CHAPTER II
LITERATURE REVIEW

2.1 LITERATURE REVIEW

An extensive review of literature was carried out by the researcher; it has been found that majority of the studies were foreign based and few studies were of Indian origin. The studies have been arranged in order starting from the latest study to the oldest. From the below mentioned studies, the researcher has found the research gaps which are mentioned at end of this chapter.

Singh (2015) conducted research on the title 'Green marketing: A paradigm shift in the world of conventional marketing' with an intention of understanding ecological process, environmental sustainable and green marketing process. The researcher has conducted conceptual study and found that large numbers of companies are using green marketing. One main deficiency is that companies’ using green marketing must ensure that their activities are not misleading to the consumers. It was also found that, companies should explicitly and comprehensively define the environmental benefits.

Hasan and Ali (2015) conducted a research on topic 'The impact of green marketing strategy on the firm’s performance in Malaysia' with an aim of presenting the view of various literature and analyses of two factors (green innovation and green promotion) that will influence the firms' performance. The researchers found that green promotion and green innovation have a positive impact on the firms' performance.

Lekhanya (2014), studied on the title 'The Level of awareness of green marketing and its managerial implications amongst selected South African manufacturing Small, Medium and Micro Enterprises (SMMEs) in KwaZulu–Natal' with objectives to explore the awareness levels among SMMEs in KZN, about green marketing and the ensuing managerial implications. The study indicated that SMMEs in the study are aware of green marketing and its managerial implications.
Further, it was discovered that Environmental Act and Consumer Protection Act of South Africa were the factors that influenced business.

Sara and Madhumitha (2013) conducted a conceptual study on 'Green Marketing – Case studies of companies implementing towards Green Revolution' with an idea of understanding various companies in India implementing green marketing strategies. The study noticed only large companies were indulging in green management. The researchers concluded that as green marketing is relative a new concept hence awareness among the consumers and businesses was very less.

Kinoti (2011) conducted a conceptual study on the topic 'Green marketing Intervention Strategies and Sustainable Development: A Conceptual Paper' to know the green marketing intervention strategies to solve environmental problems faced by the world. The researcher concluded that marketing through green marketing and specific strategies of green marketing is addressing the challenge with positive outcomes of improved physical environment and better organizational performance which will direct towards sustainability.

Nelson et al., (2010) conducted a research on ‘Selective marketing to environmentally concerned wine consumers: a case for location, gender and age’. The purpose of study was to segment the respondents using their demography (location, gender and age) and their statements about ecological involvement, information (knowledge) and attitudes as the basis for selective marketing strategies. The results offer insights when considering selective marketing. Initially, a separate, different, measurable and substantial market segment for environmental products was identified, namely: the Millennial male with deep green attitudes. Second, place of stay has an influence on the strength of respondents’ green attitudes.

Breno and David (2010) conducted the research on title ‘Green Operations Initiatives in the Automotive Industry’. The study was conducted with intentions to know the green operations initiatives that are documented by selected companies in their respective environmental reports. The study also made an effort to investigate and benchmark these green initiatives. The study showcases the main
green initiatives taken by the world’s three major manufacturers of car and benchmarks them against each other. The categorisation of green operations initiatives that is provided in the articles will definitely assist other companies spread across various sectors to evaluate and understand their green initiatives. The findings show that the world’s three major car manufacturers are pursuing various environmental initiatives involving the following green operations practices: environmental friendly-design, green constructions, green production, sustainable supply chains, inventions and reverse logistics.

Johan et al., (2010) performed research on ‘Green consumer behavior: determinants of curtailment and eco-innovation adoption’. Knowledge of green consumer behavior is important for environmental and business reasons. The study was conducted to examine the determinants of green curtailment behaviors and consumer adoption of innovations marketed as green (eco-innovations), and to examine factors detailing these 2 kinds of eco-friendly behaviors. The outcome of the research showed that beliefs, values, habit and norms strength determines willingness to curtail and accept green-innovation. Personal individual standards have strong positive influence over willingness to accept the green behavior.

Gian and Deborah (2010) conducted research on ‘Green labels and sustainability reporting’, The paper aims to contribute to the understanding of corporate sustainability reporting strategies and communication tools that are increasingly being adopted to foster green market outlets, with point of view of supply chain of building materials. Focusing on the present Italian situation and with emphasis on ornamental stones, ceramic tiles, cement and concrete producer, the interest and the response in the building materials supply chain are highlighted.

Braun (2010) performed research on ‘Going green: Women entrepreneurs and the environment’, with an intention to discover whether women entrepreneurs are engaged with green issues more than male entrepreneurs. The study was undertaken to add to our understanding of male/female attitudes and behaviors around green entrepreneurship. The study found that participating women had stronger environmental attitudes and commitment to the green entrepreneurship program.
than males, sighting those women counterparts are more engaged in green issues than males.

Maria et al., (2010) conducted research on ‘Good environmental practices for hospitality and tourism’. The research article has a double aim: initially, to evaluate the application to reduce the impact of tourism and hospitality on environment followed by understanding the Spanish tourism industry. The research aims to examine the level of development of the environmentally sustainable technologies and the difficulties experienced in their implementation as well as the future challenges. They found that intelligence, ERP systems, use of online/ virtual promotion, endorsement and booking, information analysis, GPS, and report management systems, among others may assist hospitality companies to minimize the environmental impact of their actions.

Cecilia et al., (2010) conducted research on title ‘Green Supply Chains and the Missing Link between Environmental Information and Practice’. The basic aim of the study was to know the use of information related to environment at various stage of Swedish food supply chain. The study focuses on factor like environment information as a factor to achieve competitive advantage. The result of the study indicated that Swedish food supply chain considers environmental information as important factor. The usage of environmental information in supply chain depends on their place and relation with other supply chain members.

William et al., (2010) carried out research on the title ‘Sustainable Consumption: Green Consumer Behavior when Purchasing Products’. This paper investigates the purchasing procedure for green consumers for technologically sophisticated products in UK (United Kingdom). On recent purchases of technologically sophisticated products, self declared green consumers (81) were taken as sample and data was collected through in depth interviews. A model of green consumer buying/ purchase model and criteria to bridge gap between green consumers’ values and behaviors was developed. In conclusion, it is noted that incentives and green labels will help the consumers to focus their limited efforts. Practically, people need to have more amount of time and space in their respective lives which is not available in today’s bust lifestyle.
Chen (2010) conducted research on ‘The Drivers of Green Brand Equity: Green Brand Image, Green Satisfaction, and Green Trust’. This article proposed four novel constructs – green brand image, green trust, green brand equity and green satisfaction, and explored the encouraging associations of green brand equity and its three drivers – green satisfaction, green trust and green brand image. This research study was focused on information regarding electronics products in Taiwan. The research is an empirical study which was completed using questionnaire survey method. The research tool (questionnaire) was mailed to the respondents on random basis who had experienced purchasing/promotional information regarding electronic products. The results exhibited that all the three drivers had positive relation with green brand equity. Green brand equity and green brand image have positive relationship with is mediated by trust and green satisfaction. To conclude, to enhance green brand equity one should focus on increasing the three drivers.

Horne (2009) studied on topic ‘Limits to labels: The role of eco-labels in the assessment of product sustainability and routes to sustainable consumption’. The study was conducted with aims to know the grouping of ecological labels (eco-labels) and to find out the role of eco-labels in enhancing the green consumption behavior. The study found that many studies suggest that consumers are positive towards the green purchase practices. However, the positive attitude of green consumption has not been materialised in terms of green purchase behavior. The raise in eco-labels has been noticed recently, this is because of the concerns towards climate change. Eco-labels help the consumers to differentiate between green and non-green products. According to the study, it is assumed that, if proper label information is provided to consumers then purchase behavior will shift from non-green purchase behavior to green purchase behavior.

Anh-Thu et al., (2009) conducted a study on ‘Determinants of environmentally responsible behaviors for greenhouse gas reduction’. The study identified that driving behaviours and Canadian household consumption are responsible for a significant portion of GHG (greenhouse gas) emissions produced across Canada. This paper examined and characterized, automobile GHG emissions and indoor GHG reduction behaviours, the sample of 1002 (Canadian household) with cars
were taken from 2006 telephone survey. The important factor increasing consumer GHG reduction behaviours both indoors and on the road were sense of personal responsibility and previous environmental activism. Males leaving at Prairie Provinces were least actively involved in GHG reduction activities.

Magali and Ivan (2009) in their research on the topic ‘Greening the Supply Chain: When is Customer Pressure Effective?’. This research examined the rationale for suppliers to comply with or resist the mandate of their customers to adopt the international environmental management standard ISO 14001 in North American. Findings suggest that suppliers having highly dedicated assets, as well as younger suppliers are stationed at Japan, and those exposed to the Toxic Release Inventory, were more likely to respond to their customers’ pressures to adopt the certified management standard ISO 14001.

Bryson and Lombardi (2009) conducted a research on ‘Balancing Product and Process Sustainability against Business Profitability: Sustainability as a Competitive Strategy in the Property Development Process’. This paper explored the activities of 2 UK-based property development companies. The model for competitive advantage into their respective business through incorporation of sustainability is the government sector eco-friendly agenda among the selected property development companies. The companies have associated different individual competencies and established business practices and new routines that provide them with differentiation in the market. This integration demands the development of a proper structure for balancing sustainability and associated systems against more focus concerns with improvising on profitability. This study identifies model and ways in which these firms have evolved a unique way of profit making. The balance that exists in the business model is through profit making and values.

Elena et al., (2009) performed a research on the topic ‘Factors Affecting Corporate Environmental Strategy in Spanish Industrial Firms’. The basic aim of the research was to find the factors affecting corporate environmental strategy. Competitive motivations and management commitment are two most important factors contributing for incorporation of environmental issues in strategic planning.
Customer’s environmental concern influences companies to adopt positive environmental behavior.

Lee (2009) carried out research on ‘Why and how to adopt green management into business organizations?’ the intention of the author was to explore and investigate the process of green management adoption in small and medium-sized enterprises. He found that the extent of literature in the field of business and management has largely ignored green management practices within Small and Medium-sized Enterprises (SMEs). The study found that small and medium enterprises can make strategic and organizational changes for developing greener management. There are various factors like innovation, human resource, cost cutting, firm structure and competitive advantage which influence organisational change. Article argues that further research is needed in order to recognize how organisational practice might reduce negative impact on environment and particularly the sustainability of business firms.

Patrali (2009) carried out research on ‘Green brand extension strategy and online communities’ the objective of the study was to identify the present and potential perception of customers, intention of purchase behaviour and green brand evaluation. The investigation was done against the high and low perceived environmental impact brands. The study discovered that consumers prefer to buy green extension of products which are perceived to have high environmental impact.

Tantawi et al., (2009) conducted research on ‘Green Consciousness of Consumers in a Developing Country: A Study of Egyptian Consumers’. The research was done to examine attitude of Egyptian consumers towards environment in a scientific and empirical way. The study found that Egyptian consumers are just getting aware of going green. The consumers opine that government should put in extra efforts to communicate about green activities to the general public. The agenda formulated by Egyptian government is to tackle environmental issues but at the execution/application level wise there is a problem, which needs to be rectified. Even the environmental laws formulated by the government are not communicated effectively.
Kaman (2009) carried out an investigation on ‘Gender differences in Hong Kong adolescent consumers’ green purchasing behavior’. The intention of research work conducted was to find the perception, attitude, perceived responsibilities, influence of peer, self identity towards environment and green buying behaviour of Hong Kong adolescent consumers. The finding exhibited that female adolescent had higher mean scores for the entire above mentioned criterion except for self identity in environmental protection. Males’ average scores was higher than female for self identity.

Chen (2009) in his study titled ‘Attitude toward organic foods among Taiwanese as related to environmental attitudes, health consciousness and the mediating effects of a healthy lifestyle’, tested whether environmental attitude and consciousness influence the attitude of consumers towards organic food. The study revealed that environmental concern and individual health are the two important motives for purchasing organic food. Healthy lifestyle has effective mediating effect on relationship between consciousness of health, attitude of consumers and environmental attitude.

Robert (2009) in his research titled ‘Will consumers pay a premium for ethical information?’ conducted a survey which was administrated for 77 subjects and 5 specific interrelated constructs were tested. At the conclusion of the study, it was revealed that for consumers are willing to pay premium price, if the product is communicating the information which is ethical. Information need is the initiation of the chain followed by socially responsible behavior then social sacrifice and lastly ends with consumer to pay a premium price. Once the socially responsible behaviour is developed than paying premium price would follow easily.

Davis et al., (2009) conducted research on ‘Sustainable Attitudes and Behaviors amongst a Sample of Non-Academic Staff’. The objective of the research was to know the sustainable behaviour and attitude among non-academic staff of Griffith University. The behaviour regarding recycling, waste minimization, energy efficiency, water conservation and green purchasing was analysed. The study identified various barriers which should be addressed in order to incorporate
sustainability at work place. There was significant difference among the demographic group but not among samples from different departments/ functions.

Valerie (2009) carried out a study titled ‘B2B green marketing and innovation theory for competitive advantage’, with the purpose of study was to examine how innovation theory can be used to design more proactive and effective green marketing strategies (GMS) in Business to Business (B2B) marketing in order to meet economic, social and ecological sustainability – The triple bottom line of the company. With different types of innovation and competitive advantages, five propositions were developed. For diffusion of innovation seven area of B2B proactive green marketing Strategies were found. The study also identified eleven benefits, if companies use B2B green marketing.

Diane and Abby (2008) carried out ‘An empirical study of green supply chain management practices amongst UK manufacturers’ The idea behind the research was to understand the nature and depth of green supply chain in manufacturing firm at United Kingdom (UK) and to know the factors which influence the breadth and depth of this activity. The result exhibited that, manufacturers perceive that highest amount of pressure to improve environmental performance was through legislation and internal drivers (ID’s) and minimum pressure was from societal elements. The average groups of UK manufacturers, with respect to green supply chain management are focusing on descriptive activities, higher risk, internal engagement rather than external engagement. The attitude towards environment of organisation is a predictor variable for Green supply chain management. The manufacturers having positive attitude are operationally well active.

Irene and Antonia (2008) performed a study on topic ‘Types and Influential Factors of Consumers’ Non-Purchasing Ecological Behaviors’. The research article attempted to identify influential factors for non-purchasing ecological behaviour. The research found that educated respondents are the people who engage themselves in recycling. Positive environment post purchase behaviour, traditional behaviour and social responsibility were mostly influenced by positive attitude towards recycling. It was also found that once involved in non-purchase pro-
environmental behaviour there are high chances that they will be involved in similar other activities.

Patrick et al., (2008) carried out research on ‘A land use model of the effects of eco-labeling in coffee markets’. International non-profit associations have started to apply eco-labeling for credence attributes programs meant to notify consumers about environmentally sound or “sustainable” making principles for different products. With coffee branded as “shade grown” or “bird friendly” as an instance, this study explains the impact; Green labeling may use the context of local land usage in producing coffee.

Shade grown coffee farms should provide a multiplicity of external uses, which includes the conservation of biodiversity and avoidance of soil erosion. The view of market capitalisation of externalities proposes the addition of the conventional Von Thunen model to the computation of social location rent.

Arzu and Oya (2008), conducted research on ‘Values and Sustainable Consumption Behavior of Women: a Turkish Sample’. The intention of study was to test the impact value on consumption behaviour of women. For the study 600 Turkish women were exposed to Schwartz’s model to make an attempt to understand sustainable consumption behaviour. The study found out that out of 14 environmental behavioral criteria’s of Schwartz’s model, the sample of respondents were related to few of them only.

Joseph and Jonathan (2008) conducted research on the topic ‘Greening the Rust Belt: A Green Infrastructure Model for Right Sizing America’s Shrinking Cities’, The crux of the article was to examine shrinking cities and their vacant property challenges; recognize the uses of urban greening; discover the plans and policies, impediments, and assurance of a green infrastructure idea; and talk about vacant property recovery programs and plan that would form the core of a model green infrastructure right-sizing program designed to stabilize the communities with the greatest level of desertion. In response to the study a novel model was proposed to efficiently right size shrinking cities by (a) Forming green infrastructure plans and programs, (b) making land banks to direct the effort, and (c) developing community consensus through joint neighborhood planning. The model constructs on lessons
learned from flourishing vacant property and urban greening programs, including nonprofit management and up-lifting of neighbourhood residents, strategic neighbourhood planning, land banking, collaborative planning and targeted revitalisation investments. It will require planners and policymakers to address challenges such as displacement of local residents, financing, and lack of legal entity.

Sumesh and Ganesh (2008) proposed a model under the topic ‘An Environmental Marketing System – A Proposed Model Based on Indian Experience’. The study was conducted on environmental marketing practices of Indian Companies. The study was done keeping in mind the new environmental marketing culture which initiated during 1990’s. The increase in environmental management and marketing practice among Indian companies was noticed as increase in ISO 14000 certification. The basic question was to what extent environmental marketing practices are employed by the Indian companies to benefit its stakeholders. The article attempted to understand and identity the extent of environmental marketing practices in India. A model was also proposed for guiding environmental practices.

Alastair (2008) carried out a study titled ‘Shifting To Green Chemistry: The Need for Innovations in Sustainability Marketing’. The research article focuses on how the chemical manufacturer can take advantage of green/ sustainable marketing approach. Green chemistry is all about new methods to reduce toxicity of chemicals, energy utilization and development of new design principals and technologies. The paper introduces terminology called green chemistry and throw light on prevailing insignificant market signals. It also focuses on ways to market sustainable chemistry and obstacles in green chemistry marketing. This article concludes with three important notes, which states that companies should start developing information internally, build new sustainable relationship across supply chain and communicate the information externally.

Cox (2008) conducted a study on ‘Sustainable Communication: A Study of Green Advertising and Audience Reception’ within the growing arena of Corporate Social Responsibility. Here British Petroleum (BP) has been taken as case study. The study focuses on the relationship between public perception and green advertising. The
The study had couple of main objectives, firstly to identify the difference among current green advertising of BP and earlier non-green advertising. Secondly, to test the public perception towards these two types of advertisement. The concept of BP advertisement ‘Beyond Petroleum’ structure was used to rebrand the corporate image of traditional oil company into energy service provider. The green advertisement approach of BP had positive impact on the perception of selected sample. The findings of the study were verified against earlier theories regarding sustainable marketing. The authors identified that the results were in compliance with previous studies. The implication of study is on businesses which are open for developing sustainable consumption and communication.

Arminda and Mario (2008) carried out research on ‘Green segmentation: an application to the Portuguese consumer market’. The intention of this research article was to identify various market segments based on environmental variables and to know the characteristics of these identified segments. The study identified that there are green and non-green consumers. There are certain environmental and demographic variable which differentiate green and non green consumers. Green consumers often participate in saving environment by saving electricity and water. This shows that their concern is more about economical factor rather than environment. The research article concluded that consumers have understood the challenges before environment. The concern of consumers is not translated into environment friendly behaviour. It was also found that consumers are prepared to buy products based on eco-friendly characteristic. It was clearly noticed that greener segment on consumers differ significantly in some areas from other market segment.

Jaime (2007) conducted research on ‘Re-evaluating green marketing strategy: a stakeholder perspective’. The research was conducted with an objective of identifying the influence of stakeholders on GMS. The paper argues that stakeholders play a very important role in influencing organisation and market. The article also identified that there is no single integrated approach to examine the relationship between Green Marketing Strategies (GMS) and Stakeholders. The study concluded that stakeholders are associated with GMS and impact of the same on adoption of GMS by the firms. It also suggested how moderation between firm’s
economic sector and organizational characteristic can be achieved while implementing GMS.

Irene (2007) performed research on the topic ‘The Effects of Knowledge and Attitudes upon Greeks’ Pro-Environmental Purchasing Behaviour’ with an intention to examine Pro-environmental Purchasing Behavior (PPB) and how it is influenced by demographics, environmental information (a factor rather neglected so far) and attitudes (environmental unconcern). Pro-Environmental Purchasing Behaviour was adopted by low level, around 20% of the Greeks were found to have pre-environmental purchase behaviour. The products containing genetically modified organism had reduction in overall consumption. The respondents wanted to avoid such products. The respondents were more positive about energy and water conservation. When there is no significant price difference then consumers choose eco-friendly products. The research indicated that, PPB in Greece was noticed with professionals, graduates and post graduates, 35-55 yrs age group and respondents having income between 25-30 thousand Euros. Pro-environmental Purchasing Behavior was to be correlated moderately and positively with environmental information and negatively and moderately with environmental unconcern.

Neil (2007) carried out a study titled ‘Corporate Engagement in Processes for Planetary Sustainability: Understanding Corporate Capacity in the Non-Renewable Resource Extractive Sector, Australia’. In recent times business have arrived under increasing demands from governments, investors, consumers, competitors, communities and business partners to poise their pursuit of economic expansion with social and environmental concerns. The corporation involved in extraction of non-renewable resources fall under tremendous pressure to follow ecological sustainability in strategic decision making. However till date there is not been sufficient research in the field of ecological sustainability in corporate capacity. The research paper show case a developing explanation of the internal factors influencing corporate engagement in ecological sustainability. It recognizes the five factors of resources, leadership, structures, understanding culture and conceptualizes these internal factors as capacity for engagement. While all of the factors are seen as inter-dependent and necessary, leadership is recognized as the most decisive.
Gunne et al., (2007) conducted research on ‘Values and eco and fair trade labeled products’ with the objectives to study whether choice for a product augmented, or declined, as a result of information that the product was either eco-friendly or fair trade labeled. Further additional purpose was to examine associations between importance attached to values and preference for food products with eco-friendly and fair-trade labels. The result indicated that no significant effects of the experimental manipulation were seen. Greater amount of association was noticed between “warm relationships with others” and taste of both eco-friendly and fair-trade labeled juices. “Security” was absolutely associated with an increased taste liking for the group exposed to the fair trade labels but not the eco-friendly label.

Kamal and Vinnie (2007) conducted a study on ‘Exploring consumer attitude and behaviour towards green practices in the lodging industry in India’ in which they identified factors which influence the consumer attitude and behavior towards green practices in the lodging industry in India and also to explore the consumers’ intentions to pay for these green practices. The results demonstrated that those consumers choose hotel services in India are aware about eco-friendly activities. They support the hotels that have adapted environmental practices although not finding the middle ground on service class. The consumers would wish to use accommodation/ lodging that follow these green practices but the consumers are not ready to pay extra amount for these services.

D’Souza et al., (2006) conducted a study on research titled ‘An empirical study on the influence of environmental labels on consumers’. Many research studies indicating sturdy support for labeling information, uncertainty remains regarding influence of labels on consumers. The research article has attempted to empirically examine how consumers who vary in terms of environmentalism react to eco-labels. The results exhibited that some amount of consumers finds product labels difficult to understand. Further, it was found that consumers, who buy green products even if they are lower in quality, contrast to other products of similar category, but wants environmental information on eco-labels. For price sensitive green consumers, there
is a relationship between price sensitivity and “always” reading labels as well as representing there is “sufficient” information to make informed buying choice.

Mark and Sigmund (2006) carried out research on ‘Anthropology and consumer research: qualitative insights into green consumer behavior’. The idea behind this article was to develop a new qualitative method that is theoretically backed cognitive anthropology. In the case of life cycle analysis, the research strategy is to unveil the advanced understanding of complex consumer behaviour. The finding of research revealed that the top cluster of green consumers could retrieve the life cycle information which was offered during shopping. At this level, the process of information search is limited.

Schaefer and Crane (2005) undertook research on the title ‘Addressing Sustainability and Consumption’. This article examines issue of consumption against sustainability. The authors first talk about the idea of sustainable consumption and the connection between individual consumer behaviour and the overall concerns of understanding and influencing total usage intensity. The authors even throw light on varying perspectives of adjustment with respect to consumption pattern. The crux of the articles lies where the authors explore sustainable consumption against two broadly differing concepts of consumption. The main four question discussed throughout the articles are (1) Relationship between consumption and existing understanding of sustainable consumption. (2) Achievement of sustainability on perspective of consumption. (3) The target segment to whom the concept of sustainability appeal or not appeal. (4) The different roles and responsibilities that should be played by social actor for achieving sustainability after knowing the perceptive on consumption.

Hartmann et al., (2005) performed research on ‘Green Branding Effects on Attitude: Functional versus Emotional Positioning Strategies’. This paper suggests a lay down of strategic alternatives for positioning a green brand, formed either on practical brand quality or on emotional usefulness. The green positioning strategies were tested on one another. The effect of such strategies was tested against perceived brand attitude and positioning. A theoretical model attitudinal and dimensionality of green branding was developed. Functional and emotional
strategies were developed along with suggested options for green brand positioning. In the conclusion it was indicate that total positive influence of positioning green brand is on attitude towards brand. Further the research suggested different parameters (emotional and functional) of green brand positioning and their respective magnitude in the attitude development towards brand. Highest perception was achieved via positioning the products on green strategy which had combination of functional and emotional uses. The managers those are managing the specific brand should give the emotion benefits through the brand; simultaneously make sure that target segment recognize genuine environmental uses.

Mark et al., (2005) performed research on ‘Shades of green: linking environmental locus of control and pro-environmental behaviors’. The research aimed at understanding the impact of personality and attitude on eco-friendly behaviour from the perspective of Locus of Control (LOC). The authors developed a model to find out the linking between Environmental Locus of Control (ELOC) and pro-environmental behaviour. Four different ELOC were found out of which two are external (bio-spheric-altruism & corporate skepticism) and other two are internal LOC (economic motivation & individual recycling efforts). The above mentioned four environmental dimensions were linked to variety of pro-environmental behaviour. Varying patterns were obtained with different dimensions presuming greater or lesser impact or having no role.

Luca and Wynand (2005) studied ‘Bridging Environmental Issues with New Product Development’. Understanding the importance of environmental issues while developing new products have made the firms to develop green products and succeed in the market place. Interestingly, there are lot of tool and methodologies developed to assist the firms for development of green products but an established theory has not been identified. The research article elucidate why firms that have tried to build up more sustainable goods and explain about their respective mixed experiences. The authors emphasises on incorporation of environmental issues into established theories on new product development.
Patrick et al., (2005) conducted research on topic ‘Green branding effects on attitude: functional versus emotional positioning strategies’. The aim of the study was to examination the suggested green/ eco-friendly positioning strategies against one another, reviewing their outcome on perceived brand attitude and brand positioning. The results suggested that there is positive influence of green brand positioning on attitude towards a specific brand. Further, interaction of various parameters related to green brand positioning was discussed. The parameters are like emotional and functional which has influence over green brand positioning. Green positioning strategy helped for highest perception towards green products.

Eriksson (2004) conducted research on the topic ‘Can Green Consumerism Replace Environmental Regulation?’ . The authors assume that consumers are willing to pay a premium price for the product which causes less detrimental impact on the environmental. The researchers examined that if such a small amount of idealistic behaviour has large impact then government regulation would create a large impact. The model with product differentiation was used to analyse whether consumer differ in their preference against the product quality. Consumers' willingness to shell out for environmental premium might be consistently or unevenly distributed. Green consumerism is not playing a major influential role for both the cases. In spite of the fact that differentiation in product will leads to relaxed competition and elevated profit levels, and thus creating leverage.

Tomas and Johan (2004) conducted the research on the topic ‘From Issues to Checkpoints and Back: Managing Green Issues in R&D’. The research article is based on a qualitative study about affects of green issues on R&D work of two large Swedish manufacturing companies. The greening process is driven by both internal and external actors and seems that both these factors are helping the companies to reach the objective of green work. A practical environmental product expansion strategy may therefore benefit from widening its center of attention to the entire firm. With respect to more holistic approach, basic disagreement in the paper is also that if green issues are to stay alive.
Teresa (2004) carried out research on the topic ‘Can market transformation lead to sustainable business? A critical appraisal of the UK’s strategy for sustainable business’ with the objective of improvement of the concept of ‘market transformation’, from its early stages as a part of energy policy in the USA, to its ensuing improvement in the United Kingdom (UK). The article discusses about becoming a strategic choice for British business in search of sustainable development. The study has drawn academic literature on consumer behaviour, marketing, energy policy and business from various sources like (national programs of British government). The study disagree that an approach would be based on a double false basis – that selling energy efficient products/services to consumers is in agreement with contemporary marketing thoughts, and it has much to do with reaching sustainable development. The researchers opine that market transformation has turned out to be a nucleus of the UK government’s newest strategy for sustainable growth, mainly where it pertain to business.

Ginsberg and Bloom (2004) in their paper ‘Choosing the Right Green-Marketing Strategy’ opined that green marketing has not stood up to the hopes of many marketing managers and environmental activist. The public polls opine that consumers are ready to choose environmental friendly products compared to other regular products, when other things are equal. But it is noticed that while involving in purchase decision, the consumers do not have other things equal in their minds. The article focuses that the consumers rarely compromise on traditional product characteristics like convenience, price, availability, quality and performance. Further it is suggested the company cannot go ahead with any one specific green marketing strategy. Rather, one of the four green marketing strategy or combination of two or more green marketing strategy should be adopted. The four green marketing strategies are lean green to extreme green with defensive and shaded green marketing strategies in between. Managers who appreciate this stratagem and the fundamental reasoning behind them will be well equipped to assist their respective firms to benefit from an eco-friendly approach of marketing.
Karna et al., (2003) in their article titled ‘Social Responsibility in Environmental Marketing Planning’ surveyed firms from four European countries those are along the forestry-wood value chain. The objective was to scrutinize social responsibility in values and environmental stress in their marketing plan. The majority of the Swedish, Finnish, German and United Kingdom firms emphasise environmental concern in their marketing strategies, values, function and structures. The firms were classified into three clusters according to their accountability values based on the concepts of conveying customers towards sustainability. The first group is “Proactive green marketers” (firms emphasising sustainability and considering open market system) emphasise environmental problems in their marketing planning clearly more than conventional "consumption marketers", and further than "reactive green marketers" (firms emphasising sustainability under governmental balancing). The authors understand that proactive marketers are the most authentic group in executing environmental marketing willingly and in search of competitive benefit via environmental friendliness. The results also indicate the evidence that environmental marketing strategies, green values, functions and structures are rationally connected to each other.

Meyer (2001) conducted research on the topic ‘What’s in it for Customers: Successfully Marketing Green Clothes’. According to the earlier investigation conducted mainly green marketing literature is strongly supported on the conjecture that a consumer's environmental consciousness is a requirement for green buying behaviour. While going after such a behaviouristic green marketing both researchers and firms appeared to have ignored that green products are purchased only if customers distinguish the products as better to competitors’ offerings. This research article disagrees that economic theory can give supplementary precious contribution to green marketing. A primary important phase for economic approach of marketing is to recognize how consumers distinguish the products' cost and uses. The research article differentiates cost and benefits into different groups, which might assist firms in finding their products' value addition. Second phase emphasizes whether the firm can focus on pressing product advantages rather than conquering hurdles. By means of the example of green clothes this input shows what such a marketing strategy can appear like.
Jari et al., (2001) worked on the research article titled ‘Green Advertising: Green wash or a True Reflection of Marketing Strategies?’ with the objectives to examine how green advertisement is explained, to what extent do Finnish forest industry firms use green advertisement and to evaluate how much green advertisement reflects firm’s level of environmental activity. From the investigation it is obvious that there is clear environmental material behind environmental advertisement claims in forest business industry. The allocation of green colour in firm logos correlated completely with the company’s intensity of greenness. The outcome of the study also point out that the advertisements quite precisely reflected the firms’ level of greenness.

Heiskanen (2000) in the article titled ‘Interpretations of (LCA) Life Cycle Assessment: Enlightenment and Responsibility or Confusion and Denial?’ conversed about environmental LCA thoughts as accepted tactics to know and handle the environmental feature of products. Although LCA has been spread as a decision-making instrument, the attention here is in LCA as an intellectual model, which makes managers to understand and enact in their own way. If LCA and life cycle thinking manage to infuse organisations with an extended sense of accountability, this might offset some of the prepared inconsistency of modern markets. However, LCA might also lead to confusion, suspicion and rejection. This research explores possible managerial explanations of LCA with illustration of wholesale trader.

Stavros et al., (1999), under took research on the topic ‘Green marketing and Ajzen's Theory of Planned Behaviour: A cross-market examination’, the rationale behind the study was to discover the determinants that persuade consumers’ intent to buy eco-friendly products. Conceptual framework of the research is provided by Ajzen's theory of Planned Behaviour (TPB) and was tested in two different markets like United Kingdom and Greece. Even though the results offer considerable support for the toughness of the TPB in elucidating purpose in both sample markets, there are indications that theory is more suitable in well recognized markets that are characterised by clearly devised behavioural pattern i.e. the model fitting elements of the UK sample are better to the corresponding ones obtained from the Greek sample. The findings are consistent with previous research on moral behaviour.
Vlosky et al., (1999) undertook research on project titled ‘A conceptual model of US consumer willingness-to-pay for environmentally certified wood products’ with an aim to identify the relationship between inherent motivation towards environment and willingness to pay premium price for wood products which are environmentally certified. This article proposed a conceptual model which elaborates on awareness, perception and consumer willingness to purchase and pay a premium price for the certified wood products. The result obtained suggested that there is a strong correlation between willingness and pay a premium price. Independent variables in the model were perception about environmental certification of wood products, involvement in certification and environmental consciousness.

Kaufman (1999) studied on the topic ‘Selling Green: What Managers and Marketers Need to Know about Consumer Environmental Attitudes’ with an intention to prove that environmental concern among the consumers is more than fad and suggested corporate marketing strategies. The study revealed that the people are concerned about the environment than economy. Further it was learnt that a small percentage of respondents (American) consistently rated environment as the most important issue faced the country in the recent years. The consumers want the products to be packed in more environmental friendly packages. The consumers are more concerned about water and air pollution. The respondents opine that companies should follow recycling of the used material/ resources. Specifically green communications strategies were highlighted which includes clarity in the message, shun green washing, employ non-conventional media, focus on cost factor of product, successful targeting, understandability and commitment in the communication.

Esther and Ricky (1998) carried out a research titled ‘Purchasing Behaviors and Perceptions of Environmentally Harmful Products’ with a intention to evaluate both Hong Kong consumers’ level of environmental consciousness and to know their preparations to act upon this awareness (research was done on seven major product ranges: plastics including packaging, wood, glass including bottles, paper products, pesticides, household cleaning agents and aerosols). The researchers concluded that,
Hong Kong consumers’ do not reflect their environmental concern in their purchase behaviour. There was no strong relationship between perception regarding the environmental impact of seven product classes and pre purchase consideration purchase behavior of these selected products. The Hong Kong consumers do not perceive that their purchasing behavior is one of the possible opportunity to enhance the environmental condition.

Kangun and Locander (1978) the research was undertaken as an effort to identify the ecologically concerned consumer segment. The research focused on the personality, demographic and attitudinal correlates of ecological concern that may be applicable to plan efficient communications strategies. Regrettably, the result was not very encouraging; the findings affirmed that the demographic and personality details of the respondents did have much influence over a self understanding regarding communication strategies.
2.2 RESEARCH GAPS

- There are no specific green marketing strategies identified for durable goods manufacturing companies.
- The available literature does not specify which of the green marketing mix strategies are used/adopted more.
- The existing literatures do not specify the relative strength of each green marketing mix strategies on marketing performance.
- A comprehensive study which covers the viewpoint of companies, dealers and consumers/customers on green management is lacking.
- Till date no study has been carried on simultaneously in a particular sector from all the three dimensions i.e. companies, dealers and consumers.
- There are many studies pertaining to western context in terms of green management/marketing but in India scenario, however, very few studies have been conducted. Indian studies are mostly based on consumer orientation towards green purchase. It is also evident that studies in western countries are also conducted which are generic in nature and not on a specific sector.

2.3 CHAPTER SUMMARY

The above mentioned literature review has given the insight about the various research conducted in the field of green marketing. The mentioned research works have been selected as they are in line with the research topic and gives an idea about the research gap. It is noted that very few research in this area has been conducted in Indian context. A minimum amount of literature review is available for the topic under consideration. Literature considered are from the researches which have considered the viewpoint of consumers, dealers and the durable goods manufacturing companies.