



ISSN: 0975-833X

## RESEARCH ARTICLE

### GREEN MARKETING AND SUSTAINABLE DEVELOPMENT- CHALLENGES AND OPPORTUNITIES

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#### ARTICLE INFO

##### Article History:

Received 15<sup>th</sup> June, 2016  
Received in revised form  
19<sup>th</sup> July, 2016  
Accepted 15<sup>th</sup> August, 2016  
Published online 20<sup>th</sup> September, 2016

##### Key words:

Environmental pollution,  
Green Marketing,  
Globalization,  
Global Warming,  
Sustainable Development.

#### ABSTRACT

The modern era emerges as challenging era due to the Globalization effects. There is no denying that present era is competitive era there everyone want to get more profit at any cost and the result in front of us as natural hazard, global warming, environment pollution and human health. All these facts has become a challenge and burning issue In the modern era of globalization, so 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 and ready to pay additional amount for natural products which will be reduced adverse effect on environment and human health.. Green marketing is a phenomenon which has developed particular important in the modern market and has emerged not only as an important concept in India as well as at global level; and is seen as an important strategy of facilitating sustainable development. In this research paper, main focus has been made over 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 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.

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**Citation: Dr. Vandana Pandey, 2016.** "Green marketing and sustainable development- challenges and opportunities"" *International Journal of Current Research*, 8, (09), 38226-38232.

## INTRODUCTION

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. Yet defining green marketing is not a simple task where several meanings intersect and contradict each other; an example of this will be the existence of varying social, environmental and retail definitions attached to this term. Other similar terms used are environmental marketing and ecological marketing. The term Green Marketing came into prominence in the late 1980s and early 1990s. The proceedings of this workshop resulted in one of the first books on green marketing entitled "Ecological Marketing".

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The Corporate Social Responsibility (CSR) Reports started with the ice cream seller Ben & Jerry's where the financial report was supplemented by a greater view on the company's environmental impact. According to Joel Makower, "In essence, there is no definition of "how good is good enough" when it comes to a product or company making green marketing claims. This lack of consensus by consumers, marketers, activists, regulators, and influential people has slowed the growth of green products, because companies are often reluctant to promote their green attributes, and consumers are often skeptical about claims.

## OBJECTIVE AND METHODOLOGY

One of the biggest problems with the green marketing area is that there has been many attempt to academically examine environmental or green marketing. This paper attempts to throw light on the conceptual issues associated with green marketing as well as recent growing affection towards green products by companies.

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

The concept of green marketing was introduced in the year 1975 but got more importance and more weightage in the decade of 1980 and 1990. Even till today there are some myths about it. Green marketing is away to use the environmental benefits of a product or service to promote sales. The past decade has shown that harnessing consumer power to effect positive environmental change is far easier said than done. The so-called "green consumer" movements in the U.S. and other countries have struggled to reach critical mass and to remain in the forefront of shoppers' minds. While public opinion polls taken since the late 1980s have shown consistently that a significant percentage of consumers in the U.S. and elsewhere profess a strong willingness to favor environmentally conscious products and companies, consumers' efforts to do so in real life have remained sketchy at best. The Corporate Social Responsibility (CSR) Reports started with the ice cream seller Ben & Jerry's where the financial report was supplemented by a greater view on the company's environmental impact.

Prothero, (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.

Oyewole, P. (2001). In his paper presents a conceptual link among green marketing, environmental justice, and industrial ecology. It argues for greater awareness of environmental justice in the practice for green marketing. A research agenda is finally suggested to determine consumers' awareness of environmental justice, and their willingness to bear the costs associated with it.

**World Commission on Environment and Development (1987):** In this report defined sustainable development as meeting "the needs of the present without compromising the ability of future generations to meet their own need.

**Jacquelyn Ottman, (author of "The New Rules of Green Marketing: Strategies, Tools, and Inspiration for Sustainable Branding" (Greenleaf Publishing and Berrett-Koehler Publishers, (February 2011):** "From an organizational standpoint, environmental considerations should be integrated into all aspects of marketing — new product development and communications and all points in between. The holistic nature of green also suggests that besides suppliers and retailers new stakeholders be enlisted, including

educators, members of the community, regulators, and NGOs. Environmental issues should be balanced with primary customer needs." Prothero, Fitchett, (2000) argue that greater ecological enlightenment can be secured through capitalism by using the characteristics of commodity culture to further progress environmental goals. Marketing not only has the potential to contribute to the establishment of more sustainable forms of society but, as a principle agent in the operation and proliferation of commodity discourse, also has a considerable responsibility to do so. Kilbourne, (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 and Juslin, (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. Brahma and Dande, (2008), The Economic Times, Mumbai, had an article which stated that, Green Ventures India is a subsidiary of New York based asset management firm Green Ventures International. The latter recently announced a \$300 million India focused fund aimed at renewable energy products and supporting trading in carbon credits.

Sanjay 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 behavior prevalent among consumers in India.

### What is green marketing ?

While different agencies and organizations offer various definitions of green marketing (sometimes called environmental marketing, or eco-marketing), they generally agree that it is the marketing of products and companies that promote the environment in some substantial way. Some definitions look for environmentally "safe" or "sustainable" production, while others seek to reduce a company's "carbon footprint." In either case, green marketing involves more than simply presenting an environmentally friendly product.

It also speaks to, and actively promotes, a company's processes and business practices as having low environmental impacts. Some business practices, such as reducing production waste or energy costs, are good for both the environment and business profitability. Adopting such practices may or may not be perceived as "green," depending upon consumer perceptions of other aspects of the business. However, these actions can still be positioned as the company "doing its part"—promoting positive reactions toward the company.

### Green Marketing and Sustainable Development

According to the World Commission on Environmental Development (1978), Sustainable Development is "meeting the needs of the present without compromising the ability of the future generations to meet their own needs". The common theme throughout this strategy of sustainable development, is the need to integrate economic and ecological considerations in decision making by making policies that conserve the quality of agricultural development and environmental protection. This is what the end product of green marketing is, environmental protection for the present and the future generation. The development of energy- efficient operations, better pollution controls, recyclable and biodegradable packaging, ecologically safe products are all part of green marketing which also leads to sustainable development.

### GREEN PRODUCTS AND ITS CHARACTERISTICS

The products those are manufactured through green technology and that caused no environmental hazards are called green products. Promotion of green technology and green products is necessary for conservation of natural resources and sustainable development. We can define green products by following measures:

- Products those are originally grown,
- Products those are recyclable, reusable and biodegradable,
- Products with natural ingredients,
- Products containing recycled contents, non-toxic chemical,
- Products contents under approved chemical,
- Products that do not harm or pollute the environment,
- Products that will not be tested on animals,
- Products that have eco-friendly packaging i.e. reusable, refillable containers etc.

### The green marketing mix

#### A model green marketing mix contains four "P's"

- **Product:** A producer should offer ecological products which not only must not contaminate the environment but should protect it and even liquidate existing environmental damages.
- **Price:** Prices for such products may be a little higher than conventional alternatives. But target groups like for example LOHAS are willing to pay extra for green products.

- **Place:** A distribution logistics is of crucial importance; main focus is on ecological packaging. Marketing local and seasonal products e.g. vegetables from regional farms is more easy to be marketed "green" than products imported.
- **Promotion:** A communication with the market should put stress on environmental aspects, for example that the company possesses a CP certificate or is ISO 14000 certified. This may be publicized to improve a firm's image. Furthermore, the fact that a company spends expenditures on environmental protection should be advertised. Third, sponsoring the natural environment is also very important. And last but not least, ecological products will probably require special sales promotions.

#### Additional social marketing "P's" that are used in this process are:

- **Publics:** Effective Social Marketing knows its audience, and can appeal to multiple groups of people. "Public" is the external and internal groups involved in the program. External publics include the target audience, secondary audiences, policymakers, and gatekeepers, while the internal publics are those who are involved in some way with either approval or implementation of the program.
- **Partnership:** Most social change issues, including "green" initiatives, are too complex for one person or group to handle. Associating with other groups and initiatives to team up strengthens the chance of efficacy.
- **Policy:** Social marketing programs can do well in motivating individual behavior change, but that is difficult to sustain unless the environment they're in supports that change for the long run. Often, policy change is needed, and media advocacy programs can be an effective complement to a social marketing program.
- **Purse Strings:** How much will this strategic effort cost? Who is funding the effort?
- The level of greening—strategic, quasi-strategic, or tactical—dictates what activities should be undertaken by a company.

### 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 labeling 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.
- **Identifying green consumers-** An important challenge facing marketers is to identify which consumers are willing to pay more for environmentally friendly products. It is apparent that an enhanced knowledge of the profile of this segment of consumers would be extremely useful.
- **Scrutiny-** one of the challenge faced by green leaders is increased scrutiny. it balancing trade –off between environmental goals and business profitability which is ultimately necessary if the business is going to continue to exist even a green leader can be perceived as being not green enough in some of its decision.
- **Economic slowdown-** **Green marketing** faces a particular challenge in time of economic slowdown as price becomes a bigger factor in consumers purchasing decision. Highly price sensitive consumers are the least responsive to green marketing. For those with less disposable income, being thrifty with their money becomes a more immediate concern.
- **Identifying green products-** consumers do not really understand a lot about green products issues and their a lot of confusion out at marketplace. They are unable to identify the products, is product natural or not. So consumer will have to use sense of environmental and social responsibility while purchase decisions.
- **Establishing credibility of brand** – credibility is one of challenge for green marketing. So for effective green marketing there is need of comprehensive plan. In lack of credibility and publicity, customer does not understand about green products.

## GREEN MARKETING – OPPORTUNITIES

Green marketing has been widely adopted by the firms worldwide and the following are the possible reasons cited for this wide adoption:

**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, Tuna manufacturers modified their fishing techniques, Xerox introduced a "high quality" recycled photocopier paper.

**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,

- Reduce production of harmful goods or by-products. Modify consumer and industry's use and/or consumption of harmful goods.
- 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.

**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 behavior. In some instances this competitive pressure has caused an entire industry to modify and thus reduce its detrimental environmental behavior. For example when one tuna manufacture stopped using driftnets the others followed suit.

**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.

**COST OF PROFIT ISSUES:** Firms may also use green marketing in an attempt to address cost or profit related issues. Disposing of environmentally harmful byproducts, 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.

#### EXAMPLES OF GREEN MARKETING IN INDIA

- **Digital Tickets by Indian Railways.** :- Recently IRCTC has allowed its customers to carry PNR no. of their E-Tickets on their laptop and mobiles. Customers do not need to carry the printed version of their ticket anymore.
- **No Polythene carry bags for free** :-Forest & Environmental Ministry of India has ordered to retail outlets like Big Bazaar, More, Central, D-Mart etc that they could provide polythene carry bags to customers only if customers are ready to pay for it.
- **Green IT Project: State Bank of India**:-By using eco and power friendly equipment in its 10,000 new ATMs, the banking giant has not only saved power costs and earned carbon credits, but also set the right example for others to follow. SBI is also entered into green service known as "Green Channel Counter". SBI is providing many services like; paper less banking, no deposit slip, no withdrawal form, no cheques, no money transactions form all these transaction are done through SBI shopping & ATM cards. State Bank of India turns to wind energy to reduce emissions. The wind project is the first step in the State Bank of India's green banking program dedicated to the reduction of its carbon footprint and promotion of energy efficient processes, especially among the bank's clients.
- **Lead Free Paints from Kansai Nerolac**:- Kansai Nerolac has worked on removing hazardous heavy metals from their paints. The hazardous heavy metals like lead, mercury, chromium, arsenic and antimony can have adverse effects on humans. Lead in paints especially poses danger to human health where it can cause damage to Central Nervous System, kidney and reproductive system. Children are more prone to lead poisoning leading to lower intelligence levels and memory loss.
- **Wipro's Green Machines**:-Wipro Infotech was India's first company to launch environment friendly computer peripherals. For the Indian market, Wipro has launched a new range of desktops and laptops called Wipro Greenware. These products are RoHS (Restriction of Hazardous Substances) compliant thus reducing e-waste in the environment.
- **Introduction of CNG in Delhi**- new Delhi capital of India was being polluted at a very fast pace until supreme court of India forced a chance to alternative fuels in 2002 a directive was issued to completely adopt CNG in all public transport system to curb pollution.

#### Impact of green marketing concept IN CSR

- **1-Ben and Jerry's** are the one of the first brand promotes natural ingredient and business practices in ice cream making.
- **Unilever** manages more than 400 brands, has halved its green house emission in the last 15 years, while

producing products that are eco- friendly and using packaging that is either easily recyclable or biodegradable.

- **Whole foods** is an organic food supermarket that not only sells green foods but also advocates for green practices by promoting wind energy, biodegradable food packaging and water conservation.
- **4-Starbucks** has been a promoter of sustainable coffee-growing practices, paying a premium price to encourage farmers to adopt more environmentally- friendly practices.
- **Starbucks** shared planet initiative promotes environmental responsibility among its stores, employees and customers.
- **Johnson and Johnson** is the second largest corporate user of solar power in United States and has been working consistently over the past 20 years to reduce production wastage.
- By 2011,Johnson and Johnson launched a business plan to become the most environmentally responsible company in the world.
- **Method** created specifically to produce and market environmentally friendly household products, such as non toxic cleaners and reusable household products and employs environmental chemists to evaluate their material before including them in any products.
- **Timberland** rated each of the shoes while production and sells it on the basis of environmental impact and redesigned store system to use 30 percent less energy than before.
- The **Hewlett-Packard Company** announced plans to deliver energy efficient products and services and institute energy-efficient operating practices in its facilities worldwide.

#### RESULTS

- 11,000 different companies, with models in 38 product categories, from washing machines and light bulbs to skyscrapers and homes have been appeared in green products.
- About 42% high percent of consumers are using environmental protective products.
- In January 2012, Patagonia became the first brand to register for benefit corporation status.
- About 12% of the U.S. population identified as True Greens, consumers who seek out and regularly buy so-called green products. Another 68% classified as Light Greens, consumers who buy green sometimes.
- By 1991, environmentally conscious individuals were willing to pay between 15-20 percent more for green products. Today, more than one-third of would pay a little extra for green products.
- Majority of purchasers are not only alert for green products but also they care about other competitive values propositions including quality convenience and cost.
- The Natural Marketing Institute's estimate that the US LOHAS consumer market of products and services to be USD 209 billion sold across all consumer segments.

- According to National Marketing institute, about 80% of consumers are engaged by green marketing at some level and about 17% of consumers highly engaged.
- 19% of Population (better educated comparatively to general population who are less educated or illiterate) are interested in green products as they appeal to health consideration and buy organic food.
- Philips Lighting's first shot at marketing a standalone compact fluorescent light (CFL) bulb was Earth Light, at \$15 each versus 75 cents for incandescent bulbs. The product had difficulty climbing out of its deep green niche. The company re-launched the product as "Marathon," underscoring its new "super long life" positioning and promise of saving \$26 in energy costs over its five-year lifetime. Finally, with the U.S. EPA's Energy Star label to add credibility as well as new sensitivity to rising utility costs and electricity shortages, sales climbed 12 percent in an otherwise flat market.
- **Car sharing services:** Car-sharing services address the longer-term solutions to consumer needs for better fuel savings and fewer traffic tie-ups and parking nightmares, to complement the environmental benefit of more open space and reduction of greenhouse gases.
- **Electronics sector:** consumer electronics sector provides room for using green marketing to attract new customers. One example of this is hp's promise to cut its global energy use 20 percent by the year 2010. To accomplish this reduction below 2005 levels.
- **Products and services:** Now companies are offering more eco-friendly alternatives for their customers. Recycled products for example, are one of the most popular alternatives that can benefit the environment.
- E-commerce business and office supply company Shoplet which offers a web tool that allows you to replace similar items in your shopping cart with greener products.
- **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.
- **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 higherquality ingredients-make sure those consumers can afford the premium and feel it's worth it.
- **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.
- **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.

### Recommendation

- **Know you're 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 CFCs were.).
- **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.
- **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.

### Conclusion

Green marketing is a tool for protecting the environment for the future generation. it has a positive impact on environmental safety. Because of the growing concern of environmental protection, there is an emergence of a new market which is the green market. For companies to survive in this market, they need to go green in all aspect of their business. Consumers want to identify themselves with companies that are green compliant and are willing to pay a premium for a greener life style. As such, green marketing is not just an environmental protection tool but also, a marketing strategy.

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