

# INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

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

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## GREEN MARKETING – A BOON OR A BANE?

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**ABSTRACT**

*Green marketing products that are presumed to be environmentally safe. It incorporates a broad range of activities, including product modification, changes to the production process, sustainable packaging, as well as modifying advertising. The objectives of the study are to orient the objectives of Green Marketing, to identify the need/importance of Green marketing, to understand the various Green Brands, to examine an Ideal Green Mix, to analyse the role of Green Marketing in sustainable growth of the economy, to bring out the Challenges encountered in Green Marketing and to provide strategies to overcome the Challenges of Green Marketing. The sample of 100 respondents based on convenience sampling technique using questionnaire and analysed using SPSS package. And it was found that There is a very high correlation between Objectives and Strategies implemented in Green Marketing. There is a very high correlation of 0.943 between Need and Importance of Green Marketing. There is significant relationship between Marketing Mix and Green Brands. There is a very high correlation of 0.976 between Sustainability and Green Brands. There is a very high correlation between recommendation and sustainable growth of the economy and there is a very high correlation between Challenges and Recommendations of Green Marketing. The present study concluded that businesses should take the high road by employing effective and truthful green marketing strategies. In the long term, green companies enjoy more profits and continued patronage when they are able to establish a reputation for being trustworthy and truly dedicated to sustainability.*

**KEYWORDS**

green marketing, green mix, challenges, strategies, sustainability, green brands.

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**INTRODUCTION**

*Green marketing products that are presumed to be environmentally safe. It incorporates a broad range of activities, including product modification, changes to the production process, sustainable packaging, as well as modifying advertising. Yet defining green marketing is not a simple task where several meanings intersect and contradict each other; an example of this will be the existence of varying social, environmental and retail definitions attached to this term. Other similar terms used are *environmental marketing* and *ecological marketing*.*

**OBJECTIVES OF THE STUDY**

The objectives of the study are as follows:

1. To orient the objectives of Green Marketing.
2. To identify the need/importance of Green marketing.
3. To understand the various Green Brands.
4. To examine an Ideal Green Mix.
5. To analyse the role of Green Marketing in sustainable growth of the economy.
6. To bring out the Challenges encountered in Green Marketing.
7. To provide strategies to overcome the Challenges of Green Marketing.

**SCOPE OF THE STUDY**

The study was concerned with in Chennai city.

**OBJECTIVES OF GREEN MARKETING**

The term 'green' is indicative of purity. Green means pure in quality and fair or just in dealing. For example, green advertising means advertising without adverse impact on society. Green message means matured and neutral facts, free from exaggeration or ambiguity. Green marketing is highly debated topic for lay people to highly professional groups. Concept of green marketing concerns with protection of ecological environment. Let us see the major objectives of Green Marketing, which are as per following:

1. Eliminate the concept of waste;
2. Reinvent the concept of product;
3. Make environmentalism profitable;
4. Bringing out product modification;
5. Changing in production processes;
6. Packaging changes; &
7. Modifying advertising.

Green, environmental and eco-marketing are part of the new marketing approaches which do not just refocus, adjust or enhance existing marketing thinking and practice, but seek to challenge those approaches and provide a substantially different perspective. Here are the five Marketing Mix of Green Marketing

**A. GREEN PRODUCT**

The products have to be developed depending on the needs of the customers who prefer environment friendly products. Products can be made from recycled materials or from used goods. Efficient products not only save water, energy and money, but also reduce harmful effects on the environment. Green chemistry forms the growing focus of product development.

**B. GREEN PRICE**

Green pricing takes into consideration the people, planet and profit in a way that takes care of the health of employees and communities and ensures efficient productivity. Value can be added to it by changing its appearance, functionality and through customization, etc.

**C. GREEN PLACE**

Green place is about managing logistics to cut down on transportation emissions, thereby in effect aiming at reducing the carbon footprint. For example, instead of marketing an imported mango juice in India it can be licensed for local production. This avoids shipping of the product from far away, thus reducing shipping cost.

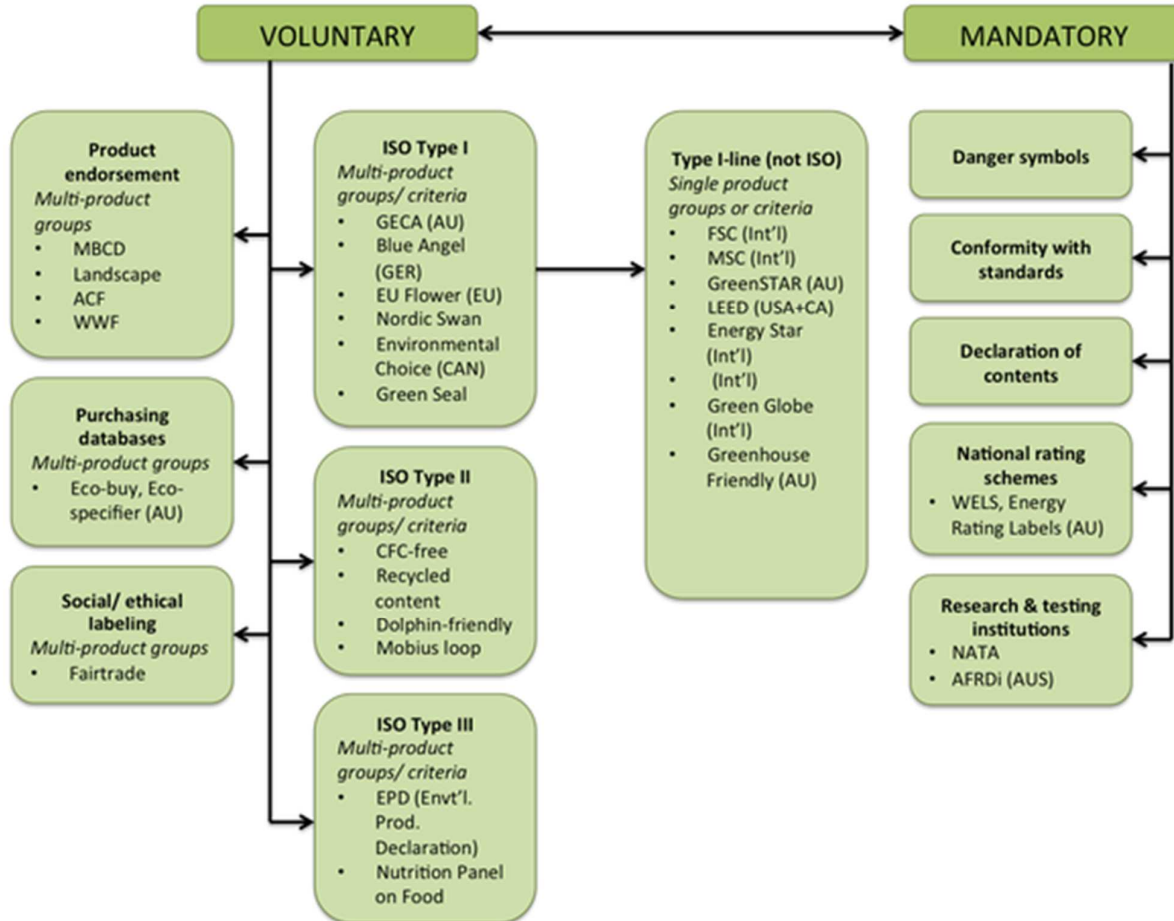
D. GREEN PROMOTION

Green promotion involves configuring the tools of promotion, such as advertising, marketing materials, signage, white papers, web sites, videos and presentations by keeping people, planet and profits in mind. The following are Green Marketing Activities.

CHART 1

	Tactical greening	Quasi-strategic greening	Strategic greening
<b>Targeting</b>	Ads mentioning green features are run in green-focused media.	A firm develops 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 into 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 a Public Relations (PR) campaign to highlight 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. a water company switches its 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 logistics</b>	A firm changes to a more concentrated detergent, which.	Packaging minimization is incorporated as a part of a firm's manufacturing review process.	A reverse logistics system is put into place by FUJI XEROX to reprocess and remanufacture copiers.
<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 telephone directories (waste) are collected and turned into cat litter products by other companies.	E.g. a Queensland sugar-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 materials.	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.
<b>Green alliance</b>	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 forms 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 join its board of directors.

CHART 2



It's not enough to just run ad campaigns anymore. Your customer has WAY more control over your brand story than ever before. And your brand story must mean more to your customer than "Low price leader." It's critical that your brand resonate emotionally and deliver physically to actually make their lives better.

**If you're really good, your brand will even promote change for the better in your customer.**

- ❖ At the core of these consumer brands are the drive to educate customers about healthier choices, while filling their needs with their products and offerings.
- ❖ BeTrulyYou.com – They offer glass water bottles, and recently did a big campaign to encourage consumers to *Fall in Love with Their Tap*. All the packing products are made from recycled materials and are, themselves, recyclable and biodegradable.
- ❖ Method – Their sustainability philosophy starts with the brand mission to *"Inspire a Happy, Healthy Home Revolution,"* and is centered around using innovation to create positive change.
- ❖ Terracycle – TerraCycle makes affordable, eco-friendly products from a wide range of different non-recyclable waste materials. Our hope is to eliminate the idea of waste by finding innovative, unique uses for materials others deem garbage.
- ❖ SunChips –how Frito-Lay has completely structured its business model around a healthier snack chip that strives to make the planet healthier through the use of renewable energy
- ❖ Volkswagen, on the other hand, is doing a better job of inciting change within its customers as an extension of its brand. Check out The Fun Theory, a site dedicated to the thought that something as simple as fun is the easiest way to change people's behavior for the better.
- ❖ Adelante Healthcare – We practice what we preach, as is seen in the sustainable healthcare movement we helped create when we rebranded Adelante Healthcare. The organization's three pillars of sustainability include sustaining individual patient health, sustaining the availability of healthcare, and sustaining healthy households, communities and planet.
- ❖ Patagonia – The Tin Shed. Enough said.
- ❖ Red – Our creative director, Luis, chimed in with Red. *"Like a lot of people, when that campaign first emerged I dismissed it as a clever marketing ploy. But 4 or 5 years later, it's still growing and making a difference. Talk about sustainability..."*
- ❖ So who or what would you name as #10? Tell us about your favorite sustainable brand that has made a movement out of a mole hill.

**5 EFFECTIVE GREEN MARKETING STRATEGIES**

In recent decades, sustainability has become a priority for consumers, who are increasingly on the lookout for products that are high-quality, affordable AND environmentally-friendly. This has led companies to devise green product and marketing strategies.

**1. GREEN DESIGN**

Oftentimes, companies resort to greenwashing because their products and services are not green to begin with. A take-out bag with a big recycle symbol on the front may actually be made from virgin, and not recycled, paper. A fuel-efficient car that experts are raving about on social media may contain conflict materials. The most important green marketing strategy is to design products and services that are green to begin with. If a product or service is environmentally-friendly from the ground up, there is no need for greenwashing.

**2. GREEN POSITIONING**

A company should explicitly promote its sustainability performance and those of its products and services—as a key component of its business activities. Everything a company does should reflect its sustainability values. They cannot claim to be sustainable while engaging in unsustainable business practices such as making employees work under sweatshop conditions. Doing so will ruin the company's credibility with consumers.

**3. GREEN PRICING**

A company should highlight how a green product or service can help consumers save key resources. A car company, for instance, can promote its latest vehicle by emphasizing how it is more fuel-efficient compared with other leading car brands. This allows consumers to actively participate in sustainability. They become aware that their choice is about investing in something that will allow them to save money and resources in the future, rather than making a short-term purchase.

**4. GREEN LOGISTICS**

In addition to a product or service being green, its packaging must also be green. Packaging is the first thing that consumers see. Unsustainable packaging has the potential to dissuade consumers from purchasing sustainable products.

**5. GREEN DISPOSAL**

An effective green marketing strategy takes into consideration every aspect of a product's life cycle. From production to disposal, everything must be sustainable. Unsustainable disposal practices can be hazardous to both the environment and human health.

**IMPACTS OR IMPORTANCE OF GREEN MARKETING**

Green marketing affects positively the health of people and the ecological environment. People are aware of pure products and pure methods of producing, using, and disposing the products. It encourages integrated efforts for purity in production and consumption as well.

- Now, people are insisting pure products – edible items, fruits, and vegetables based on organic farming. The number of people seeking vegetarian food is on rise.
- Reducing use of plastics and plastic-based products.
- Increased consumption of herbal products instead of processed products.
- Recommending use of leaves instead of plastic pieces; jute and cloth bags instead of plastic carrying bags.
- Increasing use of bio-fertilizers (made of agro-wastes and wormy-composed) instead of chemical fertilizers (i.e. organic farming), and minimum use of pesticides.
- Worldwide efforts to recycle wastes of consumer and industrial products.
- Increased use of herbal medicines, natural therapy, and Yoga.
- Strict provisions to protect forests, flora and fauna, protection of the rivers, lakes and seas from pollutions.
- Global restrictions on production and use of harmful weapons, atomic tests, etc. Various organisations of several countries have formulated provisions for protecting ecological balance.
- More emphasis on social and environmental accountability of producers.
- Imposing strict norms for pollution control. Consideration of pollution control efforts and eco-technology in awarding IS, ISO 9000, or ISO 14000 certificates and other awards.
- Declaration of 5<sup>th</sup> June as the World Environment Day.
- Strict legal provisions for restricting duplication or adulteration.
- Establishing several national and international agencies to monitor efforts and activities of business firms in relation pollution control and production of eco-friendly products.

**CHALLENGES IN GREEN MARKETING**

There is sizable numerical strength of organizations which would like to turn green, as an increasing number of consumers' want to associate themselves with environment-friendly products. There is wide spread confusion among the consumers regarding products. In particular, where one often finds erosion of credibility of green product. Therefore, to ensure consumer confidence, marketers of green products need to be much more transparent and refrain from breaching any law or standards relating to products or business practices. There is large number of challenges in the field of green marketing which may be sum up as follows:

**Need for Standardization of the Products:** It has been observed that very loss proportionate of the marketing message from "Green" campaigns is true to requisite standard and reflect the authenticity which they claim. There is no 'yard stick' currently, from where we could certify that the product as organic. Until or unless some of regularly bodies are involved in providing the certifications, which can be proved helpful to verify the authenticity of the product's characteristics. A standard quality control board needs to be in place for such labeling and licensing.

**New Notion:** The consumers of different rural and urban hierarchy are gradually becoming aware of the merits of green products. But it is still new notion or concept for the masses. It is therefore, become imperative to educate the people about growing menace of deteriorating environment. The new green movements and advocacy programs need to reach the masses and that will be a time consuming process. Indian Ayurvedic heritage can help to boost up the green marketing for beauty products. Indian consumers have an extensive exposure to healthy living life style such as yoga and natural food taking habits; can be helpful to make out the concept of green marketing thoroughly.

**Long Gestation Period Require Patience Perseverance** It has been observed that the inventers and corporate need to view the environment as a long-term investment opportunity. It is because of the projects related to 'Green Marketing' have a long-gestation period. It requires a lot of patience to get the desired results.

**Avoiding Green Myopia:** The first principle of green-marketing is focusing the customer benefits. i.e. that is why consumers buy particular goods and services in their first priority. Is it a right approach and motivate the customers to buy particular brands or even pay a premium for a 'greener' surrogate products. It will be futile practice, if a product is produced which is absolutely green in various aspects but does not hold good upon the satisfactory criteria of the customers, and it will lead to 'Green Myopia'. If green product not economical viable, as a result, it will reduce the market acceptability.

Other challenges, associated with 'Green Marketing' are green products which require at the **cost effective**. It requires a modern technology which again **huge cost in Research and Development**. In order to inculcate the 'Concept of Green Marketing' in to the masses, it requires a systematic advocacy and campaigning programs, so that the people may be ready to pay a premium for green products.

**STRATEGIES TO BE EXECUTED FOR GREEN MARKETING**

1. **Product Differentiation:** it is a paramount need to make continuous efforts which can be helpful to differentiate then products and services using green marketing practices. There is a wide range of markets which includes retailing etc. the manufactures have used eco-performance to differentiate and to compete. It has been observed that the product with poor eco-performance can become target for new substitution, as a result of this many organizations are products from the competitors.
2. **Value positioning of consumer:** the organization can design environmental products to perform as promoting and delivering the customer's desired value of environmental products and target relevant customer market segment can be proved conducive to organization to differentiate.
3. **Designing of bio-degrading prone packaging:** it has been observed that promotion of green products has been strongly influenced by the design making of the customers. Thus it indicates that bio-degradable packing will affect in a strong and moderate on their decision making. It is therefore, an imperative to the personnel's associated with green marketing should modify the product packaging by making use of recycle as well as handmade paper in packaging rather than using more mechanized material. The manufacturers, who are using plastic for packaging should meet some of requisite standard.
4. **Product strategy for green marketing:** in order to promote marketing for green marketing it is an urgent need to identify customer's environmental necessities and develop the products accordingly. It includes more environmentally responsible packages which ensure that products meet or exceed the quality expectation of the consumers; so that the marketers may charge higher price with highlighting the eco-logical viability of the products.

5. **Distribution strategy of green marketing:** in this strategy of green marketing, it is very essential to take customer support. In this case, the location must be differentiated from the competitors. It can be achieved by promoting the in-store activities like recycling of materials to focusing the environmental and other related benefits.
6. **Life cycle analysis of green marketing:** Product brand is a vital aspect, which can help to formulate plans for green marketing. It is a best tool for performing life cycle analysis complex assessment which can make available the vital statistics on social, environmental and economic impact of products through the supply chain production process and after the purchase. Life cycle analysis can inform a brand requirement to go before it claims to be sustainable. The consumers do not expect perfection when it shapes to sustainability but they would like to see that brands make out the levels of probe, formulate a plan and in the executing process.

**RESEARCH METHODOLOGY**

The problems are as follows:

1. What are the importance of Green Marketing?
2. What are the various Green Brands available in the market?
3. What is an Ideal Green Mix?
4. What is the role played by green Marketing in sustainable growth of the economy?
5. What are the various Challenges encountered by Green Marketing?
6. How are Challenges overcome by Green Marketing Strategies?

**SAMPLE DESIGN**

Non-random sampling method is adopted (i.e) the respondents to my study are not selected at random. The sample size selected is 100.

**DATA COLLECTION**

Data can be divided into to (1) Primary data (2) Secondary data.

**METHOD OF COLLECTING SECONDARY DATA.**

Secondary data for this study was taken from research articles published in magazines, books, periodicals, newspaper etc.

**METHOD OF COLLECTING PRIMARY DATA**

There is various method of collecting data such as interview method, questionnaire method, preparing schedules, observation method etc. The researcher used questionnaire method to collect the data.

**ANALYSIS AND INTERPRETATION**

The investigator used various statistical tools such as pie diagram, graphs etc. to analyse the data.

**LIMITATIONS OF THE STUDY**

There are few limitations of the study

1. Time available for the study is limited.
2. Data available is not sufficient to cover all aspect.
3. The area covered for the study is narrow.
4. The very difficult thing is to meet the people concern and get the information.
5. In many companies they are not willing to co-operate and provide the investigator with sufficient information.

**ANALYSIS AND INTERPRETATION**

**Objective No.1** To orient the objectives of Green Marketing.

H0 There is no significant relationship between Objectives and Strategies of Green Marketing.

H1 There is significant relationship between Objectives and Strategies of Green Marketing.

**TABLE NO. 1: RELATIONSHIP BETWEEN OBJECTIVES AND STRATEGIES OF GREEN MARKETING**

Correlations			
		Objectives	Strategies
Objectives	Pearson Correlation	1	.968**
	Sig. (2-tailed)		.000
	N	100	100
Strategies	Pearson Correlation	.968**	1
	Sig. (2-tailed)	.000	
	N	100	100

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Source: Primary Data

From the above table it is clear that there is a very high correlation between Objectives and Strategies implemented in Green Marketing.

**Objective No.2** To identify the need/importance of Green marketing.

H0 There is no significant relationship between need and importance of Green marketing.

H1 There is significant relationship between need and importance of Green marketing.

**TABLE NO. 2: RELATIONSHIP BETWEEN NEED AND IMPORTANCE OF GREEN MARKETING**

Correlations			
		Need	Importance
Need	Pearson Correlation	1	.943**
	Sig. (2-tailed)		.000
	N	100	100
Importance	Pearson Correlation	.943**	1
	Sig. (2-tailed)	.000	
	N	100	100

\*\* . Correlation is significant at the 0.01 level (2-tailed)

Source: Primary Data

There is a very high correlation of 0.943 between Need and Importance of Green Marketing.

**Objective No.3 and 4** To understand the various Green Brands and Ideal Green Mix.

H0 There is no significant relationship between Green Brands and Ideal Green Mix of Green marketing.

H1 There is significant relationship between Green Brands and Ideal Green Mix of Green marketing.

TABLE NO. 3: RELATIONSHIP BETWEEN GREEN BRANDS AND IDEAL GREEN MIX OF GREEN MARKETING

Test Statistics		
	Marketing Mix	Green Brands
Chi-Square	30.340 <sup>a</sup>	13.280 <sup>b</sup>
Df	6	7
Asymp. Sig.	.000	.066
a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 14.3.		
b. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 12.5.		

Source: Primary Data

From the above table it is clear that the calculated value is more the table value therefore the null hypothesis is rejected. So it is confirmed that there is significant relationship between Marketing Mix and Green Brands.

**Objective No.5** To analyse the role of Green Marketing in sustainable growth of the economy.

H0 There is no significant relationship between Green Brands and sustainable growth of the economy.

H1 There is significant relationship between Green Brands and sustainable growth of the economy.

TABLE NO. 4: RELATIONSHIP BETWEEN GREEN BRANDS AND SUSTAINABLE GROWTH OF THE ECONOMY

Correlations			
		Sustainability	Green Brands
Sustainability	Pearson Correlation	1	.976**
	Sig. (2-tailed)		.000
	N	100	100
Green Brands	Pearson Correlation	.976**	1
	Sig. (2-tailed)	.000	
	N	100	100

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Source: Primary Data

From the above table it is inferred that there is a very high correlation of 0.976 between Sustainability and Green Brands.

H0 There is no significant relationship between Recommendations and sustainable growth of the economy.

H1 There is significant relationship between Recommendations and sustainable growth of the economy.

TABLE NO. 5: RELATIONSHIP BETWEEN RECOMMENDATIONS AND SUSTAINABLE GROWTH OF THE ECONOMY

Correlations			
		Recommendations	Sustainability
Recommendations	Pearson Correlation	1	.962**
	Sig. (2-tailed)		.000
	N	100	100
Sustainability	Pearson Correlation	.962**	1
	Sig. (2-tailed)	.000	
	N	100	100

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Source: Primary Data

From the above table it is inferred that there is a very high correlation between recommendation and sustainable growth of the economy. This proves that the recommendation provided is for the sustainability of the economy.

**Objective No.6 and 7** To bring out the Challenges encountered in Green Marketing and strategies to overcome the Challenges of Green Marketing.

H0 There is no significant relationship between Challenges encountered and strategies of Green Marketing.

H1 There is significant relationship between Challenges encountered and strategies of Green Marketing.

TABLE NO. 6: RELATIONSHIP BETWEEN CHALLENGES ENCOUNTERED AND STRATEGIES OF GREEN MARKETING

Correlations			
		Challenges	Recommendations
Challenges	Pearson Correlation	1	.976**
	Sig. (2-tailed)		.000
	N	100	100
Recommendations	Pearson Correlation	.976**	1
	Sig. (2-tailed)	.000	
	N	100	100

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Source: Primary Data

From the table it is clear that there is a very high correlation between Challenges and Recommendations of Green Marketing. This shows that Challenges faced by Green Marketing is overcome by the recommendations provided.

**FINDINGS**

- ✓ There is a very high correlation between Objectives and Strategies implemented in Green Marketing.
- ✓ There is a very high correlation of 0.943 between Need and Importance of Green Marketing.
- ✓ There is significant relationship between Marketing Mix and Green Brands.
- ✓ There is a very high correlation of 0.976 between Sustainability and Green Brands.
- ✓ There is a very high correlation between recommendation and sustainable growth of the economy
- ✓ There is a very high correlation between Challenges and Recommendations of Green Marketing

**CONCLUSION**

Businesses should take the high road by employing effective and truthful green marketing strategies. In the long term, green companies enjoy more profits and continued patronage when they are able to establish a reputation for being trustworthy and truly dedicated to sustainability.

**RECOMMENDATIONS**

**First Carbon Solutions (FCS)** helps organizations recognize business drivers for sustainability practices and offers cost-effective *sustainability management solutions*. FCS provides guidance on industry best practices and can help you with your sustainability programs. It is extremely important for companies to develop legitimate and effective green product and marketing strategies, which can **eliminate the need for green washing** and lead to greater profits and consumer patronage. A company that is **honest and genuinely committed** to sustainability can earn the respect and loyalty of consumers.

**SCOPE FOR FURTHER STUDY**

- ❖ A Comparative study can be done regarding Green marketing between two different countries.
- ❖ A Consumer Behaviour study can be done for Green Marketing.
- ❖ A study can be conducted on Green Marketing to find out the Sustainable growth of economy.

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**APPENDIX**

**QUESTIONNAIRE**

**GREEN MARKETING – A BOON OR A BANE?**

1. Name of the Respondent
2. Age:
 

20 – 30	30 - 40	40 - 50	50 - 60
---------	---------	---------	---------
3. Gender:
 

Male	Female
------	--------
4. Income:
 

20,000 – 30,000	30,000 - 40,000	40,000 - 50,000	More 50,000
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5. Educational Qualification:
 

UG/PG	Professional	Others	Others
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6. Nature of the organisation:
 

Public	Private	Business	Others
--------	---------	----------	--------
7. Experiences:
 

Less than 10 yrs	10 – 20 yrs	20 – 30 yrs	More than 30 yrs
------------------	-------------	-------------	------------------
8. Which is considered as most important objective of Green marketing?
  1. Eliminate the concept of waste
  2. Reinvent the concept of product
  3. Make environmentalism profitable
  4. Bringing out product modification
  5. Changing in production processes
  6. Packaging changes
9. What is the need for Green Marketing?
  1. Competitive advantage
  2. Corporate social responsibility (CSR)
  3. Government pressure
  4. Competitive pressure
  5. Cost or Profit issues
10. What is the importance of Green Marketing?
  1. Pure Products
  2. Less Plastics
  3. Herbal Products
  4. Usage of Leaves
  5. Bio-fertilizers
  6. Recycle of waste
11. Which is the most important component of Green Marketing Mix?
  1. Product
  2. Price
  3. Place
  4. Promotion
  5. Public
  6. Partnership
  7. Policy
12. Which Green Brand is mostly used by the consumers?
  1. Energy Saving
  2. LED Lights
  3. Solar Water Heaters
  4. Solar Panel
  5. Eco – Friendly
  6. Green GPS units
  7. Solar Speakers
13. What are the Challenges faced by Green Marketers?
  1. Need for standardization of the products
  2. New notion
  3. Long Gestation Period
  4. Avoiding Green Myopia
  5. Huge cost in Research and Development
  6. Renewable and recyclable material

14. Which concept do you think will lead to sustainability?
  1. Be Truly
  2. Method
  3. Terracycle
  4. Sunchips
  5. Patagonia
  6. Adelante Health Care
  7. Fun Theory
15. What are the strategies do you think is needed for Green marketing?
  1. Green Design
  2. Green Positioning
  3. Green Pricing
  4. Green Logistics
  5. Green Disposal
16. What do you think will be the apt recommendation for the sustainability of Green Marketing?
  1. Global Restrictions
  2. Environmental Accountability
  3. Pollution Control
  4. Adulteration
  5. Pollution Control Agencies



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

Looking forward to an appropriate consideration.

With sincere regards

Thanking you profoundly

**Academically yours**

Sd/-

**Co-ordinator**

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