The awareness created throughout the globe focuses that world is heading towards an environmental turmoil. The only way to save the planet is to adopt green/eco-friendly culture on a full swing as quickly as possible. For this cause, the entities/individuals who have foreseen the future have been doing their part. Many corporate have involved themselves in eco-friendly activities in their daily work life process. Green marketing is one of the processes of responsible companies that take up initiative to save the environment as well as project them to be a socially responsible company. Green marketing is a comparatively new concept which has arisen as a result of increasing consciousness of the Government in framing economic policies that have a lot to do with ecology. In other words, green marketing, which is also called as environmental or sustainable marketing, is an attempt made by the companies, large or small to plan, design and endorse products that are eco-friendly in nature.

The study aims at green marketing adopted by nine selected durable goods manufacturing companies. Identifying whether company is involved in green marketing or not is itself is a big challenge. As automobiles, computer manufactures and electronic goods are having more detrimental effect on nature. Hence, manufacturers are more inclined towards the concept of green marketing.

To market the product by popularizing it as eco-friendly is not an end in itself but the entire process of product manufacturing should be eco-friendly, right from the stage of product planning up to delivery of the product to the end users. Many a times the companies highlight the specific eco-friendly process of their product manufactured and do not disclose other processes which cause harm to the environment, ultimately leading to green washing.
7.1 MAJOR FINDINGS

1. The top 4 ranking parameters were ‘Environmental Concern’, ‘Marketing Performance’, ‘CSR’ and ‘Process’ influenced to take up green marketing for selected durable goods manufacturing companies. (table: 6.01)

2. Computer manufacturing sector have more influence of government (rules and regulations) as an important parameter for adoption of up green marketing compared to two and four wheeler manufacturers. (table: 6.03)

3. Four wheeler marketing professionals opine that marketing performance is the important parameters for taking up green marketing compared to two wheeler and computer manufacturing companies. (table: 6.04)

4. Four wheeler companies more adhere to the identified parameters followed by two wheeler and computer manufacturers to take up green marketing. (table: 6.05)

5. On the whole, the durable goods manufacturing companies have given more importance to product related GMMS, However other GMMS also play important role in marketing. This can be justified from lowest score obtained for the statement ‘Product related GMMS have more scope than price, promotion and distribution related GMMS’. (table: 6.12)

6. The computer and two wheeler manufacturing companies opined that product related GMMS are used more than other GMMS - price, promotion and place. However, respondents of four wheeler manufacturing companies opined that promotion related GMMS plays an important role than product related GMMS followed by place and price related GMMS. (table: 6.10)

7. When the green marketing strategies among durable goods were considered; of the all the seven P’s, product related GMMS secured first rank, followed by promotion, price, place, people, physical evidence and process. ( 

8. For price related GMMS, two wheeler sector attached more importance and for promotion related GMMS, four wheeler sector have positive response. (table: 6.06)

9. Comparison of selected sectors revealed that, more importance is attached to product related GMMS by two wheeler and computer sectors. (table: 6.06)
10. Within the selected sectors:
   - Two wheeler companies ‘A’ and ‘C’ gave more importance to promotion related GMMS whereas company ‘B’ emphasized on product related GMMS. (table: 6.07)
   - Four wheeler companies ‘E’ and ‘F’ prefer promotion related GMMS as important factor than other GMMS. Company ‘D’ focuses more on product related GMMS. (table: 6.08)
   - All the selected computer manufacturing companies prefer product related GMMS than other GMMS. (table: 6.09)

11. According to marketing professionals of selected sectors, place and promotion related GMMS determine positive marketing performance. The green benefits are known through promotion related GMMS and witnessed by the customers while they visit dealers. (table: 6.14)

12. Promotion related GMMS plays an important role for two wheeler and four wheeler sectors in enhancing marketing performance. Whereas for computer manufacturing companies, place and promotion related GMMS play an important role in enhancing the marketing performance. (Table : 6.15, 6.16 & 6.17)

13. The dealers of all sectors are positive towards green marketing strategies adopted by their parent companies. However, dealers exhibited positive attitude towards promotion related GMMS followed by place, product and price related GMMS. (table: 6.18)

14. Among dealers of selected sector in adoption of GMS, four wheeler dealers gave more importance to promotion; place and product related GMMS whereas price related GMMS was emphasized by computer dealers. Two wheeler dealers were found to be lagging behind the other dealers in adoption of GMS. (table: 6.19)

15. Dealers of four wheeler companies adhere to the various GMMS elements more followed by dealers of computer manufacturers and two wheelers. (table: 6.20)

16. Within dealers of selected sectors:
- Two wheeler dealers ‘A’ was very positive about the practice and adoption of GMS by the parent firm, followed by dealer ‘B’ and ‘C’. (table: 6.21)

- Four wheeler dealer ‘E’ was very positive about adoption of GMS by the parent firm, whereas dealer ‘D’ and ‘F’ had similar response. (table: 6.23)

- Computer dealer ‘H’ was positive about the adoption of GMS practiced by parent firm, followed by dealer ‘I’ and ‘G’. (table: 6.25)

17. Among the selected sector, it is clearly evident that dealers opine that promotion and place related GMMS is more important than product and price related GMMS. Importance given by dealers irrespective of sectors towards various GMMS, promotion stands first followed by place, product and price. (table: 6.27)

18. Overall response of dealers from selected sectors for the extended three P’s; ‘people related GMMS’ is given more importance followed by eco-friendly ‘physical evidence’ and ‘process related GMMS’. (table: 6.29)

19. The various factors that influence consumers while making purchase decisions that were identified in the order of their importance are – environmental concern, product, promotion, social status, price, associated risk and availability. (table: 6.32)

20. All consumers of selected sectors had positive perception and attitude towards green products. Sector wise also the consumers had favourable perception and positive attitude. The highest positive attitude was found among the computer users followed by two wheeler and four wheeler users. Similarly highest positive perception was found for computer users followed by four wheeler and two wheeler users. (table: 6.35)
7.2 VERIFICATION OF HYPOTHESES

7.2.1 Hypotheses: Marketing Professionals from manufacturing companies.

$HM_0$: There is no significant variation in preference towards selected parameters in adoption of green management.

$HM_1$: There is significant variation in preference towards selected parameters in adoption of green management.

On the above hypothesis, it was observed from the response of marketing professionals that there was a significant variation towards various selected parameters in green management adoption by the manufacturing companies of the sectors, and hence the alternative hypothesis has been accepted.

On the basis of the mean scores, preference for the parameters that influence companies to take up green management were ranked as follows:

1. Environmental Concern
2. Marketing Performance
3. Corporate Social Responsibility (CSR)
4. Process
5. Competition
6. Attracting Investors
7. Consumers
8. Government

To summarize, for all the manufacturing companies, on an average, the top 4 ranking parameters were Environmental Concern, CSR, Process and Marketing Performance influenced them to take up green marketing. From selected sectors it is evident that these four parameters play a major role in companies to adopt green marketing.

To sustain, the companies in today’s competitive market, important issues like environmental concern and CSR should be implemented. To increase the marketing performance of the company(s), one should involve in latest issues of concern. The adoption and communication of activities like environmental concern, clean process will lead to better marketing performance. Studies conducted have also shown some of
these parameters as important for companies to take up green marketing. Opportunity (Marketing performance & attracting investors), social responsibility (CSR), government pressure, competitive pressure and cost reduction are some of the parameters influencing companies to take up green marketing (Nadaf & Nadaf, 2014).

\textbf{HM}_0 \text{(a): There is no significant difference in perception towards parameters influencing green management among selected manufacturing companies.}

\textbf{HM}_1 \text{(a): There is significant difference in perception towards parameters influencing green management among selected manufacturing companies.}

Among the selected sectors, there was significant difference in the opinion of the marketing and sales professionals on two parameters ‘Government’ and ‘marketing performance’, hence the hypothesis has been \textit{partially accepted}. However for other parameters; ‘environmental concern’, ‘competition’, ‘process’, ‘consumers’, ‘attracting investors’, and ‘social status’ there was no difference.

Four wheeler sectors had higher positive response for ‘marketing performance’ than computer and two wheeler manufacturing companies. For government as a parameter, computer manufacturer had higher positive response.

From the above result the author can justify that selected four wheeler manufacturers are renowned for its internal green practices across the globe. These internal green practices are managed keeping in mind the marketing performance for long run. As the selected computer manufacturing companies were multinational companies, the Government has a vital role to play in imposing laws leading to companies adopting green marketing practices.
HM₀: No difference exists on adoption of various GMMS among manufacturers.
HM₂: Difference exists on adoption of various GMMS among manufacturers.

From the selected sectors, the above null hypothesis has being rejected on price and promotion related GMMS. Marketing professionals of two wheeler manufacturing companies opined that more emphasis has been given to price related GMMS, whereas, marketing/sales professionals of four wheeler companies agreed that more emphasis has been given to promotion related GMMS. For product and place related GMMS there was no difference in mean scores of respondents from all the three sectors and hence the null hypothesis has been accepted on product and place related GMMS.

Among two wheeler manufacturing companies, the respondents of companies A, B and C exhibited similar opinion pattern on adoption of GMMS. Hence the null hypothesis has been accepted.

Further, when companies D, E and F of four wheeler companies were tested for difference in opinion, no significant difference was noticed on all the GMMS. Hence the null hypothesis has been accepted.

The above hypothesis was further verified for computer manufacturing companies. It was observed that the mean scores of the marketing/sales professionals of the computer manufacturing companies (G, H and I) differed on their opinion on the various GMMS adopted by their respective companies. Hence the above null hypothesis has been rejected. Company ‘G’ agreed that product related GMMS is adopted more compared to other two companies (company ‘I’ and ‘H’). For price related GMMS, company ‘I’ had higher mean scores indicating that company ‘I’ gives more importance to price related GMMS than other two companies. Further it was found that company ‘G’ gives more emphasis to promotion and place related GMMS than other two companies. It was further noticed that company G was more positive towards adoption of GMMS on the whole followed by company I and H.

There are no specific researches done in this area. The researcher hence opines that the following could be the reason for difference in the opinion towards adoption of price and promotion related GMMS among two and four wheeler manufacturing companies. The consumers related to two wheelers are more price sensitive compared to four
wheelers. Among the selected two wheeler companies much difference is not found among their products and hence major difference has been found in price related GMMS. Among four wheeler companies, promotion has been considered more important than pricing because promotion create awareness among consumers about its eco-friendly features and other characteristics. Further, to justify why computer company G was more positive towards GMMS is when company was incorporated there were limited green electronic products available in the market. The basic idea of company mission is to have sustainable electronic products. They also felt that, consumers calculate the entire life cycle cost of the product. Hence, product, promotion and place related GMMS was considered more important than price.

**HM₀: There is no significant difference between relative strengths of each green marketing mix strategies**

**HM₃: There is significant difference between relative strengths of each green marketing mix strategies**

The null hypothesis has been rejected and alternative hypothesis has been accepted for all the three selected sectors. The overall response of marketing/sales professionals towards product related GMMS was found to be higher than price, place and promotion.

When comparisons between various GMMS were made: product with price, product with place and product with promotion, it was observed that in each comparison product was given more importance than others. So, it can be concluded that product related GMMS occupies a prime place in its order of importance.

Further overall ranking of the GMMS by respondents also showed that product related GMMS was used more than other GMMS by consumer durable goods manufacturing companies. By this it is clear that product related GMMS is used more than other GMMS.

When the various GMMS were paired and compared, the comparison between ‘product and price’ and ‘product and place’, product related GMMS was considered more important; however the comparison between ‘product and promotion’ revealed similar importance. Further, comparison between ‘price and promotion’ and ‘price and place’
revealed that price was less important than the other. Again comparison between ‘promotion and place’ promotion related GMMS was considered more important.

The marketing/ sales professionals from computer and two wheeler manufacturing sectors opined that product related GMMS is more important than promotion, place and price indicating a similar response pattern. Hence it can be concluded that product related GMMS on the whole is given more importance than price, place and promotion. However, among the four wheeler sector the response pattern was quite different in which promotion was place more important than product.

The author made an attempt to explore studies that give similar conclusions on the above topic to justify the result. However no such studies of similar nature were found. The researcher thus infers that any product has visible and tangible identity and consumers tend to notice the physical attribute at the first sight. Product quality and durability coupled with life time cost of product is considered before making a purchase decision with respect to green products. Promotion related GMMS also plays a predominant role in creating awareness among the consumers regarding greenness of the product. The author thus concludes that these could be the reasons to prefer product related GMMS more than other GMMS by the manufacturing firms.

**HM₀: There is no significant influence of green marketing mix strategies on marketing performance**

**HM₄: There is significant influence of green marketing mix strategies on marketing performance**

When all the sectors were analysed on the whole, the above null hypothesis has been rejected and alternative hypothesis is accepted. Because place and promotion related GMMS played a major role in marketing performance of the selected firms.

On the two wheeler companies, promotion related GMMS played a vital role contributing for about 36.8% towards marketing performance of their respective firms. Hence the above hypothesis has been accepted.

On the four wheeler companies also, promotion related GMMS played a vital role contributing for about 73.8% towards marketing performance of their respective firms.
Hence the above hypothesis has been accepted.

On the computer companies, promotion and place had 74.9% of influence on marketing performance of their respective firms. Hence the hypothesis has been accepted.

Within two wheeler sector, the marketing and sales professionals had positive response for the statements; competitive advantage, stakeholders were happy, customer base had increased, marketing intermediaries were satisfied, the company was heading towards leadership position and profitability had increased after adopting GMS. Hence the hypothesis for two wheeler sector was accepted. (Table 7.18, Appendix 4)

Within four wheeler companies, the marketing and sales professionals of companies ‘E’ and ‘F’ gave positive response for statements competitive advantage, stakeholders were happy, customer base had increased, marketing intermediaries were satisfied, the company was heading towards leadership position and profitability had increased after adopting GMS. Hence the above hypothesis has been accepted for company ‘E’ and ‘F’. However the marketing and sales professional of company ‘D’ did not have positive responses for statements; stakeholders were happy, customer base had increased and company was heading towards leadership position has increased after adoption of GMS. For other statements, there was positive response from company ‘D’, hence the hypothesis has been partially accepted for company ‘D’(table 7.19, Appendix 4)

Within computer companies, Among them marketing/sales professionals of company ‘G’ and ‘I’opined that that GMS gave competitive advantage, stakeholders were happy, customer base had increased, marketing intermediaries were satisfied, the company was heading towards leadership position and profitability had increased after adopting GMS. Hence the above hypothesis has been accepted for company ‘G’ and ‘I’. However opinion of marketing/ sales professionals of company H did not reveal positive response on; stakeholders were happy, customer base had increased, marketing intermediaries were satisfied and the company was heading towards leadership position, but gave positive response for statements; GMS gave competitive advantage and profitability had increased after adopting GMS. Hence the hypothesis has been partially accepted for company H. (Table 7.20, Appendix 4)
The researcher opines that promotion and place related GMMS are more crucial among GMMS as the awareness regarding the selected durable product is through promotion. Hasan and Ali (2015) also suggested that green promotion plays a major role in company’s performance. Once the consumers are aware about the product then comparison among the various available products becomes easy. Once the consumer decides to make purchase decision, he/she has to visit the outlet/ dealer’s location. At place of purchase, the consumer’s decision of purchasing a product is materialised. This could be the probably reason for promotion and place related GMMS contributing more to the overall marketing performance of the selected firms.
7.2.2 HYPOTHESIS: DEALERS

**HD₀:** There is no favorable opinion among dealers towards Green Marketing adopted by their parent companies.

**HD₁:** There is favorable opinion among dealers towards Green Marketing adopted by their parent companies.

On the above hypothesis it was found that the dealers of selected sector had positive opinion towards adoption of the GMMS by their parent company. Among all the GMMS employed by the company, dealers’ opinion was that promotion and place related GMMS was more significant than product and price related GMMS. Hence the alternative hypothesis has been *accepted*.

*Sector wise* verification of hypothesis revealed that, dealers from various sectors had difference in their opinion on the adoption *promotion and place* related GMMS of which four wheeler dealers had the higher positive response and two wheeler dealers had the lowest. The alternative hypothesis has been *accepted* on promotion and place related GMMS.

*Company wise* within dealers of two wheeler companies there was significant difference among the dealers of companies on adoption of product and promotion related GMMS by their parent companies. Among them, company ‘A’ dealers had higher positive response compared to the dealers of the other two companies. The alternative hypothesis has been *accepted* on product and promotion related GMMS.

*Company wise* within dealers of four wheeler companies there was a significant difference among the dealers of the companies on adoption of product, price and promotion related GMMS. Among them the dealers’ of four wheeler company ‘B’ had higher positive response than the other two firms dealers. The alternative hypothesis has been *accepted* on product, price and promotion related GMMS.

*Company wise* within dealers of computer manufacturing companies, there was a significant difference among the dealers of the companies on adoption of product, price and place related GMMS. Among them the dealers’ of computer manufacturing company ‘B’ had higher positive response than the other two. The alternative hypothesis has been *accepted* on product, price and place related GMMS.
As the researcher earlier mentioned that, awareness about a product is important and useful at the point of purchase in making purchase decision, the author opines that promotion and place related GMMS are more important than the other GMMS for dealers.

7.2.3 HYPOTHESIS: CONSUMERS

**HC₀**: There are no specific factors influencing consumers to take up green products.

**HC₁**: There are specific factors influencing consumers to take up green products.

On the above hypothesis, it was observed that all the factors that influence the consumers to take up green products had positive response and hence the alternative hypothesis has been accepted. According to the response obtained from the consumers of all selected sectors, the researcher identified 7 factors which the consumers pursue are the influencing factors to take up green products. The following is the list of factors according to the importance attached to it.

1. Environmental Concern.
2. Product
3. Promotion
4. Social Status
5. Price
6. Associated Risk
7. Place

It is evident that all the consumers of selected sectors have positive attitude towards purchase of green durable product. Further it was also noted that significant difference was observed between the users of selected sectors. Computer users had higher positive attitude, followed by two wheeler and four wheeler users.

It is evident that all the consumers of selected sectors have positive perception towards purchase of green durable product. Further it was also noted that significant difference was observed between the users. Higher positive scores were obtained by computer users followed by four wheeler and two wheeler users.
The four wheeler consumers have higher perception but the level of attitude decreases while purchase of green cars. This might happen due to various causes like over promising made in advertisement, price variability, green product performance, risk of green product purchase.

It is evident from the previous studies that consumers are influenced by certain set of factors for taking up green product. Pro-environmental consumer behaviour, environmental knowledge, Altruism, environmental awareness, environmental concern and attitude, product availability (Place), information of green product (promotions), belief about product safety (Associated risk) and transparency are some of the factors that influence consumers to take up green products (Kaufmann & Panni, 2012). Other research conducted by Har et al., (June 18, 2015) concluded that social influence (social status), environmental concern, pro-environmental behaviour, price sensitivity and personal values are the major factors that influence consumers to take up green products.

To support the result arrived at by the researcher on positive perception of consumers a recent study conducted by Kumar and Kumar (2014), on the topic ‘Indian Consumers perception about green marketing concept & its applicability in life’ with an intention to find the relationship between consumer perception and green marketing. They found that, consumers have perfectly shown positive perception regarding green products.Another study carried out by Bhatia and Jain (2013), on the title ‘Green Marketing: A Study of Consumer Perception and Preference in India’ revealed that consumers had positive perception about green marketing, which supports the view of the author. Khan and Intezar (2014), in their study ‘Effect of green products on consumer attitude –a sustainable approach’ found that in country like India, there is high concern for green products and consumers have positive attitude towards green marketing. Similarly, in 2008, Saxena and Khandelwal found that consumers have strong positive attitude towards green marketing, in days to come more and more consumers will prefer green products. These studies are supporting the results obtained in the study.
7.3 SUGGESTIONS

1. The selected manufacturing companies should focus more on **products design strategy** and **green packaging**. Product design strategy reflects for development of new product as well as for incremental growth of existing product. The green product developed should use less fuel; produce less noise, less pollution, more efficient, produced by recyclable material, less life cycle cost, reuse and recyclable and effective disposal. The variety in green product development should also increase. The packaging of main product and its spare parts must be done in eco-friendly manner. The material used for packing should have minimum detrimental impact on environmental and should be recyclable. The manufacturing companies can enhance its growth by **green value** based marketing, which describes the green benefits of the product and services.

2. The durable goods manufacturing companies should focus on **promotion related GMMS**. Promotion related GMMS will create awareness among the target/prospective customers about green durable product. Only through promotion related GMMS, the eco-friendly benefits of the product, supply chain management, place, physical evidence and management practice will be communicated to prospective consumers/customers. The companies adopting green promotion strategies should ponder on following areas for successful green promotion campaign.

- What is the optimal green promotional budget?
- How long is the purchase cycle and the impact on media plans?
- What is the ideal green promotional mix across the portfolio?
- What is the impact of media at each point in a consumer’s path to purchase?
- What’s the right promotion related GMMS to induce consumers purchase decision?
- What are the components to be included in green promotion message?
- Identifying green promotion mix strategy.
- How to measure ROI (Return on Investment) of specific green promotional campaign?
- Need to identify the effects and/or synergies between traditional and digital media promotion of green products.
- The role of social media in green promotion of durable goods?

Establish best balance between long term and short term activities, such brand building advertising, customer loyalty programs and promotions.
3. Manufacturing companies must develop their vendors and dealers along with them in terms on eco-friendly business practices. It can be possible by adopting green vendor development program and green dealer development program. Green vendor development can be achieved through developing required competencies, sharing knowledge and providing technical support to develop green components and sub-components. Green dealer development can be done through activities like managing material resource and industrial waste.

4. The manufacturing companies are involved in green practices according to their individual capacity. The same should be branded in the market. The companies should involve themselves in green branding about their respective product and communicate the eco-friendly benefits to the consumers. Sustainable brand name selection will also assist in green branding. It should also be noticed that companies while branding their product in terms of eco-friendly nature of the product should not involved in green washing/ green spin. The intensity of green washing varies, sometimes; the partially eco-friendly product is termed as totally eco-friendly. To avoid green spin, the companies should communicate which part/process is eco-friendly rather than communicating that entire product is eco-friendly.

5. There cannot be any specific pricing strategy for the selected manufacturing companies. But keeping in mind the nature and type of product, the companies should focus more on price skimming, price penetration, price leadership or price maintenance. Computer manufacturing companies should have their own sister concern for financial tie-up or at least have tie-up with financial institutions for promotion of green products.

6. The channel members’ development should be done in terms of adopting green practices. This can be achieved by imparting knowledge on green management by workshops, seminars, and training on sustainable development.

7. Third party certification; eco-labels for the product and practices of the company would assist in developing green image in the market place. Personal selling should also focus on sustainable pitching and media messages have to communicate the green practices and eco-friendly benefits of the product leading to product pull
strategy. To sum up, it can be concluded that manufacturing companies should focus on promotion-related GMMS.

8. A strong network of reverse flow channel should be developed by the green manufacturing companies. The channel members should be capable of taking back the used products and disposing/recycling by themselves or passing on the same product to the original manufacturer (or assigned firm for recycling). Channel motivation is an important criterion that manufacturing companies should be looking at. Channel motivation can be materialized by monetary incentives on sale of green products, proper knowledge and awareness on importance of green product, etc. As the dealers are independent with different organization goals and objectives, conflict management strategy plays a prime role. This should be done in such a manner that the manufacturing company and dealers (channel members) objectives should be aligned and met together. This can be done through diplomacy, bargaining or interpenetration.

9. While selecting a dealer or vendor there should be a set of green practices guidelines to be followed by manufacturing companies. After evaluating on the set guidelines, the dealers or vendor should be selected. The vendors/dealers should be provided an opportunity to upload their recognition/certification from third party in green practices on parent company’s website. Green supply chain management policy should be formulated to spread sustainability awareness across suppliers to develop a green, responsible and sustainable supply chain.

10. Manufacturing companies along with their respective dealers should focus on creating awareness about green products and its benefits to the target customers. This type of awareness will trigger the demand for green product.

11. Guidelines for managing electronic products at the end of its life should be made freely available on company website for the benefits of customers. Green practice related magazines should be printed and circulated among the employees worldwide. In-house green management websites should be developed and information should be shared according to all internal stakeholders.
7.4 GENERAL DISCUSSION - Green Marketing Future Perspective

The concept of green marketing is growing as there is a rise in environmental concern. There is a rise in concern towards increased greenhouse gases due to burning of fossil fuels. It is witnessed that many environmentalists of the world are voicing their concern towards environment and campaigning against the manufacturing sector which is causing environmental pollution. Green marketing does not only mean producing products that comply with the environment but it has wider scope. Green marketing involves developing products and processes that cause less detrimental impact on the ecosystem. Companies should indulge in more research and development and come up with innovative products in the interest of customers/consumers well-being in specific and society in general.

The companies adopting green marketing should focus more on promotion campaigns. Through this campaign, the society should be made aware of the product. Promotion scheme should be developed that contributes to overall green management. Contribution to green marketing can be from various angles like R & D to develop eco-friendly products, adopt anti-pollution measures, waste recycling, creating awareness among the consumers about the eco-friendly products and services through aggressive advertisement and promotion campaign. The suggestions should be invited from various sections of the society (internal and external stakeholders) on innovative ideas for green management. The valuable suggestion should be suitably awarded.

Major concerns of green marketing that exist are pertaining to deceptive advertisement, false safety claims and price skimming for eco-friendly products. Green washing (word formed on the basis of white wash) or "green sheen," is a form of spin in which green public relations or green marketing is misleadingly used to endorse the awareness that an organisation's products, values, vision, mission, aims and/or policies are nature/environmentally friendly. Substantiation that a firm is environmentally friendly when it is not (green washing) often comes from pointing out the spending differences: when significantly more money or time has been spent on promotion of being "green", than is really spent on eco-friendly activities. Green washing efforts can have a lot of variety in it. It can range from changing the name or label of a product to evoke the natural environment on a product that contains harmful chemicals to multimillion dollar advertising campaigns portraying highly polluting companies as eco-friendly.
Effectiveness of the green marketing can be enhanced by companies being genuine, educating customers and giving customers an opportunity to participate in green management. The companies should communicate the green activity that they are practicing. No deceptive communication should be done.

Currently green marketing is niche marketing strategy, therefore it should be shifted to mass marketing strategy then there are chances that green marketing would take off or thrive. The viability of mass marketing of green product will require marketers to move away from basic style of promoting value of consumption from profit perspective (from company’s interest). The product should focus on sustainable environment for long term. The success of green marketing is equal responsibility of the consumers. Until, the consumers demand for green product there shall be no raise in the demand for green products. Consumers should not feel that introduction of environmental friendly products released in the market are just a new ploy by company to increase consumption pattern.

7.5 IMPLICATIONS FOR MANAGERS

Green marketing includes greening of products as well as greening of companies. With the normal concern of companies and consumers’, the companies’ decision making and economic aspect of green marketing should not be neglected. The managers should first understand what should be greened; whether, it is the product, place, practices or processes. Consumer like green products due to many factors, which include minimum knowledge about the level of greenness of the product/ service, lack credible companies claims and tendency for free waivers. Few consumers like green products because of direct benefits (nutritious/ natural food) drawn. Consumers also feel that their individual effect will not bear any significance towards the change of the total environmental conditions. The manager should develop such a marketing campaign that educates consumers about green concept, green products and make the consumers feel important and responsible for environment degradation.

To handle these types of market related issues, perhaps efforts in non marketing condition would bear fruits. To assure the consumers that effort at micro level towards protecting the environment will yield results at macro level; green marketers prefer policies and regulation that lead to collective sacrifice. Collective sacrifice has its own
limitation, to some it is stepping off individual responsibility. The actors in the scene of green marketing and related policy making at a company may find difficult to mobilize the winning combination between people. Employees in the companies may favour to maintain status quo, if collective sacrifice imposes cost on them. With concentrated benefits and spread cost, assembling winning association is much easier. The condition will be worst when both the benefits and cost are concentrated or diffused. As the discussion is proceeding, it seems like collective sacrifice as a vehicle for achieving the objective of establish green management in the organisation is not so easy.

The marketing professional involved in green marketing should be very specific about the communication made about the products’ environmental benefits. The eco-friendly claims should not be made unless, those are credibly substantiated. Press report on exaggerated and false claims will reduce the sale (Polonsky, 1995). Managers at decision making levels may think of having partnership/ alliance with environmental groups those who competent in providing credibility to the company’s environmental claims. Companies should also ensure that consumer should have access to credible information at low cost.

The companies would be lucky enough, if the governmental policies and stakeholder initiatives can reduce information search for the consumers through press release and internet space (governments’ website which sites the examples of corporate house going green). The various stakeholders can communicate the green activities of the company by using their respective newsletters as a vehicle for communication.

It is also important for the managers to be very alert in making a decision with respect to consumer aspects, whether; the consumers are considering greenness as motivating factor to make green purchase decision. If managers have strong feeling about the same, then investment should be made for communication through advertising, eco-labeling, direct mailing, pamphlets and in store displays. The understanding of green marketing is still in nascent stage, perhaps due to multidisciplinary activities of the companies. Managers have wide scope for development in this area of management.
7.6 LIMITATIONS OF THE STUDY

- Selection of only manufacturing sector is done as in-depth understanding of topic under consideration would be possible. If more sectors are selected then the focus will be diluted.

- The study is cross sectional in nature. Hence, researcher could not project the larger picture of the problem at hand. Longitudinal study across various sectors would give meaningful picture of the problem.

- All the dimensions GMS could not be studied as they do not fit in for manufacturing companies.

- The chosen respondents were marketing professionals of various companies who are supposed to have minimum knowledge about the company’s long term strategy. The concept of green marketing is relatively new and hence many marketing professionals might not be not aware of it.

- Very limited literature is available on GMS.

7.7 FUTURE RESEARCH DIRECTIONS

- The current study of marketing strategy is limited to durables product manufacturing firms. Only nine companies have been selected for the present study, the study is limited only to three sectors of green consumer durables and applicable dimensions of strategies are applied.

- There is huge scope to do same kind of study in wider area with more numbers of companies with different durable goods manufacturing companies, with application of all dimensions and sub dimensions of green marketing strategies.

- The same kind of research could be extended to other industries like, Fast Moving Consumer Goods, Textile and Garments, Tyre and Tubes, Electronics, Pharmaceuticals, Service sector etc by applying newer dimensions of green marketing strategies.

- A study with respect to green management practices and green marketing of various companies can be carried out which would give a clear understanding of gap between green management and green marketing.

- Comparison between Indian and foreign based companies’ green management practices would yield good results leading to development of benchmark for Indian companies.
Green marketing in service sector is unexplored. This type of study would be very innovative. The findings of such study would considerably assist in development of green marketing theory in service sector.

7.8 CONCLUSION

Today, companies have accepted their responsibility to do no harm to the environment. In this aspect, Corporate Environmental Responsibility is an integral part of corporate social responsibility and encompasses environmental commitment and consciousness. In many developed nations, environmental protection agencies have come up with stringent regulations relating to accounting, disclosures of environmental issues and measurement of cost of environmental degradation. This thesis attempts to describe the initiatives taken by selected durable goods manufacturing companies for making the environment clean and green with its objective of establishing low carbon society, establishing a reprocessing-based society, providing environmental protection and establishing a society in harmony with nature. But some of the occasions, it has been noticed that companies are involved in claiming themselves as eco-friendly whereas they are not involved in green activities, hence involving in green washing.

Each and every organisation of today has better knowledge about their environmental responsibility. They have realized that mere importance of their own responsibility towards the society and the environment is not sufficient. Many top companies around the globe have launched its footstep towards the environmental responsibility. Environmental degradation taken into its consideration by companies leads to production of new green products. This helps the company to gain sufficient reputation from the public. In turn this will increase its sales volume and profit. Hence, if all the companies makes effort to increase its responsibility towards the environment, it can surely help prevent environmental degradation and conserve ecology.

There are various means and ways to improve business. The companies’ should finalise the plan of action for environment conservation. Then it can use an environmental audit to make sure these goals are happening through all the activities (vendor selection to end users to disposal) of the company.
Green marketing plays a vital role in environmental management of any country. Development of eco-friendly products and service is a trend seen throughout the world. Polluted environment implies an increased burden on society in terms of health, hygiene and cost which impact on countries economy. Companies are spending huge amount of money on research and development to introduce green/ eco-friendly products in the market. To recover the same cost and protect the environment, marketing of green products is very important without indulging in green washing.

This study “Green Marketing Strategies for Select Consumer Durables” is thus an evaluation of the various green marketing strategies - “product”, “price”, “promotion” and “Place” that sets the future course of action for the durable product manufacturing firms. To conclude, the commendable efforts of Delhi government has given boost to green consumption initiative. Delhi government has announced subsidy for purchase of green vehicles. For the purchase of four wheeler worth below Rs. 500000/-, the government is going to provide subsidy of Rs. 30000/-. For the purchase of four wheeler worth above Rs. 500000/-, Delhi government is going to provide a subsidy worth Rs. 150000/-. For the purchase of two wheeler worth below Rs. 20000/-, Delhi government is going to provide subsidy worth Rs. 1000/-. For purchase of two wheeler worth between Rs. 20000 to 25000, Delhi government is going to provide subsidy worth Rs. 2000/-. For purchase of two wheeler more than Rs. 25000/-, Delhi government is going to provide a subsidy of worth Rs. 5000/-.