CHAPTER – 1

INTRODUCTION
Introduction

1.1: Green Marketing: An overview

There has been a growing awareness among the consumers all over the world regarding protection of the environment in which they live. People do want to bequeath a clean earth to their offspring. Various studies by environmentalists indicate that people are concerned about the environment and are changing their behavior pattern so as to be less hostile towards it. Now we see that most of the consumers, both individual and industrial, are becoming more concerned about environment-friendly products. Most of them feel that environment-friendly products are safe to use. As a result, the concept of green marketing has emerged, which aims at marketing sustainable and socially-responsible products and services. Now is the era of recyclable, non-toxic and environment-friendly goods. This has become the new mantra for marketers to satisfy the needs of consumers and earn better profits.

Green Marketing can be viewed both as a type of marketing and a marketing philosophy. As a type of marketing, green marketing is the marketing of products that are presumed to be environmentally safe. As a philosophy, green marketing runs parallel to societal marketing concept and espouses the view that satisfying customers is not enough and marketers should take into account ecological interests of the society as a whole. It is thus a part of Corporate Social Responsibility (CSR).

Green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising etc., aimed at reducing the detrimental impact of products and their consumption and disposal on the environment. Yet defining green marketing is not a simple task where several meanings intersect and contradict each other; an example of this will be the existence of varying social, environmental and retail definitions attached to the term. Other similar terms used are Environmental Marketing and Ecological Marketing. Thus, "Green Marketing" refers to a holistic marketing concept wherein the production, marketing, consumption and disposal of products and services happen in a manner that is less detrimental to the environment.
with growing awareness about the implications of global warming, non-biodegradable solid waste, harmful impact of pollutants etc. causing both the marketers and the consumers to be increasingly sensitive to the need for switch in to green products and services. While the shift to "green" may appear to be expensive in the short term, it will definitely prove to be indispensable and advantageous, cost-wise too, in the long run.

Green marketing is the process of developing products and services and promoting them to satisfy the customers who prefer products of good quality, performance and convenience at affordable cost, which at the same time do not have a detrimental impact on the environment. Companies all over the world are striving to reduce the adverse impact of products and services on the climate and other environmental parameters. Marketers too have started to take the cue and go green.

Green marketer can attract customers on the basis of performance, money savings, health and convenience, or just plain environmental friendliness, so as to target a wide range of green consumers. Due to factors such as increased media coverage, increased awareness of environmental issues, raising pressure form environmental groups, stringent legislation and major industrial disasters (McIntosh, 1991; Butler, 1990; Tapon and Leighton, 1991; Charter, 1992; Wagner, 1997) the environment has become a mainstream issue and consequentially consumers are more concerned about their habits and the effect that these have on the environment. (Krause, 1993). According to Coddington, 1993; Davis, 1993; McDougall, 1993; Ottman, 1992a; The Roper Organization, 1990 there is evidence to suggest that consumers are increasingly choosing and avoiding products based on their environmental impact. Many organisations have responded to these changing consumer preferences through the introduction of green products (Carson and Fyfe, 1992).

There is a common perception among the general population that the term green marketing refers only to advertising or promoting products that possess environmental characteristics. People associate terms such as recyclable with green marketing. Green marketing, while incorporating these claims, is a broader concept. It includes not only altering the advertising of a product but also a variety of activities such as altering production processes, changing packaging and modifying products.
Polonsky (1994) defines green marketing as: "... all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the environment (Polonsky, 1994). An important facet of this definition is that it recognizes that human consumption, by nature, derogates the natural environment and it should be the aim of green marketing to "minimize environmental harm, not necessarily eliminate it" (Polonsky, 1994).

1.2: Importance of Green Marketing

Greening product or market is viewed as the outcome of rational strategic choice. It may thus involve the search for different types of competitive advantage (Gladwin, 1992).

The following points support this view:

A. Cost leadership through the pursuit of environmental efficiency throughout a company's value chain like 3M saving more than $537 million with its Pollution Prevention Pays program.

B. Differentiation of products and services in environmentally oriented ways that command premium price like AEG, Varta, Ecover, Henkel, Tesco, Tengelman, Audi, and other European firms gaining market share by targeting the green consumer.

C. Leveraging core competencies associated with environmentally sound technologies that empower individual business to adapt quickly to changing opportunities like Sanyo's patent strategy of developing and extending 'soft'.

D. Energy products such as rechargeable batteries and solar cells.

E. Innovation and standard setting that sets the 'rules of the game' like Arco announcing a new gasoline formula designed to sharply cut auto emissions.

F. Generic substitution of green processes, products and services for those that are more environmentally damaging like natural gas for coal or oil, compact fluorescent bulbs for incandescent bulbs, recycled products for virgin ones.
G. Alliance creation that reduces the costs and risks of entering into new, environmentally beneficial businesses like General Motors, Ford, Chrysler, and U.S. government teaming up to develop advanced battery technology for electric vehicles and developing hydrogen fuel.

Corporate attitude to environmental issues have changed significantly over the years. For many years, most companies regarded environmentalists as unfriendly and environmental regulation as something to be fought off as long as possible, and then complied with reluctantly. This approach began to change in the late 1980's, first among large companies in the most polluting industries, such as chemicals and oils. By the time of 1992 Earth Summit, (Rio Conference) some corporates had already embraced green philosophy.

Under the chairmanship of Stephan Schmidheiny, a charismatic Swiss with a private business, the Business Council for Sustainable Development (BCSD) was formed. Its fifty-nine members put together guidelines on environmental friendly behavior for companies and held their own conference in Rio, a week before the world's leaders assembled there.

One of the earliest efforts was the "Responsible Care" program set up by America's chemical manufacturers. Under it, companies committed themselves to tracking the fate of their products through their life cycle, from manufacturer to final disposal and to adhering to a set of basic environmental principles.

While looking thorough the literature one finds that there are several reasons for firms to adopt use of Green Marketing. Five important reasons being:

Organizations perceive environmental marketing to be an opportunity that can be used to achieve its objectives (Keller, 1987; Shearer, 1990).

1. Organizations believe that they have to be more ethically and socially responsible (Davis, 1992; Freeman and Liedtka, 1991; Keller, 1987; McIntosh, 1990; Shearer, 1990).

2. Governmental bodies are forcing firms to become more responsible (NAAG, 1990).
3. Ecofriendly competitor pressure makes the firms to change their environmental marketing activities (NAAG, 1990).

4. Cost factors associated with waste disposal, or reductions in material usage forces firms to modify their behaviour in favor of green marketing (Azzone & Mazini, 1994).

1.3: A Green Company

A green company is based on its corporate vision that includes environmental concerns as the company’s functioning. This simply means that the company realizes the needs of the ecosystem with which it interacts. For example, any company wants 'to be a good company, having concern for the community and environment'. Its policy is backed by a strategy with the following main elements:

- Taking account of environmental issues in decision-making;
- Working constructively with organizations that have concern about environment;
- Communicating the company’s environmental activities to staffs and customers;
- Observing environmental rules and regulations;
- Continuously redefining and implementing the company’s own set of standards over and above legislative requirements;
- Providing support and advice on environmental matters related to the company’s operations; and
- Using natural resources efficiently.

A green company usually implements the follow steps:

1. It cultivates and communicates its green vision;
2. It takes a long-term view of strategic planning;
3. It develops green scenarios for the company;

4. It formulates the company's environmental policy. Spelling out the values and procedures of the company;

5. It commissions an overall company environmental audit;

6. It develops and sets specific objectives and delegates responsibility for different areas;

7. It allocates resources, such as finance, technology and staff with appropriate skills; and

8. It motivates, manages and co-ordinates the company's response to the environmental challenges.

Green Products have the following attributes:

1. Reduces raw material, high recycled content (aluminum cans)

2. Non-polluting manufacture and non-toxic materials (CFCs substitute, de-inking solvents).

3. No unnecessary animal testing (cosmetics as in Body Shop).

4. No impact on protected species (dolphin–free tuna).

5. Low energy consumption during production/use/disposal (Compact Fluorescent Lamps bulb – It can save upto 80% energy as against incandescent lamp).

6. Minimal or no packaging (farm products like vegetables).

7. Reuse/refill ability where possible (beverage containers, detergent bottles).

8. Long useful life, updating capacity (office machines).

9. Post-consumer collection/disassembly system (refurbished parts in Cars).

10. Remanufacturing capacity.
Greening of companies is not a costless process. It causes additional cost on the one hand but may result in cost saving on the other hand. From the financial perspective, there are different kinds of actions in the greening of the company (Ingram and Frazier, 1980; Jaffe et al., 1995; Edwards, 1998; Stanwick, 1998; Toms, 2000; Wagner, 2001, Edward et al., 2002).

- Little initial cost and quick return on investment (e.g. energy-efficiency schemes, investing in fuel-efficient vehicles, paper conservation/recycling schemes).

- High initial cost with long-term payback (e.g. solvent-recovery systems, combined heat and power plants, improvement in logistic efficiencies).

- Straight costs (e.g. waste disposal techniques, better chemical and effluent management, fitting catalytic converters).

Ecological by conscious consumers demand “lean, clean and green” products. Green Companies respond to this demand by product stewardship policies first introduced by Dow Corporation.

1.4: Indian Retail Sector and Green Marketing

Retailers who think 'going green' is just another fad or marketing ploy should think again. Consumers are becoming more aware of their overall impact on our communities. Shoppers are developing more of a green attitude as a way of life and retailers need to be there to meet those needs.

By implementing sustainable practices, retail businesses can become more efficient and save money in the process. The small business owner may think the cost and trouble of going green isn't worth the return, but the fact is each eco-friendly idea retailers adopt can make a huge difference to our planet.

The Green Consumer

Consumers who are environmentally conscious will expect green products to function as effectively as non-green products and won't pay much extra or sacrifice quality for greener products. They will emphasize on personal benefits by using terms such as
'safe', 'non-toxic', 'cost effective' rather than more generalized green messages such as 'biodegradable' or 'ozone friendly'. They will also reinforce product benefits with evidence of corporate environmental performance and improvements.

There are at least five desirable benefits commonly associated with green products: efficiency and cost effectiveness; health and safety; performance; symbolism and status; and convenience. The implication is that marketers need to align green products' consumer value (such as money savings) to relevant consumer market segments (for example, cost-conscious consumers).

Marketers also have the responsibility to make the consumers understand the need for and benefits of green products as compared to non-green ones. In green marketing, consumers are willing to pay more to maintain a cleaner and greener environment. Green marketing assumes even more importance and relevance in developing countries like India and hence the present study 'Green Marketing in Indian Retail Sector: A Study'.

1.5: Rationale of the Study

There is a growing interest among consumers in India regarding protection of environment. The proposed study is relevant to consumers as it attempts to find out their responsibility towards the environment in terms of favoring (or not) green products and also understanding as to how much the retailers are doing in terms of protecting the environment by offering (or not offering) the green products and educating the consumers on their use thus enabling the consumers participate in positive environmental action. Consumer awareness can be created by spreading the message among consumers about the benefits of environmental-friendly products.

As resources are limited and human wants are unlimited, it is important for the retailers (marketers) to utilize the resources efficiently without waste as well as to achieve the organizational objective. So green marketing is inevitable to the retailers and the findings of the present study may help the retailers understand their current position in the green movement and formulate future course of action. This work is also relevant to the marketers as it attempts to explore how marketers can attract green customers on the basis of performance, money savings, health and convenience, or just plain environmental friendliness and gain competitive advantage.
This study is also relevant to the retailers manufacturing private labels (i.e. their own products) as the study explores the area(s) of new technology and process or modify existing technology so as to reduce environmental impact and use more environmental friendly raw materials at the production stage itself.

This study holds relevance to the suppliers as it explores the possibilities of recycling the used products so that it can be used to offer similar or other benefits with less wastage.

The present study is relevant to the advertising sector as it sends a message to them for designing advertising strategies and tools for promotion such as materials, signage, white papers, web sites, videos and presentations by keeping people, planet and profits in mind.

The study will also facilitate the policy formulators, social and environmental activists, and the law enforcing agencies framing appropriate policies to protect the environment.

1.6: Review of Literature

It is fact that most studies on green consumers and green marketing have been carried out in the developed countries and only a few of them originate from developing countries. Such studies are conspicuously lacking in the Indian context. Some of the important studies carried out in the context may be enlisted as follows:

1.6.1: Studies abroad

Thogersen (2002) in his work titled “Promoting Green Behavior with eco labels” with an objective to study consumer behavior suggested that consumers preference for ecolabeled products could give producers of less eco friendly products a competitive advantage allowing them to gradually push less environmental friendly product out of the market. Such competitive advantages could give companies an incentive to develop new and more environment friendly products.

Clarke, Geri (2004) in their title “Understanding Green Consumer Behavior” with an objective to study environmental legislation concluded that in many cases
mandatory environmental legislations is also forcing behavioral changes in consumers as well as organizations and business may adopt an eco marketing orientation as a strategic response to the dynamic environments of the nineties.

Greeno, Mclean and Anneghofer (1990) in their study "The Ecology of Commerce" with an objective to find effectiveness of environment audits concluded that environment audits keep marketers informed with reference to being in compliance with internal corporate policy and with the escalating number of laws, regulations and administrative procedures.

McCarthy and Perreault (1984) in their work "Basic Marketing: Homewood" suggested that the adoption of green marketing orientation by a firm is principally a response to the increased pressures by the society for business to meet its comprehensive ethical and moral responsibilities while adhering to the basics of marketing concepts.

Schwartz and Miller (1991) in their study titled "The Earths Best Friends, American Demographics" suggested an ecological marketing orientation may provide the organization with a strategic competitive advantage both in domestic and international markets.

Hentze (1991) conducted a study entitled "What is Corporate Message?" with the objective to study the consumers changing behavioral pattern in the era of nineties to observe that the nineties appears to be an era in which social and cultural concerns were becoming increasingly paramount. It is becoming apparent that the consumers are looking at far more than a company’s product offerings. These are more sophisticated consumers who are also concerned with the holistic view of the company’s corporate image particularly with regard to social concern and responsibility and are changing their purchasing patterns in accordance with their increased socially responsible beliefs.

Kotler and Zaltman (1971) in their work "Social Marketing: An approach to Planned Social Change" explained the concept of social marketing. Leading marketing thinkers mandated that 'social marketing will become an important concept in the discipline. It was defined as the application of marketing concept and techniques to
the marketing of various socially beneficial ideas and causes instead of product and services in the commercial sense. This definition implicitly includes ideas on the preservation, conservation and protection of the physical environment as a component of social marketing.

McNamara's (1972) in his study "The Present Status of marketing Concept" for measuring an organization's degree of marketing orientation concluded that the company's marketing orientation may be measured by some combination of structural and behavioral indicators such as employee, supplier, community and customer eco-education program, toll free social concern and eco hotlines, a designated ecological and social marketing staff, cradle to grave planned product eco-lifecycles and a systematic environmental scanning procedure explicit in all business decision making.

The ecological concerns espoused by Henion and Kinnear (1976) in their work "A Guide to Ecological Marketing in Ecological Marketing" concluded that ecological concerns would be integrated into the strategies, policies and processes critical to the organization and application of marketing tools to facilitate conservation of physical environment.

Kotler (1988) in his work titled "Marketing Management, Analysis, Planning, Implementation and Control" with an objective to study eco-marketing orientation conceptually divided it into four components. In his findings the dimensions of the proposed eco-marketing orientation would include 1) a market focus, 2) an obsession with both known and latent customer needs, 3) integrated and co-coordinated marketing throughout the entire organization, 4) focus on long term profitability, 5) an explicit concern for ecological and social aspects of all business activities and decisions.

Coddington (1990) in his study "How to Green Up your Marketing Mix. Advertising Age" emphasizes that ecological marketing must become an essential element of marketing mix and should become the principal component of a company's ethics and take the initiative of internal environmental marketing seminars, consumer research, product development, advertising and promotion, green 'retail 'managers, sales education and incentive programs, local marketing and promotion.
Munilla (1990) in his study “Organizational Communication and The Environment” with an objective to evaluate production and marketing practices concluded that the ecologically sensitive corporate orientation is referred as "green strategy" can originate from firms evaluation of its strategy and adjusting behavior to reflect an increased level of environmental awareness, This awareness is necessary since many consumer perceive that business is responsible for an ample portion of waste products generated and should be held responsible for current ecological crisis.

Silver (1990) in his work “Seals of The Time” with an objective to study behavioral indicators of green marketing orientation concluded the following indicators: 1. packaging in recyclable containers 2. packaging in containers made of recyclable material 3. having an active recycling program 4. having a commitment too buy products made produced using recycled materials 5. actively seeking input from ecological and social organizations for strategic decisions 6. tendency to adapt to environmental changes with innovation.

Antil John H (1991) in his work titled “Socially Responsible Consumer: Profile and Implication for Public Policy” which studies DFE—design for environment emphasis that it has emerged as a philosophy of integrating environmental considerations into design process including both product and packaging. The basic two tenets are firms engaged in DFE must internalize environmental considerations and the firm must evaluate environmental issues systematically, in conjunction with associated manufacturing, economic, regulatory, social and political factor.

Blumenfeld, Earle And Shopley (1991) in their work “Seizing Strategic Environmental Advantage: A Life Cycle Approach” suggested LCA-Life Cycle Analysis to evaluate and identify environmental issues and opportunities associated with a product, process and activity. These cradles to grave assessments enhance a company’s understanding of a products environment strengths and weakness at every step throughout its entire life from the time its raw material is drawn from the nature, through manufacturing, sales and distribution, product use and maintenance and its final disposal.

Schmidheiny (1992) in his study “Changing Course: A Global Perspective on Development and the Environment” says that business has taken challenges not only
at sectoral level and national levels but at international levels and firms worldwide encourages companies to pledge a commitment to the improvement of their environmental performance, to implement management practices to effect the improvements and measure their progress and to report progress accordingly.

Friedman (1992) in his work titled "The Changing Role of Environment Manager" advocates Total Quality Management (TQM) an increasingly popular concept related to management of both the product and production process needs to integrate environmental management issues. Commitment to quality now refers not only to traditional production concept but to environmental quality as well.

Gladwin (1992) in his study titled "The Meaning of Greening A plea for Organizational Theory" emphasized that marketing and its primary activities of research, product and package design and development, distribution, promotion and pricing offer excellent opportunities to use biocentric strategies. A growing number of major global enterprises are adjusting their marketing practices to include these biocentric strategies.

Smith (1992) in his work titled "Growth Vs Environment" documented that in Denmark farmers use converted nitrogen wastes from a biotechnology firm as fertilizer, the biotechnology firm purchases waste water from a refinery for cooling. Interconnected waste streams - form of industrial symbiosis or industrial ecology - evolve over time, meeting both the needs of economic viability and environmental quality.

Coddington (1993) conducted a study entitled "Marketing and Strategy" to study the effectiveness of green marketing on sales. In his findings he says that green product development may not be easy to sell to the senior management due to an apparent widespread perception that the introduction of green product lines may have negative impact on sales. He also says that all the corporate attempts are not only meant to capitalize on the potential profitability and cost reduction associated with green product development, it is also an opportunity to improve their image with a populace that is demanding exemplary environmental behavior from the corporate community.

Mintu and Lozada (1993) in their work "Green Marketing Education: A Call for Action Marketing" have defined green marketing as the application of marketing
tools to facilitate exchanges that satisfy organizational and individual goals in such a way that the preservation, protection and conservation of physical environment is upheld.

Neace (1995) in his study title “Products and Packaging Disposal: Some Suggestion for Marketing Thought in Theory and Application” suggested that promotion using environmental claims should be done with great care, messages should be conservative, clear and backed by appropriate research. Some very well intentioned companies have experienced promotional claims can backfire resulting in cancellation of programs and a damaged corporate image.

Crane, Andrew (2000) in their work which studies green marketing backlash “Facing the Backlash. Green Marketing and Strategic Reorientation in the 1990s” says that exaggerated claims of greenery on product packaging and in advertisements may make the consumer cynical. Some marketers have also used the opportunity to charge higher prices implying better quality. Consequently green marketing suffered a backlash because of its failure to achieve its promises.

Fotopoulos (2002) in his research titled “Purchasing motives and Profiles of Green Organic Consumer” which studies the consumer behavior of environmental conscious consumers suggested that two major reasons why consumer choose ecolabelled food products are consideration for the environment and/or for their own health.

Janine M. Benyus (2002) in her work introduces us to pioneering engineers making technological breakthroughs by uncovering and copying nature’s hidden marvels.


Joel Makower (2008) in their study Strategies for the Green Economy provides a comprehensive and realistic look at both opportunities and challenges, and shows how leadership companies are finding their way in the green economy, while their competitors struggle.
Josephine Pickett-Baker, Ritsuko Ozaki (2008) in their work *Pro-environmental products: marketing influence on consumer purchase decision*, investigate if marketing and branding techniques can help establish green brands and introduce greener patterns of consumption into contemporary lifestyles in the current context where environmentally friendly products are increasingly available.

*Adam Webach (2009)* in study *Strategies for sustainability* mixes advice and analysis of changing business climate with success stories featuring large companies such as Wal-Mart and Xerox that have realized profits through energy efficiency and other sustainability strategies.

*Joseph Fiksel (2009)* in his work *Design for Environment* draws on the experiences of numerous major corporations in offering a business rationale for developing sustainable products and processes.

*Laura Mazur and Louella Miles (2009)* in their study *Conversations with Green Gurus* provide the information businesses need when considering how to change in a green direction. The end result is an illuminating insight into both general views on sustainability as well as good and bad business decisions made in the search for sustainability.

*Jay Conrad Levinson and Shel Horowitz (2010)* in their study *Guerrilla Marketing Goes Green* suggest to deliver green messaging effectively requires combining marketing and education. It gives green consumers proof that you are “walking the walk.” Those who aren’t “green aware,” you can be an educator; show them why sustainability is important and how you’ll help them be part of the solution.

*Anne Marchand, Stuart Walker and Tim Cooper (2010)* in their work “*Beyond Abundance: Self-Interest Motives for Sustainable Consumption in Relation to Product Perception and Preferences*” discusses sustainable lifestyles and how the adoption of sustainable consumption patterns can not only be motivated by altruistic and environmental considerations, but also, significantly, by perceived personal benefits, including an expected increase in personal well-being. These motivations, together with how they unfold into preferences for particular product characteristics, are also
highlighted. And understanding of such motives, along with their implications for the ways in which products and services are conceived and positioned, can be a key incentive for change towards a more sustainable future.

Jacquelyn Ottman (2011) in her title *The New Rules of Green Marketing* helps to understand why value-based sustainability marketing has become a critical organizational capacity, and how readers can adopt these practices in their own organizations. Illustrated by examples from both leading mainstream brands and the more niche-y "deep green" brands who are showing everyone else the way, the book provides practical strategies for building every aspect of a credible value-based green marketing strategy.

Amin Asadollahi, Seyedsina Fallahhosseini (2011) in their work "The Role of Green Marketing in the Recycling of Electronic Case Study: Computer and Mobile to Iran" discusses the patterns of green marketing can be used to recycle electronic equipment and a competitive advantage for companies to achieve higher than competitors increase their profit margins to be applied in the end we have attempted to provide guidelines in this regard.

Mary Wanjiru Kinoti (2011) in her work titled "Green marketing Intervention Strategies and Sustainable Development: A Conceptual Paper" helps us to understand green marketing intervention strategies and sustainable development with an emphasis on green marketing intervention strategies to environmental problems facing the world today. It also suggests that marketing through green marketing and specifically green marketing strategies is addressing the challenge with positive outcomes of improved organizational performance, better physical environment which will lead to sustainable development.

Rashad Yazdanifard, Igbazua Erdoo Mercy (2011) in their study "The impact of Green Marketing on Customer satisfaction and Environmental safety" studies the impact of green marketing strategies on customer satisfaction and environmental safety. It also gives an overview on growing concern of environmental protection and there is an emergence of a new market which is the green market.
1.6.2: Studies in India

Varadarajan (1992) in his title "Marketing Contribution to Strategy: The View From a Different Looking Glass" says firms attempting to be perceived by consumers as legitimate explicit global citizens must explicitly consider the impact of their business decisions and activities on both the ecology and society. Business must transcend a concern for profits from products offerings to a vision of a managerial approach that consciously develop products that are congruent with global social and ecological needs.

Gurmeet Kaur (2004) in her work titled "Green Marketing: An Attitudinal and Behavioral Analysis of Indian Consumers" with an objective to study Indian consumers attitude states Indian consumers attitudes are fast changing and are going for more green labeled products.

Saha and Darnton (2005) in their study titled "Green Companies or Green Companies: Are Companies Really Green, Or Are They Pretending To Be?" says Governments in turn must keep up pressure to comply with environmental standards that society at large can set as appropriate for better quality of life.

Sita Mishra (2005) in her work Sustainable Marketing- an Overview suggests sustainable marketing strategies for the corporate towards a more sustainable future.

Pradeep K Khandelwal (2006) in his title "An Assessment of Indian Consumer and Industry Attitudes towards Green marketing" the Indian consumers attitudes towards green products are becoming more and more favorable and compete in the International market and for long term survival Indian Companies have to manufacture more and more green products.

Amitabha Ghose (2008) in his title "Green Marketing Strategies" emphasizes the market of ecological or green products are growing exponentially at global level with a focus on international marketing strategies of eco-companies. The study highlights the issues surrounding the marketing of ecological products in the international marketplace, the challenges and opportunities for the eco-companies for international marketing, including some case studies. Issues related to product modification,
changes in the production process, labeling and packaging changes, modifying advertisement, certification for international market that conform to the green marketing norms are also dealt with.

Pradeep K Khandelwal and Saxena (2008 ) in their study entitled “Green Marketing: A Challenge or an Opportunity in the Global Environment” emphasize that the earlier perception of industry towards green marketing was that the pressure for making business environment green and behaving in a more responsible manner especially comes from Government and its legislations. Now that old perception is changing throughout the globe as studies performed on consumers reflect that in most countries consumers are becoming more aware and willing to act on environmental concerns. There is a radical change in consumer preferences and life styles. They prefer environment friendly products over the others and many times are ready to pay a little extra price for such green products. Due to this shift from traditional marketing to green marketing, companies these days are facing many new challenges.

Suresh K (2008) in his work titled “Green Marketing – Concept and Cases” discusses in his work green product design, supplier environment management, green food chains and how green packaging can help marketers in increasing sales.

Pavan Mishra and Payal Sharma (2010) in their title “Green marketing in India: emerging opportunities and challenges” identifies the three particular segments of green consumers and explores the challenges and opportunities businesses have with green marketing. This work also examines the present trends of green marketing in India and describes the reason why companies are adopting it and future of green marketing and concludes that green marketing is something that will continuously grow in both practice and demand.

R. Shrikanth and D.Surya Narayana Raju (2012) in their study titled “Contemporary Green Marketing - Brief reference to Indian Scenario” discusses how can a business firm be more competitive by using green marketing strategies to gain a competitive edge over others. It explores the main issues in adoption of green marketing practices and also explores challenges and opportunities organizations are facing.
1.7: Objectives of the Study

The broad objective of the study is to make an empirical investigation into the nature and extent to which green marketing is practiced in the Indian retail sector. The specific objectives are-

1. To study the nature, scope and objectives of green marketing.
2. To study the different environmental protection laws prevalent in India and the avenues for green marketing within these laws.
3. To study the nature and extent to which consumer awareness for green products exists in India.
4. To study the attitude of retail organizations towards green products in India.
5. To study if green image of the company can be a competitive advantage for the company.
6. To suggest measures to make retail companies in India more green.

1.8: Scope of the Study

The present research endeavors to study the status of Green Marketing in the Indian Retail sector and the consumers' attitude towards green marketing. The scope of the study remains confined to the Indian Retail companies segregated into durable, non-durable and service sector with consumers spread across India.

1.9: Limitations

The present study has been conducted on the basis of data collected through mailed questionnaire from 31 companies in the Indian Retail Sector perceived to be green.

The findings may not have applicability to companies not included in the study and to other countries as the study has been conducted in the Indian socio-cultural and demographic setup.

The findings in this study may not also hold relevance to other industries and sectors not covered in the study.
1.10: Hypotheses

Two sets of hypotheses have been formulated for the study. One set attempts to measure the significance of the responses received from the consumers and the others to measure the responses received from the retail organizations with respect to their attitude towards green products in India. The first set contains 14 hypotheses coded as \( H_{101} \) to \( H_{1014} \) and the second set contains 16 hypotheses coded as \( H_{201} \) to \( H_{2016} \). The specific hypotheses formulated under the two categories are given in Table 1.1 and Table 1.2, respectively.

Table 1.1: Hypotheses for testing the attitude of Consumers towards green products

<table>
<thead>
<tr>
<th>Hypothesis (Code)</th>
<th>Description of the hypothesis</th>
</tr>
</thead>
<tbody>
<tr>
<td>( H_{101} )</td>
<td>There is no significant difference in the preference for green products among different age group of consumers.</td>
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<tr>
<td>( H_{102} )</td>
<td>There is no significant difference in the preference for green products among consumers of different education level.</td>
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<tr>
<td>( H_{103} )</td>
<td>There is no significant difference in the preference for green products between the consumers of metro and non metro cities.</td>
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<td>( H_{104} )</td>
<td>Consumer awareness for environmental protection is significantly high.</td>
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<tr>
<td>( H_{105} )</td>
<td>( H_{105} ): Environmental friendly image of stores plays a positive role in the consumers’ buying decision for green products.</td>
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<tr>
<td>( H_{106} )</td>
<td>Consumers switch brands for environmental reasons.</td>
</tr>
<tr>
<td>( H_{107} )</td>
<td>Consumer preference for environmentally safe products vis-à-vis products that are harmful to the environment is significantly high.</td>
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<tr>
<td>Hypothesis (Code)</td>
<td>Description of the hypothesis</td>
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<tr>
<td>H108</td>
<td>Preference for green products among educated, enlightened and environmentally sensitive consumers will be significantly high in future.</td>
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<tr>
<td>H109</td>
<td>Consumer behavior will change significantly in favor of retail stores having green image.</td>
</tr>
<tr>
<td>H1010</td>
<td>Companies are making significant changes in their product mix to satisfy consumer preference for green products.</td>
</tr>
<tr>
<td>H1011</td>
<td>Retail companies selling green products create a significantly high positive impact on the minds of the consumers.</td>
</tr>
<tr>
<td>H1012</td>
<td>Green companies will have competitive advantage over non green companies in the market place.</td>
</tr>
<tr>
<td>H1013</td>
<td>Competitive edge of a retailer having green image is significantly high in a price sensitive market.</td>
</tr>
<tr>
<td>H1014</td>
<td>Growth of green companies in India is significantly high.</td>
</tr>
</tbody>
</table>

Table 1.2: Hypotheses for testing the attitude of Retail Organizations towards green products

<table>
<thead>
<tr>
<th>Hypothesis (Code)</th>
<th>Description of the hypothesis</th>
</tr>
</thead>
<tbody>
<tr>
<td>H201</td>
<td>Consumer preference for green products in future will be significantly high.</td>
</tr>
<tr>
<td>H202</td>
<td>Consumer behavior will significantly change in favor of retail stores that have green image.</td>
</tr>
<tr>
<td>H203</td>
<td>Preference for green products among educated and enlightened consumers will be significantly high in future.</td>
</tr>
<tr>
<td>H204</td>
<td>Companies are making significant changes in their product mix to satisfy consumers' preference for green products.</td>
</tr>
<tr>
<td>H205</td>
<td>Shifting towards green products is essential to protect the environment and save the non renewable resources.</td>
</tr>
<tr>
<td>------</td>
<td>--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>H206</td>
<td>Philosophy of making green products among retail organizations is significantly high.</td>
</tr>
<tr>
<td>H207</td>
<td>The retailers' moral responsibility for environmental degradation in the society is significantly high.</td>
</tr>
<tr>
<td>H208</td>
<td>Retailers selling green products will create a more positive image in the minds of the consumer.</td>
</tr>
<tr>
<td>H209</td>
<td>A green company would be able to significantly differentiate itself from its competitor in a highly competitive market.</td>
</tr>
<tr>
<td>H210</td>
<td>The competitive advantage of a retailer having green image is significantly high in a price sensitive market.</td>
</tr>
<tr>
<td>H211</td>
<td>Retailers selling green products will have a significantly high positive image in the mind of consumer.</td>
</tr>
<tr>
<td>H212</td>
<td>Number of green retailers compared to non green retailers operating in India in future will be significantly high.</td>
</tr>
<tr>
<td>H213</td>
<td>Consumer behavior will be significantly favorable if products are greener and economically attractive.</td>
</tr>
<tr>
<td>H214</td>
<td>Government privileges are important for companies to induce them produce more and more green products.</td>
</tr>
<tr>
<td>H215</td>
<td>Government rules, regulations and legislations are important for organizations to move towards greener strategies.</td>
</tr>
<tr>
<td>H216</td>
<td>Enforcement of stronger environmental laws is important for India.</td>
</tr>
</tbody>
</table>
1.11: Chapterization

The present study has been divided into eight chapters, Chapter-1 through 8, as follows:

Chapter 1 is the introductory chapter wherein introduction to the subject, the rationale of the study, review of literature, its objectives, scope, hypotheses and limitations have been discussed.

Chapter 2 deals in detail with the research methodology adopted for the study.

Chapter 3 covers discussion on the concept, evolution and the strategic imperatives of green marketing in India.

Chapter 4 deals with the legal framework governing green marketing with special reference to India.

Chapter 5 contains discussion on green practices being followed by select companies operating in India.

Chapter 6 deals with data analysis and testing of the formulated hypotheses with regards to consumers’ perception on green marketing.

Chapter 7 contains analysis of data and testing of the formulated hypotheses with regard to retail companies operating in India.

Chapter 8 is the concluding chapter that summarizes the major findings, offers suggestions for improving the green marketing movement in India and provides direction for future research.

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