

## **“Green Marketing - Challenges and Opportunities for Greener Today and Tomorrow” Being Green and Clean Is Not Just an Aspiration but an Action.-Christine Pelosi**

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**Abstract:** *In The Modern Era Of Globalization, It Has Become A Challenge To Keep The Customers As Well As Consumers In Fold And Even Keep Our Natural Environment Safe And That Is The Biggest Need Of The Time. Consumers Are Also Aware Of The Environmental Issues Like; Global Warming And The Impact Of Environmental Pollution. Green Marketing Is A Phenomenon Which Has Developed Particular Important In The Modern Market And Has Emerged As An Important Concept In India As In Other Parts Of The Developing And Developed World, And Is Seen As An Important Strategy Of Facilitating Sustainable Development. In This Research Paper, Main Emphasis Has Been Made Of Concept, Need And Importance Of Green Marketing. Data Has To Be Collected From Multiple Sources Of Evidence, In Addition To Books, Journals, Websites, And News Papers. It Explores The Main Issues In Adoption Of Green Marketing Practices. The Paper Describes The Current Scenario Of Indian Market And Explores The Challenges And Opportunities Businesses Have With Green Marketing. 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.*

**Keywords:** *Environmental Pollution, Green Marketing, Globalization, Global Warming, Sustainable Development.*

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### **I. Introduction:**

According To The American Marketing Association, (AMA) 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. Yet Defining Green Marketing Is Not A Simple Task Where Several Meanings Intersect And Contradict Each Other; For An Example Of This Will Be The Existence Of Varying Social, Environmental And Retail Definitions Attached To This Term. 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.

**Pride And Ferrell (1993)** "Green Marketing, Also Alternatively Known As Environmental Marketing And Sustainable Marketing, Refers To An Organization's Efforts At Designing, Promoting, Pricing And Distributing Products That Will Not Harm The Environment"

**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 Natural Environment."

### **Objective And Methodology**

- One Of The Biggest Problems With The Green Marketing Area Is That There Has Been Little Attempt To Academically Examine Environmental Or Green Marketing. While Some Literature Does Exist, It Comes From Divergent Perspectives.
- This Paper Attempts To Throw Light On The Conceptual Issues Associated With Green Marketing. The Present Study Is Exploratory In Nature To Provide A Clear Guidance For Empirical Research.
- It Is Also Descriptive Where The Focus Is On Fact- Finding Investigation With Adequate Interpretation. For This Purpose Secondary Data Were Collected.

- The Secondary Data Were Collected Through Newspapers, Magazines, Books, Journals, Conference Proceedings, Government Reports And Websites.

### **Review Of Previous Studies**

Kilbourne, W.E. (1998) Discusses The Failure Of Green Marketing To Move Beyond The Limitations Of The Prevailing Paradigm. The Author Identifies Areas That Must Be Examined For Their Effect In The Marketing/Environment Relationship, Namely Economic, Political And Technological Dimensions Of The Cultural Frame Of Reference.

Karna, J., Hansen, E. & Juslin, H. (2003) Interpret That Proactive Marketers Are The Most Genuine Group In Implementing Environmental Marketing Voluntarily And Seeking Competitive Advantage Through Environmental Friendliness. The Results Also Give Evidence That Green Values, Environmental Marketing Strategies, Structures And Functions Are Logically Connected To Each Other As Hypothesized According To The Model Of Environmental Marketing Used To Guide This Study.

Donaldson (2005) In His Study Realized In The Great Britain Initially Concluded That In General The Ecological Attitude Of Consumers Changed Positively. This Study Reported The Strong Faith Of Consumers In The Known Commercial Brands And In The Feeble Behaviour Referring To The "Green" Claims, Which Was The Main Cause Behind The Consuming Failure To Interpret Their Concerns Beyond The Environment In Their Behavior.

Prothero, A. (1998) Introduces Several Papers Discussed In The July 1998 Issue Of 'Journal Of Marketing Management' Focusing On Green Marketing. This Includes; A Citation Of The Need To Review Existing Literature On Green Marketing, An Empirical Study Of United States And Australian Marketing Managers, A Description Of What A Green Alliance Look Like In Practice In Great Britain, Ecotourism And Definitions Of Green Marketing.

Sanjay K. Jain & Gurmeet Kaur (2004) In Their Study Environmentalism Have Fast Emerged As A Worldwide Phenomenon. Business Firms Too Have Risen To The Occasion And Have Started Responding To Environmental Challenges By Practicing Green Marketing Strategies. Green Consumerism Has Played A Catalytic Role In Ushering Corporate Environmentalism And Making Business Firms Green Marketing Oriented. Based On The Data Collected Through A Field Survey, The Paper Makes An Assessment Of The Extent Of Environmental Awareness, Attitudes And Behaviour Prevalent Among Consumers In India.

### **What Is Green Marketing ?**

—The Marketing Or Promotion Of A Product Based On Its Environmental Performance Or An Improvement Thereof (Charter & Polonsky 1999)l.

—The Holistic Management Process Responsible For Identifying, Anticipating And Satisfying The Requirements Of Customers And Society, In A Profitable And Sustainable Way (Peattie, 1995)l.

Green Marketing Consists Of 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 Natural Environment.

It Is Sorry To Say, A Greater Part Of People Believe That Green Marketing Refers Solely To The Promotion Or Advertising Of Products With Environmental Characteristics. Terms Like Phosphate Free, Recyclable, Refillable, Ozone Friendly, And Environmentally Friendly Are Some Of The Things Consumers Most Often Associate With Green Marketing.

While These Terms Are Green Marketing Claims, In General Green Marketing Is A Much Broader Concept, One That Can Be Applied To Consumer Goods, Industrial Goods And Even Services. For Example, Around The World There Are Resorts That Are Beginning To Promote Themselves As "Ecotourist" Facilities, I.E., Facilities That "Specialize" In Experiencing Nature Or Operating In A Fashion That Minimizes Their Environmental Impact (May 1991, Ingram And Durst 1989, Troumbis 1991).

Thus Green Marketing Incorporates A Broad Range Of Activities, Including Product Modification, Changes To The Production Process, Packaging Changes, As Well As Modifying Advertising. Yet Defining Green Marketing Is Not A Simple Task. Indeed The Terminology Used In This Area Has Varied, It Includes: Green Marketing, Environmental Marketing And Ecological Marketing. This Early Definition Has Three Key Components, Such As It Is A Subset Of The Overall Marketing Activity; It Examines Both The Positive And Negative Activities; And Narrow Ranges Of Environmental Issues Are Examined.

**Figure1-The Many Meanings Of Green**



Source: Peattie.K (1995). Environmental Marketing Management. P.26

Another Definition Is —Green Or Environmental Marketing Consists Of 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 Natural Environment (Polonsky 1994). Therefore It Ensures That The Interests Of The Organization And All Its Consumers Are Protected, As Voluntary Exchange Will Not Take Place Unless Both The Buyer And Seller Mutually Benefit. There Are Two Slogans Like "**Less Environmentally Harmful**" And "**Environmentally Friendly**". Thus Green Marketing Should Look At Minimizing Environmental Harm, Not Necessarily Eliminating It. **The Green Consumer**

The Green Consumers Are The Driving Forces Behind The Green Marketing Process. It Is They Who Drive Consumer Demand, Which In Turn Encourages Improvements In The Environmental Performance Of Many Products And Companies. Thus, For A Marketer It Is Important To Identify The Types Of Green Consumers.

Many Organizations Have Found That Two Out Of Every Three Consumer Is Green In Developed Country But Country Like Bangladesh And Its Organization Has Found That One Out Of Every Six Consumer Is Green, But Their Environmental Commitments Vary Because Of Their Different Standards, Expectation From Producers, Demand And Buying Power.

It Is Thus Not Efficient To Say That The Green Consumer Is One Who Engages In Green Consumption, Specifically, Consumes In A More Sustainable And Socially Responsible Way. A Consumer Acquires Bundle Of Wants And Needs And This Is Also True For The Green Consumer. To Satisfy Those Needs Businesses Have To Break Down The Market Into Different Groups Of Consumers That Differ In Their Responses To The Firm'S Marketing Mix Program. The Segments (Kotabe & Helsen (1998), P.184) Arrived At Should Preferably Have The Following Features:

#### **1) Measurable 2) Sizeable 3) Accessible 4) Actionable 5) Competitive Intensity 6) Growth Potential**

A Great Deal Of Market Research Has Been Concerned With Identifying The Green Consumer. A Clear Picture Has Not Yet Been Established And It Differs A Lot Between Markets. But Some Generalizations About The Green Consumer Can Be Made On The Basis Of The Research Done So Far. The Green Consumer:

- Is Inconsistent
- Is Confused
- Is Generally A Woman And Men
- Is Adults Who Are Likely To Be More Concerned About The Environment.

#### **Green Product**

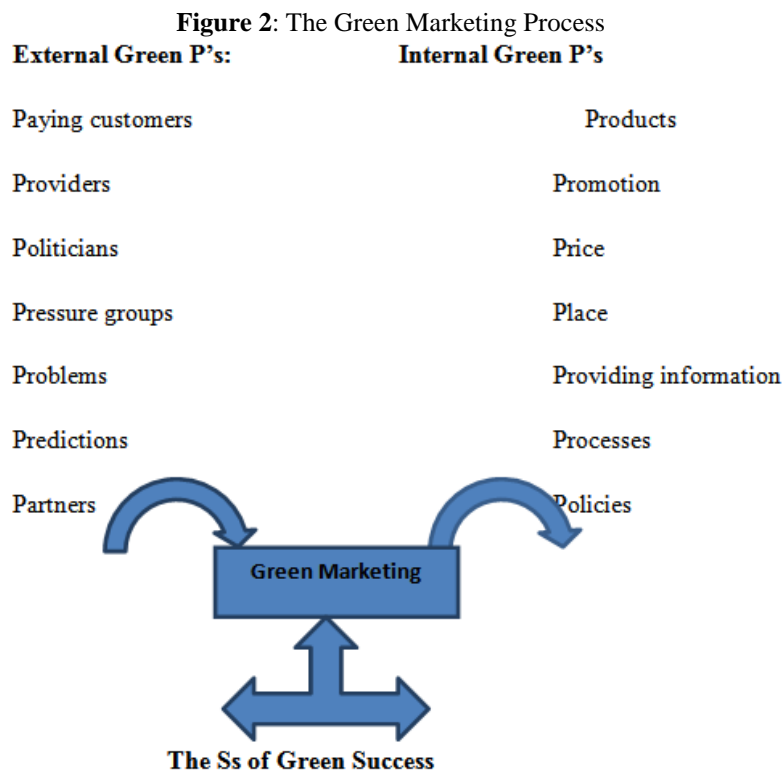
Green Product Stresses The Straight And Tangible Benefits Provided By Greener Design, Such As Energy Efficiency Or Recycled Content, Rather Than Stressing The Environmental Attributes Them. Reducing The Environmental Impact Of A Product Improves The Product's Overall Performance And Quality In Ways That Are Important, Not Just The Most Dedicated And Loyal Green Consumer, But To All Consumers.

For Example, Cng (Converted Natural Gas) Use In The Vehicles, Super- Concentrated Laundry Detergents Not Only Save Energy And Packaging, They Save End Space, Money And Effort. Organically Grown Food Not Only Better Preserves Soil And Reduces The Amount Of Toxins In The Water Supply; They Have Superior

Taste And Health Benefits Compared To Their Counterparts. Therefore Green Product Means Any Product, Which Is Not Hazardous For Environment And Customer As Well, And It Also Work As A Future Remedy Of Negative Impact Of A Product.

**Green Marketing Process**

Green Marketing Process Comprises With External And Internal Ps. After Integrating External And Internal Ps, Green Success Will Automatically Come Through Four Ss. Here External 7 Ps Consists Of Paying Customers, Providers, Politicians, Pressure Groups, Problems, Predictions And Partners; Internal 7ps Consists Of Products, Promotion, Price, Place, Providing Information, Processes And Policies. After Integrating External And Internal 7ps, We Can Find Out The Green Successes Through 4 Ss Such As Satisfaction – Of Stakeholder Needs, Safety – Of Products And Processes, Social Acceptability –Of The Company And Sustainability – Of Its Activities.



- Satisfaction – Of Stakeholder Needs
- Safety – Of Products And Processes
- Social Acceptability – Of The Company
- Sustainability – Of Its Activities

**Source: (Peattie (1992), P. 104)**

**Importance Of Green Marketing**

Green Marketing Offers Business Bottom Line Incentives And Top Line Growth Possibilities. While Modification Of Business Or Production Processes May Involve Start-Up Costs, It Will Save Money In The Long Term. For Example The Cost Of Installing Solar Energy Is An Investment In Future Energy Cost Savings. Companies That Develop New And Improved Products And Services With Environmental Impacts In Mind Give Themselves Access To New Markets, Substantially Increase Profits And Enjoy Competitive Advantages Over Those Marketing Non- Environmentally Responsible Alternatives.

When Looking Through The Literature There Are Several Suggested Reasons For Firms Increased Use Of Green Marketing. **Five Possible Reasons Are As Follows:**

1. Organizations Perceives Environmental Marketing To Be An Opportunity That Can Be Used To Achieve Its Objectives.
2. Organizations Believe They Have A Moral Obligation To Be More Socially Responsible.
3. Governmental Bodies Are Forcing Firms To Become More Responsible.
4. Competitors' Environmental Activities Pressure Firms To Change Their Environmental Marketing Activities.

5. Cost Factors Associated With Waste Disposal, Or Reductions In Material Usage Forces Firms To Modify Their Behaviour.

### **Challenges In Green Marketing**

#### **Need For Standardization**

It Is Found That Only 5% Of The Marketing Messages From —Green Campaigns Are Entirely True And There Is A Lack Of Standardization To Authenticate These Claims. There Is No Standardization To Authenticate These Claims. There Is No Standardization Currently In Place To Certify A Product As Organic. Unless Some Regulatory Bodies Are Involved In Providing The Certifications There Will Not Be Any Verifiable Means. A Standard Quality Control Board Needs To Be In Place For Such Labelling And Licensing.

#### **New Concept**

Indian Literate And Urban Consumer Is Getting More Aware About The Merits Of Green Products. But It Is Still A New Concept For The Masses. The Consumer Needs To Be Educated And Made Aware Of The Environmental Threats. The New Green Movements Need To Reach The Masses And That Will Take A Lot Of Time And Effort. By India's Ayurvedic Heritage, Indian Consumers Do Appreciate The Importance Of Using Natural And Herbal Beauty Products. Indian Consumer Is Exposed To Healthy Living Lifestyles Such As Yoga And Natural Food Consumption. In Those Aspects The Consumer Is Already Aware And Will Be Inclined To Accept The Green Products.

#### **Patience And Perseverance**

The Investors And Corporate Need To View The Environment As A Major Long-Term Investment Opportunity, The Marketers Need To Look At The Long-Term Benefits From This New Green Movement. It Will Require A Lot Of Patience And No Immediate Results. Since It Is A New Concept And Idea, It Will Have Its Own Acceptance Period.

#### **Avoiding Green Myopia**

The First Rule Of Green Marketing Is Focusing On Customer Benefits I.E. The Primary Reason Why Consumers Buy Certain Products In The First Place. Do This Right, And Motivate Consumers To Switch Brands Or Even Pay A Premium For The Greener Alternative. It Is Not Going To Help If A Product Is Developed Which Is Absolutely Green In Various Aspects But Does Not Pass The Customer Satisfaction Criteria. This Will Lead To Green Myopia. Also If The Green Products Are Priced Very High Then Again It Will Lose Its Market Acceptability.

#### **Golden Rules Of Green Marketing**

1. Know Your Customer: Make Sure That The Consumer Is Aware Of And Concerned About The Issues That Your Product Attempts To Address, (Whirlpool Learned The Hard Way That Consumers Wouldn't Pay A Premium For A Cfc-Free Refrigerator Because Consumers Didn't Know What Cfc's Were.).
2. Educating Your Customers: Isn't Just A Matter Of Letting People Know You're Doing Whatever You're Doing To Protect The Environment, But Also A Matter Of Letting Them Know Why It Matters. Otherwise, For A Significant Portion Of Your Target Market, It's A Case Of "So What?" And Your Green Marketing Campaign Goes Nowhere.
3. Being Genuine & Transparent: Means That A) You Are Actually Doing What You Claim To Be Doing In Your Green Marketing Campaign And B) The Rest Of Your Business Policies Are Consistent With Whatever You Are Doing That's Environmentally Friendly. Both These Conditions Have To Be Met For Your Business To Establish The Kind Of Environmental Credentials That Will Allow A Green Marketing Campaign To Succeed.
4. Reassure The Buyer: Consumers Must Be Made To Believe That The Product Performs The Job It's Supposed To Do—They Won't Forego Product Quality In The Name Of The Environment.
5. Consider Your Pricing: If You're Charging A Premium For Your Product—And Many Environmentally Preferable Products Cost More Due To Economies Of Scale And Use Of Higher-Quality Ingredients—Make Sure Those Consumers Can Afford The Premium And Feel It's Worth It.
6. Giving Your Customers An Opportunity To Participate: Means Personalizing The Benefits Of Your Environmentally Friendly Actions, Normally Through Letting The Customer Take Part In Positive Environmental Action.
7. Thus Leading Brands Should Recognize That Consumer Expectations Have Changed: It Is Not Enough For A Company To Green Its Products; Consumers Expect The Products That They Purchase Pocket Friendly And Also To Help Reduce The Environmental Impact In Their Own Lives Too.

### **Green Marketing – Adopts By The Farms**

Green Marketing Has Been Widely Adopted By The Firms Worldwide And The Following Are The Possible Reasons Cited For This Wide Adoption:

1. Opportunities - As Demand Changes, Many Firms See These Changes As An Opportunity To Exploit And Have A Competitive Advantage Over Firms Marketing No Environmentally Responsible Alternatives. Some Examples Of Firms Who Have Strived To Become More Environmentally Responsible, In An Attempt To Better Satisfy Their Consumer Needs Are:

- Mcdonald's Replaced Its Clam Shell Packaging With Waxed Paper Because Of Increased Consumer Concern Relating To Polystyrene Production And Ozone Depletion.
- Xerox Introduced A "High Quality" Recycled Photocopier Paper In An Attempt To Satisfy The Demands Of Firms For Less Environmentally Harmful Products.

2. Government Pressure - As With All Marketing Related Activities, Governments Want To "Protect" Consumer And Society; This Protection Has Significant Green Marketing Implications. Government Regulations Relating To Environmental Marketing Are Designed To Protect Consumers In Several Ways,

1.Reduce Production Of Harmful Goods Or By-Products. Modify Consumer And Industry's Use And/Or Consumption Of Harmful Goods

2.Ensure That All Types Of Consumers Have The Ability To Evaluate The Environmental Composition Of Goods. Government Establishes Regulations Designed To Control The Amount Of Hazardous Wastes Produced By Firms.

3.Competitive Pressure - Another Major Force In The Environmental Marketing Area Has Been Firms' Desire To Maintain Their Competitive Position. In Many Cases Firms Observe Competitors Promoting Their Environmental Behaviors And Attempt To Emulate This Behaviour. In Some Instances This Competitive Pressure Has Caused An Entire Industry To Modify And Thus Reduce Its Detrimental Environmental Behaviour. For Example When One Tuna Manufacture Stopped Using Driftnets The Others Followed Suit.

4.Social Responsibility - Many Firms Are Beginning To Realize That They Are Members Of The Wider Community And Therefore Must Behave In An Environmentally Responsible Fashion. This Translates Into Firms That Believe They Must Achieve Environmental Objectives As Well As Profit Related Objectives. This Results In Environmental Issues Being Integrated Into The Firm's Corporate Culture. There Are Examples Of Firms Adopting Both Strategies.

An Example Of A Firm That Does Not Promote Its Environmental Initiative Is Coca-Cola. They Have Invested Large Sums Of Money In Various Recycling Activities, As Well As Having Modified Their Packaging To Minimize Its Environmental Impact. While Being Concerned About The Environment, Coke Has Not Used This Concern As A Marketing Tool. Thus Many Consumers May Not Realize That Coke Is A Very Environmentally Committed Organization.

5. Cost Of Profit Issues –

Firms May Also Use Green Marketing In An Attempt To Address Cost Or Profit Related Issues. Disposing Of Environmentally Harmful By-Products, Such As Polychlorinated Biphenyl (Pcb) Contaminated Oil Are Becoming Increasingly Costly And In Some Cases Difficult. Therefore Firms That Can Reduce Harmful Wastes May Incur Substantial Cost Savings. When Attempting To Minimize Waste, Firms Are Often Forced To Re-Examine Their Production Processes. In These Cases They Often Develop More Effective Production Processes that Not Only Reduces Waste, But Reduces The Need For Some Raw Materials.

This Serves As A Double Cost Savings, Since Both Waste And Raw Material Are Reduced. In Other Cases Firms Attempt To Find End - Of - Pipe Solutions, Instead Of Minimizing Waste. In These Situations Firms Try To Find Markets Or Uses For Their Waste Materials, Where One Firm's Waste Becomes Another Firm's Input Of Production.

### **Some Problems With Going Green**

Although A Large Number Of Firms Are Using Green Marketing, There Are A Number Of Potential Problems Which Need To Be Addressed. One Of The Main Problem Is That Firms Using Green Marketing Must Ensure That Their Activities Are Not Misleading To The Consumers Or The Industry, And Do Not Breach Any Of The Regulations Or Laws Dealing With Environmental Marketing. In Short, Green Marketing Claims Of A Firm Must:

Clearly State Environmental Benefits;

Explain Environmental Characteristics;

Explain How Benefits Are Achieved;

Ensure Comparative Differences Are Justified;

Ensure Negative Factors Are Taken Into Consideration; And

Only Use Meaningful Terms And Pictures.

Furthermore, As Many Firms Have Tried To Modify Their Products Due To Increased Consumer Concern, Are Misled With The Fact That Consumers' Perceptions Are Always Correct. Take For Example The Mcdonald's Case Where It Replaced Its Clam Shells With Plastic Coated Paper. There Is On-Going Scientific Debate Which Is More Environmentally Friendly. Some Scientific Evidence Suggests That When Taking A Cradle-To-Grave Approach, Polystyrene Is Less Environmentally Harmful. If This Is The Case, Mcdonald's Bow To Consumer Pressure, Has Chosen The More Environmentally Harmful Option.

## **II. Conclusion**

Now This Is The Right Time To Select —Green Marketing Globally. It Will Come With Drastic Change In The World Of Business If All Nations Will Make Strict Roles Because Green Marketing Is Essential To Save World From Pollution. From The Business Point Of View Because A Clever Marketer Is One Who Not Only Convinces The Consumer, But Also Involves 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 To It. With The Threat Of Global Warming Looming Large, It Is Extremely Important That Green Marketing Becomes The Norm Rather Than An Exception Or Just A Fad. Recycling Of Paper, Metals, Plastics, Etc., In A Safe And Environmentally Harmless Manner Should Become Much More Systematized And Universal. It Has To Become The General Norm To Use Energy-Efficient Lamps And Other Electrical Goods.

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. Finally, Consumers, Industrial Buyers And Suppliers Need To Pressurize To Minimize The Negative Effects On The Environment-Friendly. Green Marketing Assumes Even More Importance And Relevance In Developing Countries Like India. Thus An Environmental Committed Organization May Not Only Produce Goods That Have Reduced Their Detrimental Impact On The Environment, They May Also Be Able To Pressure Their Suppliers To Behave In A More Environmentally "Responsible" Fashion.

Final Consumers And Industrial Buyers Also Have The Ability To Pressure Organizations To Integrate The Environment Into Their Corporate Culture And Thus Ensure All Organizations Minimize The Detrimental Environmental Impact Of Their Activities.

In A Nutshell

- Green Product Development Is More Than Just Creating Products That Are Environmentally Friendly, It Is About Systemic Change In Society That Includes Consumers, Producers And The General Commercial Structure Within Which They Negotiate
- By Widening & Deepening The Meaning Of Green, Relevant Actors Will Have An Economic Incentive To Pursue Green Product Development.
- Harnessing The Market Forces That Favour Green Product Development Will Lead To Mainstream Green.

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