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E- Mail: info@enrichedpublication.com

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Journal of Marketing Strategy

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Aims and Scope

Marketing strategy is essential for every business. This Journal of Marketing strategy is containing contributions from theoreticians and practitioners cover a wide area including:

State of the art papers on particular topics - e.g. portfolio planning, sales management, pricing.

Strategy of the marketing - Marketing strategy, you must study and evaluate your business and its target audience, then create a plan of action and follow through with it.

Customer behavior - How and why both corporate and ultimate customers behave in the way they do.

Marketing intelligence - The establishment and maintenance of marketing information systems and everything associated with them.

Case studies - How an organization has tackled an important marketing problem.

Field Containing-

- ❖ Retail Marketing
- ❖ Relationship Marketing
- ❖ Social Marketing
- ❖ Product Marketing

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Grey Knowledge Management to Greener Strategic Management!

Kanika Gupta¹

Asst. Prof., TECNIA Institute of Advanced Studies, Delhi & Research Scholar, Singhania University, Rajasthan.

Email: Onlykanika@yahoo.co.in /M: 9013289654

ABSTRACT

German luxury car maker BMW soon realized the need to adopt sustainable growth strategy when its sales started flagging in India and decided to come up with new pocket suited models after facing stiff competition from Mercedes Benz & Toyota. The company has now decided to use parts of the car manufactured in India to cut down the cost; after it has successfully made dents in pockets of many Indians. HUL president too; played safe by aligning his business vision & mission with the mission of our honorable Prime Minister Mr. Narendra Modi- “Made in India” & “Swatch and Green Bharat”. As such company has now decided to expand with the motive to buy its raw materials from Indian suppliers and that to eco-friendly ones to win over millions of Indians and also to win over long awaited government approvals in the light of Corporate Social Responsibility. It would be unfair not to mention the most loved ITC. ITC's strategic intent to secure long-term growth by synergizing and blending the diverse pool of competencies residing in its various businesses to exploit emerging opportunities in the FMCG sector is incredible. The Company's unwavering focus on quality, innovation and differentiation backed by deep consumer insights, world-class R&D and an efficient and responsive supply chain will further strengthen its leadership position in the Indian FMCG Industry. After focusing so much on Strategic Management, let's move on to another segment of research paper i.e. Knowledge management, which is the systematic management of an organization's knowledge assets for the purpose of creating value and meeting tactical & strategic requirements; it consists of the initiatives, processes, strategies, and systems that sustain and enhance the storage, assessment, sharing, refinement, and creation of knowledge. Without tactical knowledge, strategy cannot be implemented and for best results knowledge has to be integrated with strategy formulation and implementation. This research paper aims at lightening the grey areas of knowledge management with the implications of greener strategic management with the help of a case study of “Brand Failure in Indian Market”.

Keywords: Strategic Management, Knowledge Management, Strategy, Competencies, Corporate Social Responsibility, Tactical Knowledge.

Introduction

Most of us need knowledge in some form to do our jobs well. Perhaps we need to understand how customers' database is designed, so that one can extract a particular report. Maybe one needs to know the best way to get senior managers to approve a business case. Or perhaps, even, you need to know how your boss prefers to receive bad news, so that you can deliver this as painlessly as possible.

All of these things require specific knowledge. No matter what your job is, you need this knowledge if you're going to do a good job.

This seems obvious, right? But how does your organization handle all of this knowledge? When you have a question, is it easy for you to find an answer, or do you have to search for hours or days to find what you need to know? This is why knowledge management is so important.

Knowledge management is the practice of organizing, storing, and sharing vital information, so that everyone can benefit from its use. The major benefit of knowledge management is that information is easily shared between staff members, and that knowledge isn't lost if someone goes on vacation, gets sick, or leaves the company.

This can result in substantial savings to an organization's bottom line. People are easily brought up to speed, and valuable knowledge assets are never lost (which means that you don't lose time and money when people have to learn new information quickly).

Because ideas can be shared easily, knowledge management may also increase innovation and help create better customer relationships. And if the company has a global team, knowledge management can create a more powerful workforce when all of those different cultures are brought together to share assets.

Knowledge management gives staff members the knowledge they need to do their jobs better. This makes them more productive.

For example consider the following strategy makers

Apple ([AAPL](#)) stands as the one technology company that truly gets marketing. It defines the next big thing and creates game-changers in existing markets before people themselves even know what they want. It doesn't use focus groups or research; Apple is its own focus group. It controls its channel and message better than any company on earth. Not to mention the 1984 Super Bowl, Think, and iPod silhouette ad campaigns.

Adopting the viral conjunction "FedEx" allowed Federal Express ([FDX](#)) to capitalize on its leadership in express mail while diversifying into ground and other business services. It was brilliant. And its advertising has been groundbreaking, as well.

Samsung, the Korean company has slowly and steadily grown to become a premier consumer electronics brand. It used to have annual strategy sessions where all its top executives got to spend time with the best competitive products they were up against from the likes of Sony ([SNE](#)), Nokia ([NOK](#)), Panasonic ([PC](#)), and Apple. I don't know if it still does that, but from day one, Samsung eschewed the traditional technology-driven Asian model in favor of becoming a market-driven and market-leading company.

These formation and implementation of strategies have been possible only due to timely availability and management of all specified knowledge required by the companies.

Knowledge management (KM) therefore implies a strong tie to organizational goals and strategy, and it involves the management of knowledge that is useful for some purpose and which creates value for the organization and thus acts as a backup for strategic management.

But as coin has its two sides, knowledge management also has its pitfalls i.e when there is knowledge scarcity or knowledge mismanagement.

One such grey area that I have undertaken to focus is Failure of brands in Indian Market, where knowledge management somehow failed to produce the right set of strategies for Indian brand managers. Little evidence exists about the FMCG Brands and their failure. Very negligible amount of work is done in this area, especially in the Indian context where there is absolute scarcity of theory on Indian brands. As such most of the Indian Brand Managers remain baffled most of the times as to how to safeguard their existing brands or how to make their brands' comeback a success.

Managers, only those who have burnt their fingers over the years and those who are considered to be wisdom workers are recognized as good managers, somebody who can manage effectively & efficiently.

Success of managers also rest on their experience, their vision, their creativity, their perceptions, their attitude and empathy. Unless and until they put their feet in customer's shoes they remain ignorant of world's harsh realities and what customer desires.

Objectives

This research paper is an attempt to highlight-

- 1.) How failure of knowledge management leads to failure of strategic management through a case study of failure of brands in Indian market and
- 2.) How Strategic Management has evolved over the years to be the practical implication of Knowledge Management.

The report is thus principally aimed at policy-makers and key professionals in all sectors and at all levels, with an objective to provide a strategic framework for action when knowledge management inputs fall short of expectations of Strategic Management.

Research Methodology

This research paper has been derived from the work of my PhD thesis, titled “Brand Failure in Indian Market”, that analyzed the brands that failed to perform in Indian market and the respective measures that could be taken to minimize failures if they could not be eliminated completely.

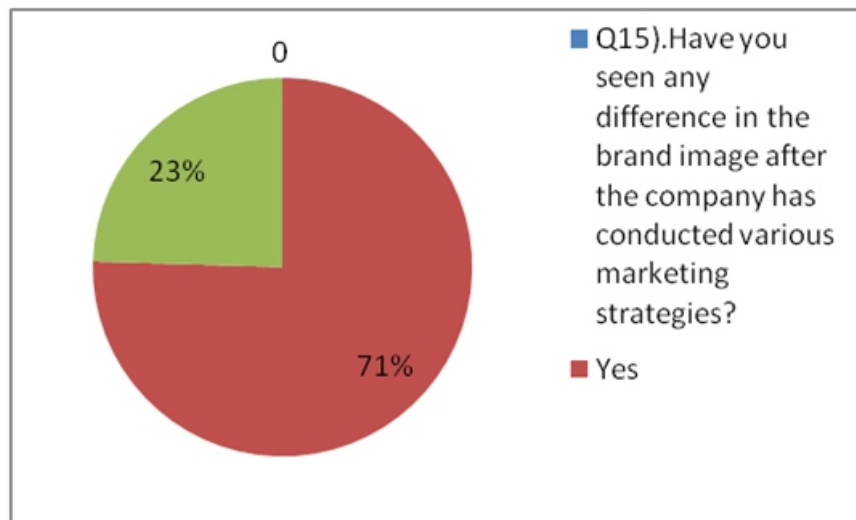
Keeping the objectives in mind, the data is collected primarily through two structured questionnaires- One based on customers perception regarding brand failure constitutes 200 respondents and the other based on Brands that failed in Indian Market, constitutes 73 such cases. The data also includes various case studies of the brands, both domestic and international that has failed to make their mark in Indian market.

Primary Data will be collected from public, various professionals working in the related field, professional & government bodies, research Organizations, Retailers, wholesalers etc. Tools to be used for collecting primary data will be formal/ informal observations, interviews, questionnaires, scientific tools etc.

Secondary data to be used in this research will be collected through literature review from various web sites, Government reports, books, journals, newspapers and various professional organizations. Data will relate to the brands that have already failed to perform in Indian market or have been re-launched to make their presence felt by Indian consumers.

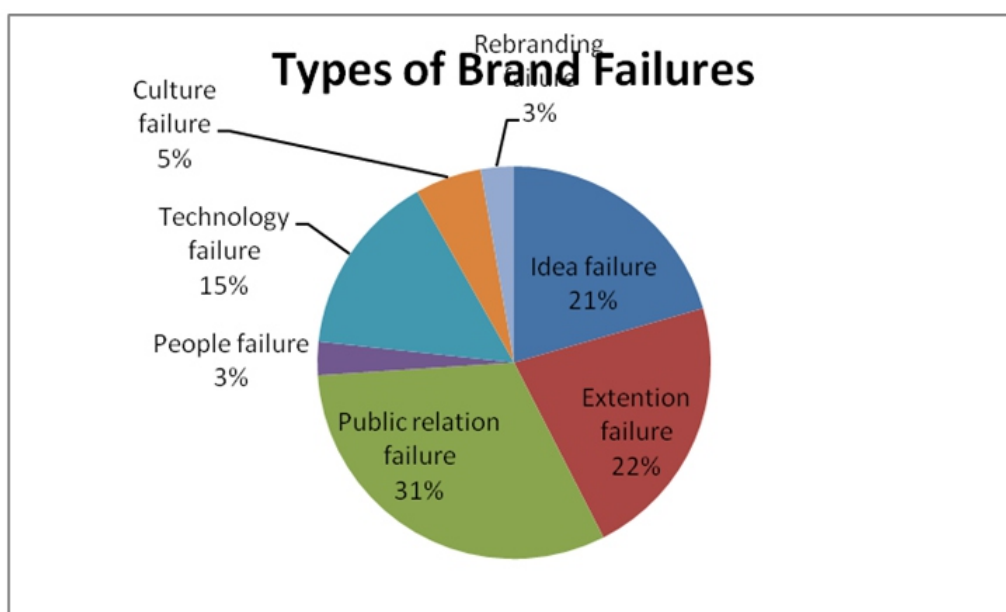
Data Analysis

Difference in the brand image after the company has conducted various marketing strategies-



Sales for the brand and Image of the brand considerably improved as a result of marketing strategies undertaken by companies which imply that there is a constant need for Brand Recall to fight brand failures. Marketing strategies includes promotional campaigns, free distribution of trial packs, posters and hoardings, advertising through media and print media, initial discounts, exchange-offers, campaigns with a social cause like Tata Tea's campaign “ Jaago Re” regarding spreading awareness to vote and women empowerment. Re-vitalisation of brands is the key to success.

Types of Brand Failures-



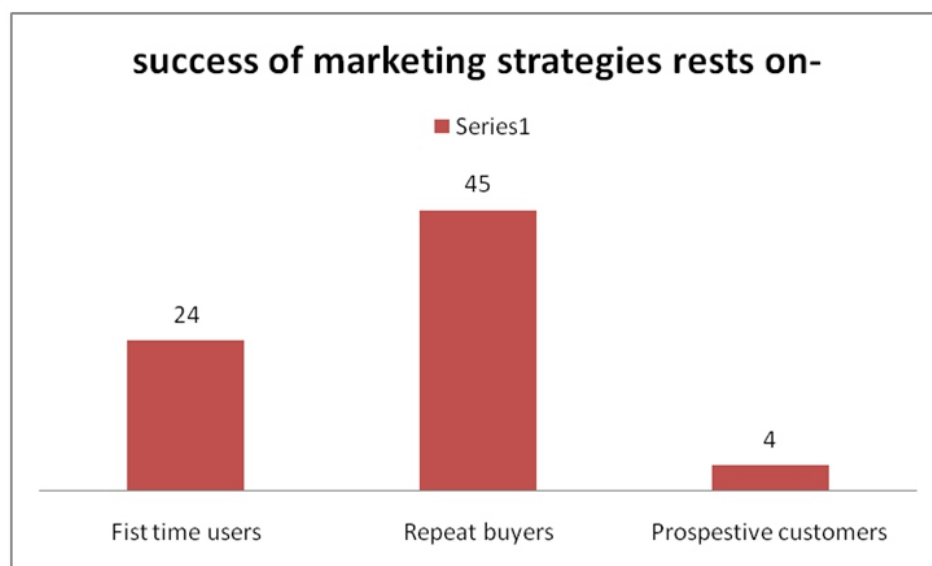
Going by the literature, we have different types of brand failures like Public relation, Idea, Culture, Rebranding, Extension, Technology, People failures. From the data analysis, it is seen that brands are mainly under the threat of Public Relation Failure i.e lack of brand- customer bonding due to poor maintenance of customer database and lack of past records.

Importance of customers' Feedback-



It is seen that besides top management acquiring 18 % share in brand building activities, 27 % customers play a vital role in brand building activities through sharing their personal experiences and mouth publicity. Further employees and channel partners also contribute in brand building.

Reason behind company's success-



It is seen that marketing strategies can be believed to be effective and successful only when there are large number of repeat buyers of the brand and first time brand users.

Reasons behind Brand Failure-



It is clearly seen from the above that the most probable reason for brand failure from company's perspective could be issues relating to Marketing & Distribution Strategy that covers a portion of 41%. Another major portion highlights Product's issues to be the cause for brand failure. Economic factor is also one of the major constraints associated with brand building.

It is clear from above data that major reasons for failure of brands in Indian market remained to be lack of Knowledge Management that has resulted in poor strategy formulation & implementation.

Conclusion

KM involves the understanding of where and in what forms knowledge exists; what the organization needs to know; how to promote a culture conducive to learning, sharing, and knowledge; how to make the right knowledge available to the right people at the right time; how to best generate or acquire new relevant knowledge; how to manage all of these factors so as to enhance performance in light of the organization's strategic goals and short term opportunities and threats. KM must therefore create/provide the right tools, people, knowledge, structures (teams, etc.), culture, etc. so as to enhance learning; it must understand the value and applications of the new knowledge created; it must store this knowledge and make it readily available for the right people at the right time; and it must continuously assess, apply, refine, and remove organizational knowledge in conjunction with concrete long and short term factors.

Successful organizations know that knowledge in action gets results—accelerating the rate of learning; cutting down the risks of not knowing and repeating mistakes; and retaining knowledge assets when people move, leave, or retire. From above, we can see that it depends upon the management of the organization's knowledge creation and conversion mechanisms; organizational and retrieval facilities; organizational learning; and organizational. Research on branding does not boast of a very long history in India. Available literature in the area of brand management is mostly of two types. It is either from the practitioners or from replication studies done in India. The former kind of literature is from the brand managers who learnt about branding success by burning their fingers as well as millions of the company's money. They put their experience about what they have done to make a brand click in Indian market. The latter kind of studies are originally done in USA or in other European nations and replicated for Indian market to test the validity of the research done in an emerging market. These studies are done either to validate earlier propositions or to identify moderating variables unique to Indian markets.

Scholars and managers try to rationalize their own perceptions by drawing conclusions about successes and failures. This domain of accumulated experience very often sounds like self-prophecy and covers the gut feeling or risk perception of the brand manager. Though they could not build an exact science about how brands can be managed in Indian market, they were able to make branding and brand management as a popular subject of discussion on coffee tables. It covered mostly the contextual realities of Indian market and glamour involved in the brand and advertising world. But their contribution to brand science was limited as they did not bring with them the universal application of branding principles, but a rationalization to what the brand manager thought appropriate in the execution of branding strategy.

Suggestions and Recommendations

- 1.) The companies should undertake to promote the concept of Knowledge Management in their respective R & D units for betterment of their Strategic Management Process.
- 2.) Knowledge Management should be made a mandatory programme under Training & Development of employees in every company.
- 3.) As effective knowledge Management lays down the platform for better strategy Formulation & Implementation, efforts should be directed towards gaining complete & authentic information so as to safeguard the companies from moving towards graveyard of failures.
- 4.) As it is rightly said, you may be knowledgeable but may not be wise i.e. knowledge does not guarantee you wisdom, but complete knowledge assures you the path of success.

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Marketing the LIS Products and Services of Select Social Science Libraries in Delhi: A Case Study

Mahesh Chandra¹, R. K. Bhatt²

¹Assistant Librarian, JNU and PhD Scholar, Department of Library and Information Science, University of Delhi

²Associate Professor, Dept. of Lib. & Info. Sc., University of Delhi, Delhi 110007.

Introduction

In the past two decades or so the concept of Marketing and its application in libraries has been world widely accepted in order to improve and enhanced the quality role of libraries in order to satisfy the information hunger of the users. Kotler [1], Exchange is the central concept underlying marketing and he defines marketing as “a social and managerial process by which individual and groups obtain what they need and want through creating, offering and exchanging products of values with others.” He further states that it nothing but 'the analysis, planning, implementation and control of carefully formulated programs designed to bring about voluntary exchange of values with target markets for the purpose of achieving organizational objectives.” [2] In fact, the problem of under-utilization of information resources of the libraries has forced them to find out a viable solution to overcome this problem. In addition, the image building, the competition with other similar nature institutions, the availability of modern access tools etc. are some of the other reasons that have made libraries to adopt marketing tools and strategies. The present study is being conducted by restricting it to four major special libraries namely (i) National Council of Applied Economic Research (NCAER), Institute of Economic Growth (IEG), National Institute of Public Finance Policy (NIPFP), Indian Institute of Public Administration (IIPA) with the following objectives:

- ❖ To examine the application of the marketing concept of library products and services by the select special libraries of Delhi.
- ❖ Examine resources and facilities of the libraries in relation to marketing.
- ❖ Determine the extent to which the principles of marketing are put into actual practice in the libraries under study.
- ❖ Suggest ways and means for improving marketing practices these special libraries.
- ❖ Assess the attitude of professional staff working in the libraries under study towards different aspects of marketing mix.

Review of Literature

A close look at the various studies being conducted at different levels by several LIS professionals and scholars to assess the role of Marketing strategies in Libraries reveals that undisputedly it was accepted that application of marketing tools and strategies help modern libraries to survive and sustain more respectfully than in past. Some of the significant studies to quote includes the studies of Adeyoyin [3], Bellardo and Waldhart[4], Bhat[5], Bushing[6], Carrol[7], Clair [8], Corfield [9], Denny [10], Dhawan[11], Dragon and Leisner[12], Ganguly and Kar[13], Gupta[14], Hannalauss[15], Jose[16], Kanne[17], Kavulya[18], Morei [19], and Raina [20] . In addition, the most suitable expression and execution about the marketing of LIS products and services is given by Rowley. Rowley[21] in her article has questioned that have library managers been sufficiently aggressive in identifying and understanding their customers, given that future of individual services and profession as a whole rest to a large extent on customer perception? What do library managers need to know about their customer? This article examines some of the key concepts concerned with customers and consumer buyer behavior. However, an analysis of customers in terms of benefits can inform effective segmentation, which in turn can lead to more efficient targeting of resources. However, customer benefits are only part of the picture. The consumer decision-making process is important in determining purchase behavior. Introduces some models of the consumer buying process and an analysis of the factors which determine consumer buying behavior.

Data Analysis and Interpretation

To accomplish the above set of research objectives the data on various aspects of the libraries has been obtained through a well-structured questionnaire and personal interaction. For data collection, a survey was carried out in the libraries under study. Questionnaire method was used as the primary data collection tool for the study. Questionnaires were distributed to librarians and users of all the selected libraries. A random sample of users was studied and the respondents showed great enthusiasm in filling out the questionnaire. On the basis of the responses provided by the respondents, result of the analysis is presented in the tabular forms are reproduced below along with their discussion and presentation.

Library Information Services

Table A clearly indicates that only NIPFP library provides all kind of services whereas NCAER library provides all services except Translation and Document Delivery service. IIPA provide all services except Translation service. Lastly, IEG library does not provide Abstracting, Indexing and Translation services.

Table A: Library Information Services offered

Information service	IEG	IIPA	NCAER	NIPFP
Abstracting	No	Yes	Yes	Yes
Indexing	No	Yes	Yes	Yes
Bibliography	Yes	Yes	Yes	Yes
Translation	No	No	No	Yes
E-mail	Yes	Yes	Yes	Yes
Internet Access	Yes	Yes	Yes	Yes
Database search	Yes	Yes	Yes	Yes
CD-ROM search	Yes	Yes	Yes	Yes
Reference	Yes	Yes	Yes	Yes
Document Delivery	Yes	No	Yes	Yes
Photocopy	Yes	Yes	Yes	Yes

LIS Products

Table B: LIS Products generated In-house

LIS Products	IEG	IIPA	NCAER	NIPFP
Journals	Yes	Yes	No	No
Abstracting and Indexing	No	Yes	No	Yes
Bulletin	No	No	No	No
Newsletter	No	Yes	No	No
Press clipping	Yes	Yes	Yes	No
Bibliographic Services	Yes	Yes	No	Yes
Documentation Services	No	Yes	Yes	Yes
Database Access Services	Yes	Yes	Yes	Yes
CD-ROM Access Services	No	No	Yes	Yes

Table B indicates that provides the information about in-house products generated by the libraries. These libraries do not produce Bulletin but all the libraries under study have database access. Further, IEG and IIPA generate journals whereas NCAER and NIPFP do not generate journals. And apart from all these it is found that out of four libraries only IIPA brought out Newsletter and NIPFP is the only library that does not produce press clipping whereas other are generating and IEG does not produce Documentation list. Furthermore, NCAER is the only library that does not bring out Bibliography list. IEG and IIPA do not have CD_ROM access whereas NCAER and NIPFP have.

Imperativeness of Marketing

Table C reveals the attitude towards need of marketing is positive. The majority of the librarians (50 per cent) are not sure with the reluctance found on the part of them. 75 percent librarians are agreed and 25 percent librarians are strongly agreed that users are ignored about information products and services.

Table C: Imperativeness of Marketing

S.N	Statement	SA (%)	A (%)	NS (%)	D (%)	SD (%)
1	Librarians are reluctant in adopting and implementing marketing principles in the library.	-	25	50	25	-
2	Users are now aware about information products and services	25	75	-	-	-
3	Planning and implementing marketing programs provides an opportunity to assess quality and usage of information products and services.	25	50	25	-	-
4	Increasing resource constraints and shrinking budgets have forced to use marketing	25	25	50	-	-
5	ICT facilities have forced librarians to apply the concept of marketing in the libraries also.	50	50	-	-	-

Marketing planning can provide an opportunity to assess quality and usage of information products/services according to 75 per cent of librarians. It shows that 25 percent of the librarians have a negative attitude, and that all the librarians feel that marketing helps in justifying the involved cost in generation of information products, and aspects such as resource constraints, shrinking budgets, electronic information age have made marketing necessary.

Role of Marketing

All the librarians accept that marketing, its application and benefits, must be taught in library education and are tending to create the marketing environment in the libraries. All except 25 per cent of librarians are agreed that the conventional approach towards marketing has been for the purpose of promotion only.

Table D: Role of Marketing

S.N	Statement	SA (%)	A (%)	NS (%)	D (%)	SD (%)
1	Marketing principles should be integral part of the curriculum in LIS schools.	-	100	-	-	-
2	Conventional approach towards marketing has been for the purpose of promotion only.	25	50	25	-	-
3	Use of marketing technique put an extra burden on existing library staff.	-	50	25	25	-
4	Marketing concept is not meant for libraries and Information center.	-	25	25	50	-
5	Ignorance and unfamiliarity with marketing concept discourage librarians to apply them in LIS environment.	-	75		25	-

Half of them (50 per cent) accept that use of marketing techniques will put an extra burden on existing library staff and products/services, while 50 per cent disagree with this. Some of them (75 per cent) disagree that marketing concept is not meant for libraries and Information center. 75 percent of the librarian thinks that ignorance and unfamiliarity with marketing concept discourage librarians to apply them in LIS environment (see Table D).

Marketing Attitude of Professionals

The data show that librarians of these four libraries are quite welcoming to marketing planning and its necessity in the library operations. The need for a mission statement (75 per cent) and monitoring it by users' feed back (100 percent) are a must. This shows the initiating marketing practices in LICs.

Table E: Marketing Attitude of Professionals

S.No	Statement	SA (%)	A (%)	NS (%)	D (%)	SD (%)
1	Every library must have a mission statement.	25	50	25		
2	Success of marketing program depends upon continuous persistence a motivated teamwork.		75	25		
3	Rigorous assessment of internal and external environment is necessary to make decision.	25	50	25		
4	It is ideal to have full time professional to look after the marketing activities.	25	50	25		
5	Users' feedback is essential to assess the quality of information products and services	75	25			

Continuous motivated teamwork (75 per cent) and designating professional (75 percent) are desired. Rigorous assessment of internal and external environments is necessary to make decisions is necessary according to all the librarians, of which 25 per cent strongly agree and 50 percent are agree (see Table E).

Planning for Marketing the Library

Table F1 shows marketing practices and planning of libraries. None of the libraries have specific allocation of funds or a designated person for marketing. All libraries except 25 percent are not charging users for services. All librarian thinks that marketing helps in building the image of the library and 75 percent agree that it enhance the usership in library.

Table F1: Planning for Marketing the Library

S. No	Questions	Yes (%)	No (%)
1	Specific allocation of funds in your library for marketing its information products/services		100
2	Your library has a specially designated person for marketing		10
3	Are users charged for information products/services?	25	75
4	Are you planning to market information products/services on Internet?	25	75
5	Your library have separate marketing section		100
6	Marketing helps in building the image of the library	100	
7	Has it enhanced the usership in library	75	25

Table F2: Planning for Marketing the Library

S. No.	Questions	(a)	(b)	(c)	(d)
1	Proportion of budget to be spent on marketing activities	Less than 1 % (100)	2-5 %	6-10%	More than 10%
2	Decision-maker of the amount of spending money on marketing activities	Head of Institution (25 %)	Librarian	Library committee (75%)	Other
3	Method of informing users	Signs, symbols, handouts and instructions (100 %)	Notify about the information products/services (100 %)	Formal lecture on library resources/facilities (25%)	Demonstrations of e-services.(100%)

Data in Table F2 shows that the majority of libraries are spending less than 1 per cent proportion of their budget on marketing. In libraries (75 percent), library Committee is the decision making authority, and shows that librarians are not getting the chances to apply their lessons into marketing practices and application planning for the library. All the libraries use signs, symbols, handouts and instructions, notifying about the information products/services. Only 25 per cent of libraries provide formal lectures on library resources/facilities. Of the libraries, 100 per cent are demonstrating e-services of the library. It shows that all the libraries to inform users, while the majority of the libraries tend towards e-services are using all the conventional methods.

Readers Awareness about LIS Services

Table G gives broad outline of the information services that user are aware of. Mostly users are aware of information services provided by their respective libraries whereas Document delivery service is not known by the users (46.7 percent) of IIPA.

Table G: Readers Awareness about LIS Services

S.No	Services	IEG		IIPA		NCAER		NIPFP	
		AF (%)	NA (%)	AF (%)	NA (%)	AF (%)	NA (%)	AF (%)	NA (%)
1	Abstracting	86.7	13.3	93.3	6.7	100	0	86.7	13.3
2	Indexing	86.7	13.3	86.7	13.3	86.7	13.3	100	0
3	Bibliography	93.3	6.7	93.3	6.7	93.3	6.7	100	0
4	Translation	100	0	86.7	13.3	86.7	13.3	80	0
5	E-mail	100	0	86.7	13.3	86.7	13.3	100	0
6	Internet Access	100	0	86.7	13.3	93.3	6.7	86.7	13.3
7	Database Search	93.3	6.7	93.3	6.7	93.3	6.7	86.7	13.3
8	CD-ROM Search	80	20	80	20	93.3	6.7	100	0
9	Reference	100	0	93.3	6.7	100	0	93.3	6.7
10	Document Delivery	80	20	46.7	53.3	86.7	13.3	80	20
11	Photocopy	93.3	6.7	100	0	100	0	93.3	6.7

- AF = Aware of; * NA = Not Aware Of

Readers Awareness about LIS Products

The data shown in the table H reveals the users awareness about the LIS products. Further, the table shows that most of the users of all the libraries are aware of the information products generated by the library in-house. IIPA and NCAER users (33.7 percent) are not aware of the abstracting and indexing services.

Table H: User awareness about LIS products

SN	Products	IEG		IIPA		NCAER		NIPFP	
		AF (%)	NA (%)	AF (%)	NA (%)	AF (%)	NA (%)	AF (%)	NA (%)
1	Journal	100	0	93.3	6.7	100	0	100	0
2	Abstracting & Indexing Service	86.7	13.3	66.7	33.3	66.7	33.3	80	20
3	Bulletins	80	20	86.7	13.3	93.3	6.7	93.3	6.7
4	Newsletter	80	20	86.7	13.3	93.3	6.7	86.7	13.3
5	Press Clipping	73.3	26.7	80	20	86.7	13.3	80	20
6	Bibliography list	80	20	86.7	13.3	93.3	6.7	86.7	13.3
7	Documentation list	73.3	26.7	86.3	13.3	93.3	6.7	86.7	13.3
8	Database Access	93.7	6.7	93.7	6.7	93.3	6.7	93.3	6.7
9	CD-ROM Access	86.7	13.3	80	20	93.3	6.7	93.3	6.7

Readers Satisfaction and Attendance

Table I gives an overview of the user satisfaction about the collection and layout diagram and it also give information about the users' attending the conferences and Exhibition. The Table shows that the users of IEG (100 percent) are satisfied with the collection and the users of IIPA, NCAER, NIPFP are 86.7 percent satisfied with the collection. NIPFP users are 100 percent satisfied with the layout/diagram and mostly the users of IEG, NCAER and IIPA are satisfied. Above figure shows that less number of users attend conferences and exhibition organized by the library.

From the data it reveals that the users of NIPFP i.e. 26.7 percent attend the conference similarly in the case of NCAER only 40 percent users attend the conferences/exhibition organized by the library. Whereas the maximum number of users of IEG (66.7percent) followed by the user of IIPA (60 percent) attend the conferences/exhibition organized by the library.

Table I: Readers Satisfaction and Attendance

Readers Satisfaction & Attendance	IEG		IIPA		NCAER		IARSI	
	Yes (%)	No (%)	Yes (%)	No (%)	Yes (%)	No (%)	Yes (%)	No (%)
Collection	100	0	86.7	13.3	86.7	13.3	86.7	13.3
Layout / Diagram	86.7	13.3	80	20	100	0	86.7	13.3
Conference/Exhibition Attended	66.7	33.3	60	40	40	60	26.7	73.3

Findings

Following are the findings of the survey:

- ❖ Librarians understand the value of the adoption of marketing tools and strategies for the promotion of LIS Products and Services, thus, felt the need for application of marketing, market planning etc.
- ❖ Marketing planning help to assess quality and usage of information products/services. It helps in justifying the involved cost in generation of information products and services.
- ❖ All the librarians agree that ignorance with marketing is responsible for discouraging marketing applications. It reflects the need of proper training and teaching of marketing applications to librarians, although the majority of them agree with the positive impact of marketing activities.
- ❖ The majority (50 per cent) of librarians agree that the use of marketing techniques will put an extra burden on existing library staff and products/ services.
- ❖ Librarians have eagerly taken up promotional elements of marketing; however, there is less evidence of the systematic and planned use of marketing service design, pricing and delivery of information products/services.
- ❖ Although 75 per cent librarians consider the requirement to designate a full professional to look after the marketing activities, yet data show that none of the libraries have appointed such a person for marketing of information products/services.

Suggestions

Some valuable suggestions which are driven on the basis of the study results are: Each library must and should have a marketing plan for its products and services with a mission to serve its parent organization.

(i) Users used be encouraged in participating in the process of designing new LIS Products and Services.

(ii) Surveys must be conducted on regular intervals to determine whether a service/product should be continued/modified or withdrawn.

(iii) Immediate feedback on the quality of services / products is essential for making the necessary adjustments to meet the requirements.

(iv) A full time professional need to be given the charge to look after the marketing activities in the library. A specific division should be created within the library to look after these activities.

(v) Adequate funds be allocated to impart marketing activities effectively

(vi) Libraries should constantly maintain and improve the quality and range of its services/products and match these to the changing requirements of the users.

(vii) Libraries should harness technology fully to achieve full automation of their library activities.

(viii) Access to library products/services should be made more convenient.

(ix) There is a need to consider the pricing issue. Charges for services and products should be introduced on no profit, no loss basis. Efforts should be made to convince the users that they are to pay for such services as online, CD-ROM, SDI, abstracting, indexing, e-mail, internet browsing as they already pay for photocopying facilities.

(x) Promotional efforts such as user orientation programmes, publicity and personal contact programmes should be regularly carried out to make the users aware of the services/products of the library. With the availability of Internet, each library should design its homepage/web page and use it as a strategic tool to improve awareness, advertise products/services, distribute and disseminate digital products and services.

(Library science curricula should be suitably changed to widen the subject of management in great detail giving importance to topics on marketing, PR and quality management to equip future library professionals with the management skills. Short term training programmes for all levels of staff should be organized for imparting marketing skills/capabilities to the library staff.

Conclusion

Special libraries must adopt and implement the methods and tools of marketing in making their library more effective and meaningful. Libraries must identify and anticipate the information needs of the users

and accordingly develop and design its collection and services so that the value for money being spent on acquiring information resources and creating LIS Products and Services can be justified. In order to achieve this it is advisable that the Libraries should conduct SWOT analysis which would help Special libraries in providing services/products, which are more responsive to the needs of the users. The libraries should adopt and implement ICT whole heartedly to implement Marketing strategies more effectively and efficiently.

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Marketing of Library and Information Services for Corporate Libraries in India

Prakriti Mitra¹

¹Assistant Librarian cum Information Officer, Documentation Centre, Philips India Ltd,
Email:mitra.prakrit59@gmail.com, Mobile: 8902760310

ABSTRACT

The concept of marketing of library product or services has come to keep the existence of corporate libraries within private organization. This paper describe the details about corporate libraries, concept about marketing of library product or services and how to do the same to exist the profession in today's advance age. This paper also highlights some key ideas of marketing to showcase the library and information products for corporate libraries and the future challenges.

Keywords: *Library and information services, Marketing of library services, Electronics Industry, Corporate library*

Introduction

The marketing of information services is a concept of comparatively recent origin; it has now emerged as an important area for libraries and information centers. Marketing covers those activities that connect the organization to those parts of its outside world that use, buy, sell or influence the outputs it produces and the benefits and services it offers (O'Shaughnessy). Kotler points out in his book that, organizations such as museums, universities, libraries and charities need to market their causes and their products to gain political and social support as well as economic support. Marketing is a comprehensive term that describes all the processes and interactions that result in satisfaction for users and revenue for the information firm.

Libraries and information centers have begun to realize that marketing of information products and services is an integral part of administration, especially as a means for improving user satisfaction and promoting the use of services by current and potential users. Three main factors, namely the information explosion, the technology revolution, and escalating library costs are responsible for encouraging the library profession to develop a marketing approach in its operations and services. Some information service managers feel that marketing is inimical to the nature of their activities. But with increased competition in the world information, marketing is a factor for survival at the same time, there is a common misconception that promotional activities alone constitute marketing.

In corporate sectors, some organizations are also established their In-House Library & Information Centre to support the individual sectors functions, Research & Development activities and finally to support legal or secretarial and fiscal activities. These centers are generally operated as service support and non-profit making units. But the cost of services whatever they are providing that they do not highlight within the organization hence, sometime the existence of those units can fall under in crises. So, the marketing of services whatever they are providing need highlights within the organization to establish them as an important unit within the organization.

Corporate Library: Concept, Evolution & Benefits

Corporate library is a collection of resources contained within a corporate entity and generally these types of libraries are run by private or corporate bodies. The works in the library serve to promote business efficiency. The concept of corporate library is not new; since 1910's the several big companies like - Goodyear Tire, Harley Davidson and National Cash Register were maintaining libraries within their organizations. Early corporate libraries had many names including reference library, technical library, and information center and research department. The commission report Libraries and adult Education stated that business or so called “company “ libraries may be for executives or general employees. Corporate libraries help to organize and disseminate information throughout the organization for its own benefit. They often support areas in the company relating to finance, administration, marketing and technical specialization. In terms of size they are seldom very large and most library departments employ less than five full time staff. One major issue in corporate libraries relates to the difficulty of putting a dollar value on the intangible services the library provides to its parent company. The information services provided by corporate libraries save employees time and can aid in competitive intelligence work. However neither or these values can be easily measured a fact that is further complicated by the understanding that knowledge may be useful immediately upon acquisition, or at any unspecified time in the future. For these reason the budgets of corporate libraries are often challenged.

These libraries are not usually open to the general public though many are available to specific elements of the public or scheduled appointments. Special libraries are also sometimes known as information centers. They are generally staffed by librarians although many librarians employed in special libraries are specialists in the library's field rather than generally trained librarians and often are not required to have advanced degrees in specifically library related field due to the specialized content and clientele of the library.

Benefits of having corporate library in any organization

The benefits of having any library within an organization are:

- Conduct business in an orderly, efficient and accountable manner
- Helps deliver services in a consistent and equitable manner
- Support and document policy formation and managerial decision making
- Provide consistency, continuity and productivity in management and administration
- Provides continuity in the event of disaster
- Protects information from inappropriate and unauthorized access
- Meets statutory and regulatory requirements including archival, audit, and oversight activities
- Provides protection and support in litigation including the management of risk associated with the existence of, or lack of, evidence of organizational activity
- Protect the interest of the organization and the right of employees , clients and present and future stakeholders
- Allows quicker retrieval of information as & when required
- Improves office efficiency and productivity
- Provides better operation more efficiently

Marketing of Library Services: Concept & Evolution

In general, marketing is sometimes considered to be a planned selling effort. To be successful in marketing every organization has to understand the needs of their customers - what they want or what they think that they need. When the product will produce based on the requirement of the customers and will fulfill their needs or demand then the concept of marketing will come and after the proper marketing of the product it will sell itself. Similarly, the information is also saleable and there is constant market for it. Documents should be designed in such a way that they can be considered a substitute for the original documents, containing only as much information as will help users to decide which documents most closely satisfy their needs.

The concept of marketing of library services began long before the concept was born. Samuel Swett Green in his often quoted speech at the ALA conference in 1876 advocated “improved personal relations between librarians and readers ”It could be said that today's marketing of library services has its roots in parts of USA and Northern Europe, in countries with few illiterates and more money, libraries, and library schools than the rest of the world.

This certainly does not mean that the idea of libraries reaching out to “the common man” has not occupied librarians in other parts of the world. For instance, there is the example of the “Library movement” in India at the beginning of the 20th century.

Limitation of Marketing of Library and Information services in India

It is observed that, most librarians do not market about their libraries or library product or services. They also do not know how to market, or do not know how to do it well. Generally the following limitations we can see in this area

- i. Old or traditional concept* - Many librarians work on the old model of existence by mandate.
 - Students should use library databases to locate quality information for their papers.
 - Faculty should send their students to librarians for assistance.
 - Children should be brought to the library to learn about books.
 - Middle managers should tap into the corporate library for information.
- ii. Humility* - Too often librarians wait for others to notice that they are doing a good job. Librarians may be reluctant to capitalize on their strengths and knowledge, while the general public often does not see the value that information professionals could bring to sophisticated information challenges.
- iii. Myth* - There is a belief that libraries do not need to be promoted in any special way because their importance to society should be apparent to all.
- iv. Old expectations* - Librarians and libraries are limited by their traditional image; that libraries offer books for lending and provide programming for children, but do not contribute to more sophisticated information needs.
- v. Lack of training and education* - Often librarians do not promote library services well due to lack of training and knowledge of marketing tools and techniques. Although marketing is more widely discussed and accepted professionally than in the past, this acceptance hasn't necessarily resulted in more marketing classes in library schools' curricula. Despite the growing literature on library marketing, there remains a lack of familiarity with the total marketing concept among librarians.
- vi. Confusion* - There is confusion about what the term marketing means. Much of this has to do with the interchangeability of terms such as 'promotion', 'public relations', 'publicity', and 'marketing'. There is also confusion about marketing libraries; the perception is that marketing is a business tool and not applicable to library settings.

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- vii. *Fear* - Librarians are often reluctant to borrow from the private sector. They have a fear of commercial publicity and see marketing as manipulative, a waste of time and resources, and unprofessional.
 - viii. *Passive vs. active stance* - Rather than selling the library on its value and letting people know what the Library and Information Center offers, librarians often wait for customers to come to them. Rather than pushing out responses to anticipated information needs to customers, librarians wait for customers to stop by the facility or stumble across the library web site.
 - ix. *Complex and complicated task* - Marketing is a complicated problem for libraries because of their wide range of products and services from books to Internet access, and an extremely diverse audience that ranges from children to seniors, public officials to business people, and students to faculty, etc.
 - x. *Money and attitude* - Lack of funds is often used as a reason or excuse not to market. However, marketing library services is not simply a matter of spending dollars on promotion and advertising. Marketing is also a matter of improving the customer's experience of library services. The attitude of the library director and the staff as they interact with customers is what shapes customers' experiences and 'markets' the library to those customers.

How to improve in the area of marketing the Library and Information services for your individual libraries

Libraries and information centers of all types and sizes are faced with the need to market. Librarians and information professionals must learn to effectively market and how to advertise their services. The following points they can consider to marketing their services -

- I. Competition for customers* – Libraries are part of highly competitive service industry competition comes from mega-bookstores, online book dealers, consultant, the Internet, and individuals who feel they can go it alone. Libraries are no longer the only information show in town. Free Web access to information is here to stay and non-library and fee access information providers won't hesitate to market to library customers.
- ii. Competition for resources* – Libraries of all types have to compete with other organizations or departments for funds. Public libraries have to vie for public libraries monies that provide for their existence. Special libraries find their funding is frequently targeted during parent organization budget cuts. Marketing library services benefits the bottom line.
- iii. Maintain your relevance* - Libraries need to market themselves to remain connected with their communities and have some bearing on real- world issues and present –day events.

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- iv. *Stop being taken for granted* – Libraries need to convey what is unique about the access and services they provide. Both customers and librarians cannot assume that libraries will always be available.
 - v. *Promote an updated image* – Librarians are not perceived as well-trained, technologically savvy information experts. Most customers do not see the demanding information management responsibilities of a librarian.
 - vi. *Visibility* - Librarians are not on the radar screens of many people who think of themselves as information literature. People who are in positions to employ librarians are not reading much in their professional literature about a librarian's value.
 - vii. *Valuable community resource* – Libraries are and should be viewed as essential and valuable community resources. People need to be made aware of the services and products that are provided and their comparative value. Librarians should be the resource that the local power structure goes to for information.
 - viii. *Rising expectations* – Library user expect recognition, attention and appreciation for their individual information needs. Customers also have ever – changing needs and wants, which makes the library market as dynamic as retail markets. Marketing helps to create an environment in libraries that fosters customer consciousness among employees.
 - ix. *Survival* – Libraries depend on the support of others for their existence. A library must communicate and work with its customers and governing /funding entities to provide information about what the library is doing and to enable the library to learn about the community it servers
 - x. *Beneficial to library image* – Effective marketing can among other things: increase library funds, increase usage of services, educate customers and non-customers change perceptions, and enhance the clout and reputation of the library and its staff(Steadley,2003).

Challenges

The most important condition of effective library services is to support continuous enriching dialog between the library and society by agreeing upon quality targets, which relate to the maintenance or improvement of quality targets, which relates to the maintenance or improvement of quality standards. The library staff carries the responsibility for the results of their work and for reaching the agreed targets.

Today technologies have changed our social and economic life. In the workplace methodologies change, people work at home or on the web with flexible timetables, and more

and more virtual communities are emerging in different fields. In India & over many countries libraries have adopted many different management principles from business, industry, religion and government. A library is a business that must be operated efficiently and well. A major differences is that most libraries are non- profit organizations. Management of vast amounts of information stored in different formats like printed, electronic, audio, video, even now in microfilm & microfiche etc.

Hence, to present the resources which the libraries have the librarian or professional needs to showcase the services in such a way so that the customer can attractive in to their library. The professional are also need to update them so that they can utilize the benefits of today's advance technology. They also have to aware about the below ideas to showcasing their services –

- **Posters:** Hanging of posters in a noticeable place.
- **Targeted emails:** Introduce new resources and describe their business benefits to the specific audiences they identified
- **E-Newsletters:** Highlight underutilized assets as well as new ones, remind people how to access resources and services, and present case studies that illustrate how the corporate library saved the company time/money/effort or contributed in some other way to organizational success.
- **Training:** Offer “lunch and learn” courses. Invite customers or prospects to bring their lunch and eat, while you teach skills such as effective search techniques, how to use specific resources available through the corporate library, etc. The role of professional will be as information expert in this scenario.
- **Information packets:** Take the help of HR and ask them if they will include a one-page flier that describes the department's mission, resources, services, and contact information as part of their new-hire welcome packets for people who are allowed to use the corporate library—especially managers, directors, executives, and their staffs, the people who can vouch for the departmental value if the budget becomes tight.

Conclusion

From the above study it is cleared that, using the technological advancement and keeping in mind the usefulness ideas the library professional can marketing their product or services in favor of their customers easily and effectively. Today, the concept of marketing for library products has been changed and gone beyond the traditional concepts like - special days, book displays etc. Hence, librarians or professionals need to take the lead to formalize and implement the marketing strategies for their own libraries.

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Green Marketing Initiative: A Step Towards Green Ecology

Shailesh Dhyani¹, Manoj Kr. Jha²

Research Scholar , Mewar University,

Shailesh.dhyani@icloud.com / Prof.manoj02983@gmail.com

ABSTRACT

“Green” word whenever comes, first thing in our imagination comes the surrounding environment of earth where we have born, grown and where our society is developed , Green marketing Phenomena has emerged due to mass production, mass consumption and mass marketing of environment irresponsible products. Any society becomes more concerned about the environment when they experience the problem. This may occur due to climate changes, pollution, health issue or any other activity which may directly or indirectly related to the environment. Today consumer is more knowledgeable and smart in terms of their buying behavior because of Technological advancement and easy access of information. He wants to know every single information before purchase, who is making, what is making, where is making, what components are used, how much environment friendly, how much cost effective etc. Companies are under pressure to develop the product which meets consumer's expectation along with organization's expectation (profit). Question arises here, “is the market growing for sustainable and socially responsible products and services?” “Is it the opportunity to maximize the profit by diversifying the new product which are environment friendly?” “Are people/ marketer serious on climatic effects which cause serious impact on our planet?” “Why green marketing is important, where campiness a exploring the possibility on green marketing, what are the government and corporate initiative for green marketing?” The objective of this paper is to Study the Grey to Green marketing acceptance around the world, Study the Green marketing concept, Study the corporate initiative on green marketing, Study importance of Green marketing.

Key Word: Green Marketing, Eco Friendly, Marketing Management, Green Products, Grey to Green

Introduction

Green marketing has emerged in the pinnacle in the last 1980s and early 1990s. The American Marketing Association (AMA) conducted the first workshop to scrutinize the marketing impact on natural environment. Over the years, many businesses realize the long term effects of pollution and taking responsibility for their actions in ways that improve their environmental footprint.

The evolution of green marketing has three phases according to Peattie (2001):-

First phase was termed as "Ecological" green marketing, and during this period all marketing activities were concerned to help environment problems and provide remedies for environmental problems. Second phase was "Environmental" green marketing and the focus shifted on clean technology that involved designing of innovative new products, which take care of pollution and waste issues. Third phase was "Sustainable" green marketing. It came into prominence in the late 1990s and early 2000. Green marketing refers to the process of selling products and/or services based on their environmental benefits. The corporate philosophy of Green marketing is “maximization of profit without exploiting the environment.”

Grey becoming matter of concern

As we all know that the limited natural resources and rapid population growth bring up the rear on the list of top scares. **Save a watt! Save a tree! Save a drop!** From the rise of infectious diseases, loss of water sources, temperatures rising by 10 degrees Fahrenheit, sea levels rising by two feet, worsening storms, and people have been talking about climate change for over 15 years. Meanwhile, the situation has got worse, but the language used hasn't changed at all.

United Nations Intergovernmental Panel on Climate Change (IPCC) assessment report theorize:

- ❖ Earth's surface temperature has increased 1.33 degrees Fahrenheit since 1900 (0.74 degrees Celsius)
- ❖ Recent temperature and carbon dioxide (CO₂) emission trends are at the high end
- ❖ Global average temperature is now rising about one - half degree Fahrenheit per decade
- ❖ Areas affected by drought have spread globally since the 1970s.
- ❖ The incidence of coastal flooding has increased since 1975. Arctic sea ice cover has shrunk 20 percent since 1978,
- ❖ The rate of sea level rise has jumped 70 percent since 1993,
- ❖ Rapid melting of the Greenland ice sheet is now raising new concerns

Most Important information from the report is the connection between these changes and that of human and financial losses increasing every day and yet to come.

Green Development Initiatives—A Hope

Pernick of Clean Edge reflected that “We're no longer at the stage where people need to be introduced to these issues; we're at a stage where people are asking below- the- surface questions, think up innovative remedies, and creating new business plans to address some of the greatest challenges of our time.”

According to Andres Edwards in *The Sustainability Revolution*, sustainability can be summated from the 1987 Brundtland Report as “development that meets the needs of the present without compromising the ability of future generations to meet their own needs.”

Green development has gone predominant because more people are worried about sustainability -related issues than ever before *Reduce, Recycle, Reuse* getting popular all across the world. Targets are set – “atmospheric temperatures not to be exceeded, CO2 levels to be brought down, public private and governmental initiative are reflection of this hope , government and public private partnership making serious efforts for green development, some key government initiative "Clean Ganga initiative , Clean India Initiative (Swachh Bharath Abhiyaan) ,Green and Smart City Development” . If we see Indian context, these initiative are clearly visible and people are participating and appreciating all such efforts .

Firms must take hold of Green Marketing

As we can see Business house, government and other public private sectors are changing their behaviour toward the environment . Big organisation all around the world are quick to accept the new concept like Green Management System. There are several suggested reasons for a company to adopt the green marketing which involves—

- ❖ an opportunity to achieve the Organizational objective
- ❖ moral obligation to be more social responsible enforcement
- ❖ strict government policy enforcement
- ❖ competitor environment activity enforcement

Marketing : Conventional Vs Green

The products of the company following green marketing are presumed to be environmentally safe. Conventional marketing involves the selling of product and services that satisfy the consumer needs at affordable price, while Green Marketing has more challenges defining green and how this can satisfy a consumer need. Defining the green marketing is complex exercise which includes Product Modification, Process Modification, Packaging Modification and Advertising Modification .The introduction of environment friendly products into the marketplace is a win for consumers who want to purchase green products and producers who want to sell them, “But this win-win can only occur if marketers' claims are truthful and substantiated.

	Conventional marketing	Green marketing
Consumers	Consumers with lifestyles	People with lives
Products	"Cradle to grave" Products Globally sourced One size fits all	"Cradle to cradle" Services Locally sourced Regionally tailored
Marketing and communications	Product end-benefits Selling One-way communication Paid advertising	Values Educating and empowering Creating community Word of mouth
Corporate	Secretive Reactive Independent and autonomous Competitive Departmentalized Short term-oriented/ profit-maximizing	Transparent Proactive Interdependent/ allied with stakeholders Cooperative Holistic Long term-oriented/ triple bottom line

Source: J. Ottman Consulting, Inc.

Green Consumer

“Green” consumer is one, who avoids environmentally harmful products, minimises waste, tries to save energy, and chooses environmentally friendly products as often as possible.” Green consumers have the education and intellectual orientation to appreciate value.

A study suggests (National Geographic Society (NGS) and market research firm Globe Scan) that the Latin American countries of Mexico and Argentina and BRIC countries of Brazil, India and China take top honors for their high level of concern about environmental problems..

Hyderabad, 25 September 2014: The Du Pont Green Living Survey: India, conducted by TNS Global, found that a majority of Indian consumers are familiar with green products, have confidence that green products are better for the environment; the survey was the third such study by the company with the first in North America (U.S. and Canada) and the second in China

*Sources (<http://www.dupont.co.in/corporate-functions/media/press-releases/Green-living-india-press-release.html>)

Green Product

Simon (1995) defined "Green Products" as products made with reduced amounts of material, highly recyclable material, non-toxic material, do not involve animal testing, do not adversely affect protected species, require less energy during production or use, or have minimal or no packaging. Nimse (2007) defined green products as those that use recyclable materials, minimal wastage, and reduce the use of water, save energy, have minimal packaging, and emit less toxic substances. Compared with other products, green products bring less harm to humankind and offer more long-term practical development opportunities from a social and economic perspective. Green products are environmentally friendly products. The Figure below denotes the progression of three "S" curves of sustainable product innovation, existing products can only be tweaked (eco-designed) so much before it becomes necessary to leap to an entirely new product concept in order to meet the same consumer need with significantly reduced environmental impact. At the end of even the most thoroughly executed process, greening a product by making adjustments in raw materials, packaging, and so forth, leaves you, by definition, with pretty much the same concept as when you started.

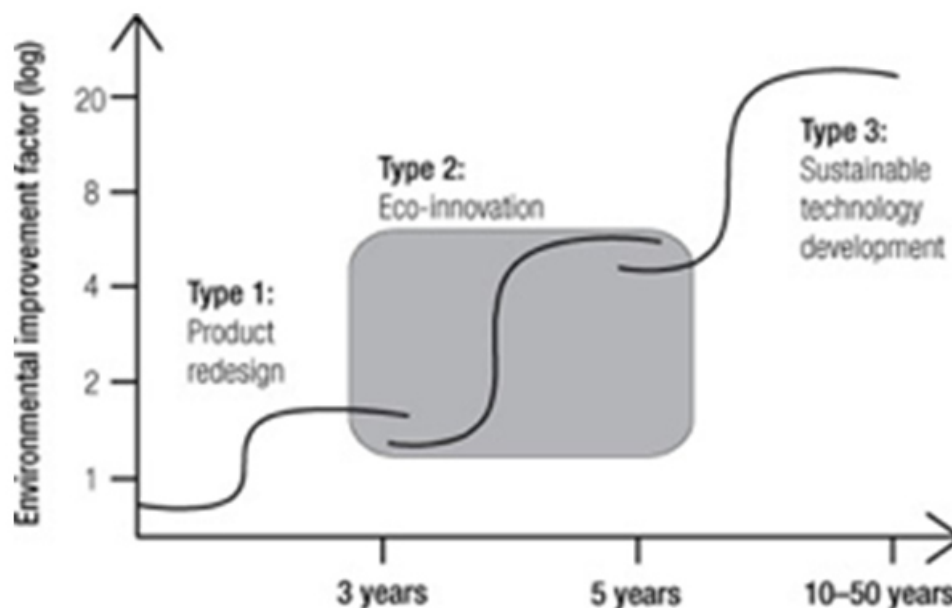


Figure 5.1: Sustainable product innovation

Source: TNO Science and Industry, The Netherlands

For example : Our toothbrush is still a toothbrush, but now uses recycled materials. Your water bottle is still a water bottle, only the shoulders are a little shaved off, or it is made from aluminium instead of plastic. Even at the end of a series of multiple iterations aimed at greening, at some point you will find yourself at the end of the first "S" curve labeled "Type 1: Product redesign", unable to achieve greater environmental improvement; you are limited by your product concept.

Develop New Technologies

➤ *Light-emitting diodes (LEDs)*

Just as consumers are getting used to CFLs as a replacement for incandescent lamps, an even more exciting alternative is here to take its place: light-emitting diodes (LEDs). LEDs are more efficient and last twice as long — typically 50,000 hours — as CFLs. [19] Also, in contrast to CFLs, LEDs do not need a ballast and do not contain toxic mercury, so they are safer to dispose of.

Historically, prices for these wonder bulbs were an impediment to market acceptance, but thanks to recent innovations affordable LEDs are fast making their way to retail shelves. One standout is Eco Smart LED light bulbs sold exclusively in Home Depot. Retailing for \$19.97, compared to over \$50 for other 40 watt incandescent, the bulb uses about 80% less energy and is expected to last more than 22 years. Also, it is dimmable, completely recyclable, and offers outstanding quality of light — and will pay back its initial investment in less than two years, accounting for energy and replacement savings.[20]

➤ *E-Book and E-Readers*

Amazon's Kindle, Google book Sony's Reader, Suddenly they are everywhere. People are fast abandoning newspapers and books and turning to these and other exciting new e-readers — handheld devices that electronically deliver the content of printed books but with many additional features. it allows users to read their favorite newspapers, magazines, and blogs within moments of publication, Environmental benefits of using e-readers to read electronic books (ebooks) are compelling: the Clean tech Group projects that in 2012, 5.27 billion kilograms of carbon dioxide emissions will be prevented due by ebooks

Green Marketing Communication

- 1 Know your customer
- 2 Appeal to consumers' self-interest
- 3 Educate and empower
- 4 Reassure on performance
- 5 Engage the community
- 6 Be credible

*Source: J. Ottman Consulting, Inc

Corporate and Government—Go Green

The Global Reporting Initiative (GRI) is a spin-off of the Boston-based Ceres, founders of the Ceres Principles of good corporate environmental conduct, in partnership with the United Nations Environment Programme (UNEP). It is a voluntary global standard and framework for organizations to measure, benchmark, and report on economic, environmental, and social performance. More than 1,500 companies including BP, Coca-Cola, GM, IBM, Novartis, Philips, and Unilever have adopted this de facto standard for reporting.

In order to achieve green, one has to be accessible and accountable and Report the good — and the bad — about the company. Government have a direct stake in eliminating and preventing the pollution created by consumer products and services. Environmental policy, laws, and regulations are developed by State and local government that can impact directly or indirectly on the products and services of suppliers and end-product manufacturers. Government has the power to subsidize, tax, regulate, or otherwise heavily influence industry processes and product design based on their sustainability or their external cost to the environment.

But not all government officials have a background in business; much less the technical aspects of product design and service delivery, and this can result in misguided policies that can unnecessarily hurt industry. Governments discovered that working with industry can yield better results by crafting a number of voluntary programs that benefit both industry and the environment. Government also has the ability to allocate financial support to projects and businesses that can stimulate the economy; of late, financial stimulus money has been earmarked in large measure to green businesses and technologies.

Initiative Leading with Examples

➤ *ITC's WoW Initiative & Highlights of the Green Initiatives*

ITC's Wealth Out of Waste is a recycling initiative that works towards spreading awareness about recycling, and encouraging people to segregate and dispose waste responsibly. WOW is an internationally recognized initiative by Bureau of International of Recycling. WOW initiative started in a small way in April 2007 with an average monthly collection of 100 tons per month is now spread across South India with an average monthly collection of 5000 tons per month with a potential of collecting 10,000 tons per month by the end of 2012 within South India.

Waste Footprint = Waste Recycled/Waste generated

	Unit	06-07	07-08	08-09
Total Waste	Tonnes	303,913	352,970	490,180
Recycled	Tonnes	282,924	349,256	484,287
Recycled	%	93.1	98.9	98.8
Unrecycled	Tonnes	20,995	3,706	5,893
Outside waste used as raw material	Tonnes	167,913	163,245	125,337
Waste recycling footprint	%	148%	145%	124%

Sources: <http://www.itcportal.com/sustainability/sustainability-report-2009/triple-page-21.aspx>

- ❖ Carbon Positive 6 years in a row – Sequestering twice as much carbon as it emits.
- ❖ Water Positive for 9 consecutive years – Creating more rainwater harvesting potential than its net consumption.
- ❖ Solid Waste Recycling Positive – Reusing/Recycling more solid waste than generated.
- ❖ The extensive plantations programme – now covering more than a 1,25,000 hectares of land, helps ITC to sequester carbon, while providing millions of person days of employment to marginal farmers
- ❖ Nearly 31% of total energy consumed is from renewable sources
- ❖ ITC Royal Gardenia, ITC Green Centre and ITC Grand Chola are three of the
- ❖ world's largest LEED Platinum rated green buildings.

➤ *Delhi Metro `s Phase 3 Stations To Be Designed And Constructed As Green Buildings*

Phase 3 which will be completed by the end of 2016; a total of 90 new Metro stations will be constructed. These station buildings are being designed and constructed with the following provisions in mind:

Reduced Heat Island Effect: the roofs of the stations will be either finished with high reflective materials or/and landscaped with vegetation.

- **Landscape Plant Species:** The plant species used for the landscaping of the stations (wherever possible)
- **Insulated Building Envelope:** To reduce heat gains in the stations and improve energy efficiency, the walls, roof and windows in the building will be insulated.
- **Adequate Fresh Air:** Toe Metro stations are being designed to provide adequate fresh air as per ASHRAE 62.1-2004 through ventilation system.

-
- **Low VOC Paints:** VOC To reduce the adverse health effect and improve quality of indoor air, only Low VOC paints, adhesives and sealants are being used in the buildings.
 - **Water Efficient Fixtures:** Low water consuming fixtures like Dual-flush WC, low flow taps etc will be installed at the stations.

The proposed savings of energy from each of these new Metro stations will be as under:

Elevated Metro station:

- Savings in energy consumptions – 3,66,272 kWh/Annum
- Savings in energy in cost -23,99,819 `./Annum
- CO2 emission reduction- 345 tCO2/Annum

Underground Metro station:

- Savings in energy consumptions – 10,11,482 kWh/Annum
- Savings in energy in cost – 69,29,203 `./Annum
- CO2 emission reduction- 953 tCO2/Annum

*Sources: DMRC website

- Ambassador Of The Future- Solar Impulse 2

In July 2010, HB-SIA became the first solar-powered airplane in history capable of flying through a complete day/night cycle without fuel, thereby establishing 3 World Records.

The first aircraft, bearing Swiss aircraft registration HB-SIA and often referred to as Solar Impulse 1, is a single-seat monoplane, capable of taking off under its own power.

Now 2015: World tour of Solar Impulse 2, in 12 stages over five months; it commenced in March currently in India under world tour program showing great commitment for the further.

- Apple's Product Recycling Efforts

Apple started recycling in 1994 and today they operate recycling programs in countries where most of their products are sold. Apple fares very well when assessed using Dell's method of measuring recycling, (given a seven year product lifetime, the percentage of the total weight recycled each year compared to the total weight of what was sold seven years earlier).

Apple recycled 13 million pounds of e-waste in 2006, which is equal to 9.5% of the weight of all products Apple sold seven years earlier. This percentage grew to 13% in 2007 and to 20% in 2008. By 2010, they had forecast recycling 19 million pounds of e-waste per year — nearly 30% of the product weight we sold seven years earlier.



This placard greeted visitors to the Apple stores on Earth Day: “Every day is Earth Day at Apple.”

Sustainability : A Challenge

Since today's consumer is not educated on green, which results in increasing demand and sale of non green products. Moreover, consumers are often attracted towards technically sophisticated materials, technologies, designs and new brand names.

In the past, organic produce was preferred because of its perceived health benefits, but today, a wider audience picks it up because they consider it a better taste. Some homeowners install rooftop solar panels to keep up with the technologically acute neighbors, while others simply want to save money on their energy bill.

Conclusion

Past century has seen the unsustainable growth in terms of environment, We witnessed unlimited utilization of limited natural resources, Acceleration of fuel and fossil, water are the visible example for all this and going further Drastic climatic changes threatens the existence of planet, living hood and economy, now this is time to execution of plan in to the action before it is too late ,Green marketing has emerged which speaks for growing market for sustainable and socially responsible products and services. As like in our ecosystem every things has its importance same way our business every component has it important whether we talk about the Green Consumer, Green marketer, Green Product or Green Promotion.

It is equally important and need serious attention to develop the strategy for every component keeping in mind long term growth.

This is also opportunity to bring out some new innovation and technology which can help to achieve desired result. Green Initiative is not only limited to protect environmental effect or develop the new product, but this is also an opportunity to create new.

Form a consumer prospective this is the opportunity to get good and healthy life for government prospect this may be the opportunity to give their citizen a green development. And green, further from a marker prospects, is the opportunity to create millions of jobs as we develop and install new technologies, new processes and modes of production.

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Green Marketing in India Emerging Opportunities and Challenges

Sanjiv Layek

Associate Professor Department of Management,
Institute of Advanced Management & Research (IAMR), Ghaziabad
Email: sanjeev.layek@gmail.com

ABSTRACT

Green marketing is a phenomenon which has developed particular important in the modern market. This concept has enabled for the re-marketing and packaging of existing products which already adhere to such guidelines. Additionally, the development of green marketing has opened the door of opportunity for companies to co-brand their products into separate line, lauding the green-friendliness of some while ignoring that of others. In this research paper, main emphasis has been made of concept, need and importance of green marketing. This paper also discusses how businesses have increased their rate of targeting green consumers, those who are concerned about the environment and allow it to affect their purchasing decisions. The paper identifies the 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. Data has to be collected from multiple sources of evidence to understand the importance of green and sustainability management..

KEYWORDS: *Green Marketing, Sustainability, Recyclable, Environmentally safe, Eco Friendly.*

GREEN MARKETING- INTRODUCTION

Environmental issues influence all human activities, few academic disciplines have integrated green issues into their literature. As society becomes more concerned with the natural environment, businesses have begun to modify their behavior in an attempt to address society's "new" concerns. Some businesses have been quick to accept concepts like environmental management systems and waste minimization, and have integrated environmental issues into all organizational activities. One business area where environmental issues have received a great deal of discussion in the popular and professional press is "Green Marketing".

According to the American Marketing Association, green marketing is the marketing of products that are presumed to be environmentally safe. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising. Thus "Green Marketing" 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 sensitive to the need for switch in to green products and services.

Pride and Ferrell (1993) Green marketing, also alternatively known as environmental marketing and sustainable marketing, refers to an organization's efforts at designing, promoting, pricing and distributing products that will not harm the environment

Polonsky (1994) defines green marketing as .all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment.

WHY GREEN MARKETING?

It is really scary to read these pieces of information as reported in the Times recently: "Air pollution damage to people, crops and wildlife in each year". 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 inevitable. There is growing interest among the consumers all over the world regarding protection of environment. Worldwide evidence indicates people are concerned about the environment and are changing their behavior. As a result of this, green marketing has emerged which speaks for growing market for sustainable and socially responsible products and services. Thus the growing awareness among the consumers all over the world regarding protection of the environment in which they live, People do want to bequeath a clean earth to their offspring. Various studies by environmentalists indicate that people are concerned about the environment and are changing their behavior pattern so as to be less hostile towards it. Now we see that most of the consumers, both individual and industrial, are becoming more concerned about environment friendly products. Green marketing was given prominence in the late 1980s and 1990s after the proceedings of the first workshop on Ecological marketing held in Austin, Texas (US), in 1975. According to the Joel makeover (a writer, speaker and strategist on clean technology and green marketing), green marketing faces a lot of challenges because of lack of standards and public consensus to what constitutes "Green". The green marketing has evolved over a period of time.

The green marketing has evolved over a period of time. According to Peattie (2001), the evolution of green marketing has three phases. First phase was termed as "Ecological" green marketing, and during this period all marketing activities were concerned to help environment problems and provide remedies for environmental problems. Second phase was "Environmental" green marketing and the focus shifted on clean technology that involved designing of innovative new products, which take care of pollution and waste issues. Third phase was "Sustainable" green marketing. It came into prominence in the late 1990s and early 2000.

OBJECTIVES OF THE STUDY

- ❖ To discuss the need for Green marketing in India from different perspectives.
- ❖ To understand the strategy needed for successful Green marketing.
- ❖ To study the present scenario and potential of Green marketing in India.
- ❖ To study the challenges faced by Green marketers in India.
- ❖ To study the market segmentation types in detail.

LITERATURE REVIEW

Green marketing has been an important academic research topic since it came. (Coddinton.1993; Fuller;1999;Ottman,1994). Attention was drawn to the subject in the late 1970's when the American Marketing Association organized the first ever workshop on —Ecological marketing in 1975 which resulted in the first book on the subject entitled —Ecological Marketing by Henion and Kinnear in 1976. Peattie and Crane (2005) claims that despite the early development, it was only in the late 1980's that the idea of Green Marketing actually made an appearance because of the consumers growing interest in green products. During 1990s, the concern for environment increased and resulted in to increasing challenges for the companies (Johri and Sahasakmontri, 1998). Dutta, B. (2009, January) in his article on Green Marketing titled *Sustainable Green Marketing The New Imperative* published in Marketing Mastermind states that Green Marketing involves developing good quality products which can meet consumer needs and wants by focusing on the quality, performance, pricing and convenience in an environment-friendly way. Barkar is of the view that, Companies need to believe first that Green Marketing „can work“ and make diligent efforts to make necessary product improvements, which deliver performance, and are marketable and profitable. Unruh, G. And Ettenson, R. (2010) in their research article titled, *Growing Green: Three smart paths to developing sustainable products*. Published in Harvard Business Review, is for executives who believe that developing green products make sense for their organization and need to determine the best path forward.

Green marketing mainly focuses on four issues. These issues are: first, importance of green marketing; second, impact of green marketing on firms' competitiveness and performance; third, improving effectiveness of green marketing. In India green Marketing is a relatively new topic introduced by few multinational companies operating in India like Philips India limited.

CURRENT SCENARIO-INDIA

Many analysts are predicting that 2011 will be a make-or-break-it year for many green businesses as increasing competition in the green sector drives some businesses to new heights of innovation and service while other businesses lag behind. Trends may come and go, and of course, it is impossible for any green business to stay on top of all of them, nor is it worthwhile to try. However, keeping track of green business trends is a great way to ensure that your business stays fresh, flexible, and creative in the face of new challenges and opportunities, the surest way to green business success in 2011 and beyond.

Consumers - As per research, India is the only country to choose deforestation and air pollution as the most important green issue. India is the only country in which more consumers say it should be developing countries that should focus on green innovation versus developed countries. The results of the recently released 2011 edition of the Global Image Power green Brands Survey show that concern about the environment by the consumers, is translating into a willingness to pay for a premium for green products. 64% of Indian consumers indicate that they plan to spend more on green products next year. Furthermore consistent with emerging countries, Indians are willing to pay a green premium price, with 48% of Indians willing to spend 10% more on a product simply because it is green. Consumers in India are trusting of green advertising compared to other countries, with 86% of Indian consumers reporting that advertising about green products help them in making choices. In India 28% of consumers intend to purchase auto in the next year as compared to purchase of 16% in last year.

Producers – AMUL has been rated as the Top Indian Green Brand by Global Green Brands survey. The International Dairy federation has also awarded AMUL Green movement as the best Environment Initiative in the —Sustainability Category in 2010. It also has been awarded Srishtis good green Governance award for four consecutive years since 2011. The 2011, top 10 Green Brands in India are:

1. AMUL
2. Dabur India ltd.
3. Infosys
4. Taj Hotels
5. Britannia Industries ltd.

6. Suzlon India
7. Hindustan Unilever Ltd.
8. Wipro technologies ltd.
9. Maruti Udyog Ltd.
10. Godrej Consumer Products

The findings emphasize that today situation being both green and consumer friendly is the only mantra for long term success.

Government- The Indian government has also done its mite in promoting green marketing and eco friendliness by way of banning plastic bags from daily use, helping its automotive industry to develop greener vehicles by supporting hybrid and electric vehicles (EVs), by investing in greener cars the Government of India is capitalizing on an underutilized segment and building an infrastructure that will generate economic growth and reduce emissions. The government took the initiative of promoting green buildings construction, usage of alternate sources of energy by companies. Governmental Bodies are forcing Firms to Become More Responsible. In most cases the government forces the firm to adopt policy which protects the interests of the consumers by reducing production of harmful goods or by products, Modify consumer and industry's use and /or consumption of harmful goods; or, Ensure that all types of consumers have the ability to evaluate the environmental composition of goods.

GREEN MARKETING- CHALLENGES

Although a large number of firms are practicing green marketing, it is not an easy job as there are a number of problems which need to be addressed while Implementing Green marketing. The major challenges to Green marketing which have to be faced are:

- **New Concept-**Indian literate and urban consumer is getting more aware about the merits of Green products. But it is still a new concept for the masses. The consumer needs to be educated and made aware of the environmental threats. The new green movements need to reach the masses and that will take a lot of time and effort
- **Cost Factor-** Green marketing involves marketing of green products/services, green technology, green power/energy for which a lot of money has to be spent on R&D programmes for their development and subsequent promotional programs which ultimately may lead to increased costs.

- **Need for Standardization**

It is found that only 5% of the marketing messages from “Green” campaigns are entirely true and there is a lack of standardization to authenticate these claims. There is no standardization to authenticate these claims. There is no standardization currently in place to certify a product as organic. Unless some regulatory bodies are involved in providing the certifications there will not be any verifiable means. A standard quality control board needs to be in place for such labeling and licensing.

- **Convincing customers-**The customers may not believe in the firm's strategy of Green marketing, the firm therefore should ensure that they undertake all possible measures to convince the customer about their green product, the best possible option is by implementing Eco-labeling schemes. Eco-labeling schemes offer its —approval to —environmentally less harmless products. In fact the first eco-label program was initiated by Germany in 1978. Sometimes the customers may also not be willing to pay the extra price for the products.
- **Sustainability-** Initially the profits are very low since renewable and recyclable products and green technologies are more expensive. Green marketing will be successful only in long run. Hence the business needs to plan for long term rather than short term strategy and prepare for the same, at the same time it should avoid falling into lure of unethical practices to make profits in short term.
- **Non Cooperation-** The firms practicing Green marketing have to strive hard in convincing the stakeholders and many a times it may fail to convince them about the long term benefits of Green marketing as compared to short term expenses.
- **Avoiding Green Myopia-** Green marketing must satisfy two objectives: improved environmental quality and customer satisfaction. Misjudging either or overemphasizing the former at the expense of the latter can be termed —green marketing myopia.

In short firms using green marketing must ensure that their activities are not misleading to the consumers or the industry, and do not breach any of the regulations or laws dealing with environmental marketing.

The green marketing claims of a firm must do the following in order to overcome the challenges :

1. Clearly state environmental benefits;
2. Explain environmental characteristics;
3. Explain how benefits are achieved;
4. Ensure comparative differences are justified;
5. Ensure negative factors are taken into consideration; and
6. Only use meaningful terms and pictures.

GREEN MARKET SEGMENTATION

❖ Green Consumer Segments

While buying green may not appeal to everyone, there are substantial numbers of consumers who are potentially receptive to a green appeal. According to the Roper survey, 58% of U.S. consumers try to save electricity at home, 46% recycle newspapers, 45% return bottles or cans and 23% buy products made from, or packaged in, recycled materials. So it is clear that some consumers already demonstrate sporadic green sentiments in their habits and purchasing behavior. Understanding the target consumer will help marketers to know whether "greenness" is an appropriate selling attribute and how it should be incorporated into the marketing mix. To respond to consumers' varying degrees of environmental concern, marketers can segment the market into different shades of green. The Roper survey divides consumers into the following groups:

➤ ***True Blue Greens (12 Percent)***

Participate in wide range of pro-environmental activities.

Have high socio economic status i.e (education, income and occupational level)

Monetary Contribute for the environmental issues and interaction with politicians.

Committed and hard core environmentalist & avoid products that are not made by environmentally friendly companies.

➤ ***Green Back Greens (6 Percent)***

Ready to pay a premium for environmental friendly products.

Generally younger and prefer to buy and give green and don't like to change life style.

Have high socio economic status i.e (education, income and occupational level)

➤ ***Sprouts (37 Percent)***

This group can serve as 'feeder' to the Green back and True Blue Segment. They do not prefer to buy green products but able to buy that product.

Have high socio economic status i.e (education, income and occupational level)

They are in middle of road in social and political status.

Rank well in pro environment behavior.

➤ ***Grouzers (13 Percent)***

This group is not involved in pro environmental behaviors and issues in general.

They have a consistently socio economic status i.e (education, income and occupational level)

They develop own logic and have reason for not participating for the environmental activities.

➤ ***Basic Browns (29 Percent)***

This group avoid themselves to be involved in environmental problems.

Show a low interest in economic status i.e. (education, income and occupational level)

Do not blame others for environmental problems and not makes effort to save environment.

Focus on their immediate & day to day activities.

These figures indicate that somewhere between 15% and 46% of the overall consumer market could be receptive to a green appeal, depending on the product category and other factors. And there are social, cultural and economic trends that could cause the size of this target market to grow. One trend worth noting is the aging of the baby boomers — their concern about living longer, healthier lives is leading them to place a high priority on environmental quality.’

GREEN PRODUCTS AND ITS CHARACTERISTICS

The products those are manufactured through green technology and that caused no environmental hazards are called green products. Promotion of green technology and green products is necessary for conservation of natural resources and sustainable development. We can define green products by following measures:

Products those are originally grown,

Products those are recyclable, reusable and biodegradable,

Products with natural ingredients,

Products containing recycled contents, non-toxic chemical,

Products contents under approved chemical,

Products that do not harm or pollute the environment,

Products that will not be tested on animals,

Products that have eco-friendly packaging i.e. reusable, refillable containers etc.

CONCLUSION-

Green marketing is not going to be an easy concept. The firm has to plan and then carry out research to find out how feasible it is going to be. Green marketing has to evolve since it is still at its infancy stage. Adoption of Green marketing may not be easy in the short run, but in the long run it will definitely have a positive impact on the firm. Green Marketing is still in the stage of childhood in the Indian companies. The lots of opportunities are available in Indian market.. Customers too are ready to pay premium price

for green products. This transformation in consumer's behavior is compelling corporate to think about the harmful impact of their activities on the natural environment of the world. The rapid increase for the environment concern in last two decades is stressing companies to prove the change to ensure the sustainable growth of the society. Green marketing should not be considered as just one more approach to marketing, instead should be pursued with greater vigor as it has societal and environmental dimensions. Marketers also have the responsibility to make the stakeholders aware about the need and the advantages of green products. Organizations are now aware with the fact that without adopting green in the core of their strategy they cannot survive in the present competitive era. Indian FMCG companies are also adopting green to retain their image in the market. The companies are involved in various activities to show their concern for environment as well as society, but at the same time it is necessary for the companies to understand that Green marketing should not overlook the economic aspect of marketing. Green marketing helps in the effective outcomes like cost cutting, employee satisfaction, waste minimization, society welfare for the companies as well for society also. Only thing required is the determination and commitment from the all the stakeholders of the companies. Marketers also have the responsibility to make the consumers understand the need for and benefits of green products as compared to non-green ones and the benefits they can reap in the future. The green marketers can expect full support of the Government, and the consumers also will not mind paying more for a cleaner and greener environment. Finally, consumers, industrial buyers and suppliers need to promote the positive effects of Green marketing on the environment. Green marketing assumes even more importance and relevance in developing countries in the world like India which should be path breakers and trendsetters for all others to follow.

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