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## THE GREEN REVOLUTION IN MARKETING

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**Abstract:** The term Green Marketing is the buzzword used in industry which is used to describe business activities which attempt to reduce the negative effect of the products/services offered by the company to make it environmentally friendly. World-wide evidence indicates that people are becoming concerned about the environment and are changing their behaviour accordingly. As a result, there is a growing market for sustainable and socially responsible products and services. When all else is equal – quality, price, performance and availability – environmental benefit will most likely tip the balance in favour of a product. Environment friendly, so called green marketing has become a discussed subject and companies are constantly trying to find the best ways to reach the customers with their green message. Customers are becoming more demanding and they have started to pay more attention to the environment. What is important with brands is how customers perceive them, what the image of the brand is. The aim of this study is to find out how consumer behaviour is influenced by Green Marketing by Companies. This paper is an attempt to understand awareness of consumers' towards green marketing and green branding along with exploring the concept of green marketing.

**Keyword:** Green marketing, Eco-Friendly products, Green brands, Green products

### 1. INTRODUCTION

“Marketing is what a marketer does”. It is the process of planning and executing the conception, pricing, promotion and distribution of ideas goods and services to create exchange that satisfy individual and organisational objectives. Marketeers try to influence demand by making products more attractive, affordable and easily available. There are various forms of marketing grey marketing, black marketing, green marketing etc. Today the companies are focussing on the new brought up concept Green Marketing. In the last decade, consumers have become more enlightened on environmental issues. Green marketing refers to selling product or rendering services based on environmental benefit. It came into existence in late 1980s and early 1990s. The new concept of marketing is concerned with understanding the consumer needs and matching the product accordingly. This philosophy cares for not only consumer satisfaction but for consumer welfare or social welfare. Thus, a firm manufacturing an automobile not only fuel efficient but also less pollution one. This philosophy is also known as social-oriented philosophy and is considered as the integrated concept.

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. Yet defining green marketing is not a simple task where several meanings intersect and contradict each other; an example of this will be the existence of varying social, environmental and retail definitions attached to this term. Other similar terms used are Environmental Marketing and Ecological Marketing. 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. While the shift to "green" may appear to be expensive in the short term, it will definitely prove to be indispensable and advantageous, cost-wise too, in the long run. Green marketing refers to the process of selling products and/or services based on their environmental benefits. Such a product or service may be environmentally friendly in it or produced and/or packaged in an environmentally friendly way. The obvious assumption of green marketing is that potential consumers will view a product or service's "greenness" as a benefit and base their buying decision accordingly. The not-so-obvious assumption of green marketing is that consumers will be willing to pay more for green products than they would for a less-green comparable alternative product - an assumption that, in my opinion, has not been proven conclusively.

### WHAT IS GREEN MARKETING?

Green marketing can be defined as, "All activities designed to generate and facilitate any exchange intended to satisfy human needs or wants such that satisfying of these needs and wants occur with minimal detrimental input on the national environment." Green marketing involves developing and promoting products and services that satisfy customer's want and need for Quality, Performance, Affordable Pricing and Convenience without having a detrimental input on the environment.

### EVOLUTION OF GREEN MARKETING

The green marketing has evolved over a period of time. 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

<p style="writing-mode: vertical-rl; transform: rotate(180deg);">THE GREEN REVOLUTION IN MARKETING Divya Goswami</p>	<p>Indian Streams Research Journal <span style="float: right;">ISSN 2230-7850</span>  <span style="float: right;">Volume-3, Issue-6, July-2013</span></p> <p>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.</p> <p><b>WHY GREEN MARKETING?</b>  The American Marketing Association (AMA) held the first workshop on ecological marketing in 1975. 1980 was the first time green marketing came into existence. AMA defines green marketing as the marketing of products that are presumed to be environmentally safe, it incorporates several activities such as product modification, changes to production processes, packaging, advertising strategies and also increases awareness on compliance marketing amongst industries. 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. Many people believe that green marketing is a way to promote or advertise a specific product using environmental terms, such as television advertisement, to announce a type of heaters as not to cause a shortage of oxygen but all that cannot be named more than eco-declaration, or green advertising, which forms one component of green marketing, or of the green marketing claims, therefore, green marketing includes a wider range of organizational activities, such as; product modification, changes to the production process, packaging changes and delivery changes, and more ( Polonsky,2007). In their attempt to define green marketing, researchers and practitioners have addressed several terms related to this concept, Prakash (2002), pointed out that he employed the term green marketing in his survey " to refer to the strategies to promote products by employing environmental claims either about their attributes or about the systems, policies and processes of the firms that manufacture or sell them", while ( Polonsky,2007), has defined it as " green or environmental marketing consist of all activities designed to generate and facilitate any exchange intended to satisfy human need or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment ."</p> <p><b>CUSTOMER SATISFACTION AND MARKETING</b>  Customer satisfaction has been defined in two basic ways: as either an outcome or as a process. 2. As an outcome, satisfying the end state resulting from the consumption experience. 3. As a process, it is the perceptual evaluative and psychological process that contributes to satisfaction. The definition is varied with regards to their level of simplicity which includes;</p> <p>Product satisfaction  Satisfaction with the purchase decision experience.</p> <p>Satisfaction with the performance attributes</p> <p><b>THE FOUR P'S OF GREEN MARKETING</b>  Like conventional marketers, green marketers must address the 'four P's' in innovative ways.</p> <p><b>Product</b>  Entrepreneurs wanting to exploit emerging green markets either: identify customers' environmental needs and develop products to address these needs; or develop environmentally responsible products to have less impact than competitors. The increasingly wide variety of products on the market that support sustainable development and are good for the triple bottom line include: Products made from recycled goods, such as Quik'N Tuff housing materials made from recycled broccoli boxes. Products that can be recycled or reused. Efficient products, which save water, energy or gasoline, save money and reduce environmental impact. Queensland's only waterless printer, reduces operating costs by using less water than conventional printers and is able to pass the savings on to customers. Products with environmentally responsible packaging. McDonalds, for example, changed their packaging from polystyrene clamshells to paper. Products with green labels, as long as they offer substantiation.</p> <p><b>Price</b>  Pricing is a critical element of the marketing mix. Most customers are prepared to pay a premium if there is a perception of additional product value. This value may be improved performance, function, design, visual appeal or taste. Environmental benefits are usually an added bonus but will often be the deciding factor between products of equal value and quality. Environmentally responsible products, however, are often less expensive when product life cycle costs are taken into consideration. For example fuel-efficient vehicles, water-efficient printing and non-hazardous products.</p> <p><b>Place</b>  The choice of where and when to make a product available has a significant impact on the customers being attracted. Very few customers go out of their way to buy green products merely for the sake of it. Marketers looking to successfully introduce new green products should, in most cases, position them broadly in the market place so they are not just appealing to a small green niche market. The location must also be consistent with the image which a company wants to project. The location must differentiate a company from its competitors. This can be achieved by in-store promotions and visually appealing displays or using recycled materials to emphasize the environmental and other benefits.</p> <p><b>Promotion</b>  Promoting products and services to target markets includes paid advertising, public relations, sales promotions, direct marketing and on-site promotions. Smart green marketers will be able to reinforce environmental credibility by using sustainable marketing and communications tools</p>	
	2	

	<p>Indian Streams Research Journal <span style="float: right;">ISSN 2230-7850</span>  <span style="float: right;">Volume-3, Issue-6, July-2013</span></p> <p>and practices. For example, many companies in the financial industry are providing electronic statements by email, e-marketing is rapidly replacing more traditional marketing methods, and printed materials can be produced using recycled materials and efficient processes, such as waterless printing. Retailers, for example, are recognizing the value of alliances with other companies, environmental groups and research organizations when promoting their environmental commitment. To reduce the use of plastic bags and promote their green commitment, some retailers sell shopping bags, under the banner of the Go Green Environment Fund. The key to successful green marketing is credibility. Never overstate environmental claims or establish unrealistic expectations, and communicate simply and through sources that people trust. Promote your green credentials and achievements. Publicize stories of the company's and employees' green initiatives. Enter environmental awards programs to profile environmental credentials to customers and stakeholders. As far as green branding is concerned the consumers strongly expressed that they are familiar with green brand and shown interest to know more about green branding. In India, at present situation is concerned the transition from regular marketing to green brand is difficult. Most of the consumers realize the importance of green branding which means that there is a positive sign for betterment of the environment as well as for business.</p> <p><b>GREEN PRODUCTS AND ITS CHARACTERISTICS</b>  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:</p> <p>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.</p> <p><b>GREEN MARKETING – ADOPTS BY THE FIRMS</b>  Green marketing has been widely adopted by the firms worldwide and the following are the possible reasons cited for this wide adoption:</p> <p>1. Opportunities - As demand changes, many firms see these changes as an opportunity to exploit and have a competitive advantage over firms marketing non environmentally responsible alternatives. Some examples of firms who have strived to become more environmentally responsible, in an attempt to better satisfy their consumer needs are:  McDonald's replaced its clam shell packaging with waxed paper because of increased consumer concern relating to polystyrene production and Ozone depletion.  Tuna manufacturers modified their fishing</p> <p>techniques because of the increased concern over driftnet fishing, and the resulting death of dolphins.  Xerox introduced a "high quality" recycled photocopier paper in an attempt to satisfy the demands of firms for less environmentally harmful products.</p> <p>2. Government Pressure - As with all marketing related activities, governments want to "protect" consumer and society; this protection has significant green marketing implications. Government regulations relating to environmental marketing are designed to protect consumers in several ways, reduce production of harmful goods or by-products, modify consumer and industry's use and/or consumption of harmful goods. Ensure that all types of consumers have the ability to evaluate the environmental composition of goods. Government establish regulations designed to control the amount of hazardous wastes produced by firms.</p> <p>3. Competitive Pressure - Another major force in the environmental marketing area has been firms' desire to maintain their competitive position. In many cases firms observe competitors promoting their environmental behaviors and attempt to emulate this behavior. In some instances this competitive pressure has caused an entire industry to modify and thus reduce its detrimental environmental behavior. For example when one tuna manufacture stopped using driftnets the others followed suit.</p> <p>4. Social Responsibility - Many firms are beginning to realize that they are members of the wider community and therefore must behave in an environmentally responsible fashion. This translates into firms that believe they must achieve environmental objectives as well as profit related objectives. This results in environmental issues being integrated into the firm's corporate culture. There are examples of firms adopting both strategies.  An example of a firm that does not promote its environmental initiative is Coca-Cola. They have invested large sums of money in various recycling activities, as well as having modified their packaging to minimize its environmental impact. While being concerned about the environment, Coke has not used this concern as a marketing tool. Thus many consumers may  not realize that Coke is a very environmentally committed organization. Another firm who is very environmentally responsible but does not promote this fact, at least outside the organization, is Walt Disney World (WDW). WDW has an extensive waste management program and infrastructure in place, yet these facilities are not highlighted in their general tourist promotional activities.</p> <p>5. Cost of Profit Issues - Firms may also use green marketing in an attempt to address cost or profit related issues. Disposing of environmentally harmful by products, such as polychlorinated biphenyl (PCB) contaminated oil are becoming increasingly costly and in some cases difficult. Therefore firms that can reduce harmful wastes may incur substantial cost savings. When attempting to minimize waste, firms are often forced to re-examine their production</p>	<p style="text-align: center;">THE GREEN REVOLUTION IN MARKETING  Ditya Goswami</p>
	3	

<p style="writing-mode: vertical-rl; transform: rotate(180deg);">THE GREEN REVOLUTION IN MARKETING Divya Goswami</p>	<p>Indian Streams Research Journal <span style="float: right;">ISSN 2230-7850</span>  <span style="float: right;">Volume-3, Issue-6, July-2013</span></p> <p>processes. In these cases they often develop more effective production processes that not only reduce waste, but reduce the need for some raw materials. This serves as a double cost savings, since both waste and raw material are reduced. In other cases firms attempt to find end - of - pipe solutions, instead of minimizing waste. In these situations firms try to find markets or uses for their waste materials, where one firm's waste becomes another firm's input of production. One Australian example of this is a firm who produces acidic waste water as a by-product of production and sells it to a firm involved in neutralizing base materials.</p> <p><b>CHALLENGES IN GREEN MARKETING</b></p> <p><b>1. Need for Standardization</b>  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</p> <p><b>2.New Concept</b>  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. By India's ayurvedic heritage, Indian consumers do appreciate the importance of using natural and herbal beauty products. Indian consumer is exposed to healthy living lifestyles such as yoga and natural food consumption. In those aspects the consumer is already aware and will be inclined to accept the green products.</p> <p><b>3. Patience and Perseverance</b>  The investors and corporate need to view the environment as a major long-term investment opportunity, the marketers need to look at the long-term benefits from this new green movement. It will require a lot of patience and no immediate results. Since it is a new concept and idea, it will have its own acceptance period.</p> <p><b>4. Avoiding Green Myopia</b>  The first rule of green marketing is focusing on customer benefits i.e. the primary reason why consumers buy certain products in the first place. Do this right, and motivate consumers to switch brands or even pay a premium for the greener alternative. It is not going to help if a product is developed which is absolutely green in various aspects but does not pass the customer satisfaction criteria. This will lead to green myopia. Also if the green products are priced very high then again it will lose its market acceptability.</p> <p><b>EXAMPLES OF GREEN MARKETING IN INDIA:-</b>  1.Digital Tickets by Indian Railways. :- Recently IRCTC has allowed its customers to carry PNR no. of their E-Tickets on their laptop and mobiles. Customers do not need to carry the printed version of their ticket anymore.</p> <p>2.No Polythene carry bags for free :-Forest &amp; Environmental Ministry of India has ordered to retail outlets like BigBazar,More,Central, D-Mart etc that they could provide polythene carry bags to customers only if customers are ready for pay for it.</p> <p>3. Green IT Project: State Bank of India:-By using eco and power friendly equipment in its 10,000 new ATMs, the banking giant has not only saved power costs and earned carbon credits, but also set the right example for others to follow. SBI is also entered into green service known as “Green Channel Counter”. SBI is providing many services like; paper less banking, no deposit slip, no withdrawal form, no checks, no money transactions form all these transaction are done through SBI shopping &amp; ATM cards. State Bank of India turns to wind energy to reduce emissions. The wind project is the first step in the State Bank of India's green banking program dedicated to the reduction of its carbon footprint and promotion of energy efficient processes, especially among the bank's clients.</p> <p>4.Lead Free Paints from Kansai Nerolac:- Kansai Nerolac has worked on removing hazardous heavy metals from their paints. The hazardous heavy metals like lead, mercury, chromium, arsenic and antimony can have adverse effects on humans. Lead in paints especially poses danger to human health where it can cause damage to Central Nervous System, kidney and reproductive system. Children are more prone to lead poisoning leading to lower intelligence levels and memory loss.</p> <p>5.Wipro's Green Machines:-Wipro Infotech was India's first company to launch environment friendly computer peripherals. For the Indian market, Wipro has launched a new range of desktops and laptops called Wipro Greenware. These products are RoHS (Restriction of Hazardous Substances) compliant thus reducing e-waste in the environment.</p> <p><b>EIGHT KEYS TO SUCCESSFUL GREEN MARKETING:</b>  Show potential customers that you follow green business practices and you could reap more green on your bottom line. Green Marketing isn't just a catchphrase; it's a marketing strategy that can help you get more customers and make more money. But only if you do it right. For green marketing to be effective, you have to do three things; be genuine, educate your customers, and give them the opportunity to participate.</p> <p>(i) Being genuine means that (a) that you are actually doing what you claim to be doing in your green marketing campaign and (b) that the rest of your business policies are consistent with whatever you are doing that's environmentally friendly. Both these conditions have to be met for your business to establish the kind of environmental credentials that will allow a green marketing campaign to succeed.</p> <p>(ii) Educating your customers isn't just a matter of letting people know whatever you're doing to protect the environment ;but also a matter of letting them know why it matters. Otherwise, for a significant Portion of your target</p>	
	4	

	<p>Indian Streams Research Journal</p> <p style="text-align: right;">ISSN 2230-7850 Volume-3, Issue-6, July-2013</p> <p>market, it's a case of "So what?" and your green marketing campaign goes nowhere.</p> <p>(iii) Giving your customers an opportunity to participate means personalizing the benefits of your environmentally friendly actions, normally through letting the customer take part in positive environmental action.</p> <p>(iv) Know your customer: If you want to sell a greener product to consumers, you first need to make sure that the consumer is aware of and concerned about the issues that your product attempts to address. (Whirlpool learned the hard way that consumers wouldn't pay a premium for a CFC-free refrigerator because consumers didn't know what CFCs were!).</p> <p>(v) Empower consumers: Make sure that consumers feel, by themselves or in concert with all the other users of your product, that they can make a difference. This is called "empowerment" and it's the main reason why consumers buy greener products.</p> <p>(vi) Be transparent: Consumers must believe in the legitimacy of your product and the specific claims you are making. Caution: There's a lot of skepticism out there that is fuelled by the raft of spurious claims made in the "go-go" era of green marketing that occurred during the late 80s to early 90s- one brand of household cleaner claimed to have been "environmentally friendly since 1884!</p> <p>(vii) Reassure the buyer: Consumers need to believe that your product performs the job it's supposed to do — they won't forego product quality in the name of the environment. (Besides, products that don't work will likely wind up in the trash bin, and that's not very kind to the environment.)</p> <p>(viii) Consider your pricing: If you're charging a premium for your product -and many environmentally preferable products cost more due to economies of scale and use of higher-quality ingredients-make sure those consumers can afford the premium and feel it's worth it. Many consumers, of course, cannot afford premium for product these days, much less greener ones, keep this in mind as you develop your Target audience and product specifications.</p> <p><b>CONCLUSION</b></p> <p>Green marketing is a tool for protecting the environment for the future generation. it has a positive impact on environmental safety. Because of the growing concern of environmental protection, there is an emergence of a new market which is the green market. For companies to survive in this market, they need to go green in all aspect of their business. Consumers want to identify themselves with companies that are green compliant and are willing to pay a premium for a greener life style. As such, green marketing is not just an environmental protection tool but also, a marketing strategy</p> <p><b>REFERENCES</b></p> <p>I.Elam Rehbar and Nabsiah Al Wahid (2011), "Investigation of green marketing tools effect ion consumer's purchase behavior," Business strategies series,vol;12,Issue-2</p> <p>II.Swenson, M.R., Wells, W.D. (1997), "Useful correlates of pro-environmental behaviour", in Goldberg, M.E., Fishbein, M., Middlestadt, S.E. (Eds), Social Marketing, Theoretical and Practical Perspectives, Lawrence Erlbaum, Mahwah, NJ, pp.91-109</p> <p>III.Churchill, Gilbert A. Jr. and Carol Surprenant (1982), "An Investigation into the Determinants of Customer Satisfaction," Journal of Marketing Research, 19 (November), 491 -504.</p> <p>IV.<a href="http://www.abhinavjournal.com/images/commerce &amp; Management/sep129.pdf">http://www.abhinavjournal.com/images/commerce &amp; Management/sep129.pdf</a></p> <p>V.<a href="http://www.iiste.org/Journals/index.php/EJBM/article/download/322/21">www.iiste.org/Journals/index.php/EJBM/article/download/322/21</a></p> <p>VI.<a href="http://14.139.58.2/ejournalver2/abstract/year2010/volume3/PavanMishraandMs.P ayalSharma.pdf">http://14.139.58.2/ejournalver2/abstract/year2010/volume3/PavanMishraandMs.P ayalSharma.pdf</a></p> <p>VII.<a href="http://www.ipcsit.com/vol5/117-ICCCM2011-C20008.pdf">http://www.ipcsit.com/vol5/117-ICCCM2011-C20008.pdf</a></p> <p>VIII.<a href="http://philipkotler2013.blogspot.in/2011/11/green-marketing.html">http://philipkotler2013.blogspot.in/2011/11/green-marketing.html</a></p>	<p style="text-align: center;">THE GREEN REVOLUTION IN MARKETING Divya Goswami</p>
	5	

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