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# CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	<b>DO EXECUTIVE DIRECTORS MANIPULATE EARNINGS?</b> <i>SEYED HOSSEIN HOSSEINI &amp; MOHAMADREZA ABDOLI</i>	1
2.	<b>MANAGEMENT EDUCATION – IMPACT OF VALUE ORIENTATIONS ON CAREER &amp; BUSINESS</b> <i>PUSHPA SHETTY</i>	7
3.	<b>STRATEGIC GAINS OF BY-PRODUCT MARKETING: A STUDY ON SELECTED COMPANIES OF BANGLADESH</b> <i>GOLAM MOHAMMAD FORKAN &amp; TAHSAN RAHMAN KHAN</i>	13
4.	<b>THE EFFECT OF CURRENCY DEVALUATION ON THE ETHIOPIAN ECONOMY'S TRADE BALANCE: A TIME SERIOUS ANALYSIS</b> <i>FIKREYESUS TEMESGEN &amp; MENASBO GEBRU</i>	17
5.	<b>MUTUAL FUNDS IN INDIA: AN ANALYSIS OF INVESTORS PERCEPTIONS</b> <i>DR. PRASHANTA ATHMA &amp; K. RAJ KUMAR</i>	21
6.	<b>FINANCES OF CENTRE FOR DISTANCE EDUCATION, OSMANIA UNIVERSITY, HYDERABAD, ANDHRA PRADESH: AN ANALYTICAL STUDY</b> <i>G. VENKATACHALAM &amp; P. MOHAN REDDY</i>	27
7.	<b>THE INFLUENCE OF MARKETING ON CONSUMER ATTITUDE FUNCTIONS FOR KITCHENWARE, A STUDY WITH SPECIAL REFERENCE TO KOCHI METRO</b> <i>ANILKUMAR. N</i>	32
8.	<b>BEHAVIOURAL FINANCE: A NEW PERSPECTIVE FOR INVESTMENT IN FINANCIAL MARKET</b> <i>DR. SREEKANTH. M S</i>	39
9.	<b>THE EFFECT OF MERGER AND ACQUISITIONS ON THE SHAREHOLDERS' WEALTH: EVIDENCE FROM THE FOOD INDUSTRY IN INDIA</b> <i>DR. RAMACHANDRAN AZHAGAI AH &amp; T. SATHISH KUMAR</i>	42
10.	<b>WHETHER DIFFERENCES MAKE DIFFERENCES? A NEW PARADIGM ON WORKFORCE DIVERSITY</b> <i>D. RAMADEVI &amp; DR. S. A. SENTHIL KUMAR</i>	54
11.	<b>CORPORATE SOCIAL ENGAGEMENT: NEW BASE LINE TO CORPORATE SOCIAL RESPONSIBILITY</b> <i>KAVITA MEENA</i>	59
12.	<b>GREEN MARKETING</b> <i>BRIJESH SIVATHANU PILLAI &amp; KANCHAN PRANAY PATIL</i>	64
13.	<b>MARKET EFFICIENCY AND INTERNATIONAL BENCHMARKS IN THE SECURITIES MARKET OF INDIA – A STUDY</b> <i>DR. MUNIVENKATAPPA</i>	74
14.	<b>CHALLENGE OF LIQUIDITY RISK AND CREDIT RISK IN INSURANCE COMPANIES WITH SPECIAL REFERENCE TO INDIAN PUBLIC SECTOR GENERAL INSURANCE COMPANIES</b> <i>AVINASH TRIPATHI</i>	82
15.	<b>CONTEMPORARY ISSUE ON DEREGULATION OF SAVING ACCOUNT INTEREST RATE</b> <i>DR. RAJIV GANDHI</i>	87
16.	<b>A STUDY ON THE EFFECT OF FOOD ADVERTISEMENTS ON CHILDREN AND THEIR INFLUENCE ON PARENTS BUYING DECISION</b> <i>GINU GEORGE</i>	92
17.	<b>DETERMINANTS OF CORPORATE DIVIDEND POLICY IN SELECT PRIVATE SECTOR CEMENT COMPANIES IN TAMIL NADU - AN EMPIRICAL ANALYSIS</b> <i>DR. V. MOHANRAJ &amp; DR. N.DEEPA</i>	107
18.	<b>THE ROLE OF 'FOLLOW THE NEIGHBOUR' STRATEGY AND FACTORS INFLUENCING INVESTMENT DECISION WITH REFERENCE TO NASIK CITY</b> <i>BHUSHAN PARDESHI, PAVAN C. PATIL &amp; PADMA LOCHAN BISOYI</i>	110
19.	<b>IMPACT OF ADVERTISING ON BRAND RECALL AND BRAND PERSONALITY FORMATION: A STUDY OF ORGANISED FASHION RETAILING</b> <i>HIMANSHU SHEKHAWAT &amp; PREETI TAK</i>	116
20.	<b>A CASE STUDY ON STRESS MANAGEMENT IN WORKING WOMEN IN GOVERNMENT\SEMI-GOVERNEMNT ENTERPRISES IN SHIMLA, (H.P.)</b> <i>SHALLU SEHGAL</i>	122
21.	<b>LEVERAGE ANALYSIS AND IT'S IMPACT ON SHARE PRICE AND EARNING OF THE SELECTED STEEL COMPANIES OF INDIA – AN EMPIRICAL STUDY</b> <i>MUKESH C AJMERA</i>	129
22.	<b>A STUDY ON LEVEL OF EXPECTATION OF MUTUAL FUND INVESTORS &amp; IMPACT OF DEMOGRAPHIC PROFILE ON PERIOD OF INVESTMENT IN MUTUAL FUND</b> <i>TARAK PAUL</i>	136
23.	<b>IMPACT OF MERGERS &amp; ACQUISITIONS ON FINANCIAL PERFORMANCE: WITH SPECIAL REFERENCE TO TATA GROUP</b> <i>NEHA VERMA &amp; DR. RAHUL SHARMA</i>	140
24.	<b>EXPLORING SERVICE INNOVATION PROCESS AND STRATEGY IN DEVELOPING CUSTOMER RELATIONSHIP-WITH REFERENCE TO CENTURYBANK 'YES BANK'</b> <i>SHILPA SANTOSH CHADICHAL &amp; DEBLINA SAHA VASHISHTA</i>	144
25.	<b>EMPLOYEE LOYALTY ABOVE CUSTOMER LOYALTY</b> <i>AFREEN NISHAT A. NASABI</i>	152
26.	<b>FDI IN MULTIBRAND RETAILING IN INDIA: PERCEPTION OF THE UNORGANISED RETAILERS IN BUSINESS CAPITAL OF UTTARAKHAND</b> <i>DEEPAK JOSHI</i>	156
27.	<b>COMPARATIVE STUDY OF SELECTED PRIVATE SECTOR BANKS IN INDIA</b> <i>NISHIT V. DAVDA</i>	161
28.	<b>IMPACT OF HRM PRACTICES ON PERFORMANCE OF NON-ACADEMIC EMPLOYEES OF OPEN UNIVERSITIES IN INDIA</b> <i>B. LAXMINARAYANA</i>	167
29.	<b>POST-MERGER FINANCIAL PERFORMANCE APPRAISAL OF ACQUIRING BANKS IN INDIA: A CASE ANALYSIS</b> <i>AZEEM AHMAD KHAN</i>	172
30.	<b>MANPOWER REQUIREMENT ASSESSMENT CONSIDERING THE MAKE OR BUY DECISION POLICY OF CENTRAL WORKSHOP IN AN INTEGRATED STEEL &amp; POWER COMPANY</b> <i>AKHILESH JHA, SOUPOARNO MUKHERJEE &amp; RANDHIR KUMAR</i>	176
	<b>REQUEST FOR FEEDBACK</b>	181

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**GREEN MARKETING**

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**ABSTRACT**

*There is a growing interest among the consumers all over the world regarding protection of the environment. Worldwide evidence indicates that people are concerned about the environment which is triggering a change in their behavior. As a result of this, the green marketing concept has emerged, which speaks for the growing market for sustainable and socially responsible products and services. Green Marketing is one of the initiatives towards environment protection, which is gaining popularity. Green marketing is a phenomenon which has developed a particular significance in the modern market. People generally want to do the right things, so the challenge and opportunity for the green marketer is to make it easy for the people to do so. When all other factors are equal – quality, price, performance and availability, environmental benefit will most likely tip the balance in favor of the product. Environmental sustainability is not simply a matter of compliance or risk management. Business is increasingly recognizing the various competitive advantages and opportunities to be gained from eco-sustainability and green marketing. Green marketing subsumes greening the products as well as greening the firms, in addition to manipulating the 4Ps (product, price, place and promotion) of the traditional marketing mix. The author explains the concept and principles of green marketing. This paper also explains the challenges and opportunities for green marketers. This paper focuses primarily on the green marketing strategies and models. This paper overviews the green marketing strategy matrix. The author surveys the marketers and consumers to understand their opinions about green products and attempts to suggest innovative strategies of green marketing to the marketers.*

**KEYWORDS**

Competitive Advantage, Green Marketing Model, Green Marketing Strategies, Green Marketing matrix.

**NEW DIMENSIONS IN MARKETING: GREEN MARKETING**

**T**he best way to predict the future is to create it."

- Peter Drucker

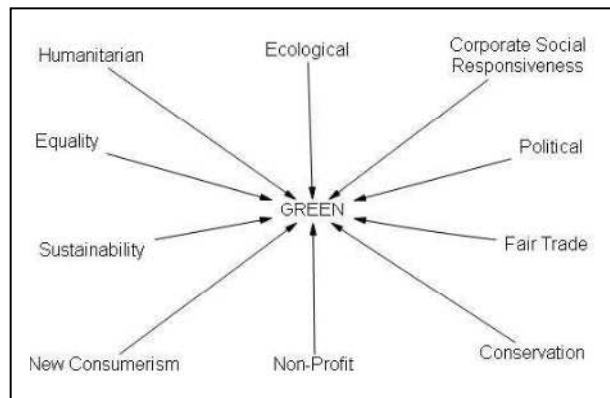
Green marketing was given prominence in the late 1980s and 1990s after the proceedings of the first workshop on Ecological marketing held in Austin, Texas (US), in 1975. Several books on green marketing began to be published thereafter. According to the Joel Makower (a writer, speaker and strategist on clean technology and green marketing), green marketing faces a lot of challenges because of lack of standards and public consensus to what constitutes "Green". The green marketing has evolved over a period of time. According to Peattie (2001), the evolution of green marketing has three phases. First phase was termed as "Ecological" green marketing, and during this period all marketing activities were concerned to help environment problems and provide remedies for environmental problems. Second phase was "Environmental" green marketing and the focus shifted on clean technology that involved designing of innovative new products, which take care of pollution and waste issues. Third phase was "Sustainable" green marketing. It came into prominence in the late 1990s and early 2000.

**REVIEW OF LITERATURE**

As there are over 100 definitions of sustainability in academia, there are many more meanings of green to consumers. They all seem to be related however with the desire to change the world for a better place. In general green marketing is a much broader concept, one that can be applied 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. Yet defining green marketing is not a simple task. Indeed the terminology used in this area has varied, it includes: Green Marketing, Environmental Marketing and Ecological Marketing.

FIG 1: THE MEANINGS OF GREEN TO CONSUMERS



A green consumer is defined as “a person who, in his or her consumption behavior consciously attempts to have a neutral or positive effect on the earth, its environment and its inhabitants.” Up to one point this definition may work for a green investor as well, as they also seek out other goals for their investments, than just the financial ones. However the difference lies in the utility. While both take their utility from doing good things towards the Earth green investors are also seeking utility through their capital gains.

This early definition has three key components:

- 1) it is a subset of the overall marketing activity.
- 2) It examines both the positive and negative activities; and
- 3) a narrow range of environmental issues are examined.

While this definition is a useful starting point, to be comprehensive green marketing needs to be more broadly defined. The broad definition is: Green or Environmental Marketing consists of all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment. [Polonsky 1994b, 2]

Therefore it ensures that the interests of the organization and all its consumers are protected, as voluntary exchange will not take place unless both the buyer and seller mutually benefit. The above definition also includes the protection of the natural environment, by attempting to minimize the detrimental impact this exchange has on the environment. The second point is important, for human consumption by its very nature is destructive to the natural environment. Thus green marketing should look at minimizing environmental harm, not necessarily eliminating it.

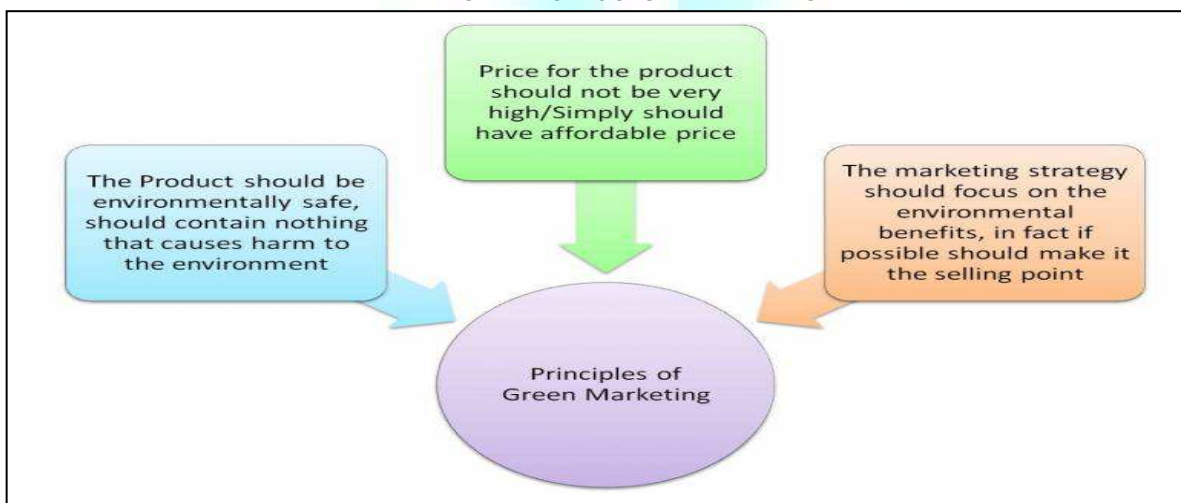
**4 P’S AND 4 C’S OF GREEN MARKETING**

**A. GREEN MARKETING MIX**

- (a) **Green Product:** Green products are the ones that incorporate recycled content , are energy efficient and saving, durable, and have low maintenance requirements.
- (b) **Green Price:** Consumers are often ready to pay a premium price if they perceive the value in a product. The products that prove to be less detrimental to the environment are often less costly when product life cycle costs are considered.
- (c) **Green Place:** Green place involves efficient management of logistics and the entire supply chain to reduce its impact on the environment. This would involve mass-transportation, containerization, unit trains and other goods-handling technologies. Reverse channel systems have been developed for recycling of products whereby the empty bottles at the retailers end are brought back to the factories so that they can be reused.
- (d) **Green Promotion:** Green Promotion involves creating awareness for the green products in the marketplace. Green promotion also involves the use of promotional tools that save energy like internet. Many companies have now started the paperless office concept by using blogs, e-mails and social networking sites to promote their products, as these acts are cost and energy saving initiatives.

**PRINCIPLES OF GREEN MARKETING**

FIG. 2: PRINCIPLES OF GREEN MARKETING



Green marketing, put simply is the marketing of products that have a green tag to them and have been prepared using sustainable environmental practice and are considered environmentally safe.

One traditional problem associated with green marketing is that it sometimes asks consumers to forego something in order to do their bit for the environment. Consumers rarely like it when they have to give up something, so a green marketing approach that provides a sound, safer environmentally conscious product at not very high costs is likely to meet with larger success and acceptance.



This has led to a parallel shift between consumer and company approaches between money and environment relationship. Investing in green technologies by a company is more for cutting down costs on fuels or to earn credits while a consumer who chooses to buy an environmentally safe product makes a decision to spend his money for the larger environmental benefit. Sometimes the green practice may even become the signature selling point if the campaign is cleverly designed.

However, it is absolutely essential that the firm pays close attention to its environmental friendly practices as any claim if found to be fraudulent can spell disaster for the company and its products. Sometimes a firm may simply claim that a product is environmentally friendly or may claim adoption of cleaner practices when in reality they may not actually be doing anything for the environmental cause, such practices are labeled as **Greenwashing**.

Concerns have been raised over the lack of a universal framework over what classifies as green, the lack of a universally accepted standard also creates confusion in the minds of consumers. The ability to spearhead an environmental movement solely on consumer faith is limited as choices are decided often by the pricing and the paying ability of the consumer and the effectiveness of the product; the environmental benefit is the last thing on a shopper's mind. Development of labels such as 'Energy Star' and 'Eco mark' may go a long way to ensure people's faith and provide them with a simple measure of how environmental friendly a product is.

The Clean Development Mechanism (CDM) under the Kyoto Protocol is considered as one such example of a positive framework that can serve as a valuable source of funding to fuel sustainable projects in developing countries.

### NEED/IMPORTANCE OF GREEN MARKETING

Since early 1990s, a major concern on the ecological impact of industrial houses on the environment has been surfaced on the marketplace. Not only the relation between human, organization and natural environment is being redefined, but the implications thereof are being interpreted. New perceptions are being formed or re-evaluated on issues like environmental friendly products, recyclability, waste-reduction, the cost associated with pollution and the price value relationship of environmentalism. Pressure from various stakeholders, Government, environmentalists, NGOs, consumers is placed on businesses, which in turn keeps them under constant and relentless watch in their daily operations. A direct result can be seen in developed and developing countries where the Government became stricter in imposing regulations to protect environment. The consumers of these countries are being more outspoken regarding their needs for environmentally friendly products. Questions remain on their willingness to pay a higher premium for such products. So in this era where consumers determine the fate of a company, green marketing imparts a proactive strategy for these companies to cater to the market by imparting nature friendly products/ services which otherwise reduce or minimize any detrimental impact on the environment.

A green marketing approach in the product area promotes the integration of environmental issues into all aspects of the corporate activities, from strategy formulation, planning, re-engineering in production process and dealing with consumers.

So to remain competitive within the challenge thrown by the environment protectionists, the companies will have to find answers through their marketing strategies, product & service redesign, customer handling etc. In this endeavor the companies may go for new technologies for handling waste, sewage and air pollution, it can go for product standardization to ensure environmentally safe products, by providing truly natural products.

In this regard, the companies should be concerned with what happens to a product during and after its useful life. Companies may manifest this concern through experimentation with ways to reassess and redesign the product life stages. Life cycle reassessment focuses on environmental consideration in product development and design, including energy and material inputs and outputs in production, consumption and disposal of products. It would be able to manage the life stages of a product in an environmental friendly and eco-efficient manner. Eco-efficient refers to the proper thinking for the use or consumption of natural resources so that nature is offered an opportunity to renew itself.

When looking through the literature there are several suggested reasons for firms' increased use of Green Marketing.

Five possible reasons cited are:

1. Organizations perceive environmental marketing to be an opportunity that can be used to achieve its objectives [Keller 1987, Shearer 1990].
2. Organizations believe they have a moral obligation to be more socially responsible [Davis 1992, Freeman and Liedtka 1991, Keller 1987, McIntosh 1990, Shearer 1990].
3. Governmental bodies are forcing firms to become more responsible [NAAG 1990].
4. Competitors' environmental activities pressure firms to change their environmental marketing activities [NAAG 1990].
5. Cost factors associated with waste disposal, or reductions in material usage forces firms to modify their behavior [Azzone and Manzini 1994].

### STATEMENT OF THE PROBLEM

**Need for Standardization:** There is no standardization currently in place to certify a product as an 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.

**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, 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.

**Consumer behavior:** Consumers may express their preference to buy environmentally safe products, or claim to base their purchase decisions on environmental considerations but may not be willing to pay the extra cost associated with the green products. Thus, their purchase behavior varies from what they claim to buy.

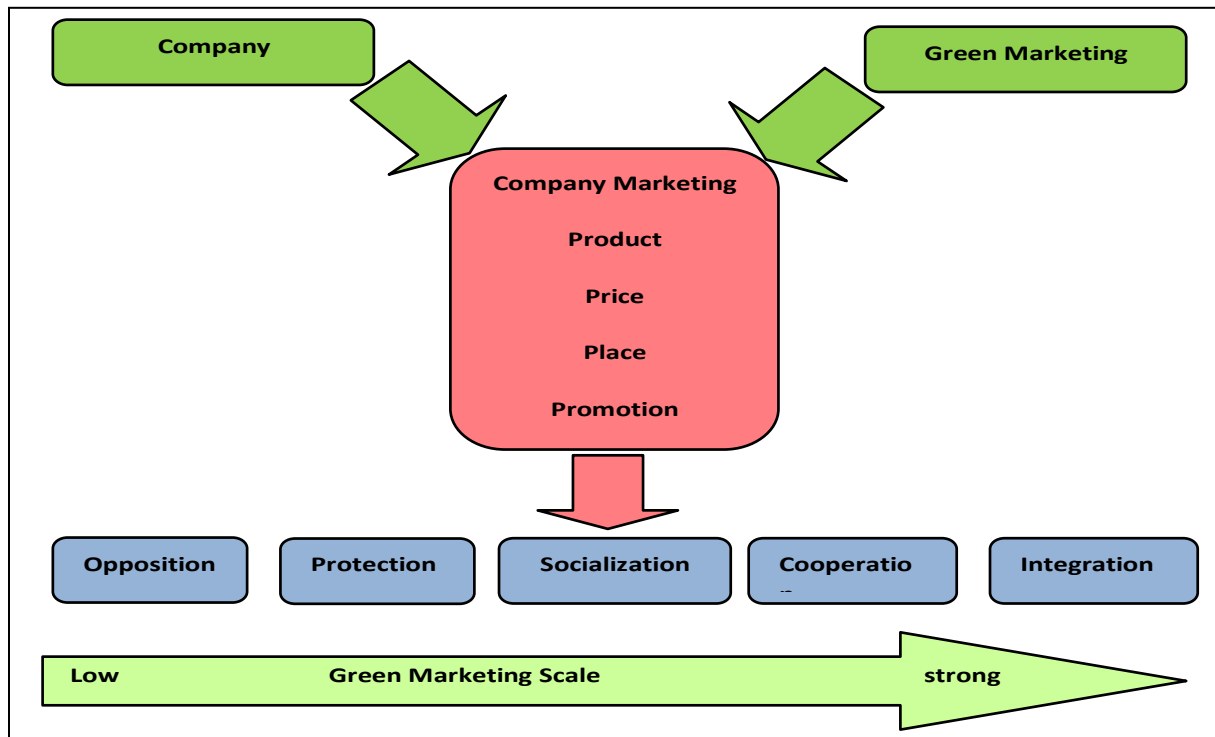
### OBJECTIVES

1. To study the models, strategies and strategy matrix of Green Marketing.
2. To study the marketers and consumer opinions about green products.
3. To suggest the strategies for green marketing to the marketers.

### GREEN MARKETING MIX MODEL

This model will allow an analysis of the current strategy of the companies and a comparison of this strategy with the green marketing mix.

FIG 3: GREEN MARKETING MIX MODEL



**DIMENSIONS OF THE GREEN MARKETING MIX**

This model allows an evaluation of how strong or low is the use of the green marketing in a company. These five dimensions will precisely measure the green marketing implication of all the companies:

**Opposition:** In this dimension, the leaders and managers reject the idea of the existence of any kind of environmental concerns. They do not think that there is a real problem for the society by polluting or adopting a bad behavior for the environment.

**Protection:** In this dimension, it is noticed that the company is more concerned about the environmental problems and the sustainable development but not in a positive way.

**Socialization:** The socialization is categorized by a company which recognizes social, environmental, ethical problems. However, the company prefers to let it outside its activity. It can be noticed that the first implication of the company appearing as a volunteer is to contribute for the general interest in order to get the image of a "good citizen".

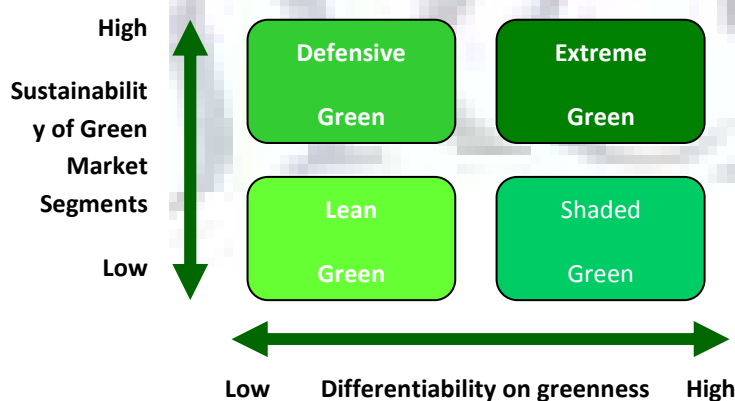
**Cooperation:** The managers consider the sustainable development issues as a professional concern and accept at least the idea of a social and environmental responsibility. However, they adopt at the same time a position of negotiation and a share of responsibilities with other actors like the state or the territorial collectivities.

**Integration:** The sustainable development issues are broached as stakes characterizing the state of a society and the structure of the markets. It means a particular effort from the company in planning the strategy and the adaptation of methods and processes. This strategy of integration is also important for the company in order to maintain its competition in the future.

**THE GREEN MARKETING STRATEGY MATRIX**

Ginsberg and Bloom (2004) have come to the conclusion that there is no single green marketing strategy that is right for all corporations. They have developed four strategies that range from relatively passive and silent "lean green" approach to a more visible and aggressive "extreme green" approach; in between are "defensive green" and "shaded green". Their Green Marketing matrix is illustrated in Figure below:

FIG. 4: THE GREEN MARKETING STRATEGY MATRIX



Source: "Choosing the Right Green Marketing Strategy" of Ginsberg, J. & Bloom, P., 2004, MIT Sloan Management Review 46(1), 79-84.

Ginsberg and Bloom (2004) say that these green marketing strategies should be derived from the likely size of the green market in their industry and the company's ability to differentiate their products based on greenness.

**Lean Green:** Companies with this strategy do not emphasize publicizing or marketing their green initiatives even though they make efforts in trying to be good corporate citizens. Their interest lies in reducing costs and improving efficiencies through pro-environmental activities, thus creating a lower-cost competitive advantage, not a green one. Instead, the main drive is to comply with regulations and finding pre-emptive solutions in the long-term. Concerned with being held to a higher standard which they cannot always live up to or differentiate themselves from competitors, Lean Greens are often hesitant to promote their green activities or green product attributes.

**Defensive Green:** This strategy uses green marketing in response to a crisis, as a precautionary measure, or a response to actions made by competitors. Defensive Greens have identified green market segments as important consumers that they cannot afford to alienate and will attempt to mitigate damage and enhance brand image. They do not spend resources on aggressive promotion of greenness as this would create expectations that they cannot meet, unless it would yield a sustainable competitive advantage.

**Shaded Green:** Shaded Greens make substantial financial and non-financial commitments by investing in long-term, system wide, environmentally friendly processes. These companies are capable of significantly differentiating themselves and gaining competitive advantages through greenness, but choose not to do so as they can make more money by highlighting other attributes. Environmental features are promoted as secondary benefits.

**Extreme Green:** These types of companies are based on holistic philosophies and values, fully integrating environmental issues into the business and product life-cycle. Greenness has often been the major driving force behind these companies from the very beginning. They engage in life-cycle pricing approaches, total-quality environmental management and manufacturing for the environment. Extreme Greens' products and services usually serve niche markets.

## GREEN MARKETING STRATEGIES

The level of greening-strategic, quasi-strategic, or tactical dictates exactly what activities should be under-taken by a company. Strategic greening in one area may or may not be leveraged effectively in others. A firm could make substantial changes in production processes but opt not to leverage them by positioning itself as an environmental leader. So although strategic greening is not necessarily strategically integrated into all marketing activities, it is nevertheless strategic in the product area.

TABLE 1: GREEN MARKETING STRATEGIES

	Tactical Greening	Quasi – Strategic Greening	Strategic Green
<b>Targeting</b>	Ads mentioning green features are run in green focused media.	A firm developing a green brand in addition to its other brands.	A firm launches a new strategic Business Unit (SBU) aimed at the green market.
<b>Green Design</b>	A firm switches from one raw material supplier to another with more eco-friendly processes.	Life-cycle analysis is incorporated in to the eco-design process to minimize eco-harm.	E.g. Fuji Xerox Develops its Green Wrap paper to be more eco-friendly from the ground up.
<b>Green Positioning</b>	E.g. A mining company runs public relations (PR) to campaign its green aspects and practices.	E.g. British Petroleum (BP) AMOCO redesigns its logo to a sun based emblem to reflect its view to a hydrogen / solar based future of the energy industry.	E.g. The BODY SHOP Pursues environmental and social change improvements and encourages its consumers to do so as well.
<b>Green Pricing</b>	Cost –Savings due to existing energy – efficiency features are highlighted for a product.	E.g. Water company switches the pricing policy from a flat monthly rate to a per – unit – of – water –used basis.	A company rents its products rather than selling; consumers now pay only for use of the product.
<b>Green logistic</b>	A firm changes to a more concentrated degenerated logistical activities.	Packaging minimization is incorporated. Manufacturing review process.	A reverse logistics system is put into place by FUJI XEROX to reprocess and remanufacturing copies.
<b>Marketing waste</b>	A firm improves the efficiency of its manufacturing process, which lowers its waste output.	E.g. TELSTRA (A phone company) has internal processes so that old telephones directories (waste) are collected and turned into cat litter products by other companies.	E. g. A Queen stand surgar-cane facility is rebuilt to be cogeneration based, using sugar-cane waste to power the operation.
<b>Green Promotion</b>	An Oil company runs a PR campaign to highlight its green practices in order to counter an oil spill getting bad press coverage.	A company sets a policy that realistic product eco-benefits should always be mentioned in promotional material.	As a part of its philosophy the BODY SHOP co-promotes one or more social /eco campaigns each year with in shop and promotional materials.
	A company funds a competition (one-off basis) run by an environmental group to heighten community awareness on storm water quality issues.	E.g. SOUTHCORP (a wine producer form a long-term alliance with the Australian conservation foundation to help combat land-salinity issues.	A company invites a representative of an environmental group to directors.

Source: [http://en.wikipedia.org/wiki/Green\\_marketing](http://en.wikipedia.org/wiki/Green_marketing)

## IMPLEMENTATION OF GREEN MARKETING

The diffusion of innovation characteristics framework to test the effectiveness of B2B green marketing strategies and to help generate competitive advantages in an ecologically-sustainable way is mentioned below. Managerial implications are discussed below how organizations can achieve successful competitive advantage while contributing to environmental sustainability for the common good of the society and community at large.

TABLE 2: IMPLEMENTATION OF GREEN MARKETING STRATEGY

<b>Marketing Research</b>	Focus on sustainability to obtain on environmental issue from stakeholders on products, communications, pricing and distribution strategies. Diffusion characteristics: relative advantage, observability, complexity, triability.
<b>Production</b>	Change production and processes to be more environmentally sensitive. Diffusion characteristics: relative advantage, observability, complexity and triability
<b>Product</b>	Create green products with a differential advantage which are recyclable, biodegradable and are based on sustainable development and also extending these product lines. Substitute services or product rentals instead of ownership of physical goods. Diffusion characteristics: relative advantage, observability, compatibility complexity and triability.
<b>Distribution markets</b> /	Creating more circular market. Using multichannel distribution (or just via internet) for easy to find and buy products or services. Create new market or niche. Diffusion characteristics: relative advantage, observability, complexity and triability.
<b>Price</b>	Emphasize long term costs and ownership and use rather than short-term price (e.g. Energy Efficiency). Offer price incentive. Set prices of green innovations to meet or be lower than the competition.
<b>Promotion</b>	Marketing communication should use new media (internet mobile marketing) and promote green values and benefits compatible between organizational sellers and buyers. Offer sales promotion incentive to customers to try the product. Create reward/loyalty programs to reward repeat purchase. Education on green policies and strategies to various stakeholders. Emphasize long term cost of ownership/ use Diffusion characteristics : related to mainly observability but also related to compatibility, complexity and trailability and relative advantage
<b>Partnership</b>	Create "Eco-alliances" with stakeholders for input strategy and implementation. Diffusion Characteristics : relative advantage, observability and compatibility

Source: Valerie L. Vaccaro, (2009) "B2B green marketing and innovation theory for competitive advantage", Journal of Systems and Information Technology, Vol. 11 Issn: 4, pp.315 – 330

## RESEARCH METHODOLOGY

The research study investigates the research objectives identified above and adopts a multi-phase research design incorporating both qualitative and quantitative research techniques. It is divided into two phases which are:-

- Quantitative Study among Marketers.
- Quantitative Study among Consumers

## DATA COLLECTION

- The research was conducted in **Pune** city.
- Random sampling** method was adopted and **100 consumers and 35 marketers** responded to the survey. Besides secondary data, the **primary data** was collected using a structured questionnaire and the questions were close ended which were coded and cross-tabulated, keeping in view the context and objectives of the study.

## CONTRIBUTION

It will add value to the excellent green marketing practices adopted by the marketers.

## RESULTS AND DISCUSSIONS

As demands change, many firms see these changes as an opportunity to be exploited. It can be assumed that firms marketing goods with environmental characteristics will have 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.

*Example 1:* McDonald's replaced its clam shell packaging with waxed paper because of increased consumer concern relating to polystyrene production and ozone depletion.

*Example 2:* Xerox introduced a "high quality" recycled photocopier paper in an attempt to satisfy the demands of firms for less environmentally harmful products.

In some cases firms have misled consumers in an attempt to gain market share. In other cases firms have jumped on the green bandwagon without considering the accuracy of their behavior, their claims, or the effectiveness of their products. This lack of consideration of the true "greenness" of activities may result in firms making false or misleading green marketing claims.

Consumer demand for greener products and services creates opportunities for businesses to promote their greener offerings and introduce profitable new ones, all the while building their top-line sales, enhancing their image, and engaging the morale of employees newly engaged in a higher purpose.

**Higher profits:** Polls indicate that consumers are willing to pay a premium for green. However, empirical evidence is demanded by skeptical business people to justify the investments in new technology, special materials or ingredients, and high start-up costs of introducing new greener products.

To the extent that businesses can meet or exceed these new consumer expectations, they will enhance their products' image and ability to command a premium. According to the old rules, consumers didn't expect ecologically preferable products to work well. However today's greener products work far better than their predecessors, the current crop of greener products are perceived as healthier, less toxic, and capable of saving time and money, as well as contributing to a sustainable future.

Some greener products appeal to consumers for many reasons, suggesting the potential to win over more than one segment of the now enormous market for green products.

TABLE 3: GREEN PRODUCTS OFFER MAINSTREAM BENEFITS

Consumer benefits	Product category
CFL light bulbs	Save money, last longer
Hybrid cars	Quiet ride, fewer fill-ups, status
Natural cleaners	Safety, peace of mind
Organic produce	Safety, better taste
Recycled paper	Save money
Car sharing	Convenience, save money
Solar-powered cell phones	Extended use

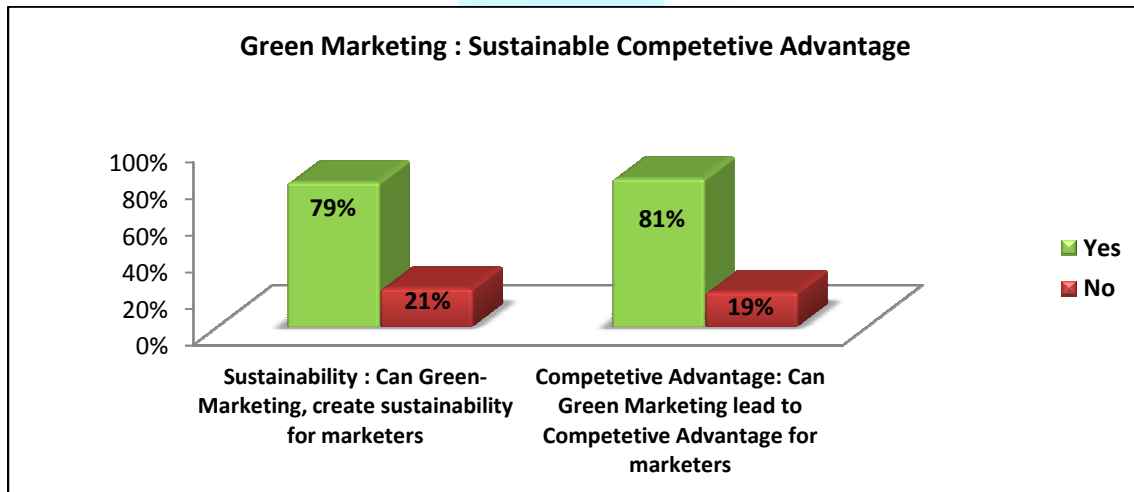
Source: J. Ottman Consulting, Inc.

The consumers can expect the genuine value-added benefits of superior performance, convenience, cost savings, and increased health and safety to continue to propel the mass market for eco-inspired products in the years and decades ahead.

**New source of innovation:** Historically, going green helped to unearth efficiencies that beefed up a company’s bottom line. Under the new rules, businesses are discovering the even more attractive eco-opportunity for innovation that boosts top-line revenues. That’s because green means doing things differently. Proactive companies are inventing new greener technologies, new business models, and new designs that are capturing media attention, grabbing new customers, and establishing a competitive advantage – if not changing the rules of the game altogether.

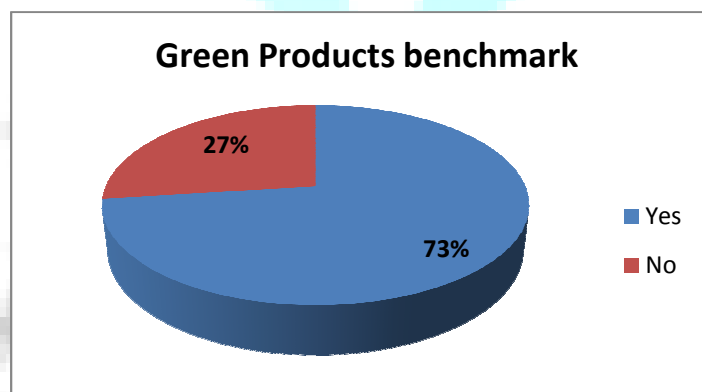
**ANALYSIS AND FINDINGS**  
**MARKETERS SURVEY**

Question 1	Yes	No
<b>Sustainability:</b> Can Green-Marketing, create sustainability for marketers?	79%	21%
<b>Competitive Advantage:</b> Can Green Marketing lead to Competitive Advantage for marketers?	81%	19%



- 79% of the marketers mention that green marketing create sustainability and 21 % mention it does not.
- 81% of the marketers mention that green marketing leads to competitive advantage.

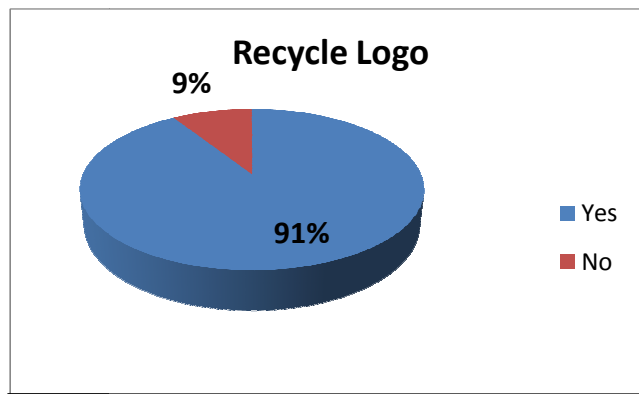
Question 2	Yes	No
<b>Benchmark :</b> Are Green Products benchmarked against traditional products with respect to quality and functionality?	73%	27%



73% of the marketers mention that green products are benchmarked against traditional products with respect to quality and functionality.

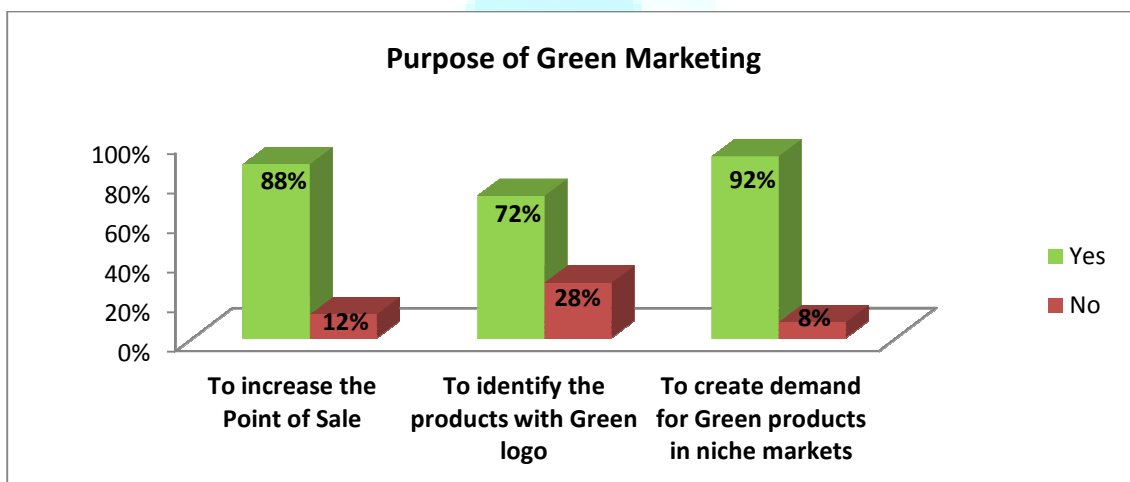
Question 3	Yes	No
<b>Recycle Logo:</b> Should packaging of green products be created with recycled products and carry the recycle logo?	91%	9%





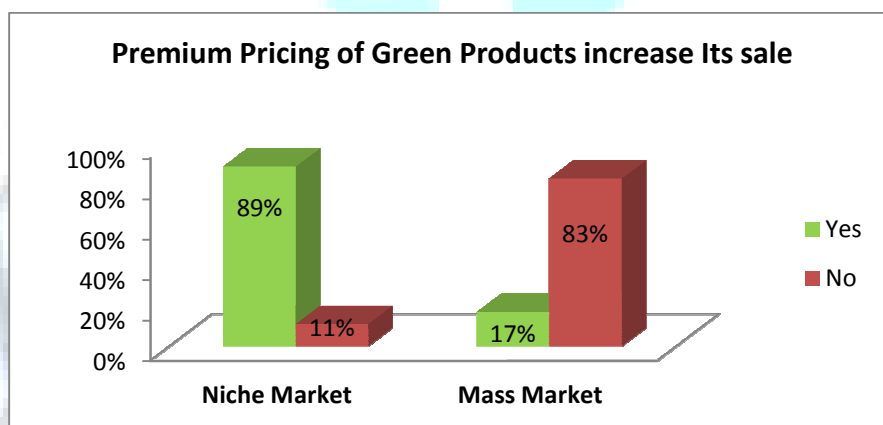
91% of the marketers mention that packaging of green products is created with recycled products and carry the recycle logo.

Q3 : What should be the purpose of green communication for the marketers?	Yes	No
To increase the Point of Sale.	88%	12%
To identify the products with Green logo.	72%	28%
To create demand for Green products in niche markets.	92%	8%



- 88% of the marketers mention that it increases the point of sale.
- 72% of the marketers mention that the purpose of green logo in green communication is to identify the product.
- 92% of the marketers mention that to create demand for green products in the niche market is the purpose of green communication.

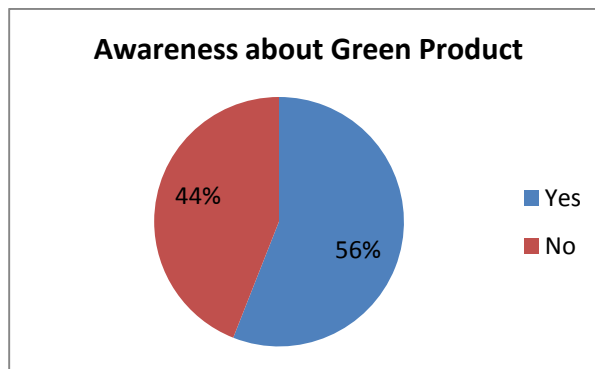
Question No. 4 Does Premium pricing of Green Product increase its sale?	Yes	No
Niche Market.	89%	11%
Mass Market.	17%	83%



- 89% of marketers mention that premium pricing in niche market increase the same and 11% of mention that it does not.
- 83% of marketers mention that premium pricing in mass market does not increase the same and 17 mention that it does.

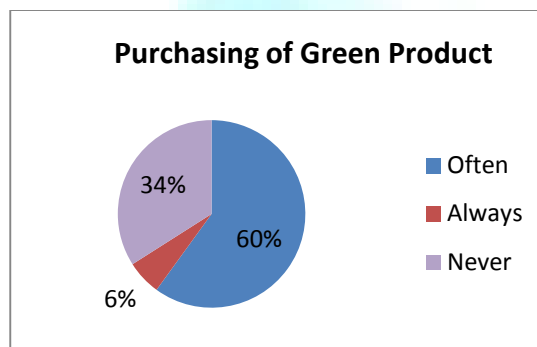
CUSTOMER SURVEY

Question 1	Yes	No
Awareness about Green Product	56 %	44 %



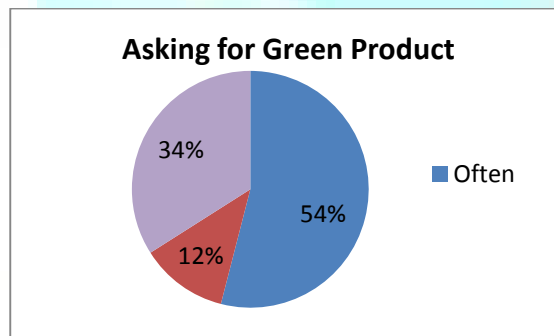
56% of the respondents are awareness about green product and 44% of the respondents are not aware about green product.

Questions 2	Often	Regularly	Never
Purchasing of Green Product	60%	6%	34%



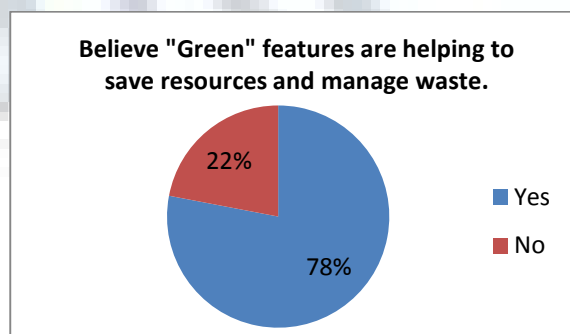
60% respondents often purchase green products, 34% of the respondents never purchase the green products and only 6% of the respondents always purchase green products.

Question 3	Often	Regularly	Never
Asking for Green Product	54%	12%	34%



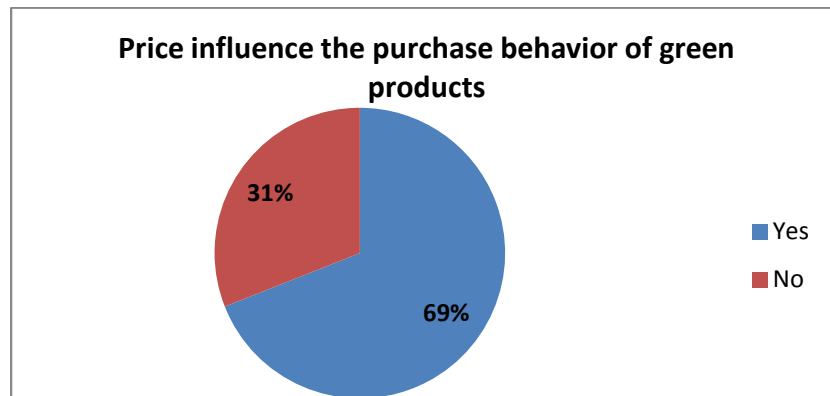
54% of the respondents often purchase green products and 12% regularly purchase green product. 34% of the respondents never purchase green products.

Question 4	Yes	No
Believe "Green" features are helping to save resources and manage waste.	78%	22%



78 % of the respondents believe "Green" features are helping to save resources and manage waste and 22% respondents do not believe "Green" features are helping to save resources and manage waste.

Question 5	Yes	No
Does price influence the purchase behavior of green products?	69%	31%



69% of respondents are mention that price influence their purchase behavior of green products and 31% of respondents mention that it does not.

### SUGGESTIONS

- Target marketing and communications strategies to take advantage of community and social dynamics.
- Communicate the effectiveness of individual action in protecting the environment.
- Develop comprehensive, company-wide environmental initiatives as a part of CSR to enhance the corporate image.
- Assure the customers that they can "Make a Difference" by increasing customer participation in green marketing programs.
- Establish credibility in the management and use of funds.
- Establish alliances with environmental groups and form customer advisory boards.
- Develop an industry-wide code of conduct and promote visible community-based projects with clear environmental benefits.
- Use green incentives: Motivate consumers by marketing about donations to environmentally friendly organizations.
- Use online marketing: Not only is online marketing a highly targeted and cost effective approach, it's also the greenest way to market your business. Online marketing doesn't use nearly as many resources and produce as much waste as print and even commercial marketing.

### CONCLUSION

1. Marketers have adopted green marketing and are working towards sustainable models due to Opportunity, Social Responsibility, Government Pressure, Competitive Pressure, and Cost Reduction.
2. Green marketing strategies should be derived from the likely size of the green market in their industry and the company's ability to differentiate their products based on greenness.
3. Consumers are aware of green products and often purchase green products for the extra cost for "Green" features.
4. Consumers also specially ask for green products as they believe that green products are helping to save resources and manage waste.
5. Consumers are expecting green brands to deliver on promised reductions in environmental impact thus green communication plays a major contribution to stimulate demand and increase the sale of green products.

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