Significance of effective Green Marketing: Issues, Projections and Challenges in Sustainable Development

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Abstract
The Environmental problems in India are growing rapidly. The increasing economic development, rapid growth of population and growth of industries in India is putting a strain on the environment, infrastructure and the countries natural resources. Industrial pollution, soil erosion, deforestation, rapid industrialization, urbanization, and land degradation are all worsening problems. Environmental pollution is one of the most serious problems facing humanity and other life forms on our planet today. Sustainable development of mankind leads to a sustainable society in which man has good control of the planet and responsible custodian of heritage for future generations. Sustainable development is without a doubt, as a result of the coming dramatic changes requested in all areas of life of every individual. So it’s the right time to implement the Green Marketing in India. Green Marketing makes drastic change in the business not even in India but save the world from pollution. This paper will attempt 1) to introduce the terms and concepts of green marketing; 2) briefly discuss why going green is important; 3) examine some of the reason that organizations are adopting a green marketing philosophy; and 4) mention some of the problems with green marketing. The paper also highlight the importance of sustainable development & leading examples of various Indian companies which are using green business practices, future of green marketing and concludes that green marketing is something that will continuously grow in every business practice.

Keywords: Green Marketing, Rapid Industrialization, Strategic Greening, Environmental Protection, Sustainable Development, Eco Consciousness

1 Introduction
Environmental concerns globally have grown steadily in recent years. An environment can be defined as everything which surrounds on a system. Systems of many kinds have environments with which they interact. Marketing can be seen as a system which must respond to environmental change. Just as the human body may have problems, it fails to adjust to environmental change. Similarly, businesses may fail if they do not adapt to the changing environment. Society today has become more concerned with natural environment, people are now more conscious about eco-friendly products and about their own safety &
welfare which lead to emergence of Green business practices popularly known as Green Marketing. This practice involves developing products and packages that are less harmful to the environment. Corporations that excel in green marketing will benefit from better relation with customers, regulators, suppliers and other firms. Most of the companies are venturing into green marketing because of the following reasons: Issues like Global warming and depletion of ozone umbrella are important for the healthy survival. Every person rich or poor would be interested in quality life with full of health and vigour and so would the corporate class. Financial gain and economic profit is the main aim of any corporate business. But harm to environment cost by sustain business across the globe is realized now though off late. This sense is building corporate citizenship in the business class. So green marketing by the business class is still in the selfish anthological perspective of long term sustainable business and to please the consumer and obtain the sanction license by the governing body. Industries in Asian countries are catching the need of green marketing from the developed countries but still there is a wide gap Green between their understanding and implementation. Marketing has been widely adopted by the firms worldwide and the following are the possible reasons cited for this wide adoption. There are basically five reasons for which a marketer should go for the adoption of green marketing. They are:

- Opportunities or competitive advantage
- Corporate social responsibilities (CSR)
- Government pressure
- Competitive pressure
- Cost or profit issues

2 Related Studies

During the past few years, there have been tremendous efforts on developing products, which are more environments friendly and there are literally various efforts on green marketing planning (Liu et al., 2012). Chan et al. (2012), for instance, aimed at reflecting the most recent advances on green industrial marketing, green/sustainable supply chains and their interplay in green industrial branding. Sharma and Iyer (2012) reported that the innovation process relies primarily on frugal engineering that reduces material use and meets green marketing objectives at much lower. Rex and Baumann (2007) reported that green marketing could learn from conventional marketing in discovering other tools than labeling to promote green products. Addressing a wider range of consumers, working with the positioning strategies of price, place and promotion and actively engaging in market creation were given just as examples of their survey. Siriwardena et al. (2012) evaluated the effectiveness of an eco-marketing campaign on purchases of ‘green’ vehicles and reported that green-car buyers come from highly educated communities and age had a positive but non-linear effect on green car sales. Polonsky (2011) argued that green marketing had not achieved its potential for improving the quality of life of consumers, while improving the natural ecosystem. Economy and society are constrained by environmental limits (Ott K., 2003). Our economic and social activities should be framed for optimal utilization of natural resources and keeping the environment safe. All the different cultures of the world have always taught us to love our nature. Now days we are not utilizing our natural resources for fulfilling our needs but for fulfilling our greed.
Due to this there are many social, economic and environmental problems have become deterrent for our life. The solution to these existing problems can be rectified if we go for sustainable development. Sustainable development as per the “Report of the World Commission on Environment and Development (United Nations, 1987)” can be viewed as a pattern of resource use that aims to meet human needs while preserving the environment so that these needs can be met not only in the present, but in the indefinite future. Sustainable development is the form of development which aims at sustainable consumption and sustainable economic growth and tries to protect the environment. Marketers should analyze the changing consumer attitudes while recognizing the role that companies can play in protecting the environment to ensure society’s well-being. By practicing the Philosophy of Green Marketing, Industries can contribute to economic growth, social prosperity and environment protection.

3 Sustainable Developments:
This rapid development of industrialization of humanity, has been retreated with it serious problems that may threaten the future existence of human life on earth. In the middle fifties with increasing concerns about environmental conditions and direction of solving the problems leads to their first observation and definition, and then how to solve them through appropriate systems of environment. In this process, ecological management gets its outlines as a system of environmental management. The concept that presents a general framework for environmental management and the main response to the environmental crisis is sustainable development. Sustainable development is described as development that satisfies the needs of present generations without compromising those opportunities for future generations. So, sustainable development actually, is a general aim at the global level. It is clear that this aim cannot be achieved without consideration of what actually makes the right of future generations, the measures to be implemented on the way, and their determination and control through integration of policy and law environment in all sector policies. Economic parameters have priority in the debate on sustainable development. In other words, increased economic activity actually have for the consequence the exploitation of natural resources, with whom it becomes rare and very important for the economy in general. So, the biosphere actually is an environment in which the economic processes take place, as an important factor, so its protection must be included in the calculation of the economic process. It follows that it is necessary to establish the economic parameters to measure sustainability. A comprehensive definition of sustainable development reads: Sustainable development is an integral economic, technological, social and cultural development, in line with the needs of protection and improvement of environment, which allows current and future generations to meet their needs and to improve quality of life.

However, the precise meaning of the concept of sustainable development is the subject of extensive debate. There are authors who instead of the term "sustainable development", rather talk about the term "sustainability" and the term "sustainable development" reserve for specific development activities. In a language sense the term "sustainable development", is some wise inappropriate and inaccurate, or at least, we can make a question what it means. Thus, for example, it raises the question of how can "maintain" something that is subject to constant change - because the "development" implies change, i.e.
growth, stagnation or decline. The essence of the concept of sustainable development is based on the principle of intergenerational justice, i.e. Intergenerational equity. This principle refers to the inheritance of the same environmental condition in-between two generation. Disregard of this principle is the damage of the environment of one generation which is transferred to the future generations.

4 Significant Green Marketing and its Challenges

The "Green Marketing" concept is realistic concept. It involves activities which help in implementing & adopting such policies, programmes & activities which are helpful in safeguarding the environment. It also 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., both marketers and consumers are becoming increasingly aware to the need for switch in to green products and services. Approaches to green marketing are not “one size fits all.” Companies in different industries, or even in the same industry, may have very different sustainability strategies and green marketing communication efforts. After a company has formulated a sustainability strategy, it must position itself to implement its strategy and select the best tools for the job. Green marketing is the bridge between an organization’s sustainability efforts and its suppliers, customers, and consumers; it is also an important means of improving relations with non-governmental organizations and regulatory bodies. Green marketing can be a valuable business tool, but like many tools, it may require adjustments to best fit a given situation. In order to make these adjustments, one must first understand more about what green marketing really is and what risks it might entail. In particular, where one often finds erosion of creditability 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 bodes are involved in providing the certifications, which can be proved helpful to verify the authencity 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 programmes 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 inventors 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. Other challenges, associated with ‘Green Marketing’ are green products which require renewable and recyclable material at the cost effective. It require 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.

**Green Washing**: Another challenge which is affecting green marketing is “green washing”. Corporations are increasingly recognizing the benefits of green marketing, although there is often a thin line difference between doing so for its own benefit only and for social responsibility reasons. The term “green washing” refers to all industries that adopt outwardly green acts with an underlying purpose to increase profits. The primary objective of green washing is to provide consumers with the feeling that the organization is taking the necessary steps to responsibly manage its ecological footprint. In reality, the company may be doing very little that is environmentally beneficial. Green washing has become a central feature of debates about marketing communications and sustainability, with “awards” for green washing established and numerous campaigns, law and advices developed in an attempt to reduce or curb it. These two problems should be tackled tactfully so that green marketing can get its real meaning and can achieve its real objectives.

**Gap between sustainable intention and behaviour**: Although most consumers might claim they are intending to follow a sustainable lifestyle or that they would want to buy green products, when it comes down to actually transforming these intentions into actions, only a fraction of people actually do it. Consumers who are interested in making more sustainable purchases are often not willing to accept the comparatively high price of green products, resulting from the internalization of environmental costs. Only a very small fraction of the population is willing to compromise performance, quality or price in exchange for environmental performance in their purchasing decisions, diminishing the motivation for businesses to venture into green production and marketing.

5 Why Green Marketing for Sustainable Development

As resources are limited and human wants are unlimited, it is important for the marketers to utilize the resources efficiently without waste as well as to achieve the organization's objective. So green marketing is very important. Worldwide evidence shows people are concerned about the environment and are changing their behavior which results in emergence of green marketing which leads to growing market for sustainable and socially responsible products and services. Now we see that most of the consumers,
both individual and industrial, are becoming more concerned about environment friendly products. Sustainable development requires “sustainable marketing” that is marketing efforts that are not only competitively sustainable but are also ecologically sustainable (Polonsky et al, 1997). Indeed, marketing’s role in the development process is well recognized (Kinsey, 1982; Riley et al, 1983; Dholakia, 1984; Carter 1986; Kotler, 1986). Much of the economic activity is triggered by the marketing process that offers and stimulates consumption to satisfy human needs and wants. However, marketing’s critical role in development will only be appreciated when, through sustainable marketing, it meets the needs of the present without compromising the ability of future generations to meet their own needs (Polonsky et al, 1997). In response to the challenge of advancing simultaneously in economic development and environmental protection as the sustainable development demand companies and academicians have developed and/or adopted green marketing strategies and other corporate strategies. Among the key strategies are; green product strategies, green logistic strategies, green pricing strategies, green promotion strategies, changing consumers from consumption culture to ecologically concerned consumers, adoption of eco-marketing orientation as a business philosophy, Government intervention, lifecycle inventory analysis and teaming up for success (Polonsky et al, 1997; Ottman, 1997; Willum, 1998; Charter et al, 1999). Green marketing focus on undertaking all marketing activities while protecting the environment. On the other hand sustainable development demands that the future generations inherit the natural environment in the same state or better as inherited by the previous generations. This calls for the protection and improvement of the environment. According to the framework organization through conventional finance and accounting; production processes and technology; general management practices; marketing; human resources management; research and Development; and other variables contribute to environmental concerns facing the world today. Importance of Green Marketing to Firm:

- Organizations perceive ecological marketing as an opportunity for fulfilling its goals.
- Governmental bodies are forcing firms to be more concern about safety of environment.
- Competitors focus on environmental activities pressure firms to change their own strategies regarding environmental marketing activities.
- Organizations now believe that they have a moral responsibility to be more socially responsible.
- Cost factors related to waste disposal or reductions in material usage forces firms to change their behavior.

In addition macro-environmental factors; Economic, socio-cultural, Technological, Demographic, Political-legal and individuals also contribute to environmental concerns today. The model further proposes that marketing through green marketing intervention strategies can respond to the environmental concerns challenge. Other business functional areas can also intervene through various strategies to provide solutions to the environmental problems. These intervention strategies will result in improved organizational performance and better physical environment, which in turn will result in sustainable development. Table 1 shows the ingredients of environmental concerns today, green marketing intervention strategies, improved organizational performance, better physical environment, and sustainable development. Green marketing focus on undertaking all marketing activities while protecting
the environment. On the other hand sustainable development demands that the future generations inherit the natural environment in the same state or better as inherited by the previous generations. This calls for the protection and improvement of the environment. Therefore, sustainable development is a dependent variable of green marketing and other factors.

Table 1: Green marketing intervention strategies

<table>
<thead>
<tr>
<th>Environmental concerns today</th>
<th>Green marketing intervention strategies</th>
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<tbody>
<tr>
<td>▪ Global warming</td>
<td>▪ Green product strategies</td>
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<tr>
<td>▪ Industrial air pollution</td>
<td>▪ Green distribution strategies</td>
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<td>▪ Industrial waste pollution</td>
<td>▪ Green pricing strategies</td>
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<td>▪ Hazardous waste</td>
<td>▪ Green promotion strategies</td>
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<td>▪ Depletion of vital natural resources</td>
<td>▪ Green consumption strategies</td>
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<td>▪ Desert consuming agricultural lands</td>
<td>▪ Green probe strategies (marketing information system)</td>
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<td>▪ Disappearance of rain forest and animals</td>
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<td>▪ Landfills</td>
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<table>
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<tr>
<th>Improved organizational performance</th>
<th>Better physical environment</th>
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<tr>
<td>▪ Market share</td>
<td>▪ Reduced air and water pollution</td>
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<td>▪ Customer satisfaction</td>
<td>▪ Conservation of natural resources</td>
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<td>▪ Competitive advantage</td>
<td>▪ More energy reservoirs</td>
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<tr>
<td>▪ Profitability</td>
<td>▪ Reduced raw materials usage</td>
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<tr>
<td>▪ Positive company image</td>
<td>▪ More forests</td>
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<tr>
<td>▪ Others</td>
<td>▪ Conservation of animals</td>
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<td></td>
<td>▪ Other environmental improvements</td>
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| Sustainable Development                                           |                                                                                                         |
|                                                                  | ▪ Constant natural capital stock                                                                     |
|                                                                  | ▪ Constant manmade capital stock                                                                     |

6 Problems with Green Marketing

i. Green marketing is still a new concept for the mass of people in India
ii. Green products require renewable and recyclable material, which is costly
iii. Requires a technology, which requires huge investment in R & D
iv. Requires a lot of patience from part of investors to wait for proper results
v. There is no standardization to certify a product as organic. So, there is requirement of some regulatory bodies to be involved in providing the certifications which helps in verification of green campaigns
vi. Majority of the people are not aware of green products and their uses
vii. Majority of the consumers are not willing to pay a premium price for green products
7 Concerns in Green Marketing Communications
There are a few categories of special green marketing communications concerns that a company may want to consider as it shapes its green marketing plan. Some of these concerns might be due to a company’s sustainability history, while others can result from the ongoing disclosure required by many sustainability standards and certifications as part of the implementation process.

Direct Green Marketing Issues: No one expects companies to be perfect, but concealing an unsavory past is a sure recipe for green marketing failure. Similarly, companies should acknowledge their challenges and flaws; in fact, they can even be a focus of the companies’ sustainability process and green marketing efforts (e.g., sustainability program next steps and difficult decisions). Companies should be wary, however, of setting unrealistic expectations or making green promises they cannot keep.

Indirect Green Marketing Issues: Engaging with third party sustainability reporting websites and services is, by its very nature, a disclosure-intensive endeavor. The information that companies provide is often included in sustainability rankings or otherwise disclosed in whole, or in part, to the public. If a company is publicly traded, it should consult with legal counsel prior to entering any significant data or other information on disclosure websites. Voluntary disclosure websites are designed to elicit detailed responses on corporate sustainability efforts; companies should be aware of the possibility of employees accidentally disclosing confidential or proprietary information. Of course, disclosing incorrect or misleading information could result in green washing claims or liability. Also, companies should bear in...
mind that disclosure of their sustainability data and programs will allow them to be publicly ranked relative to competitors. Often this is a good thing, but if a company is lagging competitors or public perception in important areas, then its green marketing plan should be tailored accordingly – a good plan to improve sustainability performance goes a long way toward repairing an otherwise poor report. For many companies, these concerns are not applicable. Even if they are, addressing them is usually as simple as vetting disclosures. To do this, companies should consult with their marketing or legal personnel to the extent the risks warrant. Independent sustainability consulting firms can also be of great help in many situations.

8 Implementing Green Marketing Communications

There are many different tools available to implement green marketing communications. They range from simple website disclosures to rigorous standards and certifications. Similar to traditional marketing campaigns, green marketing efforts often involve the integration of multiple customer-facing or stakeholder-facing tools into a comprehensive approach. None of these tools is particularly difficult to use in green marketing communications. Still, it can be challenging to choose among them. The optimal mix of green marketing communications can vary greatly from industry to industry, company to company, and from project to project. For this reason, companies with limited green marketing resources will benefit from a focused approach. This approach begins with an assessment of a company’s internal sustainability characteristics and external sustainability influences. Internal sustainability characteristics are the features of a company that are at least partly under a company’s control. The weighting that a company gives to these elements is company-specific. However, often a company’s present sustainability policies, programs, and performance are the most important for green marketing communications because they evidence what a company is actually doing at the time of the communication. Companies with a strong or improving track record might use past sustainability policies, programs, and performance to establish a trend or a point of contrast with the present, as the case may be. Future sustainability policies, programs and performance are used to demonstrate an ongoing or growing commitment to sustainability. An emphasis on the future can be especially important for companies that have just started to address sustainability, as well as companies with a checkered environmental record. If a company can demonstrate positive accomplishments and ambitions across the timeline for all three internal sustainability characteristics, then it will be able to implement the most robust and comprehensive green marketing communication plans. External influences are imposed by the company’s operating environment.

They include customer and third party perceptions of the company’s industry, and also the company’s sustainability position relative to its competitors. Some industries, such as the oil industry, are perceived to be more “dirty” and less sustainable than other industries. Many people are suspicious of “dirty” industry green marketing communications. Naturally, this creates a higher green washing hurdle for communications in these industries relative to green marketing communications in more “clean”
industries. Regardless of its industry, a company’s policies, programs, and performance can be placed somewhere on the sustainability spectrum relative to those of its competitors.

Figure 1: Implementing Green Marketing Communications

These rankings can be formal (as in the case of public third party rankings such as Newsweek’s Green Business Rankings) or informal (as in the rough comparisons that consumers make every day). Companies that excel in these rankings will be able to more freely access the full range of green marketing communication tools. Companies those are lagging or deficient in one or more areas will have more limited choices.

9 Strengths in Green Marketing

- **Business opportunity**: A majority of the population in countries of varying geographical and economic background want to consume in a more sustainable way. Businesses can tap into this huge potential client base by stepping up their environmental performance and by communicating this change to their buyers. Organic food, beverages and supplements, for example, delivered revenues of US$51 billion in 2008 and are expected to grow by 12.8 per cent annually until 2015, reaching nearly US$105 billion. In Asia, this growth is projected to reach an even higher rate of 20.6 per cent.
Environmentally conscious businesses: In addition to improved profitability, which is a direct benefit for the business itself, green marketing can also benefit society by facilitating not only the communication about but also the use of green business practices. It can be assumed that companies engaging in environmental marketing activities actually have a high possibility to improve their behaviour, because to claim that their products are green they have to actually assess the product in a way that meets certain requirements to attain certified eco-labels. They do not want to lose the trust of the environmentally conscious consumers they address.

Environmentally conscious consumers: If conducted correctly and credibly, green marketing can enhance the quantity and quality of environmentally conscious consumerism. By pointing out the adverse effects of conventional business and production practices on the environment and introducing and informing about green alternatives, consumers are enabled to make a conscious choice with their purchases.

Business practice transparency: Green marketing is a double-edged sword for businesses. On one hand, they can appeal to green consumers, but on the other they have to live up to the green reputation they try to establish. In this sense, green businesses are held accountable by both the government and society. To be certified by green labels, companies have to disclose information about their management and production practices that would normally not be accessible to the public. Hence, green marketing is a tool that also enhances business transparency.

Acceptance of environmental price internalization: An inherent part of green marketing is to communicate why green products are priced differently than their conventional counterparts. The premium price is the reflection of the environmental costs that the resource extraction and processing incur, which is usually not reflected in the market price. This way, green marketing helps acclimate consumers to accept paying higher prices for products that actually integrate the environmental impacts they inflict into their prices.

Supply chain expansion: Green marketing can give consumers an idea of what green products and their benefits are and can encourage them to look for more green purchase alternatives in their proximity. This helps to expand the supply chain of green products by raising the demand for regional supply networks.

Closing the product life cycle: Green products, advertised via green marketing, do not only encompass new inventions but also recycled, refurbished and remanufactured goods. By communicating their alternatives, which often are cheaper than usual green products and are considered as waste in the conventional supply and consumption patterns, green marketing can contribute to opening consumers’ minds to the options and thereby closing the product life cycle.
10 Leading examples of Green Marketing in India

- **Idea Cellular** implemented its national campaign ‘Use Mobile, Save Paper’. The company organized Green Pledge campaigns to save paper and trees. Idea decorated bus shelters with potted plants and tendril climbers to communicate the green message.

- **Best Green IT Project: State Bank of India**: Green IT@SBI By using eco and power friendly equipment in its 10,000 new ATMs, the banking giant has not only saved power costs and earned carbon credits, but also set the right example for others to follow. SBI is also entered into green service known as —Green Channel Counter. SBI is providing many services like; paper less banking, no deposit slip, no withdrawal form, no checks, no money transactions form all these transaction are done through SBI shopping & ATM cards. State Bank of India turns to wind energy to reduce emissions: The State Bank of India became the first Indian bank to harness wind energy through a 15-megawatt wind farm developed by Suzlon.

- **Energy Wipro Infotech** (Green It) was India's first company to launch environment friendly computer peripherals. For the Indian market, Wipro has launched a new range of desktops and laptops called Wipro Greenware. These products are RoHS (Restriction of Hazardous Substances) compliant thus reducing e-waste in the environment.

- **Tamil Nadu Newsprint and Papers Limited (TNPL)** was awarded the Green Business Leadership Award in the pulp and paper sector for the year 2009-10, based on the EVI Green Business Survey conducted by Financial Express and Emergent Ventures India. This was given in recognition of two clean development mechanism projects implemented by the company generating biogas from bagasse wash water, and using the same as a substitute for furnace oil.

- **Oil and Natural Gas Corporation Ltd (ONGC)**, India’s largest oil company, has introduced energy-efficient Mokshada Green Crematorium, which saves 60 to 70% of wood and a fourth of the burning time per cremation. Indian Oil is fully geared to meet the target of reaching EURO-III compliant fuels to all parts of the country by the year 2010; major cities will upgrade to Euro-IV compliant fuels by that time. Indian Oil has invested about Rs. 7,000 crore so far in green fuel projects at its refineries; ongoing projects account for a further Rs. 5,000 crore. Motor Spirit Quality Improvement Unit commissioned at Mathura Refinery; similar units are coming up at three more refineries. Diesel quality improvement facilities in place at all seven Indian Oil refineries, several more green fuel projects are under implementation or on the anvil.

- **Going Green: Tata’s new mantra**: The ideal global benchmark though is 1.5. Tata Motors is setting up an eco-friendly showroom using natural building material for its flooring and energy efficient lights. Tata Motors said the project is at a preliminary stage. The Indian Hotels Company, which runs the Taj chain, is in the process of creating eco rooms which will have energy efficient mini bars, organic bed linen and napkins made from recycled paper. But there won't be any carpets since chemicals are used to clean those. And when it comes to illumination, the rooms will have CFLs or LEDs. About 5% of the total rooms at a Taj hotel would sport a chic eco-room design. One of the most interesting innovations has come in the form of a biogas-based...
power plant at Taj Green Cove in Kovalam, which uses the waste generated at the hotel to meet its cooking requirements.

- **Lead Free Paints from Kansai Nerolac**: Kansai Nerolac Paints Ltd. has always been committed to the welfare of society and environment and as a responsible corporate has always taken initiatives in the areas of health, education, community development and environment preservation. Kansai Nerolac has worked on removing hazardous heavy metals from their paints.

- **Green Fuel Alternatives: Delhi Government**: In the country's pursuit of alternative sources of energy, Indian Oil is focusing on CNG (compressed natural gas), Auto gas (LPG), ethanol blended petrol, bio-diesel, and Hydrogen energy. For instance Delhi Transport Corporation (DTC) operates the world's largest fleet of CNG-powered buses. Delhi government has also launched CNG operated Auto Rickshaws and Eco-friendly Rickshaws to promote Eco-friendly transportation in the city.

- **Cotton Tagging And Paper Bags: Adidas, Reebok, Pepe Etc.**: As we are talking about green marketing and the initiatives taken for it we can see the changes in promotional activities of big brands like Adidas, Reebok, lotto, Nike, and many more who using paper bags, recyclable paper bags or ecofriendly bags for packing their products. One more big change is noticed now a day’s Tags on products made of plastic paper of or synthetics are being replaced by cotton tags. These small steps really have big impact on environment and mind of green customers as well.

### 11 Green Marketing Vs Sustainable Marketing

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<th>Green Marketing</th>
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<td>During the last 15 years some leading companies have adopted greener approaches to marketing. ‘Greener Marketing’ can be described as: ‘A holistic and responsible management process that identifies, anticipates, satisfies and fulfils stakeholder requirements, for a reasonable reward, that does not adversely affect human or natural environmental wellbeing’. Greener marketing reflects the emergence of significant changes to traditional consumption patterns. There has been a growth in consumers and businesses, using ethical and environmental criteria within at least some of their buying decisions. Companies that recognize this and offer an ethical or greener choice may provide opportunities for differentiation through organizational factors, rather than pure marketing factors, as consumers, employees and investors seek to direct their efforts into positive areas. Individuals and businesses do not just buy brands, but also buy company philosophies and policies. Increasingly, individuals will vote on environmental, social and ethical issues with their purchase, investment and employment decisions.</td>
<td>Greener marketing is characterized by a focus on environmental issues, and by an emphasis on reducing environmental damage. Sustainable marketing is the next natural step forwards, with an emphasis on progress towards greater sustainability. It is a broader management concept which focuses on achieving the ‘triple bottom line’ through creating, producing and delivering sustainable solutions with higher net sustainable value whilst continuously satisfying customers and other stakeholders Sustainability recognizes the inter-twining of environmental, social and economic progress and well-being. Businesses, from the small firm to the trans-national, will need to accept and develop responses to business sustainability issues on a local, regional, national and international scale. As 3M described it, ‘business will need to accept a moral imperative towards planetary ecological problems’</td>
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12 The Future of Green Marketing as a discipline

This paper is not complete without discussing the future of green marketing as a discipline. According to Chase as quoted by Willum (1998) environmental issues and the agenda for sustainable development have an increasingly international dimension. This means that the challenge facing organizations globally is adoption of sustainable business practices. The implication of this is that the future of the discipline is bright. In fact several authors, academicians and practitioners hold the same opinion. Polonsky et al (1997) asserts that marketing has to assume a more responsible role for sustainable development. Williums (1998) projects that environmental issues and sustainable development will dominate board meetings agendas twenty years from now. An Ottman (1997) state that conventional marketing is out and green marketing is in. Charter (1999) argues that businesses are faced with increasing challenges of environmental protection and demand for environmentally friendly products and services. Though the future of green marketing seems to be bright, its growth may be slow and long. To quote Polonsky (1997) “green marketing research is in its infancy”.

13 Conclusion

Green marketing should not neglect the economic aspect of marketing. Marketers need to understand the implications of green marketing. If you think customers are not concerned about environmental issues or will not pay a premium for products that are more eco-responsible, think again. Consumers are willing to pay more to maintain a cleaner and greener environment. You must find an opportunity to enhance your product's performance and strengthen your customer's loyalty and command a higher price. Marketers also have the responsibility to make the consumers aware about the need and benefits of green products as compared to non-green ones. Green marketing is still in its infancy and a lot of research is to be done on green marketing to fully explore its potential. Many companies might find the outlines in this paper helpful as they formulate green marketing plans. These companies will analyze their internal sustainability characteristics and external sustainability influences and identify themselves as industry-leaders, industry-competent, or industry-basic companies. This self-evaluation will, in turn, assist them in identifying the most appropriate tools for implementing green marketing. Some companies will determine that qualifying for a certain certification or complying with certain standards should be part of their plan. These companies should consider the credibility, applicability, and feasibility selection framework discussed in this paper when they make their decisions. Green marketing is not overly complicated or risky for the companies that give it the attention it deserves early on in the planning stages. The paper further suggests that marketing through green marketing and specifically green marketing strategies is addressing the challenge with positive outcomes of improved organizational performance, better physical environment which will lead to sustainable development.

14 References


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