Chapter - 2

LITERATURE REVIEW
CHAPTER-II
REVIEWS OF RELATED LITERATURE

*Literature is an investment of genius which has dividends to all subsequent times*

- John Burrough

It is universally accredited fact that accomplishing effective research could be attained with appropriately paying attention towards studying general literature and specific studies, what already exists in relationship to its various forms. Hence, the related literature survey is considered as an important prerequisite to actual planning and execution of any management research project. Further, it not only helps to eliminate the duplication of work done, but in addition provides useful insights and helpful suggestions for significant investigations.

Literature review helps in citing and incorporating relevant studies that show considerable agreement and disagreements. Additionally the conflicting conclusions help to improve the existing knowledge base in the identified problem area. Generally they contribute in making the researcher aware of the studies of the related issue, and provide adequate support to develop satisfactory background for undertaking and conducting research project.

For proper understanding of the problem in Green Product Marketing, sincere efforts were made to review the literature regarding the past and current researches to gain the insights available. In this chapter an rigorous attempt has been made to summarize the results of the studies undertaken by the various researchers on various aspects of Green Marketing Strategy.

2.1 Brief past literature Reviews

In article “Tragedy of the Commons” by Hardin (1968), it has been shown that when pro-environmental behavior connects with self-interest individuals comply. In create sense that, advertising is effective only when product meets consumer's needs and link with their values. Conversely, the gap of value action may arise when pro-environmental behavior does not go along with self-interest of consumer response to marketing of being pro-environmental.
As visionary, Kotler and Zaltman, in (1971) introduced social marketing in their contents of first official workshop organized by American Marketing Association (AMA) held the on “Ecological Marketing” in 1975. The workshop proceedings resulted in very first book on green marketing titled "Ecological Marketing". The concept of society and marketing can be traced in the literature of 1970’s and 1980’s but the concerns got enhanced, terms like environment, sustainability, and green marketing came into existence and gained more importance by the late 1980’s and early 1990’s only.

Marketer’s activities strongly influence consumer’s attitudes and intentions by changing their evaluations by adding new contemporary beliefs and targeting normative beliefs, This Theory of Reasoned Action was first propounded by Ajzen and Fishbein (1980).

World Commission (1997) prepared draft on Environment and Development, which defined sustainable development as meeting “the needs of the present without compromising the ability of future generations to meet their own need” This draft stepped towards widespread thinking on sustainability in everyday activity.

Since, 1980’s public opinion polls consistently highlighted that a significant percentage of consumers agreed in favor of strong willingness towards environmentally conscious products and companies. This so-called “green consumer” movement across the continent has struggled to reach all consumers and marketers.

When examining the influences that affect purchasing decisions at consumer end, values and beliefs are monetary concerns for firms, (Inglehart, 1990). Consumers Pro-environmental values not always guarantee for pro environmental behavior by consumers; however these values over the time lead to pro-environmental future behavior (Betz, 1990). Though, an individual consumer concern about environment does not essentially behave in their purchasing decisions or in a green way, which is called the ‘value-action gap’, (Holmberg and Bennulf, 1990) and (Martinot and Hoffmann 1991).

Similarly, according to Ajzen’s (1991), Theory of Planned Behavior expressed that environmental belief provides help in forming attitudes towards behavior, which gradually translated into favorable intention of consumer behavior. The Global Environmental Survey (GOES) found a gradual inter-generational value shift in previous generation towards post-materialist priorities whereas later generations were likely to result in more pro-environmental behavior.
GREEN PRODUCT MARKETING STRATEGY: A STUDY

The study conducted by Dittmar, (1992), revealed that inspirational and associative reference groups have a strong influence on general consumption. Those reference groups are frequently used in advertising, but marketers rarely associated them with green products. In general consideration, green products are niche segment. Since, Green companies and green products are few, dominated influences form Mass-media and Marketing is also witnessed.

Plous (1993), stated that individual decisions do not consider the Product in isolation; they understand new information in light of the context in which the information occurs.

Babcock (1993), studied, and founded that consumer desires were difficult to control socially “As individual & groups, become aware of the goods on offer by having their desires stimulated, influenced by mass media and modern advertising, develops sense of purpose and identity in people, eventually resulting in consumption expansion”.

Hence, if changed attitude and behavior were considered desirable to meet environmental goals, it would be more socially achievable to transfer consumption towards greener products.

Two tangible milestones for green wave, first, green marketing came in the form of published books, titled “Green Marketing” authored by Ken Peattie (1992), and second titled “Green Marketing: Opportunity for Innovation” by Jacquelyn Ottoman (1993). According to these famous books, from an organizational perspective, environmental considerations should be combined into all aspects of marketing, especially in new product development and its communications to consumers and between all possible points.

Chaney (1996) examined decision-making process and found numerous reasons why green products continue to be niche goods. Selling only to committed ethical consumers without the aid of mainstream marketing techniques is one. Second, advertising that it is ineffective to attempt social engineering by working against consumer desires or lifestyles. However, as researcher we support the argument that such desires and lifestyles have reflexively developed as a result of advertising.

Grove, S.J. and Fisk, R.P. (1996) attempted to bring attention to exclusion of service industries from debate and discussions of green marketing practices. They very well explored why circumstances existed and arguments in supporting adoption of
environmental practices by services providers. Also they tried to identify contribution of service sector for the preservation of the environment, and their efforts resulted in a green services matrix.

Hawkins (1998), proposed contrast opinion, and explains that increased attention can be obtained through emotional content in advertisements, which is a critical initial step in the perception building. Marketer's emotional messages may be processed more thoroughly and remembered better as a result of increased alertness. Advertising green products using emotional content would be more successful and reasonable to implement. Advertising also works well when it tries to appeal to those values that drive consumer decision processes.

According to Hawkins (1998), the purchase and consumption of products and services is usually related to attempts for achieving or maintaining ideals with regards to either by the self or others. Some today's consumers may have an ideal self-concept towards environmentally friendly, but the actual self-concept may fall short of this ideal, with no significant change adoption towards a greener lifestyle. Therefore, companies and products that effectively create the image of concern for the environment are likely to be supported by these consumers. This also provides direction towards achieving their ideal self-concept.

Ottman (1998), stated that rational reasons are translated into emotional preferences. Thus, popular brands can shift consumer attitudes to additional sustainable consumption. For example as documented in literature that affective marketing churns passive green consumers to greener consumption. Prothero. A. (1998) introduced several papers focusing on green marketing in issue of 'Journal of Marketing Management' (1998). This also includes citation of the need to review existing literature on green marketing.

Kilbourne, W.E. & Beckman, S.C. (1998) traced the development from the early researches which focused principally on characterization of the "green" consumer, environmental consciousness conceptualization of consumers, environmentally related behavior's such as recycling of products, and positive attitudes towards solving environmental problems; pollution being the one most important.

Kilbourne (1998), discussed about failures of firms green marketing. Firms emerging from the current macro developments in marketing consider themselves in the category
of actual green marketing. Further, environment with holistic understanding and sustainability of business firms, considering such characteristics tries to reach beyond green paradigm limitations, but have not been able to cross green boundaries. In addition, Walker & Hanson (1998) discussed and highlighted environmental implications and imperatives associated with destination green marketing and made it distinct from those related to conventional product and services marketing.

Alston and Prince Roberts (1999), in their research, on new product development on relevance of environmental strategy found that many people were willing to emolument slightly higher for environmental improvement and protection.

Travis (2000), further supported it through branding works, and defines Branding is amongst valuable tool in this manipulation or forming of consumer attitudes. Brands strike the minds of consumer and are considered effective because they have an effect on affective domain.

Pooley and O'Connor (2000) argued that by only providing Information about an environmental issue does not necessarily nurture pro-environmental attitudes. Their research suggested that the affective domain is the key to environmental education. Likewise, green marketing has evolved over a long period of time.

According to Peattie (2001), evolution of green marketing has got three phases. First phase was termed as "Ecological" green marketing. During this phase, all marketing activities were apprehensive to help environment problems and find remedies for it. Second phase was "Environmental" green marketing and the focus shifted on clean and renewable technology that involved designing of new innovative products, which could take care of pollution and issues related to waste. Third phase was contemporary comprehensive "Sustainable" green marketing.

As per Ewing (2001), Social norms are an important persuader of ecologically responsible behavior. UNEP and UNESCO (2001), reports concluded in support. All consumers take decisions in social pressure, personal influence; family, culture, and present situation effects and people from young age are more open to change than older people.
Chen, C. (2001) developed a quality-based model for examining the strategic and policy issues, concerning product development with conflicting traditional and environmental attributes. Considering demand side problems, to structure the preferences of the ordinary and green customers conjoint analysis framework is use full. Product Optimal design theory with appropriate market segmentation were usually applied to analyze the producer's strategic decisions regarding offered products, prices introduced and qualities, on Supply side. The environmental standards analysis effects on the economic and environmental consequences of green product development are evaluated additionally on policy side.

Agyeman and Kollmuss (2002), did work on numerous analytical frameworks and identified exogenous and endogenous factors that encourage customers towards protective-environmental behavior and found factors which were conflicting and competing in nature with consumers in their daily decisions. Authors concluded that not a single conclusive model adequately explains the phenomena and gap exists between environmental knowledge awareness and protective-environmental behavior.

Rose (2002), argued that consumer philosophy and lifestyles have become interdependent in contemporary society. Manufacturing companies mention that they cannot influence consumers choice and decisions towards buying green products and services, but manufacturing companies can outline consumption patterns of the consumers through the products marketed and offered.

Pujari, Wright & Peattie (2003) reported the findings of their research project on environmental new product development with reference to manufacturer of Developed countries. The major contribution of the article is attempted to integrate new product development and environmental management philosophies, which will help to develop a theoretical framework & empirically test for environmental new product development and its performance.

Hoyer and MacInnis (2004) stated that, values and beliefs should be given sufficient consideration, during the examining influences which affect consumer purchasing decisions. Values are principally considered, which guides the formation of attitudes and gets converted in actions. That is, people's attitudes the "cognitive function" affect their thoughts and feelings "the affective function", and thus influence total behavior.
GREEN PRODUCT MARKETING STRATEGY: A STUDY

According to Ginsberg, & Bloom, (2004) green marketing has not been able to survive as per the hopes and dreams of numerous activists and managers. Although opinion polls regularly show that consumers would prefer to choose a green product over non-green products, when all other things are equal. But those are rarely equal in the minds of consumers.

According to Reser and Bentrupperbaumer (2005), values are enduring beliefs that a given behavior is desirable and includes valuing the natural environment. Further values affect people's beliefs, understanding and future, vision also, which then have influences on personal norms that lead to consumer's pro-environmental behaviors.

A study carried by Hirose & Ohtomo, (2007) revealed that environmentally conscious residents do not necessarily behave pro-environmentally. As discussed by Karp (1996) also, one of the conflicting factors is the dilemma raised by greater environmental protection that benefits everyone, and rational self-interest, often leading to environmental exploitation.

Peter Olson (2008), concluded in this study, due to the various explanations of “consumer behavior”, which also includes “overt consumer behavior” that means consumer's activities which can be analyzed by quantitative and qualitative methods. This implies, marketing strategies success, passes through not only changing consumer behavior, but also affects cognition. Simply, although a person likes a product, it can be possible that she/he does not purchase it for self-consumption.

One of green marketing's challenges today also is the lack of standards or public consensus about what constitutes "green" According to Joel Makower (2008), many consumers, old marketers, social activists, government regulators, and influential people has reduced the growth of green products due to lack of consensus. So also, many companies are habitually reluctant to green attributes promotions, and are skepticism was observed with consumers in their claims.

According to Ginsberg and Bloom (2004), Initial step is to gain rich understanding on green marketing consumer preferences. Whether the development of product having green attributes is better selling point to today’s target consumers. Various studies have showed that to know the target green market segment better, there is a need for appropriate individual consumer tendencies towards green marketing.
Jain and Kaur (2004) undertook a study of Indian consumer's attitudinal and behavioral analysis, regarding environmental awareness and issues. Survey results revealed that the environmental awareness, behavior and concern were real, but government officials are majorly important in protecting environment. Also, Green consumerism has played a catalytic role in ushering corporate environmentalism and making business firms, green marketing oriented in all the times. The people in India are willing to acquire relevant knowledge about green practices, and implement them in practices, but they hesitantly willing to play active role in motivating others people to do the same.

Meenakshi Handa (2006), whose work is focused on Green Marketing motivators, stated that the activist groups and the media play a major role in enhancing the environmental awareness and the consciousness of consumers in recent years. The awareness and environmental behavior of consumers across the countries, various educational levels, and diversified age and income groups, may differ, but worldwide environmental concerns are growing.

K. Suresh (2006), in his book titled 'Green Marketing' observed and wrote that, Indian marketers are going green in new product development, product modification and packaging due to numerous reasons like regulatory pressures from Indian government, Industry movement towards technological advancements and up gradation for economic reasons, present aware consumer movement, and emergence of niche segments in Indian markets.

Chaudhary, R., and Bhattacharya, V. (2007), in their article on “Clean Development Mechanism: Strategy for Economic Growth and Sustainability” stated that, The Clean Development Mechanism, a co-operative mechanism established under the “Kyoto protocol”, has enormous potential to assist developing countries like india in achieving sustainable developments. The same could be achieved by promoting environment friendly investment by governments and businesses from developed industrialized country. During this regime stringent policies are adopted by government for curbing carbon emissions. Clean Technology ventures would undertake greater importance, resulting more economic and financial investment interest within the sector.

Uberoi, (2007) in his book on Environmental Management states that the Government at the central and at the State level and their authorized agencies should become proactive to environment. The environmental problems cannot be addressed without
a sound proactive policy by the Government. Interference of the Government is required on enduring basis, drafting legislation and its one time implementation is insufficient. Indian corporate world after new economic reformation of liberalization and globalization has to increase its world trade share. One major impact of rising trades would be on environment and resources.

Polonsky and Alma (2008), in their revised edited book titled “Environmental Marketing-Strategies, Practice, Theory and Research”, discussed the role of marketing in improving and eliminating issues of our mother earth and its environment. Additionally in their proposed view, many economic activities are initiated by the marketing process that offers and stimulates consumption opportunities to satisfy human needs and wants. Further, critical role of marketing in development will be appreciated only through sustainable marketing, as it meets the needs of the present time, without compromising the ability of future generations to meet their own needs.

Nayer (2008), explained that a ingenious marketer is one who not only convinces their consumer, but also try to involve the consumer in marketing his product. Green Marketing should not be considered as just one more approach to marketing, but has to be pursued with much greater vigor, as it has an environmental and social dimension inclusion also. With the global warming threat evidences, it is extremely important that green marketing shall be taken as regulatory norm rather than an exception. Finally, industrial buyer’s suppliers and consumers at the end of chain, all of them, need to pressurize for minimizing the negative effects on the environment.

According to P. Pirakatheeswari (2009), Green Marketing is still in its infancy stage and researches are to be done on Green Marketing to fully explore its potential. Green Marketing should not neglect the economic aspect of marketing. Marketers need to understand and analyze the implications of green marketing. It is not correct to assume that customers are not concerned about environmental issues or will not pay a premium for products that are more eco-responsible. The marketer should find an opportunity to enhance its product’s performance and strengthen customer’s loyalty and command a higher price.

Research Carried out by Dr. Prity Pandey (2010), research focused on corporate sustainability which provides vital information for investors, including details of sustainability issue which company face, and its strategic approach of mitigating
environmental and social risk, in race of availing advantage of market opportunities. A growing number of investors explore corporate sustainability reporting for information that can shed light on company’s long term prospects.

Snehal Chincholkar (2010) concluded that ‘Go Green’ is the solution to ensure long term sustainability. To combat the changing environmental conditions, scarcity of resources and huge increasing population of India Green Marketing has become the need of the hour. Green initiatives are ways to sustain in the market, reduce the waste management cost, reduce the carbon foot prints and fulfill the corporate social responsibility. According to a study, people have shown keen interest towards green products and services, they are even ready to work on less pay if the organizations are working on social issues. Their productivity increases if they work in an eco-friendly environment.

Ubba Savita & Naresh Kumar (2010), compared characteristics of consumers on the basis of personal variables in Indian context. Their study revealed gender differences in carrying attitude and performed action towards environmental issues. Indian females have more favorable attitude towards the after use features of green product as compared to Indian males. Females try to dispose of the product in proper manner that reduce the harmful effect on natural environment.

Dr.R.Gopal (2010) addressing an ISES conference, mentioned that Green Marketing assumes even more importance and relevance in developing countries like India & Pakistan. The direction that business takes in India will have massive impact on the world. India is in a very unique position right now and could be a leader in green business, if it chooses to be. India will be an economic powerhouse, if Indian business leaders recognize the vast potential that green business has, and then decide to invest time, money, and effort, the world would only benefit.

According to Nayan Ranjan Sinha (2010) "Green Marketing" broadly refers to a marketing concept which is holistic in the production line, consumption and disposal of offered products and relevant services happen in a manner that it is less harmful to the environment, supporting growing awareness about its probable implications towards global warming. Sensitize marketers and consumers to the need for switching towards 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.
2.2 Postulates, Concepts & Theories in Green Marketing

2.2.1 The Vital of Sustainability

Article authored by David A. Lubin and Daniel C. Esty on Green Marketing highlights that sustainability is an emerging business megatrend, which profoundly affects company’s competitiveness and survival in Indian Scenario. To some extent it is positively predictable. Understanding Successful Green firm’s prior megatrends can help green Marketing Managers in crafting the strategies and systems to achieve advantages.

With increase in Global Environmental awareness, today consumers in many countries are seeking sustainable products and services to improve their sustainability at individual end. And therefore, across the globe thousands of Green Organizations are adopting strategic initiatives towards innovation in energy efficiency, renewable power, resource productivity, and pollution control, to achieve Green objectives to maximum extent, Quality is considered central element of strategy, instead tactical tool, and discarded cost versus fitness thoughts.

The information technology revolution technology break through has essentially altered business capabilities and redefined Green companies initiatives in India. The Green Market leaders evolved through four principal stages of value creation to Indian customers:

1. First, manager of Green marketing needs to focus on reduced cost, product & services, risks, waste and delivering proof-of-value.
2. Second, they should redesign selected products, processes, or business functions to optimize their performance according to Indian Condition.
3. Third, they should drove revenue growth by integrating innovative approaches into their core strategies.
4. Fourth, they should differentiate their value propositions through new business models that use these innovations to improve corporate culture, brand leadership, and other intangibles to secure durable competitive advantage.

Most of the Indian organizations are hoping to lead in the emerging sustainability wave. The idea that Pioneering sustainability should follow a multistage approach is already perceptible.
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In 2006, Esty and Andrew Winston described such utility strategy in *Green to Gold*. Since then framework was extended, particularly by Ram Nidumolu, C.K. Prahalad, and M.R. Rangaswami in their article highlighted that, companies which are pioneer in sustainability usually focuses on risk and cost reduction and with time build suitable strategies for increasing value creation, providing foundation for brand & culture.

Author has suggested following four stages of value creation.

- **Stage 1. Do the old things in new ways.**
- **Stage 2. Do the new things in new ways.**
- **Stage 3. Transform existing core business.**
- **Stage 4. Turning towards new business model creation and differentiation.**

Most current methods that Indian organizations use to track or project sustainability impacts generate inconsistent, incomplete, and imprecise data to encompass the specialized requirements of environmental sustainability in India. Once firms have a solid base of analytical data of Indian conditions, they will be in a position to develop distinctive sustainability strategies for Indian Customers.

For example, Fujitsu, employs a performance assessment score card, known as “cost green index” which assesses the potential cost, productivity, and environmental impacts of eco-efficiency initiatives across the organization.

Likewise, 3M, a long time quality leader, is now applying lean Six Sigma methodologies originally intended at improving operational efficiency and product quality for imposing direct reductions in energy uses in factory, waste, and greenhouse gas emissions in the environment.

Wal-Mart in year 2006 has pursued this approach, CEO, Lee Scott launched Sustainability 360, establishing explicit goals to purchase 100% renewable energy, create zero waste, slash greenhouse gas emissions, and sell “products that sustain our resources and the environment.”
2.2.2 Manifesto of Green Marketing

Author John Grant in his renowned book Green Marketing Manifesto, considering basis of the latest indication of global climate emergency, describes climate change is characterized by extreme scale and urgency. Expressions are doing the rounds today; on the supply side every company needs to significantly reduce its impacts in manufacturing, distribution, raw materials, energy use and so on. If companies do not adopt adequate measures, they will be left behind by regulation and hardening customer demands. Under his book he focused on eighteen strategies could be beneficial to companies for proceeding to green marketing. Simplified view reduces these to four options in a two-by-two grid presented below (Exhibit: 02)

This viewpoint suggests four dimensions in shown in four quadrants in the above mentioned diagram. This could be explained in simple ways.

1. **Today’s Green Brands:** A green brand is one that offers a significant eco-advantage over the incumbents and which appeals to those who are willing to making green a high priority. Today the majority of successful green brands are either based on: an alternative technology; or a company which runs on green principles.

2. **Setting new standards in the industry:** Setting new standards according to vision and understanding of people often think of as sustainability marketing. The point of setting new standards is to set an example and hence lead the rest of industry in that particular direction.

3. **All doing our small efforts:** The modern trend in marketing and media is from one way centralized messages and activities (advertising campaign) to activities that are more open and conversational in involving people with the brand and
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increasingly with each other. Most suitable example here is Amazon. It success is founded upon the millions of reviews which people provide for each other people.

4. **Networked resource systems:** Networked resource systems are hopes for improvement in today’s world. In last decades, the gigantic development of business has been possible through new network computing efficiencies and architecture.

Sustainability modifies everything. Key ideas in green economics develop and adopt suitable product service systems. In other view, simply need to ignore current mess and focus on low carbon economy. For individual companies this is a simple matter of ensuring survivability and can even thrive after a paradigm shift towards green.

### 2.2.3 Growing Greener

Gregory Unruh and Richard Ettenson under their article “Growing Green” suggest three smart paths to developing Sustainable Products. Study suggests, however, for many organizations, the best approach to achieving green growth is not always clear. The article helps to determine the best path and developing green products whose executives believe in green growth.

Example: Like Survey by IBM explored that two-thirds of executives see sustainability as a revenue driver for their company, and half amongst them, expect green initiatives to confer competitive advantages all the time.

Such dramatic shift in decision makers mind and corporate practices over the past few decades reflects an increasing awareness that environmental responsibility can be a platform for both growth and differentiation.
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Further, authors discovered three possible paths which could be incorporated in green growth, both in marketing and strategic initiatives.

1. **Accentuate by firms**: An Accentuate strategy involves playing up existing or latent green attributes in your current portfolio which is most straightforward to craft and implement.

   ✓ Latent example, Arm & Hammer's managers emphasized its green credentials, positioning the brand as “first alternative environmentally workable for cleaning and de-odorizing” and “committed to the environment since year 1846.”

2. **Acquire whatever possible in green**: Another good alternative is to acquire by buying someone else green brand.

   ✓ After year 2000, many high profile green acquisition have executed like Body Shop by Oréal, by Unilever, and Tom’s of Maine by Colgate-Palmolive to name a few. This has achieved significant sales in county. Managers who seek another company’s green assets should be focused on two considerations: Culture and strategic fit for their company.

3. **Architect**: Firms with innovation history and considerably new-product-development assets, architecting green offerings, structuring them from beginning. Although this effort for architecting new product can be slower and more expensive than accentuating or acquiring. This may be the best strategy for many companies because it forces them to build valuable competencies for future in any market.

Clear understanding of above three suggested paths can lead to green growth. Green companies managers can begin to draw strategy layout that suits company’s objectives in their business context. This should be initiated by evaluating suggested options:-

1. **Internal Feasibility**: Firms need to do preliminary assessment on two dimensions: green attributes of their existing products and brands, and firms green product and brand development capabilities.

2. **Desirability of consumer**: Firms managers assess the strategic fit of each option with the company’s objectives and the resources can be arranged for green initiative.

3. **Implementation in markets**: Companies need to match their green strategy with their existing product portfolio and devote or build up the resources and
2.2.4 Addition of Green Values

Authors, Patrick Hartmann and Vanessa Apaolaza (2006) in their article “Green Value Added” discussed about radical view of “Green Marketing” and its place in society, stated that the key challenges were observed for green marketers in the past and will be more so in the future. To strengthen individual’s consumer’ perception of the individual benefits to be gained from “going green” could be adding more and stronger emotional values to green brands. According to authors, Green Marketing research should lengthen its exploration to the emotional human’s motivations and benefits linked with environmentally responsible consumption behavior (Polonsky and Mintu-Wimsatt, 1995). Over the time, could forms be the basis of a potentially valuable toolkit for those managers involved in marketing, planning and communication strategies for green products and services.

Green Marketing Revisiting domain, the earliest publications on green consumer behavior as an important issue of importance to many marketing planners appeared around earlys 1970. (Kassarjian, 1971; Kinnear, 1974; Coddington, 1993). After a pause in Green Marketing interest, there was a boom in research during the 1990s, yielding several publications on environmental attitudes and their influences. Which include a specific concern with the impact of marketing variables. (Meffert and Kirchgeorg, 1993)

For example, with the start of a new millennium, the earlier flow of research seems to have been reduced to a dribble environmentally conscious purchase decisions, energy saving consumption decisions or domestic recycling practices And researchers findings regarding the effect of attitudes on planned or actual behavior have often been contradictory, inconclusive or both.

Writers on green marketing typically emphasize, the efficiency of cognitive persuasion strategies with their offerings, assuming the consumer’s high involvement regarding environmental issues and consequence of a increasing environmental consciousness and thus consequently delivering detailed information to consumers about the environmental
credentials of a product or service, or the consequences of supported forms of behavior are considered best strategy.

Several studies have shown emotional benefits of green purchasing behavior, which consumer’s notice due to the environmental performance of their energy provider. For green power customers, their objective might either be to make sure that their money does not support unsustainable energy sources or to contribute to climate protection and growth of renewable energy in their personal choice (Bilharz and Wustenhagen, 2006).

Marketing strategists by firms might resort to increase the perceived value of environmentally friendly products. Extending the previously noted proposition “one with nature” considered as universal human desire, suggest another approach to emotional benefits in Green Marketing. (Kals., 1999). Spanish green energy brand Iberdrola Energia Verde and the British conventional energy supplier BP both demonstrate the potential usefulness of the strategy.

Thus it could be argued that, green brands can induce positive emotions in certain target groups by simply informing on environmentally sound product attributes. Strategists can create green product brands, maintain them by association with the imagery of nature, and thereby benefit from the evoked emotional responses.

Finally, Green Marketing still has a long road to travel in both research and practice. In Indian context, Green purchasing is central to this futuristic societal transformation. Probably one of the most critical issues in Green Marketing is the reduced individual benefit perceived by most consumers. Thus, the challenge for green marketers has so far been to increase the perception of individual benefits by adding emotional value to green brands, and will be even more so in the future.
2.2.5 Theories

Ken Peattie & Andrew Crane (2005) made an excellent attempt to review the history of "Green Marketing" to understand the contribution of marketing discipline towards greater sustainability. Under their study, they adopted the chronological approach and examined elements of green marketing theory and practices over last fifteen years.

Adopting a logical approach they pointed a classic paper of year 1985 "Has marketing failed, or was it really tried". Further in their study they highlighted on "Green Marketing – Guises and Disguises" related to green marketing. The literature review paper from King (1985), which highlighted the possible reasons for failures in marketing in practice were often due to the existence of "false marketing", the manifestations of which he categorised as "thrust marketing", "marketing department marketing", "accountant’s marketing" and "formula marketing".

Kings (1985) suggested that many companies called “marketing” was not really doing activities of marketing at all. To understand the principles and philosophy of marketing sense, King’s categories exemplify several critical issues that have also determined the development of green marketing which are as follows:

- Firms marketing and Sales orientation as a highly sales-based approach in various markets,
- Compartmentalism is due to missing of integration between various functions, and, holistic approach to green marketing,
- Finance orientation characterized by a fascination with short-term profitability and limited concern for long-term brand building,
- Conservatism through emphasized control, risk aversion, and the use of tried-and-tested recipes for success.

Further Ken Peattie & Andrew Crane (2005) notified in their study about five routes to failure reviewing King’s analysis. It appears clear that many problems that hampered the development of effective mainstream marketing in the past have returned to hamper the development of green marketing today as well. These problems have contributed to the emergence of five failed manifestations of green marketing. These are: 1) Firms green spinning, 2) Firms green selling, 3) Firms green harvesting in related field, 4) Enviropreneur marketing and compliance marketing in market.
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Additionally, Ken Peattie & Andrew Crane (2005) tried to answer "A mystery: why has progress been so difficult!" In their view, first flourish of green marketing activity, marketing scholars during 1990s began to move elsewhere from original green marketing agendas and motives and their focus on the pursuit of environmentally-based, firm’s competitive advantage.

According to Peattie, (1995); Van Dam and Apeldoorn, (1996), Ideas about what might constitute sustainable marketing began to emerge, which indicates that more substantive progress will require a number of desired elements of marketing thought and practice to be reshaped, including: 1) A redefinition of the “product”, 2) A willingness to change markets 3) An emphasis on benefits from product use. 4) Marketing communication that aims to inform rather than just impress. 5) A focus beyond current consumer needs. 6) A willingness to manage demand and expectation, 6) an emphasis on cost instead of price, and taking more responsibility.

Finally conclusive discussion provides significant help to understand the story of the evolution of Green Marketing. Undoubtedly highlighted elements had shown tragedy as how the opportunities to make substantive progress towards sustainability have been squandered because of the improper focus of “Green Marketing” activity. Majority of firm’s orientations have centered on production, product selling, costs, government legislation and personal relation with customers, whereas the need of customer has commonly been of insignificant interest.

Moreover, firms have grouped Green Marketing rather than focusing and developing a holistic perspective that encircle all aspects of the green product, and the suitable means of production in manufacturing plants, consumer’s patterns of consumption, and waste disposal in natural environment. Over the time, Green Marketing has also developed its own tradition, and when trying to improve greener strategies within the firms, legends thrive about the difficulties impersonated by customers in markets, received opinion by colleagues in firms, and developed corporate cultures. The practical implementation of Green Marketing is generally based on the assumption that greening was only customer’s demands, its marketer’s duty to follow their prime objectives, and remaining employees of the firm would be in support to marketers.
In the words of Ken Peattie & Andrew Crane (2005), sustainability addressing is a serious issue, but moments have been noticed, particularly in terms of early green marketing claims. Consequently green marketers find themselves confronted with several dilemmas. They can pursue radical change and try to be more legitimately sustainable, by internalizing the environmental costs involved in production form organizations. Green marketing should therefore not be written off as a prophecy unfulfilled, but recognized as one whose time has not yet come. The longer we take to address the issue, and to make progress towards more sustainable marketing, the greater the disruption and effort will be. The sooner substantive progress is made, the more likely the story will be to have a happy ending.

Theory 2
Shruti Gupta & Denise T. Ogden (2009) presented, perspective on green buying investigates the above attitude-behavior dilemma in green buying. They predicted and argued that the attitude-behavior gap in environmental consumerism exists because it presents a social dilemma to the consumers. They founded a small subset of consumers who were “true believers” in environmental protection and conservation, the personal importance of the environmental issue was likely to ensure unconditional participation. Their research pulls attention on social dilemma as well as reference group theories to investigate the determinants of and the mechanisms to explain the rationale behind the attitude-behavior gap, which pertains to a specific environmental issue and energy conservation in current time.

Study investigated between independent variables- the social value orientation, trust, in group identity, expectation of others, cooperation, perceived efficacy, Perception of substitutability, product preference, and attitude as discriminating factors between dependent variable - green and non-green buyers. Research was supported by empirical analysis done on data received through 321 respondents. Study highlighted descriptive statistics, correlation coefficients and Univariate F-statistical calculations. Results from their study reveal that several characteristics of the individual; trust, in-group identity, expectation of others, cooperation and perceived efficacy were significant in differentiating between “non-green” and “green” buyers. Only one of the variables – social value orientation of the individual – was ineffective in discriminating between the two groups. Thus success of green products is contingent on consumers’ tendency to
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cooperate rather than to defect. It is very important for green marketers to understand which individual factors encourage cooperation. Author’s study findings, will significantly help for developing suitable marketing strategy which persuades consumers to seek for the value of collective gain over self-interests.

Theory 3

Togas W. S. Panjaitan, & I Nyoman Sutapa (2010) under their case study, suggested, a key driving force in life is to accumulate wealth and then spend it, taking full advantage of all the goods and services available.

A fully green lifestyle involves ethical choices over a broad range of behaviors. The human lifestyle that is not concerned about environment can be influenced by technology development. Green lifestyle became familiar and well accepted in developed countries than in developing countries.

Based on Engel, A consumer behavior is an action that is directly involved to get things, consumptions, and to use those things (product or services), including decision process before and follow that decision. (Deswindi, and Leli, 2007).

Green Marketing involves the marketing response to the design, production, packaging, use and disposal of products. (Marc Lampe and Gregory M. Gazda 1995).

Green Marketing has grown and changed dramatically in the past few decades. It began as an effort by marketers and managers to label their products as “recyclable” or “environmentally friendly,” and over the years, has come to encompass much more. (Tracey Groth, 1998).
The green product has some factors which represent a decision of someone to buy, consume, and recycle the goods which are not used. Most people are buying goods without putting green as a consideration.

**Theory 4**

**Yang Zhang and Liwen Chen (2011)** in their research suggest that, resource conserving and environmentally friendly society is one of strategic tasks and the inexorable trend of the national economy and society's medium and long-term plans, the core of which lies in innovation.

17th Communist Party of China (CPC) National Congress, on theme “Constructing the resource-conserving and environmentally friendly society” refers to whole society's economic development and lies on the basis of conserving the available resources to attain maximum economic profit by using least resources and aims to make people enjoy the best beatitude and to achieve the win-win economic pattern between human beings and the nature.

Initially, Chinese ancient plain ecological economy, Karl Marx and Frederich Engels, proposed idea of ecological economy system like modern economics, environment economy, western economy and the sustainable development theory of building the two-oriented society. Such theories had provided profound theoretical basis and scientific evidence for the development of green marketing innovation.

To accelerate the company’s green marketing innovation, the positive motivation includes dynamics like motivation of the company, market demand, market competition, government encouragement, new technology and microenvironment. And in negative motivation includes consumer’s lack of motivation, hostile competition of competitors, fluctuating government policies and lack of power of environmental protection.

Following (Exhibit: 05) is the motivation model of green marketing innovation under the two-oriented society.
The above model suggested by Yang Zhang and Liwen Chen, (2011) regime in the form of vehicle is heading forward means that organization is trying to developing the green marketing innovation. For green marketing innovation, all the external motivations and internal motivations are most important factor for the vehicle to move forward and tackle problems.

For any green oriented organization it must set up the green marketing concepts, foster green corporation culture, establish green technology innovation system, apply green marketing complexion strategy, implement green management, build up green brand image, and pay attention to green marketing innovation, try to break down the green trade barriers by using high quality green products and services, to protect and increase the global market participation.

In the words of author, Innovation motivation is the prevailing guarantee of the organizations innovation.