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# DPU

## Dr. D. Y. Patil Vidyapeeth

(Deemed to be University)

(Re-accredited by NAAC with a CGPA of 3.62 on a four point scale at 'A' grade)

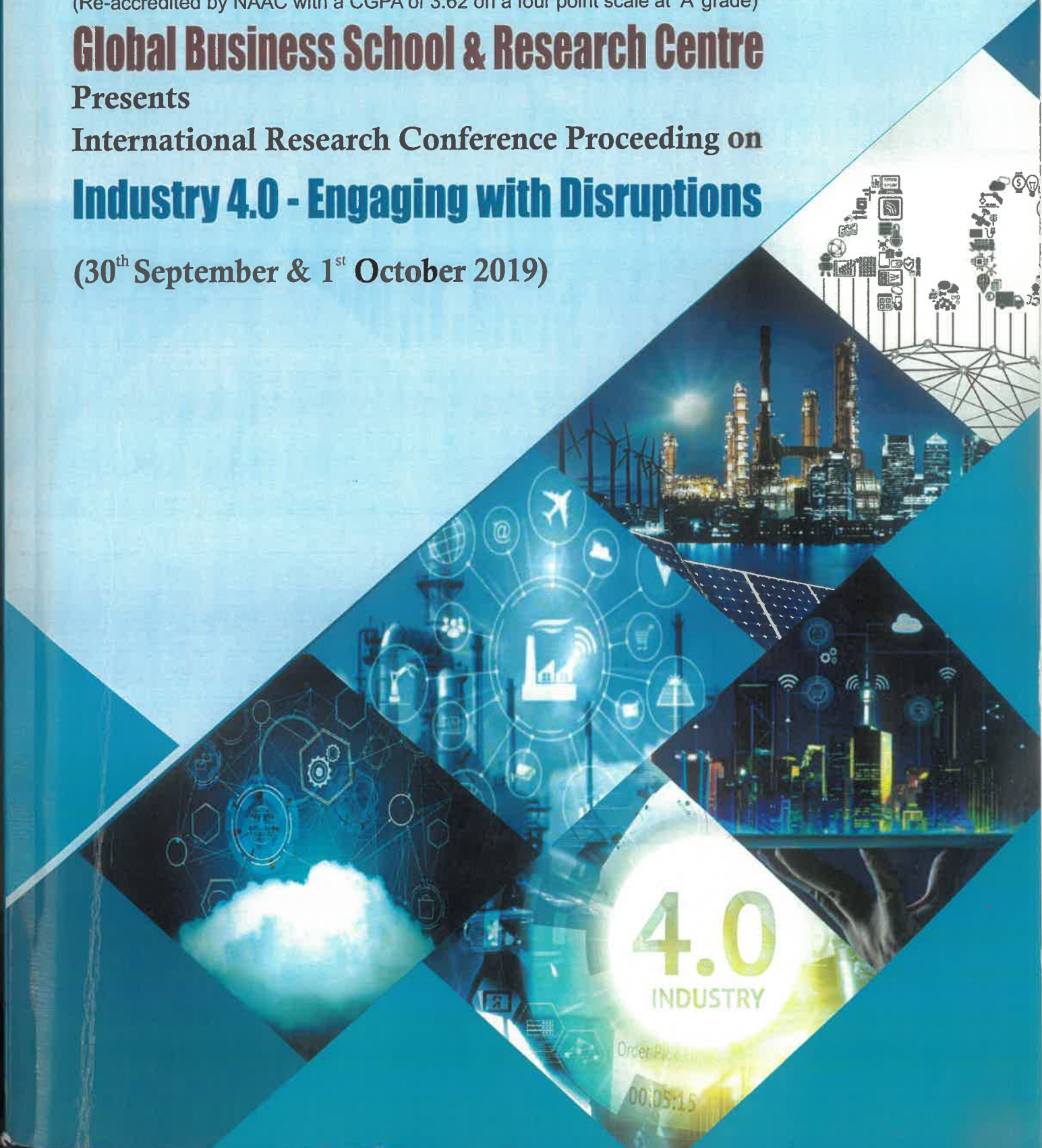
### Global Business School & Research Centre

Presents

International Research Conference Proceeding on

## Industry 4.0 - Engaging with Disruptions

(30<sup>th</sup> September & 1<sup>st</sup> October 2019)



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## GREEN MARKETING- CHALLENGES AND OPPORTUNITIES IN INDIA

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### Abstract:

Green revolutions, going green, environmental protection, sustainable life style, sustainable development, protecting our earth and many more have become a natural phenomenon in our everyday life. Green marketing is a tool used by many companies in various industries to follow this trend. The development of green marketing has opened the door of opportunity for companies to co brand their products into separate line, lauding the green-friendliness of some while ignoring that of others. This paper mainly focuses on the concept, need, importance & strategy of green marketing in India. As society becomes more concerned with the natural environment, businesses have begun to modify their behavior in an attempt to address society's "new" concerns. Some businesses have been quick to accept concepts like environmental management systems and waste minimization, and have integrated environmental issues into all organizational activities. One business area where environmental issues have received a great deal of discussion in the popular and professional press is marketing. Terms like "Green Marketing" and "Environmental Marketing" appear frequently in the popular press. Many governments around the world have become so concerned about green marketing activities that they have attempted to regulate them.

**Keywords:** Green marketing, Sustainability, Environmentally Safe, Recyclable, Eco-friendly products

### Introduction:

The term green marketing is often used freely and in the wrong context. The terms like phosphate free, recyclable, refillable, ozone friendly and environmentally friendly are some of the things consumers most often associate with green marketing. But green marketing incorporates a broad range of actions such as the product modification, changes to the production process, packaging changes, as well as modifying advertising which can be applied to consumer goods, industrial goods and even services. According to a recent research, at a world level, the positive fame of a company about its environmental responsibility is determined by the 53% of consumers (about 1 billion) as an important reason that makes them buy and use its products. Unfortunately, a majority of people believe that green marketing refers only to the endorsement or advertising of products with environmental characteristics. Terms like Phosphate free, Recyclable, Ozone friendly, and environment friendly are some of the things consumers most often associated with green marketing. In general, green marketing is a much broader concept that can be useful to consumer goods, industrial goods and even services. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising.

**1. Introduction Evolution of green marketing:** The green marketing has evolved over a period of time. According to peattie (2001), the evolution of green marketing has three phases.

#### First phase

First phase was termed as "ecological" green marketing, and during this all marketing activities were concerned to help environment problems and provide remedies for environmental problems.

#### Second phase

In the second phase was "environmental" green marketing and the focus shifted on clean technology that involved designing of innovative new products, will take care of pollution and waste issues.

#### Third phase

The third phase was "sustainable" green marketing. It came in to prominence in the late 1990's an early 2000.

### WHAT IS GREEN MARKETING?

The marketing or promotion of a product based on its environmental performance or an improvement thereof (Charter & Polonsky 1999).

A holistic and responsible strategic management process that identifies, anticipates, satisfies and fulfils stakeholder needs, for a reasonable reward, that does not adversely affect human or natural environmental well-being.

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. 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 "eco-tourist" facilities. While green marketing came into prominence in the late 1980s and early 1990s, it was first discussed much earlier. The American Marketing Association (AMA) held the first workshop on "Ecological Marketing" in 1975. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising.

#### Literature Review:

**Cateora Graham**, in *International Marketing*, has drawn a parallel line between green marketing and product development. The author has cited a variety of examples where the importance of green marketing has been laid focus on. Green marketing is a term used to identify concern with the environmental consequences of a variety of marketing activities. It is very evident from the author's research and examples the packaging and solid waste rules are burdensome but there are successful cases of not only meeting local standards but also being able to transfer this approach to other markets.

**Philip Kotler and Kevin Lane Keller** in *Marketing Management* has initiated the topic by discussing about the relevance of green marketing in the past few decades and has also discussed the explosion of environmentally friendly products. However, according to the author from the branding perspective green marketing programs have not been very successful. Marketers tried and failed with green sales pitches over the last decade because of certain obstacles which the movement encountered. The consumer behavior is such that most consumers appear unwillingly to give up the benefits of other alternatives to choose green products.

**Debraj Dutta and Mahua Dutta**, of *Marketing Management*, have given an explanation of what is green marketing. According to the authors green marketing incorporates a broad range of activities including the modification of product, production process and packaging. The authors have also discussed a few literature sources that have focused on green marketing and its relevance in today's era. It was evident that the possible reasons because of which organizations engage in green marketing.

**K.K. Shrivastava & Sujata Khandai**, the author of *Consumer Behavior in Indian Context*, has discussed green marketing legislation in association with the multinational corporations. These face a growing variety of legislation designed to address environmental issues. Global concern for the environment extends beyond industrial pollution, hazardous waste disposal and rampant deforestation to include issues that focus directly on consumer products.

#### 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 firms marketing mix program.

#### 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. 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. 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.

**CHARACTERISTICS OF GREEN PRODUCTS:**

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:

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

**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 4S such as Satisfaction of stakeholder needs, Safety of products and processes, Social acceptability of the company and Sustainability of its activities.

**IMPORATNCE OF GREEN MARKETING:**

- 1) Organizations perceive 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 behavior.

**WHY FIRMS EMPHASIZING ON GREEN MARKETING?**

Several suggested reasons for firms increased use of Green Marketing are: 1) Organizations perceive 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 behavior.

**OPPORTUNITIES FOR GREEN MARKETING IN INDIA**

In India, around 25 percent of the consumers prefer environmental friendly products and appears that all types of consumers, both individual and industrial are becoming more concerned and aware about the natural environment. Nowadays, firms marketing goods with environmental characteristics have realized a competitive advantage over firms marketing non-environmentally responsible alternatives. There are numerous examples of firms who have strived to become more environmentally responsible, in an attempt to better satisfy their consumer needs. For example: The Surf Excel detergent which saves water (advertised with the message" do bucket paani roz bachana") and the energy saving LG consumers durables are examples of green marketing.

**A. 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.

Firms in this situation can take two perspectives:

- 1) They can use the fact that they are environmentally responsible as a marketing tool; or
- 2) They can become responsible without promoting this fact. The HSBC became the world's first bank to go carbon-neutral last year. Other examples include Coca-Cola, which has invested in various recycling

activities. Walt Disney World in Florida, US, has an extensive waste management program and infrastructure in place.

### **B. GOVERNMENTAL PRESSURE:**

Governmental regulations relating to environmental marketing are designed to protect consumers in several ways:

- 1) Reduce production of harmful goods or by-products;
  - 2) Modify consumer and industry's use and/or consumption of harmful goods; or
  - 3) Ensure that all types of consumers have the ability to evaluate the environmental composition of goods.
- These governmental regulations are designed to control the amount of hazardous wastes produced by firms. Many by-products of production are controlled through the issuing of various environmental licenses, thus modifying organizational behavior. In some cases governments try to "induce" final consumers to become more responsible. For example, some governments have introduced curbside recycling programs, making it easier for consumers to act responsibly. In other cases governments tax individuals who act in an irresponsible fashion. The Indian government too has developed a framework of legislations to reduce the production of harmful goods and by products. These reduce the industry's production and consumers' consumption of harmful goods, including those detrimental to the environment; for example, the ban of plastic bags in Mumbai, prohibition of smoking in public areas, etc.

### **C. COMPETITIVE PRESSURE:**

Another major force in the environmental marketing area has been a firm's desire to maintain its competitive position. In many cases, firms observe competitors promoting their environmental behaviors and attempt to emulate this behavior. It is only in some instances that this competitive pressure causes an entire industry to modify and thus reduce its detrimental environmental behavior. For example, it could be argued that Xerox's "Revive 100% Recycled paper" was introduced a few years ago in an attempt to address the introduction of recycled photocopier paper by other manufacturers. In another example when one tuna manufacturer stopped using driftnets, the others followed suit. 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.

### **D. COST REDUCTION:**

Reduction of harmful waste may lead to substantial cost savings. Sometimes, many firms develop symbiotic relationships whereby the waste generated by one company is used by another as a cost-effective raw material. For example, the fly ash generated by thermal power plants, which would otherwise contribute to a gigantic quantum of solid waste, is used to manufacture fly ash bricks for construction purposes. Certain firms use green marketing to address cost/profit related issues.

### **PROBLEMS WITH GREEN MARKETING:**

- 1) The firms using green marketing must ensure that their activities are not misleading to consumers or industry, and do not breach any of the regulations or laws dealing with environmental marketing.
- 2) 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.
- 3) 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.
- 4) The investors and corporate companies 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. The corporate should not expect huge benefit for implementing Green Marketing immediately.
- 5) Green marketing is focusing on customer benefits i.e. the primary reason why consumers buy certain products in the first place. If the green products are priced very high then again it will lose its market acceptability. (Marketing Myopia)

### **CHALLENGES IN GREEN MARKETING:**

#### **A. 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. A standard quality control board needs to be in place for such labeling and licensing.

#### **B. 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. By India's Ayurveda 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.

#### **C. 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.

#### **D. 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.

#### **Some Other Challenges Ahead in Green Marketing Are:**

- 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.

#### **GOLDEN RULES OF GREEN MARKETING:**

**1) 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

**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**

It 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.

#### **Green Marketing- Adopts by the firms**

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 non-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.

The Surf Excel detergent which saves water (advertised with the message "do bucket paani roz bachana").

- The energy-saving LG consumer's durables are examples of green marketing.
- We also have green buildings which are efficient in their use of energy, water and construction materials, and which reduce the impact on human health and the environment through better design, construction, operation, maintenance and waste disposal. In India, the green building movement, spearheaded by the

Confederation of Indian industry (CII) -Godrej Green business Center, has gained tremendous impetus over the last few years. From 20,000 sq. ft. in 2003, India's green building footprint is now over 25 million sq. ft.

- Xerox introduced a "high quality" recycled photocopier paper in an attempt to satisfy the demands of firms for less environmentally harmful products.

**Many companies are adopting green for capturing market opportunity of green marketing some cases**

**EXAMPLE 1: Best Green IT Project: State Bank of India:**

Green IT@SBI 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 checks, 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 State Bank of India became the first Indian bank to harness wind energy through a 15-megawatt wind farm developed by Suzlon Energy. The wind farm located in Coimbatore uses 10 Suzlon wind turbines, each with a capacity of 1.5 MW. The wind farm is spread across three states – Tamil Nadu, with 4.5 MW of wind capacity; Maharashtra, with 9 MW; and Gujarat, with 1.5 MW. 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.

**EXAMPLE 2: Lead Free Paints from Kansai Nerolac**

Kansai Nerolac Paints Ltd. has always been committed to the welfare of society and environment and as a responsible corporate has always taken initiatives in the areas of health, education, community development and environment preservation. 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.

**EXAMPLE 3: Indian Oil's Green Agenda**

**Green Initiatives**

- Indian Oil is fully geared to meet the target of reaching EURO-III compliant fuels to all parts of the country by the year 2010; major cities will upgrade to Euro-IV compliant fuels by that time.
- Indian Oil has invested about Rs. 7,000 crore so far in green fuel projects at its refineries; ongoing projects account for a further Rs. 5,000 crore.
- Motor Spirit Quality Improvement Unit commissioned at Mathura Refinery; similar units are coming up at three more refineries.
- Diesel quality improvement facilities in place at all seven Indian Oil refineries, several more green fuel projects are under implementation or on the anvil.
- The R&D Centre of Indian Oil is engaged in the formulations of eco-friendly biodegradable lube formulations.
- The Centre has been certified under ISO-14000:1996 for environment management systems.

**EXAMPLE 4: India's 1st Green Stadium**

The Thyagaraja Stadium stands tall in the quiet residential colony behind the Capital's famous INA Market. It was jointly dedicated by Union Sports Minister MS Gill and Chief Minister Sheila Dikshit on Friday. Dikshit said that the stadium is going to be the first green stadium in India, which has taken a series of steps to ensure energy conservation and this stadium has been constructed as per the green building concept with eco-friendly materials.

**EXAMPLE 5: Eco-friendly Rickshaws before CWG**

Chief Minister Shiela Dikshit launched on Tuesday a battery operated rickshaw, —E-rick#, sponsored by a cellular services provider, to promote eco-friendly transportation in the city ahead of the Commonwealth Games.

**EXAMPLE 6: Wipro Green It.**

Wipro can do for you in your quest for a sustainable tomorrow- reduce costs, reduce your carbon footprints and become more efficient - all while saving the environment. Wipro's Green Machines (In India Only) 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 Green ware. These products are RoHS (Restriction of Hazardous Substances) compliant thus reducing e-waste in the environment.

**EXAMPLE 7: Agartala to be India's first Green City**

Tripura Sunday announced plans to make all public and private vehicles in Agartala run on compressed natural gas (CNG) by 2013, thus making the capital India's first greencity. Tripura Natural Gas Co Ltd (TNGCL), a joint venture of the Gas Authority of India Ltd (GAIL) and the Tripura and Assam governments, has undertaken a project to supply CNG to all private and government vehicles. CNG will also be available to those now using electricity, petrol and diesel to run various machineries. TNGCL chairman Pabitra Kar told reporters. He said: The Company will soon provide PNG connections to 10,000 new domestic consumers in the city and outskirts. Agartala will be the first city in India within the next three years to become a green city.

**EXAMPLE 8: Going Green: Tata's new mantra**

The ideal global benchmark though is 1.5. Tata Motors is setting up an eco-friendly showroom using natural building material for its flooring and energy efficient lights. Tata Motors said the project is at a preliminary stage. The Indian Hotels Company, which runs the Taj chain, is in the process of creating eco-rooms which will have energy efficient mini bars, organic bed linen and napkins made from recycled paper. But there won't be any carpets since chemicals are used to clean those. And when it comes to illumination, the rooms will have CFLs or LEDs. About 5% of the total rooms at a Taj hotel would sport a chic eco-room design. One of the most interesting innovations has come in the form of a biogas-based power plant at Taj Green Cove in Kovalam, which uses the waste generated at the hotel to meet its cooking requirements. Another eco-friendly consumer product that is in the works is Indica EV, an electric car that will run on polymer lithium ion batteries. Tata Motors plans to introduce the Indica EV in select European markets this year.

**Conclusion:**

It can thus be concluded that Green Marketing is a tool used by many companies in various industries to co brand their products into separate line, lauding the green-friendliness of some while ignoring that of others. As society becomes more concerned with the natural environment, businesses have begun to modify their behavior in an attempt to address society's "new" concerns. Some businesses have been quick to accept concepts like environmental management systems and waste minimization, and have integrated environmental issues into all organizational activities. One business area where environmental issues have received a great deal of discussion in the popular and professional press is marketing. Terms like "Green Marketing" and "Environmental Marketing" appear frequently in the popular press. Many governments around the world have become so concerned about green marketing activities that they have attempted to regulate them.

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