

INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

I
J
R
C
M



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

Indexed & Listed at:

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A.

Open J-Gate, India [link of the same is duly available at Inlibnet of University Grants Commission (U.G.C.)].

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 4255 Cities in 176 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	IMPACT OF WORKING CAPITAL MANAGEMENT ON THE PROFITABILITY OF LISTED CEMENT COMPANIES IN TANZANIA <i>DR. SRINIVAS MADISHETTI & DR. NSUBILI ISAGA</i>	1
2.	A STUDY ON COST OF REJECTION (REJECTED SAMPLES) IN A NABL ACCREDITED LABORATORY AT A POST GRADUATE TEACHING HOSPITAL IN DEHRADUN, UTTARAKHAND <i>PIYALI MITRA M., RIMMA MANDAL, M. M. MATHAVAN & DR. VIBHA GUPTA</i>	9
3.	BORDER GUARDS SYSTEMS USING HYBRID WIRELESS SENSOR NETWORKS <i>T. DEEPIGA, A. SIVASANKARI & S. A. SHOBA</i>	15
4.	INDEPENDENT ACCESS TO ENCRYPTED CLOUD DATABASES <i>ROHINI GAIKWAD, VAISHALI GHATE & JALPA MEHTA</i>	20
5.	SECURE IMAGE TRANSMISSION USING LOSSLESS ARITHMETIC CODING <i>AASHA M. VANVE, ABIRAMI SIVAPRASAD & SWATI DESHPANDE</i>	23
6.	SPAM ZOMBIE DETECTION SYSTEM <i>RUTUJA BANKAR, JYOTI DESHMUKH & SWATI DESHPANDE</i>	28
7.	SECURE AND SCALABLE DATA SHARING IN CLOUD STORAGE WITH KEY-AGGREGATE CRYPTOSYSTEM <i>B. RAJESH, D. L. SRINIVAS & A.EMMANUEL RAJU</i>	32
8.	IDENTIFYING LISTENING SKILLS AMONG BOYS AND GIRLS OF ARTS AND SCIENCE COLLEGE STUDENTS <i>K.ELAMATHI</i>	36
9.	A STUDY ON FINANCIAL HEALTH OF SELECTED SOFTWARE COMPANIES IN INDIA <i>R. DEVIPRASANNA</i>	39
10.	BORDER PATROL SYSTEMS-USING ADVANCED WIRELESS SENSOR NETWORKING DEVICES <i>T. DEEPIGA & A. SIVASANKARI</i>	43
11.	THE NEW SOCIAL CONTRACT FOR GREEN BUSINESS <i>RAJEEV GUPTA</i>	46
12.	DATA SECURITY AND PRIVACY PROTECTION IN CLOUD COMPUTING <i>ROHINI GAIKWAD & JALPA MEHTA</i>	50
13.	SURVEY OF VARIOUS CRYPTOGRAPHIC TECHNIQUES <i>AASHA M. VANVE & ABIRAMI SIVAPRASAD</i>	56
14.	CYBER SECURITY TRENDS, ISSUES AND ANALYSIS OF TOOLS <i>RUTUJA BANKAR & LUKESH KADU</i>	63
15.	DETERMINANTS OF THE CUSTOMER LOYALTY IN ETHIOPIAN BANKING INDUSTRY (WITH REFERENCE TO PRIVATE COMMERCIAL BANK) <i>TEKABE SINTAYEHU & MOHAMMAD SULTAN</i>	74
16.	KNOWLEDGE DISCOVERY IN DATABASES <i>ANANT KUMAR</i>	81
17.	GREEN MARKETING: PATH TO SUSTAINABLE DEVELOPMENT <i>VANDANA BALA</i>	86
18.	IMPLICATION OF REGULATION ON THE DEVELOPMENT OF MICROFINANCE IN THE NIGERIAN ECONOMY <i>GODSPOWER GODWIN ITEMEH</i>	90
19.	AN ASSESSMENT OF TAX EVASION LEVEL AMONG NIGERIAN TAXPAYERS <i>ZAKARIYA'U GURAMA</i>	94
20.	AUTOMATIC PROFILE CHANGING USING ANDROID PHONES AS PER GPS LOCATION <i>R. SARVANI & R. KUMARI</i>	98
	REQUEST FOR FEEDBACK & DISCLAIMER	105

CHIEF PATRON

PROF. K. K. AGGARWAL

Chairman, Malaviya National Institute of Technology, Jaipur
(An institute of National Importance & fully funded by Ministry of Human Resource Development, Government of India)
Chancellor, K. R. Mangalam University, Gurgaon
Chancellor, Lingaya's University, Faridabad
Founder Vice-Chancellor (1998-2008), Guru Gobind Singh Indraprastha University, Delhi
Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

FOUNDER PATRON

LATE SH. RAM BHAJAN AGGARWAL

Former State Minister for Home & Tourism, Government of Haryana
Former Vice-President, Dadri Education Society, Charkhi Dadri
Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

FORMER CO-ORDINATOR

DR. S. GARG

Faculty, Shree Ram Institute of Business & Management, Urjani

ADVISORS

PROF. M. S. SENAM RAJU

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

PROF. S. L. MAHANDRU

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR

PROF. R. K. SHARMA

Professor, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

EDITORIAL ADVISORY BOARD

DR. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

PROF. PARVEEN KUMAR

Director, M.C.A., Meerut Institute of Engineering & Technology, Meerut, U. P.

PROF. H. R. SHARMA

Director, Chhatrapati Shivaji Institute of Technology, Durg, C.G.

PROF. MANOHAR LAL

Director & Chairman, School of Information & Computer Sciences, I.G.N.O.U., New Delhi

PROF. ANIL K. SAINI

Chairperson (CRC), Guru Gobind Singh I. P. University, Delhi

PROF. R. K. CHOUDHARY

Director, Asia Pacific Institute of Information Technology, Panipat

DR. ASHWANI KUSH

Head, Computer Science, University College, Kurukshetra University, Kurukshetra

DR. BHARAT BHUSHAN

Head, Department of Computer Science & Applications, GuruNanakKhalsaCollege, Yamunanagar

DR. VIJAYPAL SINGH DHAKA

Dean (Academics), Rajasthan Institute of Engineering & Technology, Jaipur

DR. SAMBHAVNA

Faculty, I.I.T.M., Delhi

DR. MOHINDER CHAND

Associate Professor, KurukshetraUniversity, Kurukshetra

DR. MOHENDER KUMAR GUPTA

Associate Professor, P.J.L.N.GovernmentCollege, Faridabad

DR. SHIVAKUMAR DEENE

Asst. Professor, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

DR. BHAVET

Faculty, Shree Ram Institute of Engineering & Technology, Urjani

ASSOCIATE EDITORS

PROF. ABHAY BANSAL

Head, Department of Information Technology, Amity School of Engineering & Technology, Amity University, Noida

PROF. NAWAB ALI KHAN

Department of Commerce, AligarhMuslimUniversity, Aligarh, U.P.

ASHISH CHOPRA

Sr. Lecturer, Doon Valley Institute of Engineering & Technology, Karnal

FORMER TECHNICAL ADVISOR

AMITA

Faculty, Government M. S., Mohali

FINANCIAL ADVISORS

DICKIN GOYAL

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS

JITENDER S. CHAHAL

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT

SURENDER KUMAR POONIA

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography; Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript** **anytime** in **M.S. Word format** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. infoijrcm@gmail.com or online by clicking the link **online submission** as given on our website ([FOR ONLINE SUBMISSION, CLICK HERE](#)).

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____

THE EDITOR

IJRCM

Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF _____.

(e.g. Finance/Mkt./HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)

DEAR SIR/MADAM

Please find my submission of manuscript entitled ' _____ ' for possible publication in one of your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published elsewhere in any language fully or partly, nor is it under review for publication elsewhere.

I affirm that all the co-authors of this manuscript have seen the submitted version of the manuscript and have agreed to their inclusion of names as co-authors.

Also, if my/our manuscript is accepted, I agree to comply with the formalities as given on the website of the journal. The Journal has discretion to publish our contribution in any of its journals.

NAME OF CORRESPONDING AUTHOR :

Designation :

Institution/College/University with full address & Pin Code :

Residential address with Pin Code :

Mobile Number (s) with country ISD code :

Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No) :

Landline Number (s) with country ISD code :

E-mail Address :

Alternate E-mail Address :

Nationality :

NOTES:

- a) The whole manuscript has to be in **ONE MS WORD FILE** only, which will start from the covering letter, inside the manuscript. **pdf. version is liable to be rejected without any consideration.**
- b) The sender is required to mention the following in the **SUBJECT COLUMN of the mail:**
New Manuscript for Review in the area of (e.g. Finance/Marketing/HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)
- c) There is no need to give any text in the body of mail, except the cases where the author wishes to give any **specific message** w.r.t. to the manuscript.
- d) The total size of the file containing the manuscript is expected to be below **1000 KB**.
- e) **Abstract alone will not be considered for review** and the author is required to submit the **complete manuscript** in the first instance.
- f) **The journal gives acknowledgement w.r.t. the receipt of every email within twenty four hours** and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of manuscript, within two days of submission, the corresponding author is required to demand for the same by sending a separate mail to the journal.
- g) The author (s) name or details should not appear anywhere on the body of the manuscript, except the covering letter and the cover page of the manuscript, in the manner as mentioned in the guidelines.

2. **MANUSCRIPT TITLE:** The title of the paper should be **bold typed, centered and fully capitalised**.
3. **AUTHOR NAME (S) & AFFILIATIONS:** Author (s) **name, designation, affiliation (s), address, mobile/landline number (s), and email/alternate email address** should be given underneath the title.
4. **ACKNOWLEDGMENTS:** Acknowledgements can be given to reviewers, guides, funding institutions, etc., if any.
5. **ABSTRACT:** Abstract should be in **fully italicized text**, ranging between **150 to 300 words**. The abstract must be informative and explain the background, aims, methods, results & conclusion in a **SINGLE PARA. Abbreviations must be mentioned in full.**
6. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of **five**. These should be arranged in alphabetic order separated by commas and full stop at the end. All words of the keywords, including the first one should be in small letters, except special words e.g. name of the Countries, abbreviations.
7. **JEL CODE:** Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at www.aeaweb.org/econlit/jelCodes.php, however, mentioning JEL Code is not mandatory.
8. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER. It should be free from any errors i.e. grammatical, spelling or punctuation. It must be thoroughly edited at your end.**
9. **HEADINGS:** All the headings must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
10. **SUB-HEADINGS:** All the sub-headings must be bold-faced, aligned left and fully capitalised.
11. **MAIN TEXT:**

THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:**INTRODUCTION****REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESIS (ES)****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****LIMITATIONS****SCOPE FOR FURTHER RESEARCH****REFERENCES****APPENDIX/ANNEXURE****The manuscript should preferably range from 2000 to 5000 WORDS.**

12. **FIGURES & TABLES:** These should be simple, crystal **CLEAR, centered, separately numbered & self explained, and titles must be above the table/figure. Sources of data should be mentioned below the table/figure. It should be ensured that the tables/figures are referred to from the main text.**
13. **EQUATIONS/FORMULAE:** These should be consecutively numbered in parenthesis, horizontally centered with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word should be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does not have the editor.
14. **ACRONYMS:** These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on its first use in each section: Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.
15. **REFERENCES:** The list of all references should be alphabetically arranged. **The author (s) should mention only the actually utilised references in the preparation of manuscript** and they are supposed to follow Harvard Style of Referencing. **Also check to make sure that everything that you are including in the reference section is duly cited in the paper.** The author (s) are supposed to follow the references as per the following:
- All works cited in the text (including sources for tables and figures) should be listed alphabetically.
 - Use **(ed.)** for one editor, and **(ed.s)** for multiple editors.
 - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
 - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
 - The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
 - For titles in a language other than English, provide an English translation in parenthesis.
 - **Headers, footers, endnotes and footnotes should not be used in the document.** However, **you can mention short notes to elucidate some specific point**, which may be placed in number orders after the references.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

UNPUBLISHED DISSERTATIONS

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

- Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

GREEN MARKETING: PATH TO SUSTAINABLE DEVELOPMENT

VANDANA BALA
RESEARCH SCHOLAR
DEPARTMENT OF COMMERCE
MAHARSHI DAYANAND UNIVERSITY
ROHTAK

ABSTRACT

Generally, green marketing is a concept related with products that are presumed to be environmentally safe. Tough, it's very tough to define green marketing, but through this paper it is tried to understand the concept of GREEN MARKETING. Green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising. Other similar terms used are Environmental Marketing and Ecological Marketing. Thus "Green Marketing" refers to holistic marketing concept wherein the production, marketing consumption, disposal of products and services happen in a manner that is less detrimental to the environment with growing awareness about the implications of global warming, non-biodegradable solid waste, harmful impact of pollutants etc. Both marketers and consumers are becoming increasingly sensitive to the need for switch in to green products and services. In the modern era of globalization, it has become a challenge to keep the customers as well as consumers in fold and even keep our natural environment safe and that is the biggest need of the time. Environmental pollution is a buzz word in today's business environment. The Paper aims at finding out what actually Green Marketing is all about and how can a business firm be more competitive by using green marketing strategies to gain a competitive edge over others.

KEYWORDS

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

INTRODUCTION OF GREEN MARKETING

According to the American Marketing Association, green marketing is the marketing of products that are presumed to be environmentally safe. The development and marketing of products designed to minimize negative effects on the physical environment or to improve its quality. The effort by organization to produce, promote, package and reclaim products in a manner that is sensitive or responsive to ecological concerns. Green marketing emphasizes environmental stewardship. Alma T. Mintu and Hector R. Lozada define green marketing as "the application of marketing tools to facilitate exchanges that satisfy organizational and individual goals in such a way that the preservation, protection and conservation of the physical environment are upheld." The term Green Marketing came into prominence in the late 1980s and early 1990s. The American Marketing Association (AMA) held the first workshop on "Ecological Marketing" in 1975. The proceedings of this workshop resulted in one of the first books on green marketing entitled "Ecological Marketing". The Corporate Social Responsibility (CSR) Reports started with the ice cream seller Ben & Jerry's where the financial report was supplemented by a greater view on the company's environmental impact. In 1987 a document prepared by the World Commission on Environment and Development defined sustainable development as meeting —the needs of the present without compromising the ability of future generations to meet their own need, this became known as the Brundtland Report and was another step towards widespread thinking on sustainability in everyday activity. Two tangible milestones for wave of green marketing came in the form of published books, both of which were called Green Marketing. They were by Ken Peattie (1992) in the United Kingdom and by Jacquelyn Ottman (1993) in the United States of America.

The evolution of green marketing can be described in three phases:-

FIRST PHASE: Ecological green marketing: during this period all marketing activities were concerned to help environment problems and provide remedies for environmental problems.

SECOND PHASE: Environmental & green marketing: the focus shifted on clean technology that involved designing of innovative new products, with taken care of pollution and waste issues.

THIRD PHASE: Sustainable & green marketing. It came into prominence in the late 1990s and early 2000. Its concentrated on needs of the present without compromising the ability of future generations to meet their own needs.

OBJECTIVES OF THE STUDY

Basically the study of green marketing revolves around three key questions, the main objective of this is to find out answers of these questions:-

1. What is Green Marketing?
2. What is a green product?
3. Why are firms going green?

Hence, objectives of Green marketing revolve around the following studies:-

- To understand the concept of Green marketing
- To analysis present scenario and potential of Green marketing and Green products in India
- To analysis opportunities and challenges faced by Green marketers
- To find out plans and strategies for successful implementation of Green marketing in India
- To discuss the need and importance of Green marketing from different prospective in India

MEANING OF GREEN MARKETING

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.

Thus, the process of Green Marketing involves:-

- Manufacturing and providing products to the consumers which are of good quality and at the same time not harmful to them even in long run.
- Use the resources for development in such a manner which will enable the future generations to avail the resources to meet their needs leading to Sustainable Development.
- Framing and implementing policies which will not have any detrimental effect on the environment i.e. at present as well in future.

Thus "Green Marketing" refers to holistic marketing concept wherein the production, marketing consumption and disposal of products and services happen in a manner that is less detrimental to the environment with growing awareness about the implications of global warming, non-biodegradable solid waste, harmful impact of pollutants etc.

NEED OF GREEN MARKETING

Need of Green marketing can be explained through the following points:

1. **Our resources are limited-** our resources are limited due to scarcity is created and scarce resources are not reproduced easily. We have to retain and procure them very consciously so that our future generation can too enjoy their utilities.
2. **But Human wants are Unlimited-** But human wants are unlimited i.e. these cannot be satisfied in every case. That's why it becomes more necessary to utilize resources in best ways to satisfy their wants.
3. **Utilization of limited resources by firms in such a way that consumer satisfaction is achieved along with firm's selling objectives-** Scarce resources are having alternative uses. It's a challenge for every firm to manage its business in such a way that consumer is satisfied and firm achieves its selling objectives that is maximization of profits.
4. **Increasing cut throat competition-** In today's era, it's not easy to run business so efficiently as it has to face cut throat competition from others firms in the market. A firm has to be very conscious while fixing its prices, policies, products etc.
5. **Cost reduction by adopting environmental friendly techniques-** to survive in market, it's very vital for a firm to decrease its cost of production permanently to have an advantage edge over other firms in the market which can be achieved through green marketing.
6. **Social responsibility-** Today many laws are created to aware peoples and businesses about their responsibility towards society. For social responsibility purposes, green marketing is best method to serve its objective.

In the present scenario, challenge is to keep the customers as well as consumers in fold and even keep our natural environment safe – which is the biggest need of the time. Companies may lose many loyal and profitable customers and consumers due to absence of green management. In today's innovative business world of high technology due to growing community and consumer interests in green and socially responsible products, increased community pressure on companies to internalize externalities, such as health issues, neighborhood amenity, climate change; environmental and governmental legalizations and initiatives; innovative technologies and approaches of dealing with pollution, improved resource and energy efficiency, and to retain old (loyal and profitable) customers and consumers, it is very much urgent to implement green marketing.

FUNDAMENTAL RULES OF GREEN MARKETING-KEY TO SUCCESS

There are some basic fundamental rules of green marketing which leads the companies to success. Every company should follow these rules along with basic business strategies and policies to effectively emphasize the process of success by using green marketing. These rules will go a long way to shape the future successful picture of a business in coming years. By the way, the fundamental strategy is adoption of 4 Green P's but the following points should also be remembered for smooth running of business:-

1. **Knowing the Customer:** Means making sure that the consumer is aware of and concerned about the issues that your product attempts to address, without which success in green marketing will be difficult to achieve.
2. **Educating the customer:** Means educating the people the reasons as to whatever you're doing is not only to protect the environment, but also matters of letting them know why it matters. Otherwise, for a significant portion of your target market, it's a case of "So what?", —Does it matter to me? And your green marketing campaign goes nowhere.
3. **Genuineness & Transparency to the customer:** It shows that a) In reality you are actually practicing, what you claim to be doing in your green marketing campaign and b) your business policies are in lieu with whatever you are doing that's eco 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. **Reassuring the Buyer:** Means that the customers must be made to believe that the product being offered shall fulfill the objective or purpose for which it has been purchased i.e.-no compromise in product quality in the name of the environment.
5. **Pricing for the customer:** Means making sure that consumers can afford the premium and feel it's worth it, which is being charged for your product, as many environmentally preferable products cost more due to economies of scale and use of higher-quality ingredients.
6. **Giving the customers an opportunity to participate:** Means personalizing the benefits of your environmentally friendly actions, normally through letting the customer take part in positive environmental action, at same time keep in view the changed expectations of the customers.

THE FOUR Ps OF GREEN MARKETING

Just like Traditional marketing techniques, the main strategies of Green Marketing also revolves around the 4P's of marketing:-

Product

- **Product Design-** product design is very important for development of business. It helps in identifying consumer's environmental needs and develops products to address these needs; or develop environmentally responsible products to have less impact than competitors.
 - Identification of consumers' environmental needs
 - Development of environment friendly products.
- **Product Line-** product line is a group of closely related products which are able to satisfy a similar class of needs. The increasing wide varieties of products in product line should emphasize more on those products which will support sustainable development and are good for health also.
- **Product Qualities-** product quality depends on design, material used, manufacturing process, workmanship process, packaging, etc.
 - Products should be made from recycled goods.
 - Products that can be recycled or reused.
 - Efficient products, which save water, energy or gasoline, save money and reduce Environmental impact.
 - Products with environmentally responsible packaging.
 - Products with green labels, as long as they offer substantiation.
 - Organic products ☑ many consumers are prepared to pay a premium for organic products, which offer promise of quality.
 - A service that rents or loans products – such as toy libraries.
 - Certified products, which meet or exceed environmentally responsible criteria.

PRICE

Price is value of a product expressed in terms of money. It is a matter of vital importance to the buyer and seller. It includes pricing policies, pricing objectives, price determination, terms of credit, discount policy, terms of payment etc.

- Customers may be ready to pay premium price for green products if they feel that it will reward them positively.
- Firm charges premium price because they provide improved performance, better designs, good taste, visual appeal etc.
- We normally choose product on basis of value derived from it and quality of product. But due to green marketing, it adds environmental benefits as bonus to the products.
- But, real fact is that when we consider product life cycle cost of green products, they prove less expensive in comparison to other products.

PLACE

It better can be called distribution of goods and services. It is concerned with smooth flow of goods and services from producer to the consumer by creating time, place and possession utility.

- The choice of where and when to make a product available has a significant impact on the customers being attracted. Very few customers go out of their way to buy green products merely for the sake of it.
- Marketers looking to successfully introduce new green products should, in most cases, position them broadly in the market place so they are not just appealing to a small green niche market.

- o The location must also be consistent with the image which a company wants to project.
- o The location must differentiate a company from its competitors.
- o This can be achieved by in-store promotions and visually appealing displays or using recycled materials to emphasize the environmental and other benefits.

PROMOTION

- Promotion leads to communication process includes promoting goods and services to target markets through advertising, public relations, sales promotions, direct marketing and on site promotions.
- Businesses should use such tools and practices which will reinforce sustainable marketing and environmental credibility. Firms should develop themselves as smart green marketers like saving trees by using more electronic transactions e.g. e-mails.
- Retailers are selling shopping bags in place of plastic bags as a commitment to green environment, under the banner of GO GREEN ENVIRONMENT FUND.
- Marketing is converted into E-marketing through which printed material can be reproduced using recycled materials and efficient processes.
- The key to successful green marketing is credibility. Never overstate environmental claims or establish unrealistic expectations, and communicate simply and through sources that people trust.
- Promote your green credentials and achievements. Publicize stories of the company’s and employees’ green initiatives.
- Enter environmental awards programs to profile environmental credentials to customers and stakeholders.

CHALLENGES IN GREEN MARKETING

1. NEED FOR STANDARDIZATION

It is found that only 5% of the marketing messages from —Green|| campaigns are entirely true and there is a lack of standardization to authenticate these claims. There is no standardization to authenticate these claims. There is no standardization currently in place to certify a product as organic. Unless some regulatory bodies are involved in providing the certifications there will not be any verifiable means. A standard quality control board needs to be in place for such labeling and licensing.

2. NEW CONCEPT

Indian literate and urban consumer is getting more aware about the merits of Green products. But it is still a new concept for the masses. The consumer needs to be educated and made aware of the environmental threats. The new green movements need to reach the masses and that will take a lot of time and effort. By India's ayurvedic heritage, Indian consumers do appreciate the importance of using natural and herbal beauty products. Indian consumer is exposed to healthy living lifestyles such as yoga and natural food consumption. In those aspects the consumer is already aware and will be inclined to accept the green products.

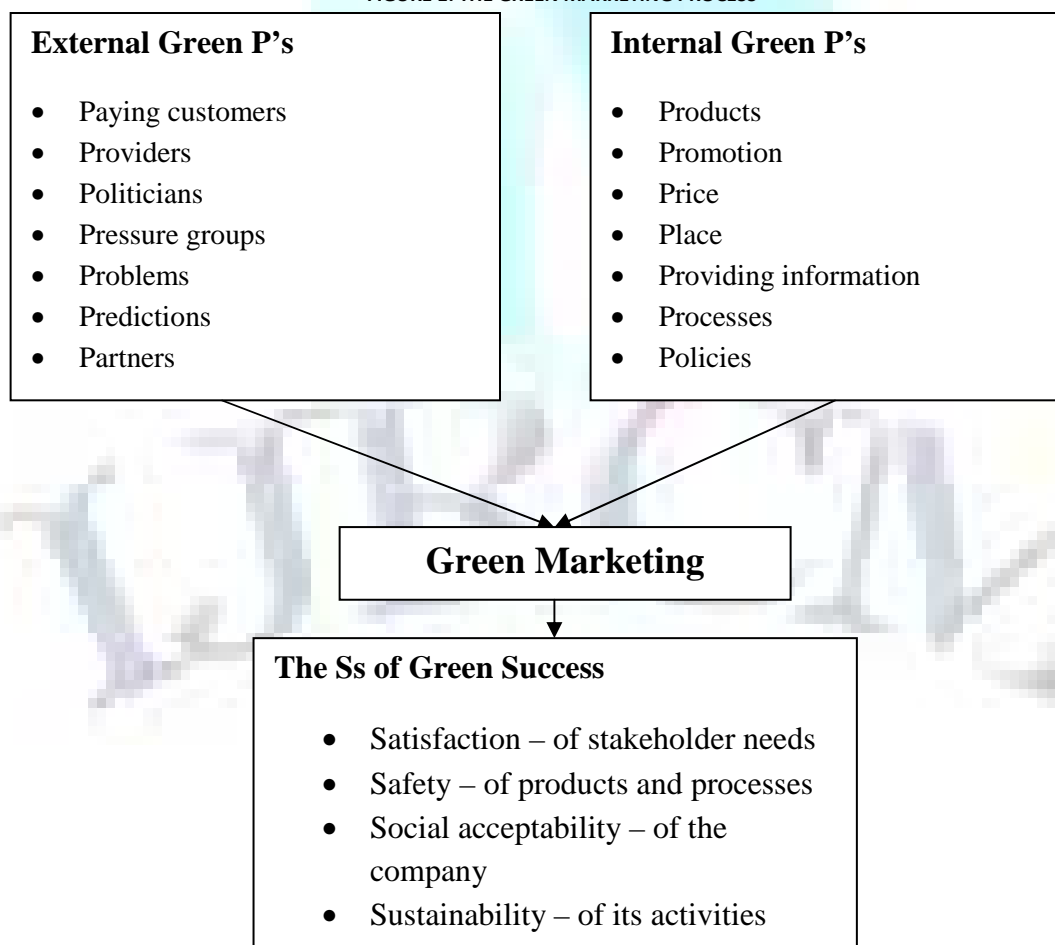
3. PATIENCE AND PERSEVERANCE

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.

4. AVOIDING GREEN MYOPIA

The first rule of green marketing is focusing on customer benefits i.e. the primary reason why consumers buy certain products in the first place. Do this right, and motivate consumers to switch brands or even pay a premium for the greener alternative. It is not going to help if a product is developed which is absolutely green in various aspects but does not pass the customer satisfaction criteria. This will lead to green myopia. Also if the green products are priced very high then again it will lose its market acceptability.

FIGURE 1: THE GREEN MARKETING PROCESS



Source: (Peattie (1992), p. 104)

SIGNIFICANCE OF GREEN MARKETING

Green marketing offers business bottom line incentives and top line growth possibilities. While modification of business or production processes may involve start-up costs, it will save money in the long term. For example the cost of installing solar energy is an investment in future energy cost savings. Companies that develop new and improved products and services with environmental impacts in mind give themselves access to new markets, substantially increase profits and enjoy competitive advantages over those marketing non environmentally responsible alternatives. When looking through the literature there are several suggested reasons for firms increased use of Green Marketing. Five possible reasons are as follows:

1. Organizations 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.

CONCLUSION

- Green product development is more than just creating products that are environmentally friendly, it is about systemic change in society that includes consumers, producers and the general commercial structure within which they negotiate
- By widening & deepening the meaning of green, relevant actors will have an economic incentive to pursue green product development.
- Harnessing the market forces that favour green product development will lead to mainstream green.

REFERENCES

1. Alsmadi, S. (2007), —Green Marketing and the Concern over the Environment: Measuring Environmental Consciousness of Jordanian Consumers
2. Donaldson, R. H. (2005), —Green brands, NZ Marketing Magazine, 24(8), 14–17.
3. European Journal of Marketing, 37(5/6), pp. 848-873.
4. Green Marketing. Journal of Business Ethics, 29(3), Feb, pp. 239-252.
5. J.A Ottman, . et al, "Avoiding Green Marketing Myopia", Environment, Vol-48, June-2006
6. Karna, J., Hansen, E. & Juslin, H. (2003). Social Responsibility in Environmental Marketing Planning.
7. Kotler, Philip. Marketing Management – The Millennium Edition Prentice Hall of India Private Limited, New Delhi.
8. Marketing Management, 14(6), July, pp. 507-513.
9. Mathur, L.K., Mathur, I. (2000).An Analysis of the wealth effect of green marketing strategies, Journal of Business Research, 50(2), 193-200.
10. Ottman, Jacquelyn. 1993. Green Marketing: Challenges and Opportunities for the New
11. Sanjay K. Jain & Gurmeet kaur (2004), Green Marketing: An Attitudinal and Behavioural Analysis of Indian Consumers, Global Business Review, Vol.5 no. 2 187-205.

WEBSITES

12. www.Businesswireindia.com
13. www.cohnwolfe.com/en/ideas-insight/white-papers/green-brands-survey-2011
14. www.emeraldinsight.com/0263-4503.html
15. www.google.com
16. www.greenmarketing.net/strategic.html
17. www.greenpeace.org/international
18. www.indianresearchjournals.com

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Computer Application & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue as well as on the journal as a whole, on our E-mail infoijrcm@gmail.com for further improvements in the interest of research.

If you have any queries please feel free to contact us on our E-mail infoijrcm@gmail.com.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-
Co-ordinator

DISCLAIMER

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, neither its publishers/Editors/Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal are exclusively of the author (s) concerned.

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Journals

