise extracted from the earth and its environment\textsuperscript{12}.

Removing those raw materials affects the environment and diminishes natural resources. Many of those raw materials—petroleum, for example—are irreplaceable. Once they’re gone, they’re gone. Even in industries where the primary raw materials are renewable—paper products, for example—the act of physically transforming those raw materials into end products often requires numerous processes and enormous amounts of energy. Paper producers have to saw the logs, transport them to a mill, grind them into pulp and so on. As it turns out, it takes a lot of effort to turn trees into toilet paper. That effort is measured in energy. Creating energy doesn’t come for free.

No matter what source of energy people use, creating it harms the environment in some way. When the energy comes from a coal-fired power plant, most everyone acknowledges the harm to the environment. But even the most environmentally friendly energy sources do some harm. Birds fly into the blades of a wind turbine. Dammed rivers affect fish populations and other wildlife. There is no free energy. No matter what the source, creating energy requires machinery, which, in turn, has to come from somewhere. On top of all that, most manufacturing operations have by-products—the leftover scraps, chemicals and waste that aren’t used in the end product. Waste water, coolants, and other byproducts have to go somewhere.

What’s green about that? So green manufacturing is a pipe dream, right? Trying to create a completely green manufacturing enterprise seems to be a losing battle. It can’t be done. There’s not a single product that can be manufactured without causing some harm to the environment, at least not with today’s technology. But the funny thing about technology is, it’s always changing. The way producers manufactured their end product yesterday might not be the best way to manufacture it today. New processes and technologies are constantly being invented, and they often use less energy, take
advantage of more environmentally friendly materials, or create less waste. It’s up to manufacturers to take advantage of newer technologies—not to become completely green, which we’ve already determined is impossible—but to become greener\(^\text{13}\).

2.14 SUMMARY

Green Marketing refers to marketing where ecological issues are the focal point of marketing decision-making. It ranges from change in raw materials to change in packaging materials. It includes change in product design or even substitution of one product by another. It is also encompasses disposal of waste generated during production and distribution, the disposal of surplus or expired products and even the disposal of packaging after the use of the product. There is ample scope for green marketing at both the manufacturers’ end and marketers’ end.

Green Marketing is catching on in a big way. Marketers as well as consumers are slowly but strongly recognizing it. Awareness is being created about the use of such materials, which are helpful in conserving the environment and are eco-friendly. Though the green products can be bit costlier in comparison to their non-green counterparts, they are beneficial from the view point of environment conservation, which will definitely prove advantageous in the long run. Green marketing is gaining increasing prominence across the world and in India.
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