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## Green Marketing: Literature Review of a Few Select Sectors

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### **Abstract:**

*The present study throws light on the literature review of green marketing of a few selected areas like green building, green strategy making, problems and prospects, green electricity and green hotels. Green marketing is such a subject which will never lose its demand but will get the chance to enhance its base due to the upcoming issues related to environment. The future prospect of research includes the marketing, promotion and awareness creation in issues related to green marketing. It has been found through the study that there are various sectors taken into consideration for the purpose of study but there are a few areas where there is ample scope to do research like analyzing marketing mix, promotion of green marketing activities and strategies, green consumer characteristics, steps to make consumers inclined towards green products, etc.*

**Keywords:** Future scope, green marketing, problems, prospects, strategies

### **1. Introduction**

Green marketing refers to the marketing of environmentally safe products. It has a very wide scope. It includes many activities like modifying existing product to make it environmentally safe, promoting green products, educating masses about the importance of green marketing and inducing the habit of purchasing green product, etc. Green marketing existed since long, but it was known by different names at different times. Green marketing, the term was coined in early eighties. Since then it has evolved by increasing its use, customer base, advantages and forms. It has now become a part and parcel of daily lives of the consumers, as consumers are aware about the greater use of environmentally safe products. The organic farming which is being practiced is a form of green marketing, terms like sustainable development, use of energy star levels are all forms of practicing green marketing. Green marketing has its own merits as it helps in conserving the environment by stopping the use of harmful products; it also helps in sustainable development. But it is accompanied by demerits too. In the present era when the consumption level is increasing the demand for products is also increasing. In such a scenario the producers either make false promise of using green raw materials or they charge a very high price for the truly green products. In such circumstances the consumers either purchase a duplicate product or refrain from buying the green product due to high cost.

Michael Jay Polonsky, (1994) [1] introduced the terms and concepts of green marketing, importance of going green, examined some reasons for adopting a green marketing philosophy by the organizations and mentioned some problems for practicing green marketing. Green marketing has evolved into a complex, integrated, strategic, and tactical process. As such, it is a holistic approach rather than a simple "marketing hype" or a tactical opportunity practiced by some. It expands on the basic transaction concept by minimizing a transaction's negative impact on the natural environment.

Prothero, A., (1998) [2] reviewed the existing literature on green marketing through the study. It undertakes an empirical analysis of United States and Australian marketing managers, ecotourism and definitions of green marketing, a description of what a green alliance look like in practice in Great Britain.

Carr, A.M. *et al.* (2001) [3] focused on knowing the concept of green marketing, history of green marketing, myths and facts of green marketing and studying the framework of green marketing.

Dr. A. Vinayagamorthy, *et al.*, (2012) [4], discusses how businesses have increased their rate of targeting green consumers, those who are concerned about the environment and allow it to affect their purchase decisions. The paper also examines the present trends of green marketing in practice.

Dr. Swati Agarwal, *et al.*, (2012) [5] introduced the terms and concepts of green marketing, briefly discusses the importance of going green, focuses on some of the problems of practicing green marketing and also examines some of the green marketing philosophies adopted by practicing organization. According to the American Marketing Association, green marketing is the name given to the products that are supposed to be environmentally safe. Green marketing is synonymous to environmental marketing (EM), ecological marketing, eco-marketing. Green Marketing is a much broader concept as it incorporates a broad range of activities like remaking and producing a traditional product in such a way that it is recyclable, refillable, environment friendly and ozone friendly. These values help to set a prospective market while taking into consideration the aspects like methods of processing, packaging, distribution with

minimal harm to the environment. The paper corroborates its findings from Michael Jay Polonsky, (1994)'s paper on identification of the importance, challenges and prospect of green marketing.

R. Shrikanth, *et al.*, (2012) [6] emphasizes on the need and importance of green marketing. The paper aims at finding out the history of green marketing and how can a business firm attain a competitive edge over others by using green marketing strategy. It explores the main issues in adoption of green marketing practices. It describes the current scenario of Indian market and explores the challenges and opportunities businesses have in using green marketing. It addresses issues covering reasons for the companies taken into account while adopting green marketing and future of green marketing. The authors conclude that green marketing is something that will continuously grow in both practice and demand.

Dr. Ketaki Sheth, *et al.* (2012) [7] said that green marketing refers to the promotion or advertisements of products with environment friendly characteristics indicating attributes like recyclable, refillable and ozone friendly. The paper deals with evolution of green marketing, necessity of green marketing, benefits of green marketing, adoption of green marketing, some cases of companies who had adopted green marketing policy and strategies. It concludes that there is a growing interest among the consumers all over the world regarding protection of environment. Worldwide evidence indicates that people are concerned about environment and a change in behavior has been noticed. As a result of this, green marketing has emerged and there appeals a growing market for sustainable and socially responsible products and services.

D. Anand *et al.* (2012) [8] highlighted in the paper about the present day's business world where environmental issues play an important role in marketing of products and services. Almost all the governments around the world are concerned about green marketing activities and they have attempted to regulate them. For example, in the United States (US) the Federal Trade Commission and the National Association of Attorneys-General have developed extensive documents examining green marketing. There has been a little attempt to academically examine environmental or green marketing issues. The article introduced the terms and concepts of green marketing, briefly discussing the importance of going green and examined some of the reasons for the adoption of green marketing philosophy. It also focuses on some of the problems of green marketing.

Christian Fuentes (2015) [9] highlighted the need to do a more complex and critical analysis of green marketing practices through the development of a practice theory approach to green marketing. There are very few empirical studies undertaken on green marketing practices, and when such studies were carried out, it took a simplistic approach. The paper explores the marketing of green outdoor products amongst the Nordic Nature Shop. Through various marketing practices, the Nordic Nature Shop presents the purchase and use of green outdoor products as a way to carry out outdoor practices while simultaneously enabling consumers to be good both in and to nature. The analysis shows that not only are green products promoted as mere theory, but it can also be bought into practice and real use.

Ahir Gopaldas, (2015) [10] makes three conceptual advances towards a theory of positive marketing. The article does a comparative study on green marketing and social marketing by focusing on the causes, differences, similarities and impact. Positive marketing is defined as any marketing activity that creates value for the firm, its customers, and society. Second, the article elaborates on the current examples and practice theory of positive marketing. Positive marketing had taken two dominant forms from practice theory perspective: material-meaning innovations and practice innovations. Third, the article throws light on the need of positive marketing. To extend the multilevel pressure theory of corporate social innovation, two additional antecedents of positive marketing are theorized: activist executives and networked customers. The concluding discussion identifies strategies for organizational success, limitations of positive marketing, and avenues for future research.

## **2. Objective of the Study**

It is seen that there has been considerable work done on many areas including green electricity, green building, green hotels, organic farming, green power and education sector. The objective of the study is to undertake the literature review on a few selected areas to know the present status of the theoretical base and identify the scope for future study in this area.

## **3. Methodology**

The study is descriptive in nature and only secondary data has been used in it. The secondary data consists of journals and proceedings paper on green hotels, green electricity, green strategy formulation, etc. A tabular representation of the selected identified areas has also been presented for a clear understanding. The study covers a period of 22 years (starting from 1994-2016, January). The area of green marketing is yet to be explored in several areas from consumer's perspective both at national and international level.

## **4. Various Areas where Green Marketing Work has been done**

Green marketing has touched many diverse areas and has been successfully applied despite differences across industries or sectors. The study revolves around the following sectors:

Areas	Authors	Research Papers	year
Green electricity, power, energy	Ryan H. Wiser	Green power marketing: increasing customer demand for renewable energy	1998
	Lei Zhang n, YangWu	Market segmentation and willingness to pay for green electricity among urban residents in China: The case of Jiangsu Province	2012
Hotels	Kirti Dutta, Venkatesh Umasbankar, Gunae Cboi, H.G. Parsa	A Comparative Study of Consumers' Green Practice Orientation in India and the United States: A Study from the Restaurant Industry	2008
	Mohammed El Dief and Xavier Font	The determinants of hotels' marketing managers' green marketing behavior	2010
	Yixing (Lisa) Gaoa, Anna S. Mattila	Improving consumer satisfaction in green hotels: The roles of perceive warmth, perceived competence, and CSR motive	2014
	Imran Rahman, Dennis Reynolds	Predicting green hotel behavioral intentions using a theory of environmental commitment and sacrifice for the environment	2016
Green building	Dong-XueZhao, Bao-JieHe, Christine Johnson, Ben Mou	Social problems of green buildings: From the humanistic needs to social acceptance	2015
	Seungjun Roh, SunghoTae, SungJoonSuk, George Ford, SungwooShin	Development of a building lifecycle carbon emissions assessment program (BEGAS2.0) for Korea's green building index certification system	2016
Strategy formulation, ecological marketing strategy, pricing strategies	Marc Lampe and Gregory M. Gazdat	Green Marketing in Europe and the United States: An Evolving Business and Society Interface	1995
	Michael Jay Polonsky and Philip J. Rosenberger	Reevaluating Green Marketing: A Strategic Approach	2001
	Aseem Prakash	Green marketing, public policy and managerial strategies	2002
	A. Yenipazarlia, A. Vakharia	Pricing, market coverage and capacity: Can green and brown products co-exist?	2015
Certification and regulation	Stephen F. Hamiltona, David Zilberman	Green markets, eco-certification, and equilibrium fraud	2006
	Xiao-Xing Huang, Zhen-Peng Hu, Cun-Shan Liu, Da-Jin Yu, Liu-Fang Yu	The relationships between regulatory and customer pressure, green organizational responses, and green innovation performance	2016
Organic farming, Life cycle assessment and sustainable development	Ryan Wiser and Steven Pickle	Green Marketing, Renewables, and Free Riders: Increasing Customer Demand for a Public Good	1997
	Huan Feng Li and Weimin Cai	Green Marketing and Sustainable Development of Garment Industry-A Game between Cost and Profit	2008

Table 1: Various areas, Contributing authors and research papers

#### 4.1. Green Electricity, Power, Energy

Ryan H. Wiser (1998) [11] throws light on the electricity restructuring and the debate over appropriate mechanism for the promotion of renewable energy. Green power marketing helps to develop an emerging, customer-driven market for renewables. As the demand for green power is comparable to the voluntary option where public goods can be purchased at cheaper price. However, there exists a belief that green marketing cannot create a market for itself until awareness is created about renewable energy and green power. After all, individuals have strong incentives to 'free-ride' and therefore do not contribute to the provision of public goods. This paper also describes the green power marketing activities, reviews aspects of the extensive literature on public goods, free-riders, and collective action problems, and explores some of the implications of literature for the green marketing of renewable energy. The author recommends four strategies that may be used by marketers to boost participation in green power programs. The strategies are: increasing participation in green power programmes (recommendation for marketers), giving weightage to customer's suggestion, emphasize on customer retention strategies and enhancing material private value (i.e., customizing the offering).

Lei Zhang n, *et al.* (2012) [12] in the paper on green electricity identifies various market segments and estimates the residents' willingness to pay (WTP) for green electricity (green-e) in China for the large-scale promotion of energy projects from renewable sources that do not rely solely on energy policies. It also explores the differences in demographic variables across varying WTP amounts and the different marginal effects of demographic variables at the same level of WTP. The findings reveal that there are significant differences in demographic variables, such as level of education, house hold income and location of residence, across the population segments. Moreover, the finding that some respondents with high income and higher education have higher WTP in

comparison to low income group. Lower WTP respondents suggests that green-electricity is a luxury product, and consequently, a Veblen effect exists in certain Chinese market segments.

#### 4.2. Hotels

Kirti Dutta, *et al.*, (2008) [13] in the study investigates the psychological factors (consumers' attitudes, behavioral intentions, and involvement) in relation to Green practices (GP) in the restaurant industry as measured by three concerns (health, social, and environmental). It also examines how these factors affect consumers' willingness to pay for GP. Results from multinomial logistic regressions with data from India (n = 196) and the United States (n = 200) (collected from customers at two comparable commercial restaurants in each country) show that there is a clear difference in consumers' attitudes, behavioral intentions, and involvement in GP and the relationship of these factors to the consumers' willingness to pay. The findings of the study showed that consumers in the United States have a higher degree of involvement in environmentally and socially responsible practices in restaurants, which have the most significant effect on consumers' willingness to pay up to 10% or higher on menu prices for GP. In contrast, consumers in India have a higher degree of involvement in health and visibility than consumers in the United States, which is the major driver of their willingness to pay more than 10% or higher on menu prices for GP.

Mohammed El Dief *et al.* (2010) [14] in the paper explores the determinants of green marketing practices in Red Sea hotel sector in Egypt. The research model assesses green marketing practices against the personal and organizational values of the marketing managers, together with a range of organizational and demographic variables expected to influence hotels' environmental behaviour. From a sample of 89 marketing managers responsible for 194 hotels, it was found that organizations targeting Western tourists are affiliated to international hotel chain and the marketers' own demographics, including age, academic subject studied and gender, were the best predictors of more proactive green marketing. Personal environmental values did not explain the pro-environmental behaviour of marketers, and the organizational environmental values that had explained part of their ethical behaviour had resulted from voluntarism rather than utilitarian or conformance-based values. Government policies also appeared to be the ineffective determinants. The implications for green marketing practices were also discussed in the paper.

Yixing (Lisa) Gao, *et al.* (2014) [15] examines the effects of perceived warmth and competence as two potential psychological factors explaining consumers' reaction to green hotels. It also investigates the moderating role of firms in influencing consumers' reactions to green initiatives. Results from the study reveal that consumers are satisfied when service delivery is successful and consumer satisfaction is higher for green hotels in comparison to non-green hotels. However, the advantage for green hotels disappears when guests experience service failures. Results also show that consumer satisfaction with green hotels is enhanced when a firm engages in green initiatives for public-serving (vs. self-serving) motives. Overall, the results show that perceived warmth and competence mediate the relationship between service outcomes, consumer satisfaction and behavioral intentions.

Imran Rahman, *et al* (2016) [16] in the study developed a comprehensive model of consumers' behavioral decision of staying at green hotels by employing environmental values. The interplay between consumers' biospheric (related to environment) values, their willingness to sacrifice for the environment, and their behavioral intentions in the context of green hotels are being examined. Results from 375 completed responses to a survey revealed that biospheric values influenced consumers' willingness to sacrifice for the environment, which in turn affected their green hotel visit intentions, their willingness to sacrifice to stay at a green hotel. Moreover, consumers' willingness to sacrifice for the environment fully mediated the relationship between biospheric values and green hotel-specific behavioral aspect of respondents.

#### 4.3. Green Building

Dong-Xue Zhao, *et al* (2015) [17] highlights the social problems related to green building such as consumers' basic understanding, purchase intention, social and humanistic needs, public attitudes and behaviors, rebound effects and social acceptance. Based on literature review, questionnaire and inductive analysis, following results were obtained: (i) green building's sustainable design has quite important influence over consumers' decision making process. (ii) Although the general public is not very familiar with the concept of green building, the majority of participants would pay more for green buildings over the standard building when they know the environmental impacts of them. (iii) Green building should not only be limited to energy performance-oriented, but also be user-oriented, the social and humanistic needs model is thus well established based on Maslow's Hierarchy of Needs. In the life cycle of green building, social and humanistic needs show a trend of dynamics, which means social processes with consumer engagement and participation needs to be considered in aspects of conceptual design, planning and design, operation and maintenance to improve users' happiness and productivity. (iv) Current user oriented solutions to green building are always based on a hypothesis that consumers are readily motivated or prefer expensive goods for reducing energy use, to really reflect preference and influenced actions, social acceptance should be analyzed to fully gauge interest and perspective of the people. (v) Rebound effects of post-occupant building performance, including energy performance, human comfort, indoor environmental quality, greenhouse gas emission and work place productivity can be divided into two stages. At present, it is necessary to establish appropriate samples, methods and parameters for an unbiased and valid post- occupant.

Seungjun Roh, *et al.* (2016) [18] highlighted in the paper about the latest trends in green building. It stressed on the carbon emission reduction policies which demand tighter building Life Cycle Assessment (LCA) qualification standards. However, it is widely believed that it will be difficult to efficiently reduce the carbon emissions of buildings with only a fragmentary revision of the qualification standards. For this reason, the Korean government has developed the Green Building Index Certification System (GBI certification system), which is a certification framework based primarily upon the carbon emissions of a building. There is currently no assessment program tailored to the GBI certification system. The purpose of the study was to develop the Building Life Cycle

Carbon Emissions Assessment Program (BEGAS2.0) to support Korea's GBI certification system. With a theoretical consideration of the GBI certification system, the building LCA qualification standards of other international green building certification systems were analyzed. These analyses enabled development of BEGAS 2.0 that reflects the characteristics of the GBI certification system and the current state of Korea's construction industry. Consequently, an appropriate building life cycle carbon emissions assessment program was developed, which can support Korea's GBI certification system effectively.

#### 4.4. Strategy Formulation, Ecological Marketing Strategy, Pricing Strategies

Marc Lampe, *et al.* (1995) [19] in the article traces the evolution of green business, the societal catalysts and pressures that have resulted in green marketing. The key green marketing issues and activities, in Europe and United States are discussed in the paper. The key implications and implementation strategies are suggested. The concern for environment has become one of the most important issues of the 1990s. Both in Europe and the United States, companies have discovered that consumers will buy products, or avoid their purchase, based upon environmental considerations. This phenomena, referred to as Green Marketing, involves the marketing response to the design, production, packaging, use and disposal of products.

Michael Jay Polonsky *et al.* (2001) [20] suggests in the paper that green marketing is a complex tool that must be integrated across all organizational areas like strategic activities and tactics, including targeting, pricing, design, positioning, logistics, marketing waste, promotion, and green alliances. If it is to be successfully implemented and long-term benefits are to be achieved, then an integrated approach has to be applied. Failure to develop an integrated approach will increase the probability that a firm's activities would not match consumers' expectations. So the actions taken will be ineffective, both from business and environmental perspective.

Aseem Prakash (2002) [21] examined how market (primarily, consumers) and nonmarket environments create incentives for firms to adopt green marketing strategies. It reviews some key issues in marketing literatures relevant to green marketing. It also focuses primarily on issues contributing in promoting green products/ firms and secondarily to product, pricing and strategy issues. Thus the paper helps in understanding the relationship between the marketing discipline, public policy process and the natural environment. The paper corroborates its findings from Marc Lampe, *et al.* (1995).

A. Yenipazarlia, *et al.* (2015) [22] provided strategic insights into the tactical ramifications of expanding a brown product line with a green product in the paper. Environmental strains are causing consumers to trade on greener alternatives and many brown products are losing market coverage to premium-priced green rivals. In order to tackle this threat, many companies are currently offering only brown products are contemplating the launch of a green product to complement their product portfolio. The analysis clearly incorporates a segmented consumer market where individual consumers may value the same product differently, the economies of scale and the learning effects associated with new green products, and capacity constraints for the current production system. It is shown that a single pricing scheme for the new green product limits a firm's ability to appropriate the value. Different customers will relinquish a segmented market and to cannibalization. A two level pricing structure can diminish and even completely avoid the salience of cannibalization. However, when resources are scarce, a firm can never protect its products from the threat of cannibalization by just revising the pricing structure which can spell the end of its brown product's presence in the market or preclude the firm from launching the green product. At this point, the degree of cannibalization is higher for the brown product when the green product offers a sufficiently differentiated proposition to green segment consumers.

#### 4.5. Certification and Regulation

Stephen F. Hamiltona, *et al.* (2006) [23] considered the performance of eco-certification policy under circumstances where consumers cannot discern environmental attributes in goods, but are able to form rational expectations regarding the extent of illicit activities in the green market. Consumers voluntarily pay significant price premium to acquire unobservable environmental attributes in green markets. The main results are (i) fraud is less prevalent in green markets when entry barriers limit the number of firms (ii) traditional policies related to environmental pollution increase the incidence of fraud, and can even prevent the use of non-polluting techniques which would otherwise emerge in green markets (iii) voluntary eco certification policies can decrease fraud, increase output, and raise profits per firm and (iv) in cases where the socially optimal resource allocation can be supported, the optimal policy involves negative unit certification fees, positive fixed certification fees and is revenue-generating for the certifying agent.

Xiao-Xing Huang *et al.* (2016) [24] in the present study stressed on the influence of regulatory and customer pressure on green innovations and how such pressure motivates organizations to improve their green innovation and performance. A conceptual model based on the concept of green organizational responses is developed in the paper. The model is tested using structural equation modelling on a sample of 427 manufacturing organizations in six provinces in central China. The results of modelling show that regulatory and customer pressure promotes green organizational responses and enhances green innovation performance. However, these two forms of pressure are shown to have different impacts on specific organizational responses and different extent of impact on green innovation performance. For example, while regulatory pressure has significant positive impact on training and plays a direct role in green innovation performance, customer pressure has significant positive impact on research and development investments and collaboration networks. These results offer important implications for promoting green innovations in the manufacturing industry.

Professional certification is found in many sectors today. Certification paved way for itself in almost every industry for a reason as it has many merits attached to it. The merits include: helps in career advancement, helps employers to evaluate potential new hires, rigorous assessment analyze job performance, evaluate employees, select contractors, market services, motivate employees to enhance their skills and knowledge and defined standards of quality. Certification gives recognition of competency, shows commitment to the profession, and helps with job advancement. There has been an explosive growth in professional certification. As it ensures that the system has been adequately defined and corrective action systems are fully developed and functional, which reduces the need for

costly conformance inspections. This ultimately instills trust and confidence in the organization's customers and prospects, and reinforces a commitment to quality. The value of certification to customers is evident, but the quality of the certificate is also important. All certificates are not equal. As more and more companies become certified, buyers look at the reputation of the registrar. Some of the key areas to consider when evaluating a registrar include technical competencies, interpretation of the standards and overall philosophy. They help to harmonize technical specifications of products and services making the organization more efficient and breaking down barriers to international trade and commerce. Conformity to International Standards helps reassure consumers that products are safe, efficient and good for the environment.

The benefits of certification are as follows:

- Cost savings - Certification helps to optimize operations and therefore improve the bottom line.
- Enhanced customer satisfaction - Certification helps to improve quality, enhance customer satisfaction and increase sales
- Access to new markets - Certification helps to prevent trade barriers and open up global markets
- Increased market share - Certification help to increase productivity and competitive advantage
- Environmental benefits - Certification help to reduce negative impacts on the environment
- Confidence- Certification helps to instill confidence to interested parties as to the consistency, effectiveness and efficiency of the organization

Product certification or product qualification is the one which organizations should focus on. Organizations by focusing on product certification can win prospective customers mind and heart to purchase a green product. Product certification is the process of certifying if a product has passed performance and quality assurance test, and meets qualification criteria stipulated in contracts, regulations, or specifications (typically called "certification schemes" in the product certification industry). Most product certification bodies (or product certifiers) are accredited to ISO/IEC Guide 65:1996, an international standard for ensuring competence in organizations performing product certifications. The organizations that perform this accreditation are called Accreditation Bodies, and they themselves are assessed by international peers against the ISO 17011 standard.

#### 4.6. Organic Farming, Life Cycle Assessment and Sustainable Development

Ryan Wiser *et al.* (1997) [25] in the study focuses on the green power marketing activities and assesses the academic literature on public goods, free riding, and collective action. It also presents new opportunities for renewables and suggests practical ways to strengthen green power programs.

Four different types of activities are identified to increase customer demand for renewable energy. This is done either by changing the structure of the public goods or by adding nontraditional private benefits. The activities are (1) taking advantage of community and social dynamics; (2) assuring customers that they can "make a difference"; (3) emphasizing on customer retention strategies; and (4) enhancing private value. The paper highlights how each of these is used by marketers to increase customer demand for renewable energy. The concluding part stresses on the activities of green marketers where they should take into account consumer free riding and seek to reduce it by adopting practical changes in product design and communication strategies which are tailored to "green" power products.

Huan Feng Li *et al.* (2008) [26] introduced the influence of green marketing on sustainable development of garment industry. It analyses the cost and profit to implement green marketing, both in short term and long run. In short term the cost may increase. However, in the long run, the income will outweigh the cost. There are five reasons for which green marketing should be implemented in the sustainable development. The reasons are: reduced cost, expanding export by broking down green barriers, establishing the enterprise's green image, being more competitive and avoiding green tax. Therefore, implementing green marketing is pivotal for the sustainable development of garment industry.

### 5. Problems and Prospects

Kilbourne, W.E. (1998) [27] discusses the failure of green marketing to move beyond the limitations of the prevailing paradigm. It also identified the areas that must be examined for their effect in the marketing/environment relationship, namely economic, political and technological dimensions of the cultural frame of reference.

Prothero, A. & Fitchett, J.A.(2000) [28] says that greater ecological enlightenment can be secured through capitalism by using the characteristics of commodity culture to further advance the environmental goals. Marketing not only has the potential to contribute to the establishment of more sustainable forms in the society but also bears the responsibility to act as a principal agent in the operation and proliferation of commodity

Alsmadi, S. (2007) [29] after investigating the environmental behaviour of Jordanian consumers reveals the existence of a high level of environmental conscience. Unfortunately, however this positive tendency and preference in the "green" products does not appear to have any effect on the final decision, because these consumers have a strong faith in the traditional products and a little confidence in the green statements. The above obstacles are further strengthened by lack of environmental conscience by a lot of enterprises and existence of a wide variety of prices for the same product, many of which included an impetuous estimate of environmental responsibility.

Leslie J. Vermillion *et al.* (2010) [30] presents information on various components of green marketing arena including the discussion reports on some of the many unresolved issues that seem to make marketing of green products less successful despite the debate that the world is becoming more concerned about the environment and man's impact on it. Four interrelated issues of importance to the green marketing arena which are expense of green products, concern about the perceived quality level of many green products,

perceived benefits and deceptive green advertising are also discussed. The discussion developed a set of proposition on benefit segmentation and persuasive communication which will guide the future research in this area.

Pavan Mishra *et al.* (2010) [31] discusses the increasing rate at which the business houses are targeting the green consumers, those who are concerned about the environment and allow it to affect their purchasing decisions. It identifies three particular segments of green consumers and explores the challenges and opportunities businesses have with green marketing. It also examined the present trends of green marketing in India and describes the reasons for companies adopting it and the future of green marketing and concludes that green marketing will continuously grow in both practice and demand.

Michael Jay Polonsky (2011) [32] discusses the difficulties of consumers, government and the marketers in embracing environmental issues, thus hindering the real growth of green marketing. Green marketing is not achieving its potential for improving the quality of life of consumers, while improving the natural ecosystem. The failure is the result of the inability of consumers, firms and governments to adopt systematic thinking, in which macro-marketing perspectives are integrated into their respective micro-decisions. To address the difficulties three proposed actions should be undertaken: (1) Marketers need to look for new ways of calculating and communicating value that integrates environmental value, thereby moving away from financial measures which have no real environmental meaning. (2) Changing the discourse regarding the environment, highlighting the importance of action which needs to be based on increased education about the human-environment interface. (3) Marketing needs to refocus its emphasis on want satisfaction, shifting away from the acquisition of goods, thereby enhancing how marketers create value. Making these changes will allow marketers to operationalize transformative green marketing so that the human condition and natural system that humans operate within are both improved and bring about transformative green marketing.

Dr.V. Mohanasundaram (2012) [33] highlights the importance of using green marketing by the firms, problems and opportunities of using it. The author stressed on the need of having green marketing in a developing country like India where the awareness about environment conservation is increasing at a faster pace.

Muhammad Imtiaz Subhani *et al.* (2012) [34] focused on the Asian market which is challenged by economic development and opportunity due to gain in energy prices, terrorism, environmental and climatic changes and consequences. A sample of 2000 users of green products were selected which revealed the associate variables of consumer's environmental consciousness, which are social influence, environmental concern, and perceived seriousness of environmental problems. These are also responsible for affecting an individual's brand perception/preference. While environmental attitude, which is an associate variable of environmental attitude and brand's environmental friendly perception does not affect brand preference. However, when the data was split according to gender, it was found that environmental concern and brand's environmentally friendly perception affect male while social influence and environmental concern affect female in their choice of green-marketed product/brand.

Rahul Singal *et al.* (2013) [35] highlights the mantra of carrying an effective business and supporting the green customers in their purchasing decisions. The paper explores the challenges and opportunities businesses have with green marketing. The paper also describes the reason for companies adopting green marketing and concludes that green marketing is something that will continuously grow in both practice and demand.

Prof. Govind Teju Rathod (2014) [36] discusses how businesses have increased their rate of targeting green consumers, those who are concerned about the environment and allowed it to affect their purchasing decisions. The paper identifies the three particular segments of green consumers and explores the challenges and opportunities businesses have with green marketing. The paper also examines the present trends of green marketing in India and describes the reason why companies are adopting it and future of green marketing and concludes that green marketing is something that will continuously grow in both practice and demand. The paper corroborates its findings from the paper by Pavan Mishra *et al.* (2010)

Bharat K. Jotva (2014) [37] analyzes the meaning, and importance of green marketing. It includes a broad range of activities like product modification, changing the production process, modified advertising, change in packaging, etc. aimed at reducing the detrimental impact of products and their consumption and disposal on the climate and other environmental parameters.

Dedi Supriadi Adhuri Laksmi Rachmawati *et al.* (2016) [38] examines responses of small scale fisherman and traders to a proposed fisheries management initiative in Indonesia. The response of these local fisherman demonstrates both opportunities for upgrading the fisheries value chain and challenges for more sustainable fisheries management. Small scale fisheries are the least regulated natural resource sector in Indonesia, but recent initiatives attempt to address problems of over fishing, poverty and livelihood insecurity. The article also examines initiatives of the Lesser Sunda Sustainable Fisheries Initiative (LSSFI), and attitudes towards it held by local fisherman. The LSSFI combines market incentives and support with a Territorial Use Rights in Fisheries (TURF) system and reserve. Fisherman had mixed responses to the TURF reserve proposal. Those who were less mobile agreed to the TURF-reserve, while those who fish in the distant coastal water as well as adjacent opposed it. An additional barrier to the acceptance of TURF- reserves is that most small-scale fisheries in Indonesia exist as an open access resource and confidence in the ability of the government to enforce reserve areas is low.

## 6. Conclusion

The present paper reviews the literature on green marketing. The paper is segregated into many sectors which helped to get a better demarcation of the literature available. Various sectors included in the research paper are green building, green strategy making, problems and prospects, green electricity and green hotels. It is noticed that the available literature lacks in the following areas: Marketing mix, Promotion of green marketing activities and strategies, green consumer characteristics, steps to make consumers inclined towards green products, etc. There is a scope to undertake a study covering the following issues. Such a study will help to

further strengthen the theoretical base of green marketing. Green marketing is such a subject which will never lose its demand but will get the chance to enhance its base due to the upcoming issues related to environment.

In Assam there is a huge prospect for practicing green marketing. As Assam possesses a huge flora and fauna, natural parks and sanctuaries, the strive to protect these is the prime intention of the people. Thus we have witnessed the introduction of organic farming in Majuli (the smallest river island of the world). The project has been initiated solely by an entrepreneur and he intends to expand his business as the response is very good. There also exists an organic market at six miles, Guwahati where vegetables and fruits produced by using organic manure is being sold. There has been an initiation of the process of green marketing in Assam only in a specific sector. The initiative by the business houses is still lacking. There are many industrial parks where production and manufacturing takes place but the initiative for promoting green practices or any sort of move to curb the harmful induction of poisonous gases, fumes and water in the environment is not taken. Any stringent implementation of rules from the government, certification, strategic implementation or initiative from the public also does not exist to check the industrial activities. There is a very wide scope for the development of green marketing activities, strategies and initiative in Assam.

There is ample scope for research in areas related to consumer perception, pricing strategies, of green products and green marketing. It has been found through literature review that there are various sectors taken into consideration for the purpose of study but there are a few areas where there is ample scope to do research like analyzing marketing mix, promotion of green marketing activities and strategies, green consumer characteristics, steps to make consumers inclined towards green products, etc. on analyzing issues from consumers' perspective. Thus, there is immense scope to undertake an in depth study taking into account the untouched issues of green marketing.

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