

Green Marketing in Saudi Arabia Rising Challenges and Opportunities, for better future

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Abstract: Green marketing is a phenomenon which has developed particularly important in the modern market, this concept has enabled for the thrill and the existing packaging Products that already comply with these guidelines. In addition, the development has opened the green marketing connect the door of opportunity for companies the praised quality green products in separate line, some while ignoring the other. This organization of the market Techniques are explained as the direct result of the movement the spirit of the consumer market. As a result of this Companies have increased targeted their consumers if you are concerned about the environment. These same Consumers by their concern are interested in integration by buy to environmental issues in their decisions. Their involvement in the process and content of the each product marketing strategy may be necessary. This article describes, as companies thought to have their Rate targeted green consumers, those who are affected. On the environment and it can have effect on all their purchases decisions? The document identifies three segments green consumers and examines the challenges and the opportunities companies with green marketing. We examine the trends of green marketing in Saudi and describe the reason why the companies are adopting the green marketing, and the future of the green marketing and finds that green Marketing is something that constantly grow in both Practice and application

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Introduction:

According to the American Marketing Association, green Marketing is the marketing of products that are allegedly be safe for the environment. As green marketing includes a Wide range of activities, including the modification of the product, Changes in the production process, changes such as packaging although the advertising to packaging changes, Define green marketing still is not an easy task, where several meanings intersect, and contradict each other; an example of this is the existence of different

Definitions of social, environmental and retail associated with to this term. Other similar terms

Are used Environmental marketing and ecological marketing.[1]

Thus "Green Marketing" refers to the holistic marketing concept where the production, consumer marketing removal Products and services occur less in such a way dangerous for the environment of awareness the effects of global warming, organic solid wastes, harmful effects of the pollutants, etc., both marketer specialists and consumers are more sensitive to the eco-friendly products and services need to change. During the Crossing the "green" in the short term seems to be expensive. It will certainly prove to

be both necessary and beneficial, Cost wise in the long run. [2]

Pride and Ferrell (1993), green marketing also alternative marketing known as the marketing environment and sustainable Marketing, referred to the efforts of the Organization to design, Promotion, price and distribution of products, which are not Will harm to the environment.[3]

Elkington (1994: 93) defines the green consumers as one who avoid products that are likely to risk the health of the Consumers or other persons; Damage to the Environment during the manufacture, use or disposal; A food disproportionate amount of energy; create a unnecessary waste; Use materials from endangered species or Environments; the unnecessary use or cruelty to the Animals; unfavorably to other countries. [4]

Polonsky (1994) define green marketing is a sets of advanced green marketing activities generate and facilitate the exchange of Meet the human needs or desires, such as the satisfaction of These needs and wants with little adverse occurs, Effects on the natural environment from.[5]

Literature review:

Prothero, A. (1998) provides several articles in July 1998 of the "Journal of Marketing

management" with a focus on green marketing, These include; a quote from the need of the Overview of the existing literature on green marketing, an empirical study of the United States and Australian A description of what an Green Alliance Marketing Manager, in practice in United Kingdom, ecotourism, and definitions of green marketing. [6]

Kilbourne, W.E. (1998) deals with the failure of green marketing, the limitation to exceed the dominant paradigm, the author identifies the areas, for their effect in the marketing/ environment relationship, namely economic, political and technological dimensions of the frame of cultural reference must be considered. [7]

Prothero, A. & Fitchett, J.A. (2000) argue that greater ecological education can be secured by capitalism, by adding more by using the properties/characteristics of the goods culture of advances environmental objectives. Marketing not only has to contribute the potential to create sustainable forms of society but, as the principle agent in the operation and the distribution of raw material discourse, has to do a great responsibility. [8]

Oyewole, P. (2001). In this research paper presented a conceptual link between green marketing, environmental justice and industrial ecology. He called for a greater awareness of environmental justice into practice of green marketing. A research study programmed is finally proposed, to determine to take the awareness of consumers of the environmental justice and the associated costs with it. [9]

Karna, J., Hansen, e. & Juslin, H. (2003) interpret that proactive marketing of the most authentic group environment voluntary marketing and search an advantage competitive grace of the environment respectfully. Logically with each other, as the hypothesis of environmental marketing according to the model, the study concern the results of these green values to testify, environment, marketing strategies, structures and functions.[10]

Sanjay k Jain & Gurmeet Kaur (2004) defines in their study of environmentalism quickly as a phenomenon in the worldwide. Companies to have increased for the occasion and have begun to respond to environmental challenges, from the marketing strategies, practice green; Green consumerism has a catalytic role to the environmentalism open company business focus on green marketing. Collected data on the basis of the field, the document is a review of the extent of awareness of the environment, attitudes and behaviors, which often amongst consumers in India. [11]

Donaldson, (2005) in his study to beginning of the UK showed that in general the environmental attitude of consumers positively changed. This study

reports the faith with consumers in the trademark and that the behavior of the low was the main referring to "green" claims, behind the failure cause to interpret much of ecological issues in their behavior. [12]

Alsmadi (2007), the environmental performance of the Jordanian consumer survey revealed a high level of environmental awareness. Unfortunately, this positive trend and preference is but none on the final decision seems to be, it's clear that these consumers believe a stronger in traditional in the "green" products and have a little confidence in the statements of the Greens. The above mentioned barriers are reinforced by the lack of environmental awareness of many companies and the existence of large scale of prices for the same product, which contain an irregular assessment of its responsibility towards the environment. The same phenomenon was also in other research, presented (Ottman, 2004); Donaldson, 2005; (Cleveland et al., 2005).

Brahma, M. & Dande, R. (2012), the economic times, Mumbai, had an article they said that in India green ventures is a subsidiary of the active Corporation like New York based benefit administration green ventures worldwide. The latter has recently completed a \$300 million based India funds to produce renewable green energy and commercial products in carbon credits. [13]

The Importance of Green Marketing:

It is really scary to read these pieces of information, as reported in the times recently: "the air pollution the people, cultures and wildlife we damage." "Total tens of billions dollars annually". "More than 12 other studies in the United States, the Brazil-Europe, in Mexico and the Taiwan have links between air pollution and low weight premature birth, still birth and baby died established". Resources are limited and human needs are unlimited, it is important for the marketing to use resources effectively without waste as well as the purpose of the organization. Green marketing is inevitable. There is interest among consumers in the World on the protection of the environment, around the worldwide people are concerned about the environment and change its behavior. As a result of the green marketing is the market for sustainable and socially responsible services and products

Growing consumer awareness around the world about the protection of the environment in which they live, which want to leave people land on to their offspring, various studies from environmentalists suggest that people are concerned about the environment and change their behavior less to be hostile. Now we see that most consumers, both individuals and industrial, are more and more concerned with environmental products

Green Marketing for Society



Green marketing has been given importance in the 1980s and 1990; according to the proceedings of the first workshop on the Organic marketing held in Austin, Texas (United States), 1975. Published several books on the green marketing thereafter. After the metamorphosis of Joel (writer, Narrator) (Strategist and the clean technology and green marketing), Green marketing is are many challenges due to the lack Standards and public consensus, what a "green" makes out. The green marketing has developed over a longer period. According to & (2001), the development of green marketing has three phases. First phase was called "green." Green marketing and during this time marketing Activities have been developed to help the problems of the environment and provide solutions to the problems of the environment. Second phase "Environment" green marketing and the attention is moved on clean technologies, where the design of the innovators that caring new products, pollution and waste issues. Third stage was "Sustainable" green marketing it came in the significance of the end of the 1990's and early 2000. [14]

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Green Products Physical characteristics:

Products manufactured green technology and caused no hazard to the environment, are called green products or environmentally friendly products. Elevation of green technology and environmentally-friendly products is required for the preservation of natural resources and sustainable development. We can define green environmental products by the following resource

- Those products who are grown at the originally of the production
 - Products that must have environmentally friendly packaging i.e. reusable, refillable containers
 - Products that are not being tested or any laboratory or experiment on animals
 - Products that do not destruction or contaminate the environment
 - The content under chemical products approved
 - Products with recycled materials, non-toxic chemicals
 - Products with natural ingredients
- Products are recyclable and biologically Degradable products

Challenges for Green Marketing:**1-New Conception**

Saudi Arabia consumers of urban area read and write and are more and more aware of the benefits of green products. But it is still a new concept for the masses. Consumers must be educated and made aware of environmental threats. The new ecological movements necessary to reach the masses and takes much time and effort. Heritage of Saudi-Ayurveda, Saudi consumers appreciate the importance of the use of natural and herbal beauty products. A healthy living life like the consumption of natural foods and yoga are exposed to Saudi consumers. In these aspects of consumption is already informed and natural products are accepted. [16]

2-Essential for Standardization

It is noted that only 5% of the marketing messages of "Green" campaigns are quite correct, and a deficiency indicates Standardization, these claims are authenticate. There is no Standardization, these claims to authenticate. There are no Standards currently in place, a product as certified organic. Unless, of course, some authorities are involved in offer not any verifiable certificates means. A standard quality control board must be present for the marking and licensing. [17]

3-Avoiding Green nearsightedness:

The first rule of green marketing focuses consumer's benefits, primarily on consumer value, why buy certain products, which is the main reason. do this right and motivate Consumers to change, brands or even numbers a premium for more greener

alternative, It does not help, if a product is being developed, which absolutely green in various aspects, but is are not passed to the customer satisfaction criteria. This will leads to the Green myopia. Even if green products prices very high, and then it will lost its market acceptability [18]

4-Tolerance and Persistence

The investors and companies need to see the marketer must consider in the long term the benefits of this new green movement the environment as an excellent opportunity for long-term investment not for short term. It is a lot of patience and not immediately need for requirement, because there is no result for short term it is a new construct and new idea, it has his own deadline and acceptance period [19]

Marketing Mix of Green Marketing:

When companies with innovations such as environmentally friendly products eco, can access new markets, improve its market share and increase profits. As well as we, have 4Ps produces price, place and promotion, marketing, we are 4ps in too many green marketing, but they a different whiles. They are reinforced by five 5Ps further people, planet, profit, Portfolio and Partnership. [20]

1- Products:

Products need to be developed to the needs of customers those who prefer green products environment. Products can be manufactured from recycled materials or refurbished units. Energy-efficient products not only energy, water and money saving, but also to reduce the adverse effects on the environment, Green Chemistry is the increasing interest of the products Development. The role of the distributor in the administration of the product includes the products designer trends focuses on the market and the demands of customers to such green product attributes

Energy, chemistry, organic, green, local supply, and so on is the first such as Nike Footwear, to itself them as green product.

2- Price:

Green prices taking into interpretation the people, planet and profit in a way the cares for the health of people and societies and certifies efficient productivity. Value can be added to by changing the appearance, functionality and customization by, etc. Wal-Mart has introduced its first bag of recyclable material and Phillips energy saver products

3-Place:

Green place is the logistics management to reduce the transport emissions, so, in effect, to reduce CO2 emissions. For example, instead of juice of mango in Saudi Arabia marketing imported, may it be authorized for local production? This avoids the delivery of the product far, making the cost of

shipping and more important still, CO2 emissions as a result of ships and other modes of transport.

4-Promotion:

Green campaign is the promotion of tools, such as for example configure Materials, signage, whitepapers, Web sites, videos and marketing presentations, advertising keep the planet and the people in mind. British Petroleum (BP) and Shell Petroleum introduced and show the gas station that is for sunflower and praised the money into solar energy. Indian tobacco Company has introduced the papers easy environment and advice, which are free of charge elemental chlorine.

Green Marketing Mix (5Ps)



Market



Complication with Green Marketing

1- Green Marketing focuses on customer value i.e. the most important reason first, why consumers buy certain products? If the prices of green products very expensive as compare to the other products, then they lose their market acceptance value (Marketing myopia)

2- The Financiers and enterprises need to view the environment as an important long-term investment opportunity; Traders need to look at in the long term the benefits of this new green movement. It takes a lot of patience and not immediate results. The company must not be immediately expecting not very huge advantage for the implementation of green marketing.

3- Only 5% of the marketing campaigns Green messages detected very true, and there is a lack of standardization to authenticate these claims. There is no standardization to authenticate these claims.

4- Saudi literate consumers and urban area read and write and was aware on the merits Ecological products. But it is still a new concept to the masses. The needs of consumers be educated and made aware of environmental threats.

5- The firms using green marketing must be ensure that their activities are not mislead the consumer or the industry and do not violate the rules or acts of environmental marketing.

Requirement of Green Marketing & Anthropological View:

Problems such as global warming and depletion of the ozone layer umbrella the key to survival in good health. A rich person, or Poor people life quality with much health would be interested in Power and this would be the business. Financial gain and profit Values is the main goal of each company. But the damage to the expense of the environment with the support of companies by the Globe is now also if in the end. This feeling is under construction in class social commitment matters. If green marketing is the business class is still in the egoist art fair perspective of the long-term sustainability and for the consumer and the approval by the Board of Directors. Industry in Asian countries are recording Green from developed countries, but advertising need there is a large gap between their understanding and Implementation. [21]

Why are Firm/Companies using Green Marketing?

Green marketing is broadly assuming by companies all over the world, and here are the possible reasons for this broad assumption:

1-Opportunity:

The Saudi consumers prefer simple shell Products and it seems, that all types of consumer, industrial, and individual more and more concerned and aware from the natural environment.

The changes in demand, many companies realize these changes as an opportunity to use and have a competitive advantage in the marketing for the companies liable for non-environmentally alternatives. Some examples of companies that have tried, more environmentally friendly environmentally in an attempting to better meet the needs of consumers are:

-In Saudi Arabia Starbucks KFC McDonald's replaced its clam shell packaging with waxed paper and using paper packing because of increased consumer concern relating to polystyrene production and Ozone depletion.

-Lipton introduced Clear Green tea bag in Saudi (carry bag) the carry bag was designed in a form of an actual Lipton clear green tea bag. A pack of Lipton clear green tea was kept in it with hoola hoop and was handed to the ladies in the malls as a giveaway.

2-Social Responsibility:

Many companies are starting to realize that being members of the community as a whole and responsible. Therefore they must be responsible for

environmental fashion way reflected companies that believe that they need to achieve environmental objectives to take advantage of the related objectives. The result is environmental issues are integrated in the Corporate business culture. You have invested large sums in various recycling activities, as modified, to minimize their packaging to its impact on the environment, then the concern for the environment Wall Disney World (WDW) have a program of vast waste management infrastructure in place, yet has these facilities are not highlight in their general tourist promotion activities. HSBC has become the world first bank that work for nature and carbon neutral for many years. Shell Petroleum has also using in its logo green environment

Marcomm Group "Think Green, Save Green" was launched to capture the growing interest in eco-friendly products, and to position Miura as the industry leader.

3-Government Pressure and the Government Instructions:

As in related with all marketing activities, Governments want to 'Consumer protection' and Society safety and promoting healthy concern activity; these Green protection important effects of marketing, Environmental legislation marketing Government are intended to protect consumers in various ways,

1- To ensure that all consumers have the opportunity to evaluate the environmental composition of products. Rules establish Government developed by the quantity of hazardous waste, products that control of the company. Many products by production are controlled by the basis. The issue of environmental licenses, so that the behavior of organizational change. In

Sometimes Governments are trying to "provoke" end users to more responsibility, For example, some Governments have introduced voluntary curb side of recycling programs, which makes it easier for consumers to act responsibly. In other cases, the Governments control people who behave irresponsibly. Also has the Saudi Government has a framework of laws aimed at reducing the production of harmful products and production developed. Reduce harmful products, including the industry's production and consumption of consumer harmful for the environment; for example, the ban on the bags made of plastic for restaurant and for fast foods, and ban on smoking in public places,

2-Reduce the production of harmful products or by-products Consumers and use to change the industry or Consumption of harmful products

4-Free-Enterprise Pressure:

A more driving force in the field of environmental marketing has been the desire of a

company, its competitive position. In many cases, companies observe competitors promote their environmental behavior and try to imitate this behavior. It is only in some cases that this competition leads to an entire industry to change and thereby reduce their harmful environmental performance. For example when a production of tuna with drift nets finished, the others follow. Green marketing, many companies take to maintain their competitive advantage.

The others followed suit. One could argue that Xerox "revive 100% recycled paper" was introduced a few years earlier, to try to resolve paper introducing photocopiers recycling of other manufacturers, Niche marketing environmental initiatives of Les such as body shop green & Black companies attracted many competitors large pipe to the follow suit.[22]

The green marketing Initiatives by niche companies such as Body Shop and Green & Black have prompted many mainline competitors to follow suit

5-Cost Reduction:

Harmful waste reduction can lead to significant savings. Many companies develop sometimes symbiotic relationship in which the waste produced by a company is used by another as more profitable commodity. For example, fly ash generated from thermal power, which would otherwise be contributed to a gigantic quantum solid waste is used for the manufacture of bricks of fly ash for use in construction. Many green firm use green marketing to cost/benefit related issue. Elimination of the harmful by-products of the environment, such as polychlorinated Biphenyls (PCB) contaminated oil are more expensive and, in some difficult cases. Therefore, businesses can to reduce the harmful waste, can be subject to substantial savings. When you try to minimize waste, companies are often forced to rethink their production. In these cases they often develop a more efficient production processes reduce not only garbage, but it reduces the need for certain raw materials. This serves as a double of the economies, since the reduction of waste and raw materials.

Excellent Instruction for Green Marketing

1-Know you're Consumer

Make sure that the customer is aware and related about the problems that your product is issue 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)

2-Thus leading brands must accredit able that consumer prospect have changed

It is not sufficient for an ecological society of its products; Consumers assume that the products

they buy sociable environment from his Pocket and also to reduce the environmental impact of own lives also.

3-Consider you re valuation

If you are costing premium for your product survey and many green products more then, because the economies of balance and the use of high quality ingredients cost to make sure that consumers pay to the premium and value the importance it is.

4-Giving your consumers an prospect to contribute

Medium fit the advantages of your environmentally and friendly products actions, usually by the Customer participate in positive environmental achievement.

5-Educating your Customer

Is not just a question of people who know that you do everything that you do to protect the environment to make, but also let them know why it matters? Otherwise, this is an important part of your market audience; a case of 'What?' and your green marketing campaign goes nowhere.

6-Encourage the Consumer

Need to believe consumers that the product does the job what, which it should give up the quality of the products on behalf of the environment.

7-Being Genuine & Obviously like a Crystal

It means that "1" we knows really that what you say that you do in your green marketing campaign and "2" the rest of your business strategies are in agreement with everything that you are doing for environment, Respect of the environment. These two conditions must be met to establish your business, the kind of environmental impact, which will enable a green marketing campaign to be successful

Presenting the movement of Green Marketing in Saudi Arabia:

Organizations are environmental marketing as a chance to achieve their objectives; Companies have recognized that consumers prefer products that are not harmful for the natural environment than human health. Marketers of these green products are preferred over others not this and so develop a competition at the same time, their business objectives meet advantage.

Those who believe that they have a moral obligation to be socially responsible, this corresponds to the Philosophy of CSR, which was adopted with success many houses of trade to improve their business Image. In this case, can companies take two approaches?

-Become responsible to promoting this facts

-Use the facts that they are responsible friendly environmental for marketing tools

Government agencies stress on Businesses firms will be more responsible and accountable for environmental. In most cases, the Government forces to firms adopt company policy in favor of the consumer's interests. It does this in one of the following methods:

-To ensure that all kind of consumers have the knowledge to evaluate the environmental Composition of products

-Reduce the production of unsafe chemical and flam in products

Environmental activities to change company competitors their environmental marketing activities. To use revenge on competitors claim to be environmentally friendly, are the companies in green marketing. The result is seeping into across the industry of green marketing.

Factor cost relating to the disposal of waste or reduction of equipment use forces companies to change their activities. With cost cutting part of the business strategy, it takes green marketing relation to these activities. It can pursue as follows. [23]

-A firm should develop such as technology for reducing waste materials and sells this technology to the other firms

-A waste/disposable recycling or removal industry develop

The Future of Green Marketing in Saudi Arabia:

There are many lessons how to learn and how to avoid green marketing myopia, to avoid the short version of all this is that effective community requires good marketing principles to apply desirable green products for costumer. The question that remains the future of green marketing however is?, what is Company researcher where displayed as "Marginal", granted object, that environmental limits and conservation agrees well with the traditional axioms of marketing by the customer to give them what they want 'and ' to sell as much as possible. Suggests that green products succeed avoid green marketing myopia by the following three important values. [24]

1-Genuine of product claim

-Promotes the evangelization of consumers on social consumers and network of Internet

-Communication with convincing, motivating, and entertaining information about environmental products.

-Mentions of products or eco-certification by a third party trust and educate to inform the consumers about the importance of these co-approvals and certifications to get.

-Employ environmental product and costumer profit rights that are precise and Meaningful.

2-Costumer value and positioning

-Ordinary appeal in the form of environmental products consumers wanted to expand.

-Develop environmental products to perform as well by way of (or better than)

Substitutes

-Encourage and supply the costumer preferred value of environmental products and Board applicable customer market segments

3-Calibration of customer information

-Generate likable and instructive internet websites about environmental products Favorite consumer value

-Inform customer through marketing communications that attach environmental Characteristics with preferred customer value

-Frame environmental product qualities as "clarifications" for customer requirements.

Conclusion:

It is now the correct time to choose "Green marketing" across the world. It would be accompanied by a move the world business if all worlds because green marketing harsh roles make are important to save the world from pollution. From the corporate point of view because it's a clever marketing message, convinces not only consumers, but also involves consumer in the marketing of their products. Green marketing should not only a marketing approach, but you must be pursued more strongly vigor, because it has a social and environmental dimension. Great threat with global warming it is extremely important that the green marketing become the norm rather than an exception, or just is passing a fad. Recycling of paper, metals, plastics, etc., become more systematic and universal in a safe and environmentally sound manner. It must use the General standard efficient lamps in the energy and other electrical products.

The seller will also be answerable for the consumer understands the need for and the advantages of environmentally friendly products compared to make to not-green. In green marketing, consumers are eager to maintain more pay cleaner and greener environment. Finally consumers, manufacturers and under pressure to suppliers, buyers should be to minimize the negative impact on the environment. Green marketing takes even more significance and relevance in developing countries such as Saudi Arabia

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