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GRT GREEN MARKETING IN INDIA: THE ROAD AHEAD

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Abstract:-Green marketing has gained immense importance the world lately. 'Green marketing', as the term suggests is the marketing of products and services that are presumed to be environmentally benign. It does not restrict itself to mere selling activities but it starts from the stage of new product development itself. It is important to reframe the 4 P's of marketing mix of existing products to make them greener as far as possible and develop new products keeping in mind the green marketing's marketing mix. The firms should focus on developing green products which match the needs of the end users and also helps companies in earning sustainable profits. The present paper tries to develop a conceptual framework and analyse the concept of green marketing. It also highlights the use of green marketing by the multi-national firms by studying various case-studies using the secondary data sources.

Keywords: Green Marketing, sustainable development, Green products, Environmentally Safe.

INTRODUCTION:

'Green' is the buzzword that is gaining popularity among the current generation (Cherian & Jacob, 2012). 'Green marketing', as the term suggests is the marketing of products and services that are presumed to be environmentally benign. The concept gained itself a standing in the late 1980s and early 1990s, while in the recent years it has only gained more popularity. The ever degrading condition of the planet is not unknown to anybody, and with our activities the way we're harming it and contributing to environmental issues like Climate Change, Ozone Hole depletion, et al. Green Marketing is only the need of the hour. The global market for green marketing is expected to reach US\$3.5 trillion by 2017

Green, environmental-friendly, sustainable development and marketing of products are the new trend in the manufacturing and marketing of consumer goods. The new concept of green marketing tries to alter and enhance the present concept of marketing by providing a new approach and different perspective. Firms always aim to attain huge profits by selling products but in doing so they also incur external negative costs to the environment and society which they do not take into account while calculating profits. The corporations that excel in green marketing are those that are basically proactive in nature (B.Singh & Pandey, 2012).

Green marketing is perceived as including activities only related to marketing and promotion of green products but in reality it encompasses a broad range of activities, such as product modification, altering the production process, changes in packaging as well as modifying advertising activities.

OBJECTIVES OF PRESENT STUDY

The objectives of the present paper are:

- To develop a conceptual framework and analyse the concept of green marketing.
- To explore the significance and benefits of green marketing.
- To highlight importance of adopting green marketing.
- To explain the 4Ps of green marketing.
- To highlight the use of green marketing by the multi-national firms by studying various case-studies.

DATA & METHODOLOGY

To achieve the objective of the present study secondary data is used which is collected from various sources i.e. Philip Kotler book, journals, publications from various research papers, company website etc.

GREEN MARKETING: DEFINITION

Michael J. Polonsky in the year 1994 defined green marketing as, "All activities designed to generate and facilitate any exchange intended to satisfy human needs or wants such that satisfying of these needs and wants occur with minimal detrimental input on the national environment." In the same year, Elkington defined a 'Green Consumer' as "one who avoids products that are likely to endanger his or others' health; or cause significant damage to the environment during manufacture, use or disposal; or consume a disproportionate amount of energy or cause unnecessary waste; or use materials derived from threatened species or environments; or involve unnecessary use of, or cruelty to animals; or adversely affect other countries".

Green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising. The concept of green marketing is known by the terms 'environmental marketing' and 'ecological marketing' as well. All these approaches, though have different titles, they are all centred on the new age marketing approach that considers environmental and related issues as well, and makes attempts to contribute to these issues while at the same time focussing on the business aspect as well.

Firms vary in the way they observe 'green marketing' in their marketing strategies. When you are looking at green marketing as a long term responsibility then you're incorporating green into your corporate DNA and you make products that have green characteristics, bring environmental considerations into as many aspects of your business as you can. Some firms consider green marketing for short term benefits.

HISTORY OF GREEN MARKETING

According to Peattle, 2001, the evolution of Green Marketing has three phases. These include the following. The first phase is termed as 'Ecological Green Marketing'. During this phase all marketing activities were aimed at combating environmental issues and finding a solution to them. The second phase is known as the 'Environment Green Marketing' phase, where the marketers now focused on clean technology that involved designing of innovative products which considered more environmental issues arisen due to urbanization and other trends. The third phase of green marketing is known as 'Sustainable Green Marketing' which came into prominence in the late 1990s and 2000. As the term suggests this includes not only the environment but also the society and economics, and all elements of these, making the approach comprehensive.

LITERATURE REVIEW

Juwaheer, Pudaruth, & Noyaux, 2012 analysed the impact of green marketing strategies on consumer purchasing patterns in Mauritius. They did a consumer survey on green marketing strategies using questionnaires which were filled by 150 respondents visiting various hypermarkets. The findings of their study suggest that consumers show a great deal of interest in the protection of the environment and are intensely concerned about the environment and its degradation. Thus, the business executives should focus on educating consumers through hosting workshops and seminars on environmental protection and environmental friendly products. The result of the study indicates an overall correlation between effective green marketing strategies and consumers' purchasing patterns for green products. Thus, there is a powerful urge for firms to promote green branding, eco-labelling and green packaging strategies in order to encourage a greener pattern of consumption among consumers in Mauritius.

Karna, Hansen, & Juslin, 2003 in their study classified various firms into three groups according to the responsibility values based on the concepts of redirecting customers towards sustainability and the role of governmental balancing of markets. 'Proactive green marketers' (firms emphasising pursuing sustainability and believing in free market system) emphasise environmental issues in their marketing planning clearly more than traditional 'consumption marketers', and more than 'reactive green marketers' (firms emphasising pursuing sustainability under governmental balancing). They interpreted that proactive marketers are the most genuine group in implementing environmental marketing voluntarily and seeking competitive advantage through environmental friendliness.

(Cherian & Jacob, 2012) in their study introduce the concept of green marketing and look into the various ways in which the different consumer attributes are related to the concept of green marketing. A conceptual framework is also presented and to frame the gap between the attitudes and behaviours as a social dilemma and also attempts to understand the gap by trying to identify individual factors by using the reference group theory.

Morel & Kwakye, 2012 in their research thesis studied the green marketing focusing specifically on consumers' attitudes and purchase intention of eco-friendly products. They found that consumers who already bought eco-friendly products and those who are satisfied by these previous purchases were willing to repeat purchases. They also looked into and explored the influencing of the four traditional marketing-mix elements, satisfaction and word of mouth (WOM) on attitude and purchasing intentions of consumers on eco-friendly products specifically fast moving consumer goods (FMCG) or

non-durable ones.

Gupta & Abbas, 2012 highlight the awareness and attitude of consumers towards green products and services and green marketing initiatives by firms by doing a comparative analysis was done in Delhi-National Capital Region (NCR) and Gorakhpur. They found that young consumers favoured green products more than the older age group. Also the, richer consumers have less favourable attitude towards green products. Also the older consumers have less favourable attitude towards green marketing initiatives by firms.

NEED FOR GREEN MARKETING

Across the world, due to rising demand for goods and services, natural resources are being extracted at an exploitative rate. While this is fuelling the industries across all sectors, the consequences of this extraction, the manufacturing in industries and also of the service industries is devastating for the environment, biodiversity and the human kind. Along with contributing to environmental pollution, our activities and the emissions of various substances from them have also caused other environmental issues. Science has proved that human activities, known as 'anthropogenic activities' in scientific terms, are a major contributor to Green House Gas emissions across the world. Increasing concentration of Green House Gases in the atmosphere is causing Climate Change, a term, not unheard of in the 21st century. These gases help keep the earth warm and making the temperatures suitable for populations to survive. However, their increasing concentrations are causing unwanted changes in the planet's climate system. Of all the Green House Gases, industries are known to contribute the most to Carbon Dioxide emissions. This is where the need for Green Marketing comes in. Industries cannot afford to continue this trend of exploiting and harming the environment at this rate. If humans want to ensure their and other species' survival on the planet, they need to start taking steps. One of these is making the way they produce goods and services, the way they work, the way they market and deliver their products, environmentally friendly, or in the most popular terms these days, 'green'.

ADOPTION OF GREEN MARKETING

Mainly five reasons are identified for which a marketer can go for adoption of green marketing which are listed below.

1. Opportunities or competitive advantage: Incorporating green marketing practices by firms in their business activities creates a competitive advantage over their competitors. It also provides an opportunity to attract potential customers to buy the company's products and hence increase profits. Thus green marketing can be used as an opportunity to achieve its objective effectively and capture higher market share.
2. Corporate Social Responsibilities (CSR): Firms are realising that they are part of the wider society and must behave environmentally friendly to succeed in business. Increased focus on corporate social responsibility has forced the firms to adopt green marketing tools which are environment friendly and sustainable. Marketers are thus incorporating green process in their corporate culture and realising their obligations to become more responsible towards society.
3. Government pressure: Government creates policies and regulations to protect the environment from ill-effects of manufacturing and production activities. Firms have to take government clearances related to environmental protection before starting any new project. This forces firms to adopt sustainable and environment friendly practices while planning the project and after starting the new project.
4. Competitive pressure: As more and more firms have started adopting environmental friendly and sustainable practices to manufacture and market their products. This forces other firms in the industry to follow green practices in order to remain in the market and earn profit and attract consumers.

Cost or profit issues: Firms can also use green marketing to reduce cost and increase profit. Firms can try to reduce harmful wastes to incur cost savings by altering their production processes. New updated process can reduce costs and decrease need for raw-materials and other inputs thus reducing cost and increasing profits.

BENEFITS OF GREEN MARKETING

1. Competitive Advantage: A company who works and produces goods and services in a manner that is pro-environment and pro-people always has an advantage over its competitors that do not have such an approach. In some cases the benefits might not be visible immediately but in the long term, such companies will have an edge over other companies.
2. Access to newer markets: As consumers become more conscious about the environmental and health impacts of the products and services they consume, they want to consume products and services that take these aspects into consideration, thus opening up a new market to which companies that do green marketing have exclusive access.
3. Resource Savings: By making products in a manner that causes lesser resources being consumed and a decrease in the waste streams discharged, the company can cut down on its resource use and hence have cost savings.
4. A better environment for employees: When a company does green marketing it also leads to creation of a safe and healthy workplace environment for the employees. This helps to attract a quality talent pool in the company.

MARKETING MIX FOR GREEN PRODUCTS

Every marketer has to develop a strategy to decide on the 4 P's of marketing in the initial stage of new product development. Developing the 4 P's in green marketing shifts the focus from traditional view-points of setting up marketing mix by including the criteria of 'green' in the marketing mix. A good green marketing plan is one which focuses on an ideal marketing mix to simultaneously achieve maximum profit potential and adhere to sustainability principle. The marketing mix of green products can be determined in the following manner by the manufactures.

1.Product: A product is a tangible good or an intangible service that is marketed to a consumer. The objectives in planning green products should be to reduce non-renewable resource consumption while creating the core of the product. The manufacturing processes should be altered to decrease the impact on the environment and reduce the pollution in surrounding air and water. Technically, there is no product which is totally green as perceptions of what is a green product vary from person to person. The manufacture has to try and create a sustainable product which is produced by sourcing natural and organic raw material from local sources and suppliers, utilize environmental friendly materials and use lean manufacturing methods to minimize company's carbon footprint.

2.Price: Price is the monetary amount a consumer pays in exchange for a product or service based on its value or worth. Pricing for sustainable products is not as easy as consumers are sensitive to price. Pricing a green product is not simple as they can be expensive because the raw materials and other ingredients may be costly than their conventional counterparts. For example, organic food which is grown with natural fertilizers will be expensive as compared to foods not utilizing natural fertilizers. Similarly manufacturing and transporting cost may increase the overall price of the cost. Fuel used in transporting green products is clean and renewable energy fuel which might cost more, thus increasing cost of the product to end users. This leads to creating a pricing gap between traditional products and sustainable products, which is often referred to as the "green pricing gap". Thus price of green products can act as a limiting factor in product mass acceptance and its growth. Thus, marketers should try to minimize the price barrier either by decreasing distance between the green product and the consumers or by increasing awareness about the perceived value of their product to charge premium prices.

3.Place: Place refers to the location and distribution of the product to the consumers. Place can be physical brick and mortar stores and also online virtual stores. The traditional brick and mortar stores have to move towards sustainable distribution and placement of their products. Sustainable placement includes buying locally to decrease carbon emissions through long distance transportation of goods. Local retailers are taking the opportunity to promote themselves with locals by marketing the environmental and community benefits of procuring locally rather than nationally or internationally. In recent times even the multi-nationals are choosing to procure locally from the host country suppliers. Increase in demand of green products would also force the retailers to stock the environmentally friendly products thus increase in demand of sustainable products. The distribution channel is an important aspect while making decisions about sustainable marketing practices. The manufacturers and suppliers can try to reduce their carbon footprint through a variety of efforts such as transporting with fuel-efficient loads, using alternative sources to optimize distribution of products.

4.Promotion: Promotion is the tool used by firm to promotes and market its product to their prospective customers. Promotion is used to spread knowledge about the products and its benefit. The promotion tools used in marketing should be sustainable and environmental friendly to create a lasting impact in the mind of the consumers. Advertising, public relations, personal selling, consumer and trade promotion, social media, digital marketing, and mobile marketing are all marketing promotion tools. Advertising tools like television, radio, online marketing, and digital marketing tools should be used extensively for promotion as they are environment friendly as compared to magazine and newspaper advertisement which uses paper for promotion.

CHALLENGES FOR GREEN MARKETING

Even though Green Marketing and production is the need of the hour, the path that industries and consumers need to tread, is difficult to materialize. All challenges die down to two basis challenges: money and machine. .

1.Need for Standardization: Research and development in this area is still in evolving stage and we're yet to arrive at products and services that are totally green. Companies making claim of their product being green have no standardization to prove and 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.

2.New Concept: When we consider how consumers picture green products, one thing that has been noticed is the low awareness of consumers about green products. A major section of the consumers aren't aware that these products exist and their benefits. This in fact is a gap which Green Marketers can target.

3.Green Myopia: Green marketing main focus is to provide goods and services for customer and society benefits. If the product developed is absolutely green in all aspects still does not fulfil the ultimate purpose to the customer, it will not provide

any satisfaction to buyer. This will lead to green myopia. Moreover, if the green products are priced very high then it will lose its market acceptability rather than earning profitability and market share.

4. Costly technology: To produce green products and services, firms need to invest huge amounts of money, old machines and other facilities that are not environmentally friendly need to be replaced which again has financial implications. Even technology that green is expensive. It's not only the producers that have to bear the costs of producing green products and services. These costs further pass on to the consumers as well. Green products are costlier than normal products in the market and price act as a factor affecting buying decisions of the consumers.

CASE STUDIES

Many companies in India have initiated the process to include green initiatives in their strategic plans. Few case studies of such companies have been discussed below.

1. Digitization of Railway tickets by IRCTC: Indian Railway Catering and Tourism Corporation (IRCTC) have in 2011 introduced the initiative to go green and save paper. Earlier, a fine of Rs 50 per ticket was imposed on those travelling without e-ticket printouts. The passengers are now not required to carry print-out of their ticket and it's sufficient to carry ticket in electronic mode –mobile, laptop and tablets. However it is mandatory to carry a valid government issued identity card for verification such as driving licence, voter-id card, etc. About three lakh A4 sheets are expected to be saved across the country every day through this initiative.

2. Tata group: Tata group's overall corporate social responsibility matrix focuses on environment and ecological issues. Tata companies also abide by environmental procedures formulated up by the Global Reporting Initiative (GRI), which operates under the aegis of the United Nations.

Tata Steel in a joint venture has planned to setup a 22 million pounds manufacturing facility at its Brinsworth site in Rotherham so as to develop new green technologies, which will empower the cars of the future. On completion, it will take low-carbon vehicle technologies designed by small high-tech British companies and university research departments, the company said. Tata Housing Development Company Limited is the biggest advocate of green initiatives in the Indian real estate industry. It initiated sustainable green developments when the concept wasn't yet introduced in India. It acts as responsible corporate citizen by developing sustainable green housing projects which are under the guidelines of Indian Green Building Council (IGBC).

The company's first green development executed under this motto is Xylem, which is also Bengaluru's first LEED (Leadership in Energy and Environment Design) gold-certified green IT Park. This IT Park helps to tackle the 'sick building syndrome' with its major focus on occupants' health with an ergonomic design and architecture. Xylem has received the Leadership in Energy and Environment Design (LEED-Gold) rating. This is one of the most environmentally friendly buildings of its size in the entire country.

The Tata Power focuses on year round education of its consumers in the area of energy efficiency. Tata Power along with other electricity distribution companies of Mumbai had launched a campaign - "I Will, Mumbai Will" a consumer education and awareness campaign to educate them about power conservation measures. The campaign focused on shifting power usage away from the peak consumption period, more intelligent use of high power using devices such as air-conditioners, responsible electricity consumption behaviour and encouraging consumers to use energy efficient devices.

3. ITC Ltd.: ITC's corporate social responsibility is manifested in the belief that a company's performance must be measured by its Triple Bottom Line contribution to building economic, social and environmental capital. 30.9 % of ITC's energy consumption is from renewable sources. The company has unleashed multiple drivers of growth in India by building sustainable livelihoods for 5 million people belonging to the marginalized sections of society as well as ensuring long-term sustainability and competitiveness of its businesses.

ITC e-Choupal is an innovative market-led business model designed to enhance the competitiveness of Indian agriculture. E-Choupal leverages the power of Information and Digital Technology and the internet to empower small and marginal farmers with a host of services related to know how, best practices, timely and relevant weather information, transparent discovery of prices and much more. E-Choupals not only connect farmers with markets but also allow for a virtual integration of the supply chain and create significant efficiencies in the traditional system.

ITC has spearheaded a large scale social investments programme christened Mission SunehraKal. This programme aims at building rural capacity in partnership with local communities to develop water and forest resources, open up new non-farm livelihoods, empower women economically and expand primary education. The Mission now embraces a community of thousands of villages that are influential nuclei of change in rural localities spread over 10 States. A clearly focused self-help movement has gained ground in village after village in these areas, with farmers co-operating to create much needed economic, environmental and social assets out of their own resources.

Green Marketing In India: The Road Ahead

ITC commitment to the environment is manifested in its constant endeavour to enlarge its positive carbon footprint. This is achieved not only through enhanced energy conservation, but also through use of renewable energy sources and expanding carbon sequestration through its large scale Social and Farm Forestry Programmes. Apart from concerted efforts by all units to reduce energy consumption through stringent audits and benchmarking, ITC is also constantly expanding its renewable energy portfolio. More than 38% of its energy consumption is now met from renewable sources, and this is expected to touch 50% in the next 4-5 years. Improved utilisation of carbon neutral fuels such as biofuels in the Paperboards and Specialty Papers Business and the commissioning of 13.8 MW wind power projects in Maharashtra and Tamil Nadu contributed to increased utilisation of renewable energy.

ITC Royal Gardenia, ITC Green Centre and ITC Grand Chola are three of the world's largest LEED Platinum rated green buildings

4.State bank of India: State Bank of India is a multinational banking and financial services company based in India. State Bank of India (SBI) has recently introduced "green-channel banking" at its branches to encourage paperless work and to ensure faster and smoother transactions for customers. All major transactions, including withdrawals, deposits and remittances up to Rs 40,000, will be made through green-channel banking, which was introduced in a phased manner in all the branches of the bank. The customers need not fill up any pay-in slip or cheque for depositing or withdrawing money from their account. Instead they could access the services of ATMs. SBI has also introduced mobile banking for its account holders. The services included in mobile banking are:

Funds transfer (within and outside the bank)
Immediate Payment Services (IMPS): [Click here for details.](#)
Enquiry services (Balance enquiry/ Mini statement)
Demat Account Services
Requests (Cheque book request/Generate OTP)
Bill Pay (Utility bills, credit cards, Insurance premium), Donations, Subscriptions
Top up / Recharge (Mobile /DTH /MobiCash wallet Top up)
M Commerce (Merchant payments, SBI life insurance premium)

State Bank of India (SBI) has become the first bank in the country to venture into generation of green power by installing windmills for captive use. As part of its green banking initiative, SBI has installed 10 windmills with an aggregate capacity of 15 MW in the states of Tamil Nadu, Maharashtra and Gujarat.

CONCLUSION

Green marketing is still in its nascent stage whereby firms are still juggling to incorporate it in their strategic planning. It is not a one-time process but requires continuous efforts and inputs on the part of all the strategic departments of the firm. Firms have to continuously update and upgrade their production process and marketing plans to incorporate regulations of governments and demands from the society and customers. Green marketing, however gives the firm a competitive edge over its competitors and create a strong position for its product in the market. It is important to reframe the 4 P's of marketing mix of their existing products to make them greener as far as possible and develop new products keeping in mind the green marketing's marketing mix. The firms should focus on developing green products which match the needs of the end users and also helps companies in earning sustainable profits. Cost factor is main consideration in adopting the green procedures as it mainly affects the cost of product and profitability of the firm. The firms should develop and implement strategies to educate the retailers and consumers to incline them to use green product for overall benefits of the society.

In conclusion, adopting and implementing new changes in marketing is complex and time-consuming, still it holds lot of scope for betterment of the society. But these challenges shouldn't disappoint those who're interested in green marketing. Now is the time for firms to start incorporating green marketing initiatives in their plans so as to leave behind a clean environment and sustainable world for our generations to come.

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