2. REVIEW OF LITERATURE

2.1. Introduction
The literature has been reviewed from the reputed journals of both National and International Journals pertaining to Green Marketing and its related issues. The literature has also been reviewed from Text Books, Magazines, & Websites.

2.2. Green Marketing - Insights

**Dileep Kumar (2010)** analysed that how far the hotel business organizations in the tourism sector meet the customer’s needs through green marketing effort and how they influence the consumer behaviour and their satisfaction by inducing environmentally responsible behaviour.

**Vijay Jain et al (2010)** summarized the three C’s process for green marketing implementation as Consumer Value Positioning, Calibration of Consumer Knowledge and Credibility of product.

**Artee Aggrawal et al (2010)** outlined that Eco-responsible (Green) organizations have a tough task to optimise their product offering mix in such a way so that they can not only attract customer towards them but also can have their products price competitive.

**Ramakishen et al (2010)** understood that the factors for going green as Goodwill, Differentiation, Competition, Pressure Groups, Government Pressure, Customer Demand, New Market Entry.

The study conducted by **Sourabh Bhattacharya (2011)** states that the green marketers in India should carry out heavy promotional campaigns, because majority of the Indian consumers are price-sensitive and are not sure about the quality of green products.

The study by **Saloni Pawan Diwan & B. S. Bodla (2011)** observed that it is not a smooth sailing of the ship carrying green products and services in the sea of intense competition. The boat can encounter an iceberg of increased cost and prices and inflated claims of “greenness”. According to **Joseph & Rupali korlekar(2012)**, there is a scope for in-depth studies on green marketing to be conducted in developing countries like India, not only on understanding consumers’ perception but to study the detailed profile of such consumers who have a more positive attitude towards green marketing and green products.

**Selvakumar & Ramesh Pandi (2011)** indicated that Green Marketing is not all about manufacturing green products and services but encompassing all those marketing activities
that are needed to develop and sustain consumers’ eco-friendly attitudes and behaviours in a way that helps in creating minimal detrimental impact on the environment.

The study by Moloy Ghoshal (2011) examined that green marketing was still in infancy. In the perception of marketing scholars, green marketing refers to eco-level and market segmentation and the role of structural factors and economic incentives in influencing consumer behavior. The green marketers must understand to satisfy two objectives: improved environmental quality and customer satisfaction.

The research by Anup Sinha & Jamie Gilpin (2009) primarily focused on finding inefficiencies in the carbon value chain of energy production using renewable methods. By utilizing anaerobic digestion and gasification technology Aura could produce biogas from cattle, swine, and other farm animals.

The study by Ann Kronrod et al (2012) highlighted and explained the surprising prevalence of assertive environmental messages in the media. Environmental agencies, which are populated with people who perceive protecting the environment as a highly important issue, should understand that not all consumers are as informed and concerned about the environment.

The study by Murugesan (2008) underlined that firms may use green marketing as an attempt to address cost or profit related issues. Disposing of environmentally harmful by-products, such as polychlorinated biphenyl contaminated oil are becoming increasingly costly and the firms that can reduce harmful wastes may incur substantial cost savings.

Charles W Lamb et al (2004) explained that “Green Marketing” has also become an important way for companies to build awareness and loyalty by promoting a popular issue. By positioning their brands as ecologically sound, marketers can convey concern for the environment and society as a whole.

Robert Dahlstrom (2011) examined that Green Marketing has positive influences on multiple participants in the economy. The environment, developing economies, consumers, corporate strategy, the product, production processes, and supply chain benefit from green marketing. Green marketing firms establish strategic alliances with government, local communities, nongovernmental organizations (NGOs), industry experts, and competitors.

According to Roger A Kerin et al (2007), Green Marketing takes many forms. It comes from product development opportunities that emanate both from consumer research and its “Pollution Prevention Pays” program. This program solicits employee suggestions on how to reduce pollution and recycle materials.
Biji P Thomas & H Nanje Gowda (2010) highlighted that environmentally friendly buildings are also known as Green Buildings. Some of the visible “green” features, such as exterior window shading, good daylighting, green (landscaped) roofs, and natural ventilation chimneys are often considered as the signals of being green.

Philip Kotler & Kevin Lane Keller (2011): Companies that mound “green programs” can face two main problems: consumers may believe that product is of inferior quality of being green and consumers feel the product is not really that green to begin with.

Arun Kumar & N. Meenakshi (2009): Consumers have to play an important role if companies have to be made responsible for preservation of the environment. They should stop buying products of companies which are polluting the environment. Apart from companies, NGOs also have very important roles to play. NGOs should carry out research and tell the companies how they can make their process more environment-friendly.

Rajan Saxena (2010) maintained that Green products and services are today increasingly being accepted by both the companies and customers. Following are some of the arguments in favour of green marketing which makes it profitable for the firm/organisation.

- An aware customer now insists on a ‘green’ product and packaging material.
- Aware customers are joining together to form interest groups which lobby for eco-friendly products and legislation to protect their environment.
- Given the choice, customers tend to buy eco-friendly products.

The study by Altaf Khan (2011) about the Indian companies practicing the Green Marketing Concepts as follows:

- Samsung Electronics has adopted modern environmental conservation activities, such as the developing of environmental-friendly products and service and maintaining a safe and pleasant working environment at factories, based on Green Management and the Life-Cherishing philosophy.
- Tuna manufacturing company has modified their fishing techniques because of the increased concern over drift-net fishing and the resulting death of dolphins.
- Toyota, the most popular automobile industry, introduced the Prius, which is the first hybrid car that is more environmental-friendly compared to other cars.
- Xerox, the pioneer photo copier company introduced a “high quality” recycled photocopier in an attempt to satisfy the demands of firms for less environmentally harmful products.
Arun Kumar and N. Meenakshi (2011) believed that Sustainable innovation and marketing is the key to future profitability and companies need to adopt the following practices:

- Companies that comply with the most stringent standards do not have to manage separate processes for different markets. Norms of each country in which its manufacturing facilities are located.
- Smart companies reduce the consumption of nonrenewable resources such as coal, petroleum and natural gas as well as renewable resources such as water and wood.
- To design eco-friendly products, companies examine product life cycles and understand consumer concerns. Preserving the environment is vital through the eco-friendly products and which is vital for our own preservation.

Sherlekar (2007) has identified that using a titled earthen pitcher as its symbol, the Ecomark label is intended to enable consumers to choose products which are environmentally friendly. The products demanding immediate Ecomarking are textiles, toilet soaps, detergents, paper, paints, packages, pesticides, drugs etc. The study by Sandhya Joshi (2011) pointed that Environmental issues have gained importance in business as well as in public life throughout the world. Clearly green marketing is part and parcel of over all corporate strategy; along with manipulating the traditional marketing mix - product, price, promotion and place. Smart business houses have accepted green marketing as a part of their strategy.

**The survey on Green Brands despite recession (2010)** focused on the global brands and attitudes, there is learning for local green brands as well. The good news is that consumers generally trust green advertising, especially in developing markets.

The study by Banumathi Mannarswamy (2011) proved that world wide evidence shows 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 study by Meenakshi Handa (2006) has indicated that Activist groups and the media have played a major role in enhancing the environmental awareness and consciousness of consumers in recent years. Most studies on the subject show that although the awareness and environmental behavior of consumers across countries, educational levels, age and income groups may differ, environmental concerns are increasing worldwide.

The study by Welling & Anupamaa S Chavan (2010) analysed Green marketing is not going to be an easy concept. The firm has to plan and then carry out research to find out how feasible it is going to be. Green marketing has to evolve since it is still at its infancy stage. Adoption of
Green marketing may not be easy in the short run, but in the long run it will definitely have a positive impact on the firm.

The study by **Jacquelyn A. Ottoman (2006)** explained that Green Marketing must satisfy two objectives: Improved Environmental Quality and Customer Satisfaction. Research indicates that many green products have failed because of green marketing myopia—marketers’ myopic focus on their products’ “greenness” over the broader expectations of consumers or other market players (such as regulators or activists).

The study by **Vinay et al (2011)** determined that the concept of green marketing has been around at least since the first Earth Day in 1970. But the idea did not catch on till 1980’s, when rising public interest in the environment led to a demand for more green products and services. The companies like Wipro, HCL, TNPL, IBM, ONGC etc., implemented the concept of green marketing in their organization.

According to **Venmuri Lakshmi Narayana & Dhinesh Babu (2008)**, A clever marketer is one who not only convinces the consumer, but also involves the consumer in marketing his product. Green marketing should not be considered as just one more approach to marketing, but has to be pursued with much greater vigor, as it has an environmental and social dimension to it.

The study by **Sanjit Kumar Dash (2010)** identified the marketing strategies for green marketing include Marketing Audit (including internal and external situation analysis) It was found that Challenges ahead include green products require renewable and recyclable material, which is costly requires a technology, which requires huge investment in R&D. You must find an opportunity to enhance your product's performance and strengthen your customer's loyalty and command a higher price.

The study by **Project Guru (2010)** indicated that India is still at nascent stage in using eco friendly products. It is the responsibility of the individuals, organizations and Government to take further steps to increase the awareness on benefits of eco-friendly products.

In their study by **Pavan Mishra & Payal Sharma (2010)** conceptualized that Green Marketing should not be considered as just one more approach to marketing, but has to be pursued with much greater vigor, as it has an environmental and social dimension to it.

The study by **Nandini Deshpande (2011)** has pointed out that Green Marketing should not neglect the economic aspect of marketing. Marketers need to understand the implications of Green Marketing. Thus Green Marketing is a golden goose, and can be a very powerful marketing strategy though when it is done right.
Mulchand Sen (2007) explored that Green Marketing covers more than a firm’s marketing claims. has pointed out that Green Marketing should not neglect the economic aspect of marketing. Marketers need to understand the implications of Green Marketing. Thus Green Marketing is a golden goose, and can be a very powerful marketing strategy though when it is done right.

The study by Saranya (2011) analyses that Green Marketing mainly focuses on promoting the consumption of green products. Marketers also have the responsibility to make the consumers understand the need for and benefits of green products than non-green products.

Ajit Upadhyaya and Rajeev Shukla (2011) highlighted that Environmental concerns and influences on green consumers refer to the practice of practicing – selling or using products/services based on their environmental benefits.

The study by Habib Ahmad et al (2010) reveal that Pakistani customers have adequate exposure to print and broadcast media but television advertising is preferred. Besides print and electronic media, outdoor advertising is also an important part of advertising green products in Pakistan.

The study by Sudhanshu Joshi et al (2008) identified the Examples of Corporates Initiatives towards green branding in Banking. India’s largest private bank ICICI asks its customers to sign up for paperless bank statements and the bank plants a tree for each complying customer. In Brazil Unilever and WalMart have built sustainable houses within stores made from recycled products and showing how to make everyday living more eco friendly.

The study by Dharmendra Mehta (2011) indicated that Indians are not only conscious about their environment but also health conscious as well. This paradigm shift in attitude has made Indian consumers attractive to green marketers. It has made the population more responsive and aware towards green marketing appeals.

2.3. Environmental Marketing & Sustainability

From the study by Elangovan et al (2006), it was clear that there is a growing concern for environmental degradation and the resultant pollution all over the world. Industrialization, Urbanization, new consumption pattern and social linkages are mainly responsible for the present state of environmental degradation.

In their analysis by Pravin Agrarwal et al (2010) found that the Kyoto Protocol had been signed in the year 1997 to tackle the effect of global warming. India may think of having its own carbon credit market, where energy intensive firms may purchase carbon credit internally from other energy efficient firms.
The study by Varsha Jain & Subhadip Roy (2010) addressed the concept of Ecoism from the consumer perspective. It was found that eco-friendly products are still in a nascent stage in India (such as organic food). It is difficult for the consumers to comprehend about eco-friendly products across all categories.

Kupuswamy & Venkatrama Raju (2011) examined that the initiatives undertaken by the companies to improve Energy Efficiency, devising ways and means for re-use of energy, oils and materials to promote Resource Conservation. It highlights the development of sustainability at three levels, namely, Strategic Level, Relationship and Co-ordination Level and Operating Level.

In their study by Muthamizh Vendan Murugavel (2010) found that, the impact of global warming is likely to hit developing countries hardest. Global warming threatens availability of fresh water, food security and productivity of natural resources.

Philip Kotler (2011) recognized that the Companies need to make drastic changes in their research-and-development, production, financial, and marketing practices if sustainability has to be achieved. The several environmental challenges to be considered in the sustainability are change in the composition of the atmosphere, depletion of the ozone layer, soil degradation & increased desertification, increased air and water pollution.

The study by Uma Gupta (2012) pointed out that a green cold storage is one which is located near the rail/road terminal and has an eco-friendly plant layout with building design using eco-friendly and recycled materials and efficient thermal insulation.

The study by Praneti Shah(2010) revealed that use of best available equipments, devices and systems such as high efficiency electrostatic precipitators and tall stacks for control of stack emissions, dust extraction and dust suppression systems for control of fugitive dust, effluent treatment plants, neutralization pits and ash ponds for control of the effluent quality, ash water re-circulation system and cooling towers for control of the effluent quality as conservation of water were essential in cement, textile and petrochemicals to prevent carbon emissions.

According to the study by Indranil Mutsuddi & Rimi Mutsuddi(2009) found that there is overall consensus among the respondents about the initiatives in workplace like paper less office, use of teleconferencing to reducing travel, training and introduction of waste management practices and introduction of wellness program for healthy work life have been very effective.

The study by Thankodi and Padmavathi(2011) analysed that with three cities of the nation in to ten polluted cities in the world the fourth largest polluting country, the need for green
banking is higher than anywhere else here. Hence a new trend was given birth in our
endeavour to become eco-friendly or “being green”. The aim of the green banking is to
provide good environmental and social business practice.
In their study by Philip Kotler et al (2010), Environmental Sustainability refers to generating
profits while helping to save the planet. Companies can use to gauge their progress towards
progress environmental sustainability through internal and external “greening” and internal
and external “beyond greening”.
• Internal and external “greening” includes pollution prevention (eliminating or
reducing waste before it is created and product stewardship(minimizing
environmental impact throughout the entire product life cycle).
• Internal and external “beyond greening” includes new clean technology (developing
new sets of environmental skills and capabilities) and Sustainability vision(creating a
strategic framework for future sustainability).
David L. Loudon & Albert J. Della Bitta (2010) signified that the “green” movement is
growing extensively and marketers are seeking to cash in on an environmental awakening.
“Green” may be to the 90s what “light” was to the ‘80s, with products clamoring to show
how they are environmentally sensitive.
Michael R. Solomon(2009) identified that firms that adopt the philosophy to protect or
enhance the natural environment as they go about their business activities is an instance of
green marketing. Marketers point to a segment of consumers who practice LOHAS – an
acronym for “Lifestyles of Health and Sustainability.
The study by Henry Assael (2006) observed that In U.S., Companies have taken actions to
promote environmental controls towards green marketing; For example : Reynolds Wrap
promotes recycling , while Crane Papers advertises the natural content of its products,
McDonald’s switched from plastic to paper wrapping and uses recyclable products to build
its restaurants.
Douglas J. Darymple & Leonard J. Parsons (2002) believe that the “green” movement is a
answer for business to produce more environmentally safe products. This approach is known
as green marketing. Environmentalism is only one aspect of responsible conduct. The
products should be designed for recyclability where possible.
BPP Learning Media, Marketing (2009) found that the responsibility of Green marketing is
based on two main ideas : one is for the community and the other is sustainability. Social
responsibility is based on two ideas like the moral and ethical responsibilities of businesses
and Sustainability involves to pursue equity in the distribution of resources, to maintain the integrity of world ecosystems and to increase the capacity of human populations for self-reliance.

Leon G. Schiffman & Leslie Lazar Kanuk(2008) : The set of needs an individual experiences at a particular time are often activated by specific cues in the environment. Sometimes an advertisement or other environmental cue produces a psychological imbalance in the viewer’s mind. When people live in a complex and highly varied environment, they experience many opportunities for need-arousal.

According to Ramanigopal (2010), Global warming is affecting the world economy. Acting now will cost less than 1% of Indian GDP. A study about the environment and societal ethics can help the future managers and equips them with essential knowledge to convert the challenges faced today into opportunities.

Philip Kotler et al(2009) revealed that Environmental concerns are manifested in many behaviors. Many top companies such as McDonald’s Nike, GE, and Dupont are embracing sustainability and green marketing. UPS and FedEx have introduced alternative-fuel and hybrid electric diesel vehicles to their fleets.

Karpagam & Geetha JaiKumar(2010) observed that the Ministry of Environment and Forests launched the scheme of labeling of environment-friendly products in 1991. The label is awarded to consumer goods which met the specified environmental criteria and the quality requirements of Indian standards.

According to Bala Krishnamoorthy(2008), Eco-labels provide consumers with information that a product was made with minimal impacts on the environment. These labels set standards for environmentally responsible products to reduce air and water pollution, cut the waste of energy and natural resources, slow ozone depletion and the risk of global warming, prevent toxic contamination and protect fish and wildlife and their habitats.

Ashwini Kumar Sharma (2010) conceptualized that the green building concept in real estate not only enhances the marketability of a project, but also addresses important national priorities, such as water conservation, handling of consumer waste and energy conservation. Andrew S.Winston (2010) summarized in their study that Companies and countries must deal with current and longer-term environmental issues while simultaneously working on current economic challenges. The four areas of focus mainly “Get Lean, Get Smart, Get Creative, Get people engaged” will benefit your company today and tomorrow. In short, green isn’t a tangential pursuit that distracts from the real work of the business.
According to Yvon Chouinard et al (2012), Sustainability is survival. The essential “services”, such as clean water, clean air, arable land, and a stable climate, are what all businesses depend on to survive. Sustainability is not a tomorrow problem, but it is a movement.

Gregory Unruh and Richard Ettenson (2010) found that Green growth is at the top of many leaders’ agendas, but the way forward is rarely clear. The three broad product strategies like Accentuate, Acquire and Architect should align green goals with your capabilities.

Smitha Khare (2011): Amid ecological debates and the alarm bells over global warming, a resolute Indian is firm on making the country greener. Environmental consciousness is gradually becoming part of today’s lifestyle with everyone chipping in to make the country greener.

Martin Wright (2011): In a world of dwindling natural resources, sustainability is no longer a fashionable word. It makes business sense. Leading companies are adapting fast. Unilever has committed to halving its environmental impact by 2020- while doubling sales. Wal-Mart plans to have 100% of its energy needs met from renewable.

2.4. Channel Design & Green Supply Chain Marketing – Initiatives

The study by Rakesh Rajpal et al (2011) analysed that Green Supply Chain Management (GSCM) is a relatively emerging issue for the majority of Indian Corporations. The findings of this study indicated that industries should emphasize on supplier management performance in adoption of green supply chain management. Implementing Green supply chain properly will drive real business value.

The study by Pravin Kumar Bhoyar & Asha Nagendra(2012) reflected that distribution channels play a pivotal role in marketing by performing a number of vital distribution functions Distribution is the most important variable in the marketing plans of most consumer goods manufacturers.

Ramaswamy(1985) found that The fertilizer firms expect their distribution channels to perform a large number of functions as breaking the bulk and catering to the small sized purchases of the product by individual farmers, assembling different fertilizers into suitable assortments that are acceptable to the farmers, selling to sub distributors, retransport, handling and accounting, providing salesmanship, service and assisting in sales promotion, aiding the establishment of new products in the market and price mechanism between the firm and the ultimate customers and transferring the technology of modern farming to the farmers and acting as ‘change agents’ among them.
The study by Shradha Gawankar et al (2011) revealed that Supply Chain Management has been a major component of competitive strategy to enhance organizational productivity and profitability.

Sharath Kumar (2011): The alignment of supply chain strategy with organizational goals helps to add the value at every stage of the development of the institute. The main aim of this study is to model commodity chain for HEIs using strategic and tactical planning.

Baba GnanaKumar (2011) emphasized that agriculturists can focus on emerging transportation practices, sustainable cost-service optimization, collaborative shipper-carrier partnerships, centralized planning, localized execution, integrated inbound, outbound, and inter facility transportation management.

Somesh Dhamija et al (2011) accentuated that Place is a terminology which adds something extra to our product and helps the customers in deciding whether they want our product over that of competition or not. It makes the company’s product more appealing and attractive to the customer.

Jogendra Kr et al (2011) identified that supplier selection process may frequently influence each other with lower price against poor quality. It requires substantial judgment to assess the wide range of trade-offs present, to recognize all the available and to make a decision, which balances both the short and the long-term needs of the organization.

Chandrasekaran (2010) examined that Indian companies are going green in line with many of their Western counterparts who are building environmental sustainability into their business practices. The companies like Walmart, Bajaj Auto, CISCO, Wipro, PepsiCo’s and MRF have adopted green supply chain initiatives into their marketing system.

Sunil Chopra et al (2010) found that Distribution systems in different regions of the world differ widely due to geographic, historic, socioeconomic, and demographic differences. To correct these problems in the distribution system, the Government of India has initiated a slew of measures to build infrastructure both for distribution, transportation and storage facilities. AGMARKNETS, a marketing information system, is being established to provide market intelligence to farmers.

Ramkishen (2002) is of the view that In satellite distribution, stockists are appointed in major towns and feeder towns. They, by and large, discharge the following functions: (a) financing, (b) warehousing, and (c) sub-distribution. Retailers in and around the feeder town get attached to these stockists. The manufacturer supplies goods to the stockists either on a consignment or on a cash or credit purchase basis. The stockists care of sub-distribution on the terms and conditions determined by the manufacturer or agreed upon by the parties.
Anne T. Coughlan et al (2005) classified Credible commitments of competing supplier as Dedication of people and facilities to your line, Investment in upgrading and training the personnel serving your line, Efforts to learn about you and build relations with your people, Training of its customers on the use of your line, Efforts to ally its name and yours in customers’ eyes.

Czinkota Kotabe(2007) explained that Distribution channels include retailers, wholesalers, and agents, or direct distribution via a sales force or mail order. Channels are not restricted to physical products; they may be just as important for moving a service from the producer to the consumer.

Warren Warren J. Keegan(2005) characterized that customers are an important influence on channel design. Channels create utility for customers. In a country with a large number of low-volume retailers, it is usually cheaper to reach them via wholesalers. Products with a high unit price, are often sold through a company salesforce because the selling cost of this expensive distribution method is a small part of the total sales force.

2.5. Fertilizer Marketing - Organic Fertilizer
The study by Pallavi (2011) found that the technological breakthrough in agriculture, popularly known as the green revolution, which took place in Indian agriculture from the 1970s onwards, has considerably increased the income of rural India. The overall marketing mix has changed from the traditional ‘4 Ps’ to the new ‘4 As’, i.e., Affordability, Awareness, Availability and Acceptability.

Venugopal et al (2011) in their study elucidated that Horticulture has emerged as an indispensable part of agriculture, offering a wide range of choices to the farmers for crop diversification.

The study by Chennakrishnan (2011) outlined that, with growing consumer appreciation of organically grown fruits, there is an increasing demand for organically grown bananas. India has the potential to emerge as a major exporter of organically bananas by promotion of bio-fertilizers, bio-pesticides, recycling the wastes of eco-friendly inputs and setting up national certification schemes and accreditation agencies to certify organic products in the country.

A.V.Tak & V.B.Tak (2010) confirmed that An Organic farm is a farm whose structure is formed in imitation of the structure of a natural system that has the integrity, the independence and benign dependence of an organism. The economics of organic agriculture encompasses the entire process and effects of organ farming in terms of human society, including social costs, unintended consequences, and information asymmetries as economies of scale.
From the study by Bhaskaran & Suchitra Mohanty (2008), it has been observed that The concept of organic agriculture is very wide and holistic which is close to sustainable agriculture. Organic agriculture is a method of agricultural production that supports the environment. It uses minimum external input and recycles the on-farm resources efficiently.

Seetharaman et al (1994): Organic manures are derived from plant, animal and human residues. Among them are bulky organic manures like farmyard manure, compost and green manure; concentrated manures such as various oil cakes and various waste products of animal origin like dried blood, fish manure etc.

Ravi Prasad (2006): Inorganic fertilizers have played an important role in improving agricultural productivity over the last 40 years. The domestic fertilizer industry has risen to the occasion, set up manufacturing facilities with huge capital outlay towards attaining self-sufficiency in fertilizer production and made available the fertilizers to the Indian farmer.

Sukhpal Singh (2009) identified that Bio-fertilisers are carrier-based preparations of living micro-organisms which either fix atmospheric nitrogen or enhance the solubility of soil nutrients. Their significance lies in their ability to supplement or mobilize soil nutrients with minimum use of non-renewable resources and as components of integrated plant nutrient system.

Karunakaran (2008) estimated that the market for agri-inputs is found to be around Rs. 20,000 crore per annum in India. Fertilizer marketing in India was a socio-economic phenomenon involving awareness creation, education of farmers on scientific cultivation and balanced application. Ammonium sulphate, urea, super phosphate, diammonium phosphate (DAP), NPK mixtures and potash are popular products.

The study by Sudhanshu Sekhar Kar & Sarat Kumar Sahoo (2010) classified Marketing Communication into two types viz., conventional and non-conventional. The Conventional media like TV, radio, cinema, newspapers, pamphlets, word of mouth, and video on wheels. These media are successful in creating awareness in Indian urban settings. In rural settings, Non-Conventional media like Wall paintings, hoardings, direct mail, animator and word-of-mouth are primarily used for drawing attention of rural consumers.

Ramaswamy & Namakumari (2010) detected that the technological breakthrough in agriculture, popularly known as green revolution, which took place in Indian agriculture from the 1970s onwards, has considerably increased the income of rural India. This has generated new employment and new income and purchasing power among the rural people.

Motsara et al (1995) highlighted that the Biofertilisers are a very important component of integrated crop nutrition and are energy-conserving, low cost, eco-friendly and wide
applicability. Biofertilisers, based on renewable energy source are a cost effective supplement to chemical fertilisers and can help to economise on the high investment needed for fertilizer use as Nitrogen and Phosphorous are concerned.

**Sukpal Singh(2004)**: Organic farm production and trade has emerged as an important sector in India as in other parts of the developing world, and is seen as an important strategy of facilitating sustainable development. It explores the main issues in this sector and discusses strategies for its better performance from a marketing and competitiveness perspective.

**Organic farming reaches Rs 10,000 crores by 2015(2011)**: People’s health consciousness is increasing the productivity of the organic farming. The productivity of the organic farming is expected to reach 10,000 crores by 2015. In India, organic farming is existing in 4.5 million hectares. Assocham has recommended the government to conduct training & awareness programs for the farmers in organic farming for increasing crop productivity.

### 2.6. Consumers’ Attitude & Perception

The study by **Ranjith & Ela Goyal (2011)** highlighted that highest brand memory, brand recall, brand that connects with the people, pricing, overall satisfaction in long life of the product and communication programs designed by the company are the parameters that influence the consumer perception.

The study by **Sridhar (2007)** has stated that Perceived risk is considered to be a key antecedent of consumer involvement and has been studied widely in various contexts. Among the six types of perceived risk, only financial performance, social and time risks were found to be positively associated with consumer involvement.

The study by **Nilesh Neelmani (2011)** has highlighted that Consumers’ attitude to the Private labels has been a very research in the modern consumer behavior study. As the gap between consumers’ attitude towards the Private Labels and National brands become narrower, the consumers would start to consume greater amount of Private Label brands.

The study by **Timira Shukla (2011)** explored that if expectations of the consumer are greater than performance, then a service gap materializes. The quality of service for both technical and functional aspects is the key ingredient in achieving customer satisfaction and in turn, the success of the organizations.

**Mamatha (2010)** found that brand, price, store, design/features and advertisement were the most crucial five factors in revealing the quality of the products. The manufacturers and sellers should create a good brand image for the products through proper promotional strategies.
The study by Ganapathi Ramasamy (2011) observed that the consumers’ choice reveals consumers’ preference. Consumers are modifying their behavior in view of their expectations about an uncertain future. Quality is one of the most important component for building the consumer preferences.

The study by Milind T. Phadtare (2008) observed that variety seeking motivation is an important reason that makes preferences of first time buyers different from that of repeat buyers. Utility, long term perspective and cost are more important to first-time buyers than to repeat-buyers. The factors like technology & design ways of use, performance and comfort appeal to repeat-buyers than to first-time buyers.

The Literature reviewed by Sanjay K. Jain and Parul Goel(2010 -2011) relating to Consumers Attitudes towards Marketing Mix Elements reveals as product, price, distribution and advertisement.

Shobha G. Iyer et al (2011) confirmed that brand extension is a form of new product introduction in which the name of an established to a new product introduced in a separated category, facilitating acceptance because consumers transfer the affect and meanings they associate with the parent brand to the extension.

The study by Rajini & Poornima(2011) indicated that market orientation of any firm is based on wants and needs of potential customers. The customer focus is the way of success and all the strategic decisions arise from it. Affordability was a major factor responsible for building customer preference.

In their study by Anil Mishra and Akshita Mishra(2010) suggested that Playfulness affects the purchase intention is similar to marketing research which suggests that the emotional or hedonic values gained by customers through the product consumption leads them to form more intentions towards the purchase and usage of the products.

Vani et al(2011) indicated that a decision is the selection of an action from two or more alternative choices. Consumer’s decision to purchase the goods from the available alternative choice is known as “consumer purchase decision”. The various options of the consumer may be classified into five main types of decisions what to buy, how much to buy, where to buy, when to buy and how to buy.

Rajesh Sharma(2011) characterized planned purchase as deliberate, thoughtful search and evaluation that normally results in rational, accurate and better decisions. Contrary to a planned purchase, “Impulse buying” is a spontaneous and immediate purchase where the consumer is not actively looking for a product and has no prior plans to purchase. The main
classifications of impulse buying are classified as “Pure impulse buying”, “Reminder impulse buying”, and “Suggestion impulse buying”.

The study by Ramachandran Azhagaiah et al. (2012) has mentioned that to understand the behavior of any creature, researchers need to conduct field studies in natural habits. However, compared with laboratory experiments, it’s more challenging to do field studies because researchers have to conduct experiments in much larger environments, with much less control over contribution factors.

The study by Hari Sundar G. Ram et al. (2011) identified that the decision-making styles as Perfection/high quality-conscious consumer, Brand Consciousness, Novelty, Shopping Consciousness, Price Consciousness, Impulsiveness, Choice and Brand loyalty.

According to Ramanuj Majumdar (2010), Attitudes of a consumer are formed based on how a product makes them feel. The attitudes that a person forms depend on the mood at the time of formation of these attitudes; hence marketers try to woo a consumer in different ways based on advertising experience, shopping experience, consumption experience. The feelings experienced during the consumption of a product influence the consumer’s post-consumption evaluations. Consumers are more satisfied if consumption leads to positive feelings.

Beri (2008): The meaning of ‘attitude’ is ‘settled behaviour, as indicating opinion’. Thurstone defined attitudes as “the sum total of man’s inclinations and feelings, prejudice or bias, preconceived notions, ideas, fears, threats and convictions about any specific topic. Attitude is a subjective and personal affair. The term ‘opinion’ symbolises an attitude. In fact, it is the verbal expression of attitude.

Raju and Dominique Xardel (2009) characterized three types of reference groups that are used by the marketer:

- **Informed Opinion Group** – Investment consultants, doctors, engineers etc.
- **Expert Opinion Group** – an individual who is an expert in his own field can dish out opinions on goods and services related to field
- **Celebrity Opinion Group** – when a person becomes a celebrity; the public perceives that the celebrity status is reached after a series of successes. Celebrities have a very vast field and license to express their opinions and they form a formidable reference group.

Srivastava & Sujata Khandai (2006) has observed that When consumer purchases a product, two factors are particularly useful in understanding how he decides:
His involvement with the purchase: Involvement is dependent on consumer’s risk perception in making a decision on the basis of available information and the consequent harm that may be caused to him due to wrong decision. His perception about the extent of differentiation among various available brands belonging to a particular product category.

Mark Godson (2010) understood that the changes in the consumers’ attitudes can be classified into Yesterday’s consumers and Today’s consumers. The attitudes of Yesterday’s consumers are classified as Time-rich, cash-poor, Family-centered, Slowly changing fashions, Content with current offer, Few consumer rights and Trusting. The attitudes of Today’s consumers are classified as Cash-rich, time-poor, Individually centered, Fast-changing fashions, Search for greater value, Many consumer rights and Cynical.

Del I. Hawkins et al (2010) identified that sound marketing strategies take into account the nature of information search engaged in by the target market prior to purchase. The following are the marketing strategies like maintenance, disrupt, capture, intercept, preference and acceptance are based on information search patterns.

Kazmi (2010) indicated that there are several determinants that seem to influence satisfaction/dissatisfaction and include demographic variables, personality variables and consumer expectations, etc. Performance expectations and Actual performance are the major factors considered in the evaluation process of satisfaction or dissatisfaction. Consumers buy products not only for what they can do but also for what they mean. For most products, there are two dimensions to performance:

- Instrumental performance: relates to the physical functioning or proper operation of the product
- Symbolic performance: relates to aesthetic or image enhancement

Ingram et al (2007) characterized that in the problem-solving approach, competitors’ offerings are included as alternatives in the purchase decision. The problem-solving approach typically requires educating the customer about the full impact of the existing problem and clearly communicating how the solution delivers significant customer value.

2.7. Communication & Brand Strategy

Pingali Venugopal (2010) : Positioning a brand as a ‘green brand’ entails an active communication and differentiation of the brand from its competitors on environmentally sound attributes. The most effective brand strategy green positioning would be centered in the creation of emotional benefits sustained by information on environmentally sound functional attributes.
Biplab S. Bose (2009) explained that A USP gives leverage to an advertising communication as the creative message is built around a central idea of the product. The USP helps consumers in making brand preference decision and pulls the consumer to the purchase decision or a favourable decision. The USP matches a selling point with a consumer’s in mind benefit and does so in a unique way. USP is predominantly used in positioning and repositioning of brands.

Pongiannan (2011) has revealed that Television is the ideal advertising medium for the following features:

- Television reaches very large audiences – usually much larger than the audience of other media and has high reachability.
- Advertisements on TV can be more creative and give instant validity and prominence to a product or service.
- TV media can easily reach the target audience with high level of flexibility.
- TV can attract the viewers immediately which use celebrities in advertisements for familiarizing the products among the consumers.

Gupta S. L. (2005) identified the following are the sales promotional tools which help in activating the roles like informing, persuading and reminding - Prize Schemes, Trade Fairs and Exhibitions, Free Samples, Catalogues, Advertising Novelties, Entertainment of customers, Sales Contests, Price-Off, Refunds, Point-of-sales Materials and Boosters for dealers.

Jay D et al (2009) emphasized that to be successful, advertising must have its objective the causation of one or more of these five effects namely (Awareness, Acceptance, Preference, Buying Intention and Trial or Purchase) on target customers.

Subroto Sengupta (2003) observed that a successful brand is like a powerhouse containing enough energy to illuminate distant territories. Such a brand name holds enormous appeal for consumers. This is the driving force for consumer-pulling power which can be harnessed beyond the brand’s traditional market boundaries.

2.8. Characteristics of Research

Donald S. Tull and Dell I. Hawkins (2009) found that the function of marketing research provides information that will assist marketing managers in recognising and reacting to marketing opportunities and problems. In essence, marketing research exists to help marketing managers make better decisions.

Hari Shankar Asthana & Braj Bhushan (2007): Chi square is one of the important and most widely used non-parametric tests. It is used to test the significance when obtained data
are expressed in terms of percentage or proportions that can be reduced to frequencies. It does not assume that population is normally distributed and examines whether or not two variables are significantly independent of each other in a given sample.

Krishnaswamy et al(2006) identified that Management Research has three predominant approaches: First, there is the quantitative empirical approach in which the design provides for obtaining data that can be treated by rigorous statistical analysis. Second, the mathematical modeling approaches use mainly logical thinking and operations research models in decision making situations. The third approach is the qualitative approach of organizational theorists who emphasize studying and understanding particular problems and situations based on voluminous empirical data.

Naresh K. Malhotra and Satyabhusan Dash(2007) summarized that The report and its presentation are important parts of the marketing research project and it’s functions are as follows:

- They are tangible products of the research effort. The report serves as a historical record of the project.
- Management decisions are guided by the report and the presentation.
- Management’s decision to undertake marketing research in the future or to use the particular research supplier again will be influenced by the perceived usefulness of the report and the presentation.

Sumathi and Saravanavel(2009) described that Motivation research attempts to gather information buried in the unconscious mind of the consumer. The dimensions of the Motivation Research as the consumer doesn’t know the “why” of purchase, the consumers will not tell about their purchase, the consumers may put forward illogical reasons for their purchase.

Nigel Bradley(2010) termed Audience research as information provider for all parties and to provide information on ‘how many’, and also answers to questions about ‘who are’ the people. The classification of customers is important to marketing. Also, they are important because they offer a ready-made segmentation, based on common demographics such as age, gender, income, education and geodemographic type. Darren George and Paul Mallery(2009): Chronbach’s alpha is designed as a measure of internal consistency. Alpha is measured on the same scale as a Pearson (r) – correlation coefficient and typically varies between 0 and 1. The closer the alpha to 1 indicates the greater internal consistency among the variables.