REVIEW OF LITERATURE

Green Marketing - Insights

Dileep Kumar (2010) analysed that how far the hotel business organizations in the tourism sector meet the customer’s needs through green marketing effort and how they influence the consumer behaviour and their satisfaction by inducing environmentally responsible behaviour.

Vijay Jain et al (2010) summarized the three C’s process for green marketing implementation as Consumer Value Positioning, Calibration of Consumer Knowledge and Credibility of product.

Artee Aggrawal et al (2010) outlined that Eco-responsible (Green) organizations have a tough task to optimise their product offering mix in such a way so that they can not only attract customer towards them but also can have their products price competitive.

Ramakishen et al (2010) understood that the factors for going green as Goodwill, Differentiation, Competition, Pressure Groups, Government Pressure, Customer Demand, New Market Entry

The study conducted by Sourabh Bhattacharya (2011) states that the green marketers in India should carry out heavy promotional campaigns, because majority of the Indian consumers are price-sensitive and are not sure about the quality of green products.

The study by Saloni Pawan Diwan & B. S. Bodla (2011) observed that it is not a smooth sailing of the ship carrying green products and services in the sea of intense competition. The boat can encounter an iceberg of increased cost and prices and inflated claims of “greenness”.

Selvakumar & Ramesh Pandi (2011) indicated that Green Marketing is not all about manufacturing green products and services but encompassing all those marketing activities that are needed to develop and sustain consumers’ eco-friendly attitudes and behaviours in a way that helps in creating minimal detrimental impact on the environment.

The study by Moloy Ghoshal (2011) examined that green marketing was still in infancy. In the perception of marketing scholars, green marketing refers to eco-level and market segmentation and the role of structural factors and economic incentives in influencing
consumer behavior. The green marketers must understand to satisfy two objectives: improved environmental quality and customer satisfaction.

The research by Anup Sinha & Jamie Gilpin (2009) primarily focused on finding inefficiencies in the carbon value chain of energy production using renewable methods. By utilizing anaerobic digestion and gasification technology Aura could produce biogas from cattle, swine, and other farm animals.

The study by Ann Kronrod et al (2012) highlighted and explained the surprising prevalence of assertive environmental messages in the media. Environmental agencies, which are populated with people who perceive protecting the environment as a highly important issue, should understand that not all consumers are as informed and concerned about the environment.

The study by Murugesan (2008) underlined that firms may use green marketing as an attempt to address cost or profit related issues. Disposing of environmentally harmful by-products, such as polychlorinated biphenyl contaminated oil are becoming increasingly costly and the firms that can reduce harmful wastes may incur substantial cost savings.

Charles W Lamb et al (2004) explained that “Green Marketing” has also become an important way for companies to build awareness and loyalty by promoting a popular issue. By positioning their brands as ecologically sound, marketers can convey concern for the environment and society as a whole.

Robert Dahlstrom (2011) examined that Green Marketing has positive influences on multiple participants in the economy. The environment, developing economies, consumers, corporate strategy, the product, production processes, and supply chain benefit from green marketing. Green marketing firms establish strategic alliances with government, local communities, nongovernmental organizations (NGOs), industry experts, and competitors.

According to Roger A Kerin et al (2007), Green Marketing takes many forms. It comes from product development opportunities that emanate both from consumer research and its “Pollution Prevention Pays” program. This program solicits employee suggestions on how to reduce pollution and recycle materials.

Biji P Thomas & H Nanje Gowda (2010) highlighted that environmentally friendly buildings are also known as Green Buildings. Some of the visible “green” features, such
as exterior window shading, good daylighting, green (landscaped) roofs, and natural ventilation chimneys are often considered as the signals of being green.

The study by Rakesh Rajpal et al (2011) analysed that Green Supply Chain Management (GSCM) is a relatively emerging issue for the majority of Indian Corporations. The findings of this study indicated that industries should emphasize on supplier management performance in adoption of green supply chain management. Implementing Green supply chain properly will drive real business value.

**Environmental Marketing & Sustainability**

Ashwini Kumar Sharma (2010) conceptualized that the green building concept in real estate not only enhances the marketability of a project, but also addresses important national priorities, such as water conservation, handling of consumer waste and energy conservation.

Andrew S.Winston (2010) summarized in their study that Companies and countries must deal with current and longer-term environmental issues while simultaneously working on current economic challenges. The four areas of focus mainly “Get Lean, Get Smart, Get Creative, Get people engaged” will benefit your company today and tomorrow. In short, green isn’t a tangential pursuit that distracts from the real work of the business.

According to Yvon Chouinard et al (2012), Sustainability is survival. The essential “services”, such as clean water, clean air, arable land, and a stable climate, are what all businesses depend on to survive. Sustainability is not a tomorrow problem, but it is a movement.

Gregory Unruh and Richard Ettenson (2010) found that Green growth is at the top of many leaders’ agendas, but the way forward is rarely clear. The three broad product strategies like Accentuate, Acquire and Architect should align green goals with your capabilities.

From the study by Elangovan et al (2006), it was clear that there is a growing concern for environmental degradation and the resultant pollution all over the world. Industrialization, Urbanization, new consumption pattern and social linkages are mainly responsible for the present state of environmental degradation.

In their analysis by Pravin Agrarwal et al (2010) found that the Kyoto Protocol had been signed in the year 1997 to tackle the effect of global warming. India may think of
having its own carbon credit market, where energy intensive firms may purchase carbon credit internally from other energy efficient firms.

The study by Varsha Jain & Subhadip Roy (2010) addressed the concept of Ecoism from the consumer perspective. It was found that Eco-friendly products are still in a nascent stage in India (such as organic food). It is difficult for the consumers to comprehend about eco-friendly products across all categories.

Kupuswamy & Venkatrama Raju (2011) examined that the initiatives undertaken by the companies to improve Energy Efficiency, devising ways and means for re-use of energy, oils and materials to promote Resource Conservation. It highlights the development of sustainability at three levels, namely, Strategic Level, Relationship and Co-ordination Level and Operating Level.

In their study by Muthamizh Vendan Murugavel (2010) found that, the impact of global warming is likely to hit developing countries hardest. Global warming threatens availability of fresh water, food security and productivity of natural resources.

Philip Kotler (2011) recognized that the Companies need to make drastic changes in their research-and-development, production, financial, and marketing practices if sustainability has to be achieved. The several environmental challenges to be considered in the sustainability are change in the composition of the atmosphere, depletion of the ozone layer, Soil degradation and increased desertification, Increased air and water pollution.

Smitha Khare (2011): Amid ecological debates and the alarm bells over global warming, a resolute Indian is firm on making the country greener. Environmental consciousness is gradually becoming part of today’s lifestyle with everyone chipping in to make the country greener.

Martin Wright (2011): In a world of dwindling natural resources, sustainability is no longer a fashionable word. It makes business sense. Leading companies are adapting fast. Unilever has committed to halving its environmental impact by 2020- while doubling sales. Wal-Mart plans to have 100% of its energy needs met from renewable.

David L. Loudon & Albert J. Della Bitta (2010) signified that the “green” movement is growing extensively and marketers are seeking to cash in on an environmental
awakening. “Green” may be to the 90s what “light” was to the ‘80s, with products clamoring to show how they are environmentally sensitive.

**Philip Kotler & Kevin Lane keller (2011):** Companies that mound “green programs” can face two main problems: consumers may believe that product is of inferior quality of being green and consumers feel the product is not really that green to begin with.

**Michael R. Solomon(2009)** identified that firms that adopt the philosophy to protect or enhance the natural environment as they go about their business activities is an instance of green marketing. Marketers point to a segment of consumers who practice LOHAS – an acronym for “Lifestyles of Health and Sustainability

The study by **Henry Assael (2006)** observed that In U.S., Companies have taken actions to promote environmental controls towards green marketing; For example : Reynolds Wrap promotes recycling, while Crane Papers advertises the natural content of its products, McDonald’s switched from plastic to paper wrapping and uses recyclable products to build its restaurants.

**Douglas J. Darymple & Leonard J. Parsons (2002)** believe that the “green” movement is a answer for business to produce more environmentally safe products. This approach is known as green marketing. Environmentalism is only one aspect of responsible conduct. The products should be designed for recyclability where possible.

**Fertiliser Marketing - Organic Fertiliser**

The study by **Pallavi (2011)** found that the technological breakthrough in agriculture, popularly known as the green revolution, which took place in Indian agriculture from the 1970s onwards, has considerably increased the income of rural India. The overall marketing mix has changed from the traditional ‘4 Ps’ to the new ‘4 As’, i.e., Affordability, Awareness, Availability and Acceptability.

**Venugopal et al (2011)** in their study elucidated that Horticulture has emerged as an indispensable part of agriculture, offering a wide range of choices to the farmers for crop diversification.

The study by **Chennakrishnan (2011)** outlined that, with growing consumer appreciation of organically grown fruits, there is an increasing demand for organically grown bananas. India has the potential to emerge as a major exporter of organically grown bananas by promotion of bio-fertilizers, bio-pesticides, recycling the wastes of eco-friendly inputs and setting up
national certification schemes and accreditation agencies to certify organic products in the country.

A.V.Tak & V.B.Tak (2010) confirmed that An Organic farm is a farm whose structure is formed in imitation of the structure of a natural system that has the integrity, the independence and benign dependence of an organism. The economics of organic agriculture encompasses the entire process and effects of organ farming in terms of human society, including social costs, unintended consequences, and information asymmetries as economies of scale.

From the study by Bhaskaran & Suchitra Mohanty (2008), it has been observed that The concept of organic agriculture is very wide and holistic which is close to sustainable agriculture. Organic agriculture is a method of agricultural production that supports the environment. It uses minimum external input and recycles the on-farm resources efficiently.

Seetharaman et al (1994): Organic manures are derived from plant, animal and human residues. Among them are bulky organic manures like farmyard manure, compost and green manure; concentrated manures such as various oil cakes and various waste products of animal origin like dried blood, fish manure etc.

Rathnaprasad (2011): Green Manure minimizes the usage of chemical fertilizers and also reduce the burden of using chemical fertilizers. It serves as a perfect substitute to inorganic fertilizers. Green manure improves the biological position of the soil, holds the nutrients, preventing the pollution and having high water holding capacity.

Kumar (2010) observed that Vegetables play a vital role in providing nutritious food. There is a sharp rise in the vegetable prices due to the gap between the demand and supply. The vegetable plants using coco-pit serve as organic manure which increases the nutrient capacity, high shelf life & output and hence it can be treated as green fertilizers.

**Consumers’ Attitude & Perception**

The study by Ranjith & Ela Goyal (2011) highlighted that highest brand memory, brand recall, brand that connects with the people, pricing, overall satisfaction in long life of the product and communication programs designed by the company are the parameters that influence the consumer perception.
The study by Sridhar (2007) has stated that Perceived risk is considered to be a key antecedent of consumer involvement and has been studied widely in various contexts. Among the six types of perceived risk, only financial performance, social and time risks were found to be positively associated with consumer involvement.

The study by Nilesh Neelmani (2011) has highlighted that Consumers’ attitude to the Private labels has been a very research in the modern consumer behavior study. As the gap between consumers’ attitude towards the Private Labels and National brands become narrower, the consumers would start to consume greater amount of Private Label brands.

The study by Timira Shukla (2011) explored that if expectations of the consumer are greater than performance, then a service gap materializes. The quality of service for both technical and functional aspects is the key ingredient in achieving customer satisfaction and in turn, the success of the organizations.

The study by Mamatha (2010) found that brand, price, store, design/features and advertisement were the most crucial five factors in revealing the quality of the products. The manufacturers and sellers should create a good brand image for the products through proper promitional strategies.

The study by Ganapathi Ramasamy (2011) observed that the consumers’ choice reveals consumers’ preference. Consumers are modifying their behavior in view of their expectations about an uncertain future. Quality is one of the most important component for building the consumer preferences.

The study by Milind T. Phadtare (2008) observed that variety seeking motivation is an important reason that makes preferences of first time buyers different from that of repeat buyers. Utility, long term perspective and cost are more important to first-time buyers than to repeat-buyers. The factors like technology & design ways of use, performance and comfort appeal to repeat-buyers than to first-time buyers.

The Literature reviewed by Sanjay K. Jain and Parul Goel (2010 -2011) relating to Consumers Attitudes towards Marketing Mix Elements reveals as Consumer Attitudes towards product, price, distribution and advertisement.

Shobha G. Iyer et al (2011) confirmed that brand extension is a form of new product introduction in which the name of an established to a new product introduced in a
separated category, facilitating acceptance because consumers transfer the affect and meanings they associate with the parent brand to the extension.