



Available Online at www.hithaldia.in/locate/ECCN
All Rights Reserved

ORIGINAL CONTRIBUTION

GREEN MARKETING: CHALLENGES AND STRATEGY IN THE CURRENT CHANGING INDIAN SCENARIO

Akash Bhattacharya

Research Scholars, School of Management Studies, JIS University

Email Id-akashbhatta@gmail.com

(Received Date: 22nd May, 2016; ; Revised Date: 20th June, 2016; Acceptance Date: 15th July, 2016)

ABSTRACT

The paper examines the notion of 'green marketing' and the challenges which are associated with different aspects of green marketing in the present scenario. It also includes the strategies which are to be employed, so that the green marketing can be expedited and pave the way to make the 'green products' more 'ecological viable' as well as economical viable for the consumers belong to different hierarchy. It also attempts to capture some of these initiatives in India, which may provide ideas for other companies in both developing and developed markets and evaluates the challenges and strategies faced by the Indian companies and their concern for green marketing to tackle social and environmental problem using innovative solutions.

KEYWORDS— Environmental Issues, Green Marketing, Product Process System, Sustainable Development

1. INTRODUCTION

The term Green Marketing came in the late 1980s and early 1990s, began in Europe in the early 1980s when certain products were found to be harmful to the environment and society as a whole. Consequently new types of products were created, called "Green product" that would cause less damage to the environment. In those days the environmental problems seem to concern all active citizens, enterprises and institutions all over the world much more than thirty years ago. International researches show that the consumers worry more about the environment and change gradually their behavior. The term "Green marketing" refers to the planning, development and promotion of products or services that satisfy the needs of consumers for quality, output, accessible prices and service, without however a negative effect on the environment, with regard to the use of raw material, the consumption of energy etc.

According to the American Marketing Association, green marketing is the marketing of products that are presumed to be environmentally safe. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising. Other similar terms used are Environmental Marketing and Ecological Marketing. Thus "Green Marketing" refers to 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., both marketers and consumers are becoming 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. Elkington (1994: 93) defines green consumer as one who avoids products that are likely to endanger the health of the consumer or others; cause significant damage to the environment during manufacture, use or disposal; consume a disproportionate amount of energy; cause unnecessary waste; use materials derived from threatened species or environments; involve unnecessary use of, or cruelty to animals; adversely affect other countries.

According to Peattee (2001), the evolution of green marketing can be divided into three phases; first phase was termed as "Ecological" green marketing, to help solve the environment problems through remedies. Second phase was 'Environmental" Green Marketing with focus on clean technology that involved designing of innovative new products, when take care of pollution and waste issues. Third phase was "Sustainable" where it becomes essential for companies to produce environment friendly products as the awareness for such products in on the rise as customers are demanding eco-friendly products and technologies. In this context, Narayan LakhmiVermuri (2008) has discussed multifaceted views on 'Green Marketing' 'its new hopes and challenges in the current scenario. The authors have tried to establish the 'cause-effect relationships' of 'Green Marketing' at a global level. As 'The Times' reported. As the authors comment that the air pollution damages to people, crops and wild life in U.S total tens of billions each year. The authors examine the 'Marketing mix' of 'Green Marketing' too. Commenting the 'Green Marketing' the authors have highlighted the reasons of venturing the 'Green-Marketing' the reasons are opportunity, social responsibility, government pressure and competitive pressure. They mention some of problematic areas of 'Green Marketing' too.

AsceemPrakash (2002) has tried to co-relate the phenomenon of 'Green -Marketing' with public policy and managerial strategy to get some of desired results of 'Ecological Viability' at the 'cost-effective' rates of 'eco-friendly' products.

He discusses the 'Green-Marketing' as 'Supreme greening products' as well as 'greening firms.' In addition to manipulating the 4Ps (Product, price, place and promotion) of the traditional marketing mix, it requires careful understanding of public policy processes. This paper focuses primarily on promoting products by employing claims about their environmental attributes or about firms that manufacturer and/or sells them. Secondly, it focuses on product and pricing issues.

2. LITERATURE REVIEW

Various Indian and foreign authors have put forwarded a rich literature on green marketing. The review of literature indicate that the various authors have been highlighted the Green Marketing and its associated problems, strategies and challenges from local to world level. By reviewing multiple literature, it examine the issues such as what needs to be greened (product, system products and how firm should think about information disclosure strategies on environmental claims. Toby M. Smith (1998) have examined the myth of 'Green Marketing' by giving his analytical views on the notion 'Green Marketing' meaning thereby, the situation, when the influencing factors which has led to some of 'fallacious views' on the concept of 'Green Marketing' in this context, Martin Charter and Michal Jay Polonsky (1999) have put forwarded the analytical view point on 'Global perspective' on 'Green marketing practices' in the changing scenario. They have mentioned some of feasible points which operate behind the process of 'Green Marketing' in the present changing scenario. Similarly, Speer Tibbett (1977) has highlighted some of factors which affect the growth and development of 'Green Marketing' since 1970s period, initiated by some of manufacturers and market researchers of this period. It was the "take off stage" and subsequently the notion of 'Green marketing' caught momentum. Same factors have by highlighted by John Grant (1977) who has presented this notion in the form of his 'manifesto' among his contemporaries. In the recent past Am in Asadsllahi (2011) has discussed the role of green marketing in the recycling of electronics waste. In his PhD Thesis

he has carried out a study on the waste computers and handsets (mobiles) in Iran. On the basis of his case study, he has drawn some of vital inferences from the recycling of this 'electronic waste' which has been proved conducive to keep the environment 'eco-friendly and boosted the esteem of 'Green marketing of their electronics products. In this context, Jacquelyn Atunities for innovation for green marketing, which provides an enlightening look at the importance for the environmental perceptions to market place consumers? It requires an investment, so that the environment pays solid divided in improved customer loyalty. Amitabha Ghosh (2008) has examined the strategies in Green Marketing Ghosh highlights the history, growth and challenges of Green Marketing in India and abroad. He also mentions some of innovative techniques of regulation on corporate environmental planning at various levels. Other coverage of this book on green marketing are integration of environmental Management, price premiums hold on as US organic produce market expands, retailing of organic products, challenges and opportunities, India's New approach on the trade of environmental goods and services etc. Suresh K (2006) has discussed the conceptual framework of Green Market green product design, supplier environmental management green food claims, the Indian scenario of green marketing attitudinal and behavioral analysis of Indian consumers of green marketing and other related to pics. Ottman, J.A. (1993) has made an analytical study on Green marketing which major challenges faced by the green marketing. It also covers the internal and external opportunities which could be helpful to expedite the expansion of green marketing. Similarly, Porter, M.E., Vander Linde (1995) have highlighted the competitive features of green marketing of various products in the world. He also mentions some of limitations of green marketing of various products and services in the world market.

3. CONCEPTUAL FRAMEWORK

According to the American Marketing Association, green marketing is the marketing of product that are presumed to be environmentally

safe. Thus green marketing in corporate a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising. It is a complex combination which includes varying social, environmental and retail definitions attached to this term. Thus "Green Marketing" refers to holistic marketing concept wherein the production, marketing consumption that is detrimental to the environment with growing awareness about the implication of global warming, non-biodegradable solid waste, harmful pollutants etc.

NECESSITY OF GREEN MARKETING:

Growing/deteriorating environment due to air and water pollution which has given rise to pernicious effects on people, crops and wildlife in the developed as well as developing countries of the world. More than 12 other studies in the US, Brazil, Europe, Mexico, South Korea and Taiwan have tried to correlate between air pollutants and low birth weight premature birth still birth and infant death." As resources are limited and human wants are unlimited, that is why, it's an imperative to make a judicious use of resources available, as well as to achieve the desired objectives of organization. So green marketing is quite inevitable, so that may make the best use of available natural and man-made resources. Growing interests among the consumers all over the world, regarding protection of environment which tends to establish a reciprocal relationship between man and environment. As a result, green marketing notion has been given a third dimension to man and environment relationship. It includes sustainability and socially responsible products and services, rendered for human being, living on this earth. That is why green marketing has been widely adopted by the firms would wide and the following are the reason for widely adoption of this conception. There are basically five reasons for which a marketer should go for to adoption of green marketing-

1. Opportunities or Competitive advantage
2. Corporate social responsibility (CSR)
3. Government pressure

4. Competitive pressure
5. Cost or Profit issues

OBJECTIVES OF GREEN MARKETING:

The Green Marketing is aimed at following objective.

1. Eliminate the concept of waste;
2. Reinvent the concept of product;
3. Make environmentalism profitable;
4. Bringing out product modification;
5. Changing in production processes;
6. Packaging changes;
7. Modifying advertising.

GREEN MARKETING: GLOBAL SCENARIO

According to Paul Stoneman, financial incentives are necessary if the market for green products is to improve and grow. According to Mintel's report, 66% of consumers in United States do not buy green products because of high cost, while 34% say there is lack of availability of green products in the market. This shows the huge potential for untapped market and customer demand and requirement for eco-friendly products which the companies can exploit for capturing the market share and thereby enhancing the profitability and sustainability of the organization in the global competitive scenario. Most of Global Companies have taken up several initiatives that help to protect the environment including greenhouse gas reduction, renewable energy and noise reduction, recycling and using alternative fuels in its own transportation fleet for increasing their accountability towards the environment and the society as a whole.

GREEN MARKETING: INDIAN SCENARIO

The subject of green marketing is vast, having important implications for business strategy and public policy. Clearly, green marketing is part and parcel of the overall corporate strategy (Menon and Menon, 1997). Green marketing also ties closely with issues of industrial ecology

and environmental sustainability such as extended producers liability, life-cycle analysis, material use and resource flows, and eco-efficiency.

A survey conducted by BT- AC Nielsen ORG-MARG, ranked Oil and Natural Gas Company (ONGC) the greenest company in India followed by Reliance Industries. BPCL, Castrol India and HPCL are other companies in this sector that were rated green companies in the survey.

India's software companies are considered green companies. India is a world leader in green IT potential, according to a recent released global enterprise survey conducted by Green Factor. HCL is duty bound to manufacture environmentally responsible products and comply with environment management processes right from the time products are sourced, manufactured, bought by customers, recovered at their end-of-life and recycled. Apple, HP, Microsoft, IBM, Intel, Sony and Dell, HCL have a comprehensive policy designed to drive its environment management program ensuring sustainable development.

Johnson and Johnson Ltd., Chillibreeze, IBM, LG Electronics, PNB, Tata Motors and Hero Honda Motors are some of the other green companies in India. The private sector companies were in a majority (13 out of 20) in the list of Top 20 greenest companies in India.

As per study about 25% of the Indian consumers in India consider environment friendly products to be safe for nature, 28% are concerned with safety to human health and happiness and protective to nature. With above figures, it can be assumed that firms which are marketing or thinking to market goods with environmental characteristics will have a competitive advantage over firms which are marketing non-environmentally responsible alternatives.

GREENERY OF GREEN MARKETING

The green marketing has evolved over a period of time. According to the American Marketing Association, the concept becoming sustainable and has gone from an afterthought to top priority for many companies. Businesses that are proven to be sustainable are the ones that people will

respond to and not those that are simply promoting themselves as green. The importance of green business will directly impact the world and the environment, green business in India could quite literally alter the ecology in future. India's economic growth rate has been incredible, and will continue to be incredible for many years to come. Today's Companies try to develop new and improved products and services with environment inputs in mind and give themselves access to new markets, increase their profit sustainability and enjoy a competitive advantage over the companies which are not concerned for the environment.

Some of the advantages of green marketing are;

- It ensures sustained long-term growth along with profitability.
- It saves money in the long run, though initially the cost is more.
- It helps companies market their products and services keeping the environment aspects in mind. It helps in accessing the new markets and enjoying competitive advantage.
- Most of the employees also feel proud and responsible to be working for an environmentally responsible company.

Today's consumers are becoming more and more conscious about the environment and are also becoming socially responsible. Therefore, more companies are responsible to consumer's aspirations for environmentally less damaging or neutral products. In connection with green concept, "It's more than changing your logo from blue to green," Tuerff says, acknowledging a far more environmentally savvy consumer base.

REASONS TO BE GREEN

Most of the companies are venturing into green marketing because of the following reasons:

Opportunity: In India, around 25% of the consumers prefer environmental-friendly products, and around 28% may be considered healthy conscious. The Surf Excel detergent which saves water (advertised with the message—"do bucket paanirozbachana") and the energy-saving LG consumers durables are examples of green marketing.

Social-Responsibility: Many companies have started realizing that they must behave in an environment-friendly fashion. The HSBC became the world's first bank to go carbon-neutral. Coca-Cola and Walt Disney World in Florida, US, have an extensive waste management program and infrastructure in place.

Governmental-Pressure: The Indian government too has developed a framework of legislations to reduce the production of harmful goods and by products to protect consumers and the society at large. For example, the ban of plastic bags in Mumbai, prohibition of smoking in public areas, etc.

Competitive-Pressure: Many companies take up green marketing to maintain their competitive edge. The green marketing initiatives by niche companies such as Body Shop and Green & Black have prompted many mainline competitors to follow suit.

Cost-Reduction: Reduction of harmful waste may lead to substantial cost savings. For example, the fly ash generated by thermal power plants, which would otherwise contributed to a gigantic quantum of solid waste, is used to manufacture fly ash bricks for construction purposes.

CHALLENGES IN GREEN MARKETING:

There is sizable numerical strength of organizations which would like to turn green, as an increasing number of consumers' want to associate themselves with environment-friendly products. There is wide spread confusion among the consumers regarding products. In particular, where one often finds erosion of creditability of green product. Therefore, to ensure consumer confidence, marketers of green products need to be much more transparent and refrain from breaching any law or standards relating to products or business practices. There is large number of challenges in the field of green marketing which may be sum up as follows:

Need for Standardization Of The Products: It has been observed that very less proportionate of the marketing message from "Green" campaigns is true to requisite standard and reflect the authenticity which they claim. There is no 'yard

stick' currently, from where we could certify that the product as organic. Until or unless some of regularly bodies are involved in providing the certifications, which can be proved helpful to verify the authenticity of the product's characteristics. A standard quality control board needs to be in place for such labeling and licensing.

New Notion: The consumers of different rural and urban hierarchy are gradually becoming aware of the merits of green products. But it is still new notion or concept for the masses. It is therefore, become imperative to educate the people about growing menace of deteriorating environment. The new green movements and advocacy programs need to reach the masses and that will be a time consuming process. Indian aurvedic heritage can help to boost up the green marketing for beauty products. Indian consumers have an extensive exposure to healthy living life style such as yoga and natural food taking habits; can be helpful to make out the concept of green marketing thoroughly.

Long Gestation Period Require Patience Perseverance: It has been observed that the inventors and corporate need to view the environment as a long-term investment opportunity. It is because of the projects related to 'Green Marketing' have a long-gestation period. It require a lot of patience to get the desired results.

Avoiding Green Myopia: The first principle of green -marketing is focusing the customer benefits. i.e that is why consumers buy particular goods and services in their first priority. Is it a right approach and motivate the customers to buy particular brands or even pay a premium for a 'greener' surrogate products. It will be futile practice, if a product is produced which is absolutely green in various aspects but does not hold good upon the satisfactory criteria of the customers, and it will lead to 'green myopia'. If green product not economical viable, as a result, it will reduce the market acceptability.

Other challenges, associated with 'Green Marketing' are green products which require renewable and recyclable material at the cost effective. It require a modern technology which

again huge cost in Research and Development. In order to inculcate the 'Concept of Green Marketing' in to the masses, it requires a systematic advocacy and campaigning programs, so that the people may be ready to pay a premium for green products.

Challenges Ahead

- Green products require renewable and recyclable material, which is costly.
- Requires a technology, which requires huge investment in R & D.
- Water treatment technology, which is too costly.
- Majority of the people are not aware of green products and their uses.
- Majority of the consumers are not willing to pay a premium for green products.
- Lack of credibility or trust by consumers and end-users
- Confusion regarding green or sustainable product claims
- Reputational risk from "misleading claims"
- Liability risk from "green washing" under FTC Green Guides
- Beard offered four steps to avoid claims and possible legal charges of green washing;
- Pick the products or services you promote on green grounds with care
- Be specific with word choices (focus on the specifics rather than the broad)
- Be specific about what part of your product or packaging is green
- Substantiate, substantiate, substantiate -- always back up your claims

STRATEGIES TO BE EXECUTED FOR GREEN MARKETING

In order to expand the market of green products it requires some of strategies which can be conducive to boost up the market of the green products. Those strategies can be implemented as follows:

1. Product Differentiation: It is a paramount need to make continuous efforts which can be helpful to differentiate then

products and services using green marketing practices. There is a wide range of markets which includes retailing etc. the manufactures have used eco-performance to differentiate and to compete. It has been observed that the product with poor eco-performance can become target for new substitution, as a result of this many organization are products from the competitors.

2. Value Positioning of Consumer: The organization can design environmental products to perform as promoting and delivering the customer's desired value of environmental products and target relevant customer market segment can be proved conducive to organization to differentiate.

3. Designing of Bio-Degrading Prone Packaging: It has been observed that promotion of green products have been strongly influenced by the design making of the customers. Thus

it indicates that bio-degradable packing will affect in a strong and moderate on their decision making. It is therefore, an imperative to the personnel's associated with green marketing should modify the product packaging by making use of recycle as well as handmade paper in packaging rather than using more mechanized material. The manufacturers, who are using plastic for packaging, should meet some of requisite standard.

4. Product Strategy for Green Marketing: In order to promote marketing for green marketing it is an urgent need to identify customer's environmental necessities and develop the products accordingly. It includes more environmentally responsible packages which ensure that products meet or exceed the quality expectation of the consumers; so that the marketers may charge higher price with highlighting the eco-logical viability of the products.

5. Distribution Strategy of Green Marketing:

In this strategy of green marketing, it is very essential to take customer support. In this case, the location must be differentiated form the competitors. It can be achieved by promoting the in-store activities like recycling of materials to

focusing the environmental and other related benefits.

6. Life Cycle Analysis of Green Marketing: Product brand is a vital aspect, which can help to formulate plans for green marketing. It is a best tool for performing life cycle analysis complex assessment which can make available the vital statistics on social, environmental and economic impact of products through the supply chain production process and after the purchase. Life cycle analysis can inform a brand requirement to go before it claims to be sustainable. The consumers do not expect perfection when it shapes to sustainability but they would like to see that brands make out the levels of probe, formulate a plan and in the executing process.

Green Marketing and Customer Satisfaction:

Three ways to keep the customers satisfied as before or even more while adopting Green Marketing Strategies. In other words let's have look at the strategies for avoiding "Green Marketing Myopia".

1. Consumer value positioning

- To design environmental friendly products to perform.
- To promote and deliver the consumer desired value of environmental products and target relevant consumer market segments (such as market health benefits among health-conscious consumers).
- To broaden mainstream appeal by bundling (or adding) consumer desired value into environmental products (such as fixed pricing for subscribers of renewable energy).

2. Calibration of consumer Knowledge

- Educating consumers with marketing messages that connect environmental products attributes with desired consumers' value (e.g. "pesticide free product is healthier", "energy-efficiency saves money", or "solar power is convenient").

To frame environmental product attributes as "solutions" for consumer needs (e.g. "rechargeable batteries offer longer performance").

- Creating educational internet sites about environmental product's desired consumer value (e.g. Tide cold water's interactive website allows visitors to calculate their likely annual money savings based on their laundry habits, utility source [gas or electricity], and zip code location).

3. Credibility of product claims

- Employing environmental product and consumer benefit claims that are specific, meaningful, unpretentious, and qualified (i.e. compared with comparable alternatives or likely usage scenarios).
- To procure product endorsements or eco-certifications from trustworthy third parties, and educate consumers about the meaning behind those endorsements and eco-certifications.
- Encouraging consumer evangelism via consumers' social and internet communication networks with compelling, interesting, and/or entertaining information about environmental products (e.g. Tide's "coldwater challenge" website includes a map of the United States so visitors could track and watch their personal influence spread when their friends request a free sample).

4. Consumer Environmental Segments

- **True blue greens (30%):** True Blues are the environmental leaders and activists. They are characterized by a strong knowledge of environmental issues. They are more likely than the average consumer to engage in environmentally conscious behavior, such as recycling.
- **Greenback Greens (10%):** Greenbacks do not have the time or inclination to behave entirely green. However, they are more likely to purchase green.
- **Sprouts (26%):** Sprouts are environmental fence sitters. They feel some environmental issues are worth supporting, but not others. They will purchase an environmentally conscious product, but only if it meets their needs.
- **Grouzers (15%):** Grouzers believe that their individual behavior cannot improve

environmental conditions. They are generally uninvolved and disinterested in environmental issues.

- **Apathetic (18%):** Apathetic are not concerned enough about the environment to do anything about it. They also believe that environmental indifference is main stream.

GREEN MARKETING: INDIAN COMPANY INITIATIVES

There are numerous strategies for the firms to be green. They can be green themselves in three ways: value-addition processes (firm level), management systems (firm level) and/or products (product level).

There are numerous examples of firms who have strived to become more environmentally responsible serving to better satisfy their consumer needs. Moreover, their activities also help them to improve their revenues and profits in various ways.

- New Surf Exel (Do Bucket Paani... AbRozanaHaiBachana) that produces lesser froth but is as effective as before, thus reducing water consumption.
- Lifeboy (a brand of soap from Unilever in India) had an advertising campaign encouraging children to keep their streets clean and not worry about germs as Lifeboy protects them.
- McDonald's restaurant's napkins, bags are made of recycled paper.
- Badarpur Thermal Power station of NTPC in Delhi is devising ways to utilize coal-ash that has been a major source of air and water pollution.
- Introduction of CNG in all public transport systems to curb pollution in Delhi.
- HCL's Environment Management Policy under HCL eco-Safe.
- The Hewlett-Packard Company announced plans to deliver energy-efficient products and services and institute energy-efficient operating practices in its facilities worldwide.
- The refrigerator industry has shifted from chlorofluorocarbon (CFC) gases to more environmentally friendly gases.
- Maruthi: Greening of Supply Chain.

- ITC's Social and Farm Forestry initiative has greened over 80,000 hectares creating an estimated 35 million person days of employment. ITC's Watershed Development Initiative brings precious water to nearly 35,000 hectares of drylands and moisture-stressed areas.
- Tata Steel, HLL, Jindal Vijaynagar Steel, Essar Power and Gujarat Fluorochemicals Ltd. etc have got clearance to undertake specifically designed projects in order to gain benefits from carbon trading (Kyoto Protocol).

4. CONCLUSION

Green marketing is relatively a new notion to the most of the consumers. However, the green marketing is the marketing of product that are

presumed to be environmentally safe. Therefore, it becomes very essential to understand the dualism between green marketing and the growing price of the green product, so that the green product can be within the reach of the consumers of different hierarchy. Green Marketing is posing some of challenges which require innovative technology so that the 'green products' can fetch wider market at domestic and international levels. It requires a periodic review of the 'green product', so that the products may become 'ecologically viable' as well as 'economically viable' for the consumers, especially belong to middle and low income groups. Finally, consumers, industrial buyers and supplier need to pressurize effects on minimize the negative effect on the environment-friendly. Green marketing assumes even more importance and relevance in developing countries like India.

References

- [1] Amitabha Ghosh (2008) 'Green Marketing Strategies' ICFAI University Press, Hyderabad.
- [2] Am in Asadollahi (2011), 'The role of 'Green marketing' in the recycling of Electronics case study: Computers and Mobiles to Iran-An unpublished PhD Thesis on marketing management' Department of Management, Science and Research Branch, Islamic Azad University, Tehran-Iran.
- [3] AseamPrakash (2002), 'Business strategy and Empirical Approach to Capitalizing on Green consumers' Paper presented on September 28, 2005, at National Seminar on 'Capitalizing on consumers at Delhi Institute of Advanced Study, Delhi.
- [4] Jacquelyn A. Ottam (2006), 'Avoiding Green Marketing Myopia' Environment-Heldref Publication, Science and Policy for Sustainable Development, Washington DC.
- [5] John Grant (1977), 'the Green Marketing Manifesto' American Demographics Aug. 1977. Washington.DC.
- [6] Martin Charter and Michael Jay Polanski (1999), 'Green Marketing : A Global Perspective on Greening Marketing Practices' Greenleaf Publishing House Ltd, Sheffield (UK)
- [7] Narayan Lakshmi Vermuri & S. Dhinesh Babu (2008), 'Green Marketing- New Hopes and Challenges' Paper presented on Sept. 15, 2008, at Mohamad Sathak Engg. College, Kilakarai.
- [8] Pandey, S.K & Nath V (2005), 'A Vedic and Empirical Approach to Capitalizing on consumers' paper presented at National Seminar on 'Sept. 28, at Delhi Institute of Advanced Study, Delhi.
- [9] Suresh K (2008) 'Green Marketing- Concept and Cases' ICFAI University Press, Hyderabad.
- [10] Speer, Tibbett L, (1977) 'Growing in the Green market' American Demographics, Sept. 1977.
- [11] Toby M. Smith (1998), 'The Myth of Green Marketing: Tending our Goat at Edge of Apocalypse' University of Toronto Press incorporated, London.