REVIEW OF LITERATURE:


It has emphasized on how activity based costing to be used to reengineer the reverse logistics channel.

Micheal Getzner and Sonja Krauter(2004) in their article “Consumer preferences and marketing strategies for green shares” specifics of Austrian market talks about marketing strategies for green shares. The financial, environmental and social aspects have to be guaranteed to make consumers interested in green shares.

Calin and Ashok(2005) in their article International green marketing a study of British and Romanian firms tells that Romanian firms export ecological products using foreign agents while British firms try to sell using their own brand name and attempt to control foreign distribution channels.

Patrick and Vanessa(2006) in the Green Value added talks about strengthening individual benefits through green brands by emphasizing on individual benefits and stronger emotional values to green brands.


Cathy L. Hartman et al (2006) talks on how Green Marketing should be grass root based which focuses on Consumer Value Positioning such as Efficiency and Cost Effectiveness, Health and Safety, Performance, Symbolism and Status and Convenience.

Marti Barletta(2007) in her article “Are you getting the most Green from Green Marketing” emphasizes on going green for right reasons. The article talks about Bank of America’s new environmental programs such as launching the Eco-friendly Credit which will generate contribution to environmental organization with every credit purchase.

Kevin Kelly(2008) in the article Going Green-Challenges and Solutions states how auto makers are not know for their responsiveness when it comes to meeting demands of Environmentalists. The resistance has resulted in lawmakers and regulators forcing industry to make conscious attempts of automobile poses on Environment. The article talks about how Ford is taking measures by making cars and trucks fuel efficient through cost effective common sense approaches.

John Grant(2008) in his book the Green Marketing Manifesto talks about green brands and how it gives a significant eco advantage over others.
Dean Bartlett and Anna (2009) in the article Green Technology and eco innovation presents seven case studies of green R & D and talks about emergent taxonomy of eco-innovations.

Diane et al (2009) in the article Green Lean and Global supply chains talks about concurrent implementation of three theoretical strategic initiatives for managerial decision making.


Wendy et al (2009) talks about research being into four major themes and a need for theoretically grounded multi functional approach.


De Cracker Francios and De Wulf Loic (2009) in his article “Integration of Green Marketing within the automotive Industry” has mentioned about four car manufacturers on Belgian Market. The case study talks about how different car brands present on Belgian Market and whether they apply strategy based on Green Marketing. The study involved the Product Development of Brands, the strategy of Investment, Production which will have a impact on Green Marketing.

Roberto and Andrew (2010) in their Identifying improvement areas when implementing green initiatives using multitier AHP approach has talked about Analytic Hierarchy Process as internal benchmarking process used to identify improvement areas when firms adapt green initiatives with supply chain perspective.

Jacquie Ottman (2010) in the article Beyond Green-Winning over consumers by Putting Primary Benefits first such as Health, Superior performance, Good Taste, Cost effectiveness. The green aspects are integrated with design and culture while making marketing messages which appeal consumers.

Kelly Brooks (2010) in the article about Five Green Business Trends talks about issues which are important while focusing on next phase of Green Business Evolution. The key trends should be transparency, Measuring Footprints, Engaging customers, Green Buildings and Managing E-waste.

Bruno and David (2010) in the article Green operations initiatives in Automotive industry talks about environmental initiatives of the world’s three great manufacturers and benchmarks them against each other. It talks about green buildings as a part of literature which was ignored by researchers.

Elham and Nabsiah (2011) in the article Investigation of green marketing tools effect on consumer’s purchase behavior have emphasized that trust between eco label, eco-brand and purchase behavior have found to be significant. It is found that opportunity to compare eco-branded and non eco-branded products can generate a more reliable response.
Kwok Huang Lao (2011) in the article Benchmarking Green Logistics performance with composite index has looked into objectively derived composite index to measure and compare green logistics performance.

Yogita Sharma (2011) in her article Changing Consumer behavior with respect to Green Marketing-A case study of Consumer Durables and Retailing has emphasized that companies which integrate green strategies into product development, operational processes and marketing activities are finding new opportunities for competitive advantage.

Jacquie Ottman (Feb 2011) in the article focus on Values drive Growth in Green Consumerism talks about six new rules of Green Marketing written by Consumers for Manufacturers and Marketers. They are Values guide Consumer Purchasing, Life Cycle Considerations are Important, Manufacturers and Retailers reputation count a lot, Business and their philosophies, Nearly everyone is a Corporate stakeholder and Authenticity.

Jacquelyn . A. Ottman (March 2011) in the article of Marketing Profs talks about responsible consumption which means encouraging consumers to use only what is needed and reduce waste. It also looks at Industry Incentives for responsible consumer behavior.

Jacquelyn A. Ottman (2011) in the article The New Green Marketing Paradigm in Marketing:-Green Blog has looked into customer’s new heightened expectations. It looks into which affects how corporation looks into business and brands and interacts with all shareholders which are affected by environmental and social practices.

Sofia Riberio (2011) Founder and co-owner of Kiwano Marketing on “Green Marketing Best Practices shared by Executives”. The article is part of Economics conference where world leaders understood what best practices should be looked for Green Marketing. It emphasizes on how green marketing practices with sustainable development should be part of company’s core philosophy.