

An Impact of Green Marketing on Practices of Supply Chain Management in Asia: Emerging Economic Opportunities and Challenges

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Abstract:

As the impact of “Green Marketing on the Practices of Supply Chain Management in Asia (GMOPOSCMA)” as concerned, it have been drawing the attention of both the academics and practitioners in the recent decades. However , no holistic frame work has been developed on how to build green industrial brands & industrial corporate brands. Whether or not sustainable, here, the green marketing and the green supply chain can be integrated with green industrial marketing in building greener organizations & industrial brands is still unclear. That’s why the supply chain management takes the leadership role in order to lead industrial marketing in to a great par in the world economic. In addition to that, little is known on the factors on green new industrial products are adopted by organization. Furthermore, we know little of whether and how- green marketing and its practices enables green new industrial product’s economic development. The special issue aims at the reflecting the most recent advances, on green industrial marketing, given sustainable supply chains & their interplay in given industrial branding & to explore future research directions. Therefore, the guest author of this copy right hopes that the solicited paper can provides insights on the impact of sustainable green marketing through the supply chains, in order to accelerates the theory of marketing from industry to industry and market to market through the practice of Green marketing on practices of Supply Chain Management.

Keywords: *Green Products, Recycle, Eco – friendly, environmentally safe.*

The World Economic: An Overview

The World economy has changed profoundly since World War-II. Perhaps the most fundamental change is the emergence of global markets: responding to new opportunities, global competitors have steadily displaced local ones. Concurrently, the integration of the world economic has increases significantly. Due to the remarkable changes in the world of economic, the business has highly developed when plans and strategies are based on the new reality of the changed world economic.

*Capital movements rather than trade have become the driving force of the world economy.

*Production has become “Uncoupled” from employment.

*The world economy dominates the scene .The microeconomics of individual countries no longer controls economic out comes.

*The growth of commerce via the Internet diminishes the importance of national barriers.

The Economic Systems

The author has focused the current economic systems for analyzing the discussed topic as per the following system. There are three types of economic systems: capitalist, socialist, and mixed .this classification is bases on the dominate method of resource allocation , (i) market allocation, (ii) command or central plan allocation and (iii) mixed allocation ,respectively.

1. Introduction

Although various environmental issues have influencing the day-to-day human activities in all segmentations of their lifestyle .Today few academic disciplines have integrated various green issues in to their literature. This

is especially true of marketing as an important part of modern life at present and societies becomes more concerned with the natural environment, business have enhanced it' behavior (Functionality work of marketing promotion though the practice of supply chain management). By the various techniques of marketing and it has an attempt to address, society's 'new' concerns. Some business has quickly to accept concepts of green marketing on the systems of waste Minimization and have integrated various environmental issues of all organizational activities.

The term "Green Marketing and Supply Chain Management" appears frequently in the field of environmental Management and its Inventory control through the practice of Supply chain Management.

In connection with, many governments throughout the world trying on their level best to control the present problems of pollution in all segmentations of environment management and they have become so concerned about the green activities that they have attempted to regulate properly (Polonsky, 1994a). For Example, In United States of America (USA) the Federal Trade Commission (FTC) and The National Association of Attorney General (NAAG) have developed extensive documents in order to examining various issues of Green Marketing. (FTC 1991, and NAAG 1990).

Now-a-days one of the biggest problem in the area of green marketing has been successfully examined by the academicians of various environmental disciplines i.e. Botany, Bio-Science, Environmental Science, Life Science etc. While some literature does exist (Carlson, Grove, & Kangun 1993, Davis 1992, Davis 1993). Thus, the research article identifies the three particular segmentations of green Consumers, those who are concerned about the environment and allow affecting their (Marketing) purchasing decision through the practice of Supply Chain Management.

In other way, the term "Green marketing" also known as "Environmental Marketing" and "Sustainable marketing" and it refers to an organizations effort at designing, promoting, pricing and distributing various products through the Supply Chain Management. Which will not harmful to the environment? [21]

Due to the impact of green marketing on supply chain management the world economic has tremendously growth in all segmentations of commerce and business life.

2. Literature Review

The guest author cum-researcher has done an extensive investigation regarding to collect such information in different segmentation of market, green marketing policy and how it practice on supply chain management. Thus the researcher investigate numerous literatures on the

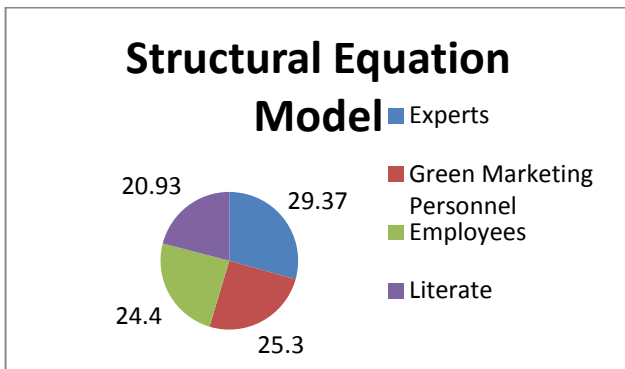
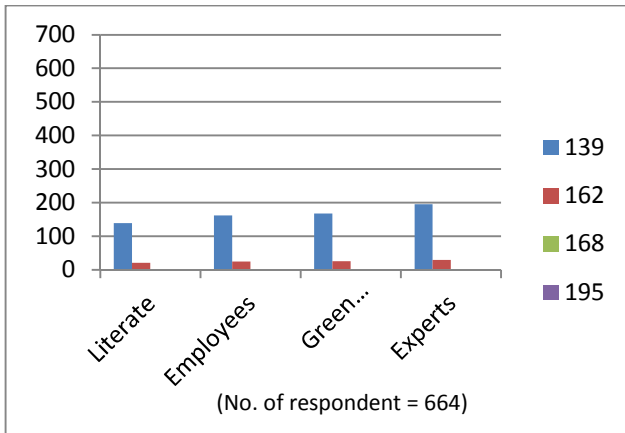
impact of green marketing on the practices of supply chain management in Asia: Emerging economic opportunities and challenges (GMOPOSCMA). To shed light's on the green products supply and it's marketing through the supply chain management in Asia. The green marketing strategy was implemented through the practices of supply chain management and the supply chain management components (policy) facilitates its green product (i.e. Industrial goods/products) import and export by the business transaction in order to operated and integrated to achieved the organizational goal. The researcher followed a large number of papers of supply chain management and journals as well as industrial journals for the purpose of its reference like service Industry [10], [16]. Among of them very few focuses about the impact of green marketing on the practices of supply chain management. Finally the researcher was found few papers are to be relevant for the green marketing practices on supply chain management and the present author hopes that his paper will be accepted by the intellectual's perusal and perception in order to examining its validity and authenticity. The author also hopeful it will be accepted & approved by them then the author will feel happy and tender his obligatory towards the reader, researcher, and experts of the concerned board.

3. Methodology

In the current article analyzed by the authors purely his own findings through the obtaining data regarding "An impact of Green Marketing On the Practices of supply Chain management in Asia: Emerging Economic And Challenges" has based on the survey of research techniques and the resulting model was evaluated in order to testing its validity and reliability by the structural equation Model (SEM). The author has collected the valid data done by him and the reliable sources of various marketing Survey upon various marketing agencies of the Asia and Asia abroad i.e. All India Marketing Association (AIMA), Asian Marketing Federation (AMF), Singapore Marketing Association (SIMA), Thailand Marketing Association (TMA), China Federation of Commerce & Marketing (CFOCAM) and American Marketing association (AMA) done the extensive support to complete this article by providing valid and reliable data.

The model development and analysis was based on both the primary data and secondary data. Once the existing body of literature has been thoroughly investigated, a conceptual frame work comes to picture in original and finally the original model is proposed for the experts of market and marketing's perusal and perception for the future course of action.

(Figure:-1.1)



(Figure:-1.2)

In this above task, the author has done a full lunch survey by taking 664 respondents opinion from various segmentations of Market, Marketing, and industries through the modern mode of communication and correspondence with them .All were participated and responded through the E-Mail survey ,and Self administered process. Among of them 195 respondents were expert in industrial marketing (29.37%), 168 respondents were from marketing personnel (25.30%), 162 respondents were employees of various Industries, firms and manufactured companies etc.(24.40%) and 139 were well literate customers of graduate and post graduate and above (20.93%). The obtained data was analyzed through the testing of its validity by using hypothesis testing i.e both the Null hypothesis (Ho) and Alternative hypothesis (He) and both of compared by the method of correlation, after careful observation the author has comes to conclusion “The impact of green Marketing on the practices of Supply Chain Management has a tremendous impact on the economic development in the peoples of Asia .It not only developing the economic stability of themselves but also creates emerging economic opportunities and challenges for the future generation and its future course of action. Thus the entitled hypothesis has accepted due to its validity and significance with the analyzed problem.

4. Evolution of Green Marketing

To define the term Green Marketing and its relation with the practice of supply chain Management, various author has been deliberating their views regarding the above said i.e.

Polonsky (1994): according to him , “Green marketing as all activities designed to generate and facilitate any exchanges intended to satisfy human needs and wants with the minimal detrimental impact on the natural environment.

Ellington (1993): According to him, Green marketing is one type of Marketing, which is always emphasis upon how to clean dirty things through the consumers consciousness in order to avoid products that likely to endanger the health of the consumer or others on the cause the significant damage to the environment during manufacture, use or disposal consume a disproportionate amount of energy, cause unnecessary waste; use materials derived from threatened species or environments: involves unnecessary use of or cruelty of animals will adversely affects to other countries.

5. What is Green Marketing?

As the Concepts of green marketing has concerned it refers solely to the promotion or an advertising of products with environmental characteristics terms like Phosphates free, Less Carbon dioxide, recyclable ,Refillable, Ozone Friendly are some of the things which are associated with green marketing. In simple, the term green marketing is much wider concept, one that can be applied to consumer goods, industrial goods and even services. For example: Around the World there are resorts that are beginning to promote themselves as “ecotourism”, facilities, i.e. and that facilities are ‘specialize’ in experiencing nature of operating in a fashion that minimizes their environmental Impact (May 1991, Troumbis etal.1991).

According to American Marketing association (AMA) held the first work-shop on “Ecological marketing” (1975) through the proper guide lines of supply Chain Management and its practices. The proceedings of the workshop resulted in one of the first books on Green Marketing entitled “Ecological Marketing” (Henion & Kinnear 1976a). Since from that time a number of books on the current topic have been published (Charter 1992,

Codington, 1933, Harvel 1964Ottman 1993).Hence forth this workshop is so useful for academicians, Practitioners and as well as Public Policy Maker to examine marketing's impact on the natural environment by the Supply chain Management.

6. Why Green Marketing?

Due to tight life style of human beings, most of companies have compete each other by producing various products in order to meet the demands ,and wants of modern people and they evokes carbon dioxide , Phosphates and other poisonous gases which will be so harm for the environment safe. It is really scary to read these pieces of information as reported in the times recently. "Air pollution damage to people, corps and wild life in US . Total tens of billions of dollars each year has been expensed for cleaning the dirty things from the environment and it affects the economic life of general citizen of every country, around the world. In connection with more than twelve other studies in the Us ,brazil, Europe, Mexico, south Korea and Taiwan have established link between air pollution and how birth weight premature birth and infant death. As resource as limited but the wants and the needs of human beings are unlimited, and it is highly important for the markets to utilize the resources efficiently without waste as well as to achieve the organization's objective. Thus, green marketing is inevitable. There is growing interest among the consumers all over the world regarding protection of environment and it was not success if the limited resources not properly manage that's why the practice of supply chain management is related for the proper implementation of green marketing techniques in various environmental discipline for study.

Green marketing was given prominence in the late 1980s and 1990s after the proceeding of first workshop on ecological marketing in Austin, Texas (US), in 1975 several books on green Marketing began to be published, thereafter. According to the Joel makeover (A writer ,Speaker, and Strategist on clean technology and green marketing).At present green marketing faces a lot of challenges because of lack of standard and public consensus to what constitutes "Green". The green marketing has evolved over a period of time, according to Peattie (2001) the evolution of green marketing has three phases 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 takes care of pollution and waste issues how to manage properly through the assistance of supply chain management .The third phase was "sustainable" green marketing it came in to prominence in the late 1990s and early 2000s. After entering in to the twenty first century we are facing number of natural problems which are so painful to maintain our life lie earth quake, tsunami, drought, super cyclone, storm etc. These natural problems have broken our economic system and millions of people had died by these tragedy. It occurs only the cause of deforestation, and as well as global warming. Henceforth now various Govt. steps forward to protect it by implementing "Green Marketing".

7. Globalization of Green Marketing and Supply Chain Management

As the process of today's globalization has concerned, it increases various opportunities for buyers as they increase their focus on environment improvement which not only enhancing the process of greening the environment for clean but also increasing the supplier performance. It is true that for each and every organization who regards the environmental clean, for its social goal, that organization must be drawn the people's perception in a positive angle and that organizations brand image has so far so developed. In connection with, manufacturer needs to work with their suppliers of raw materials and components in a better manner in order to produce environment friendly products. By using their purchasing power ,the industries can set a good environment criteria for their supplier upstream in supply chain and it can result to enhancing the greening of supply chain. If this type of actions reflects in the minds of every manufacturer of each Organization around the world then the world becomes more &more greening.

8. Research Background

An Impact of Green Marketing on the practices of Supply Chain management (GOMPOSCMA) is a new concept appearing in recent literature. This is not only giving to importance but also it introduced recently for making the environment friendly and cleanly within the limit of supply chain. The "Sustainable Economical Development" of the peoples of Asian Continent is the key concept as discussed in the proceeding of early

Summit in Rio 1992. In this regard, governments and other international organizations decided to take useful measures to protect environment for long term economic development and today's highlighting discussion will be forecasting how to raise environmentally responsible consumption and production to recover quality, reduce poverty and bring about economic growth, with resultant improvements in health ,working conditions and sustainability in Asia.

Here , researcher studied upon "An Impact of Green marketing on the Practices of Supply Chain Management in Asia: Emerging economic Opportunities and Challenges and other challenges of green marketing includes the pressure practice of various companies of Asian Continents how pollute the environment and what are its precaution for cleaning the environment . it includes pressure practice and performance within the Chinese automobile industry in which they observed that on increasing pressure from a variety of directions have caused the Chinese automobile supply chain manages to intimate carrying out the green marketing in Asian continents through the supply chain management (GMACSCM) practices to improve their economic and environment performance.

The GMACSCM pressures (Motivators) initiatives and performance of the automobile supply chain using an empirical analysis of 89 automobile enterprises within china have been done.

After that another researcher studied the green marketing of supply chain management upon various electronic industries of China, India, Thailand, Indonesia, and Japan etc. where they implementing the principles of green marketing through the supply chain management. The author has tested the reliability and validity of the test by the fuzzy analysis hierarchy process method and prioritizes the relative importance of four dimensions and twenty approaches among the enterprises in electronic industry. The findings indicates that these enterprises would emphasizes on supplier management performance in the crucial role of green marketing of supply chain management in special industrial operation at present upon various segmentation. i.e.

*Green Purchasing

*International Purchasing Network: (green Marketing)

* Outline of Activities:

*Green Marketing Network in India and other Asian Continents:

*Objectives of Green marketing procurement.

*Green purchasing Strategies and Impact of supply chain management

9. Green Marketing of Products & Its characteristics

Those products are manufactured from the industry through the green technology and that caused no environmental hazards are called "Green Products" . the promotion of green technology and green products is necessary for conservation of natural resources and sustainable development. We can define green products marketing by the following measures i.e

- Products those are originally grown.
 - Products those are recyclable, reusable and bio degradable.as well as disposable
 - Products with natural ingredients.
 - Products containing recycled contents, non-toxic chemical.
 - Products contents under approved chemicals from the competitive authorities of Govt.
 - Products that do not harm or pollute the environment.
 - 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 from time to time.
- Products those are produces low carbon dioxide etc

10. Need of Green Marketing:

An Anthropological Analysis:

On the issues of Global Warming and depletion of ozone umbrella are the main for the healthy survival. Every person either rich or poor has the right of live in healthy no one deprived themselves from their fundamental rights. So they need to quality of life with full of healthy and vigor and so would the corporate class. Financial gain and economic profit is the main aim of any corporate business and as well as the main theme of this study. But in such circumstances it may not fruitful due to some unavoidable reasons and it is so much harmful for the environment cost by sustain business around the world. Fortunately, the leaders of leading countries now it is realized and takes some preventive measures for protecting the world clean and safe. in connection with ,green marketing plays an vital role , not only controlling the harmful elements or particles of products but also it controls the un necessary economical.

11. Challenges of Green Marketing

1.1: Need of Standardization: After carefully observations of this study the author has found there are 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 yard-stick to measure the fever of green marketing in various segmentations of various industries those are producing harm products. Thus it draws an open challenge to every citizen, environmentalist, intellectuals, professors, and academicians and politicians for thinking about it seriously, from every corner of the world. Now some regulatory bodies are involving in providing the certifications there will not be any verifiable means. So a quality control board needs to be in place for such labeling and licensing.

1.2: New Concept: In the history of Indian Literature among the citizens of urban are getting more awareness about the merits of green products and its marketing. But it is still a new concept for the masses particularly illiterate people. That's why the consumer, peoples needs to be educated and should be learned about their surrounding environment threats. The green movement of supply chain management takes the crucial role on the masses for awakening their consciousness about the harmful products consumption and proper utility and it will be take lot of time and effort for success. In India ayurvedic doctor gives importance for use of ayurvedic medicines than allopathic medicines. Thus the ayurvedic heritage are appreciating by Indian consumers for its importance & utility and it is justified that by using these ,peoples are becomes healthy, long live and maintain their life style in very well by exercise of yoga.

1.3: Patience &Perseverance:

The investors and corporate need to view the environment as a major long –term opportunity, and the marketers also need to look at the long term benefits from this new green movement and it is only possible when supply chain management is properly effective in the field of green industrial products marketing. Again it requires a lot of patience and no immediate results it is just a new idea and it will have own acceptance period when consumers motivated towards it.

1.4: Avoiding Green Myopia:

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 growing to help if a product is developed which is absolutely green in various aspects but it does not pass the customer satisfaction area of gratification if it is not reach in timely in the hands of customer ,therefore supply chain managements takes an important role to carrying it from

the place of production to the place of consumption easily. This way leads the green myopia. Sometimes if the green products price is very high then again it will lose the market acceptability.

12. Golden Rules of Green Marketing

As the golden rules of green marketing has concerned, there are certain rules are implementing in order to enhancing the product selling market and its feasibility in a long time and it is only possible by the golden laws or principle of green marketing .Here some of golden rules of marketing has discussed below i.e.

1.1: KYC Rule: (Know your customer)

In marketing science , Consumer as the representative of God that's why in every morning when a business man opens his shop, or show room , first he prays to Goddess Mata Laxmi for getting more and more customer and they will buy more and more products from his shop and he will be getting profit. Hence forth, without consumer any business will not be profitable. So every businessman, manufacturer, producer, industrialist should have consume a good relationship with them and make sure that the consumer is aware of and concerned about the issue that our product attempts to address. (Whirlpool learned the hard way that consumer's would not pay a premium for a CFC-free refrigerator because did not know CFCs were.)

1.2: Literate/Educate your Customer:

For getting good customer, we should educate them properly and creates consciousness in their mind regarding the buying product, which is useful and which products using is harmful for them, and it a matter of letting people know we are doing whatever in order to protect the environment, but also matter of letting them know why it matters, otherwise for a significant portion of your target market, it is a case of "So what" and your green marketing Campaign goes now here.

1.3: Providing Good Transport Facilities: For the promotion work of green marketing, a good transport facility should be adopted by the manufacturer, businessmen whenever they supplying products from one place to another by the transport guide line and environment and pollution guide line.

1.4: Reassure of The Buyer: consumer must be made to believe that the product perform the job it's supposed to do-they won't forego products quality in the name of environment.

1.5: Maintain Transparency: In your business policy we only know the reality that's why we should have keep the business secrecy and transparency at the time of doing business with your valued customers as well as green marketing campaign.

1.6: Sustaining Pricing: While you are charging price upon product you should have consider an affordable price which are accepted by the consumer and you may not charging over amount or price a premium for your product ,many environmentally preferable products cost more due to economics of scale and use of higher- quality ingredients . If you doing so, then your business policy & as well as green marketing may not be sustaining for a long time.

1.7: Giving an Opportunity for you customer participants:

It refers for personalizing the benefits of your environmentally friendly actions, normally through letting the customer take part in the positive environmental action.

1.8: Produce Good and leading Brands of Products:

Manufacturers should have produced good quality and leading brands of product for customer's easy identification and perception, if this type of product available through the mode of supply chain process then it creates a positive impression on the concerned product and brand for which the company becomes economically profitable. thus the producing product should be availed affordable price in the eyes of consumer pocket friendly and also help reduce the environmental impact in their own lives too.

13. Why we do need Green Practices of Supply Chain Management?

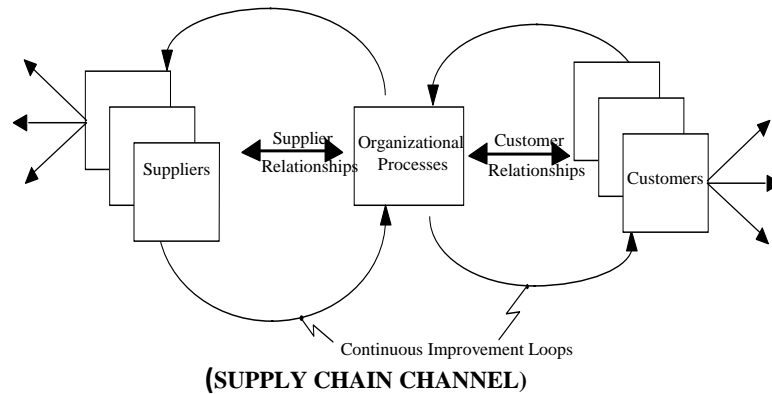
Build environmental considerations into product design

- ⊙ Jointly develop cleaner technology with suppliers
- ⊙ Conduct life cycle analysis in cooperation with suppliers
- ⊙ (DFE) product innovation
- ⊙ Engage suppliers in design for environment Coordinate minimization of environmental impact in the extended supply chain
- ⊙ Develop tools that assist in the DFE effort Cooperate with suppliers to deal with end-of-pipe environmental issues
- ⊙ Reduce packaging waste at the customer/supplier interface
- ⊙ Reuse/recycle materials in cooperation with the supplier

- ⊙ Launch reuse initiatives (including buy backs and leasing)
- Reverse logistics
- ⊙ Give supplier an incentive to reduce the customer's environmental load

PRACTICE OF SUPPLY CHAIN MANAGEMENT

(Figure:-1.3)



(SUPPLY CHAIN SYSTEM- GREEN MARKETING)

14. Economical Benefits of using Supply Chain Management:

As per the above study, we may benefited economically by using supply chain management. Here, the some of the benefits are discussed below on the basis of availed data of

USAEPss, USAEP, (2001), "Greening the Supply Chain", U.S. Asia Environmental Program, <http://www.usaep.org/ctem/greening.htm>, i.e.

- ⊙ Economic benefits from increased efficiency. By reducing wastes, companies decrease handling expenses, fines, and even costly inputs. Supplier's savings may be passed along to buyer companies.
- ⊙ Competitive advantage through innovation. Efficient production is enhanced through the use of cleaner technologies, process innovation, and waste reduction. Reduction in wastes equals dollars earned.
- ⊙ Improved product quality. Supply chain partnerships help maintain relationships between buyers and suppliers leading to increased control over product quality.
- ⊙ Consistent corporate environmental goals. In an era of multi-faceted, non-vertical manufacturing, companies include supplier outreach to address corporate environmental goals.
- ⊙ Improved public image. Consumers, investors, and employees respond positively to companies with a reputation for good environmental performance.

15. Present trends in Green Marketing in India

- ◎ So far as the present trends of green marketing has concerned, various organizations are perceive that, environmental marketing as an opportunity to achieve its objective. In connection with, various firms take such type of measures by consuming the good relationship with consumers awareness regarding use of their products and trained them which product is better for them and which are not for their health. Firms marketing such green products and such green products are preferred over the others not doing so and thus develop a competitive advantage in the eyes of customer for their daily acceptance and buying behavior for their own consumption.

Organizations believe they have a moral obligation to be more socially responsible and this is keeping with the philosophy of presentment marketing trends and supply chain management and it has been successfully adopted by many business firms, houses to improve their corporate image. Firms have followed two approaches that:

*Use the fact that they are environmentally responsible as a marketing tool for greening.

*Becomes responsible without prompting this fact.

Today Government bodies take preventive measures in order to force various firms to adopt industrial regulatory policy and environmental policy for greening the environment for clean which protects the interest of consumers, i.e.

- (i) Reduced production of harmful products or goods from the company, those are followed the environmental and pollution free guide line.
- (ii) Modify consumer and industry's use or consumption of harmful goods.
- (iii) Ensure that all types of consumers have the ability to evaluate the environmental composition of goods.
- (iv) Firms using modern technology and to be reduced waste and sells it to other firms. For example : those companies produces war weapon , they have to reduce it's production and not to sell to other countries or firm in order to avoid pollution and environmental problems as well as violating the world peace.
- (v) Consume green fuel for their daily production.
- (vi) A waste recycling or removal of harmful products from the industry.

16. The Future of Green Marketing:

- (a) As the green marketing future has been concerned , there are many lessons to be learned in order to avoid green marketing myopia, this short version of all this

is that effective green marketing requires applying good marketing principles to make green products desirable for consumers. The question that remains however what green marketing's future is? Business scholars have viewed it as a "fringe" topic, given that environmentalism's acceptance of limits and conservations does not violate the customers wants and desires of traditional way of availing products. Getting evidence proved that successful green products have avoided green marketing myopia by the following important principles that:

- (b) Designing environmental products to perform better quality than other products.
- (c) Promote and deliver the consumer desired value of environmental products and target relevant consumer market-segmentations.
- (d) Broaden mainstream appeal by handling consumer desired value into environmental products

17. Emerging Trends in Supply Chain Development Opportunities in Asia

Masato Abe, an economic affairs officer of the United Nations Economic and Social Commission for Asia and the Pacific (ESCAP), says there are several emerging trends for small and medium-sized supply chain management.

"Global supply chains enable small and medium-sized enterprises (SMEs) to act as suppliers of labor-intensive parts and components or to provide other basic services, largely on a subcontracting basis. SMEs' greater flexibility, adaptability to local economic conditions and capacity to serve orders for smaller quantities are key advantages."

18. Four Trends in Global Supply Chain Development

First, enterprises from emerging economies – beyond Asia's traditional economic powerhouses of Japan, South Korea and Taiwan – have expanded their access to the markets of regional trading partners. This is partly due to the development of various free trade and investment agreements at the regional level.

Second, and in parallel, many SME suppliers in Asian developing countries have been moving to higher value-added functions within global supply chains. While enhancing their supply capacity, they provide more products and or services with higher quality, thereby becoming increasingly preferred suppliers to lead firms.

Third, mainly due to increasing labor costs, some suppliers in emerging economies such as China, Malaysia and Thailand have started transferring traditional labor-intensive operations to less-developed neighboring countries. This is particularly evident in sectors such as garment and apparel, consumer goods, electronics, food processing and automotive parts. Examples include

Vietnam's outsourcing of low-end electronic component manufacturing to Cambodia.

Conclusion

In concluding paragraph of this task, it is right time to select "Implementation of Green Marketing" globally; It will come with drastic change in the world of business. If all nations will make strict regarding the implementation of green marketing policy by the industries either voluntary or mandatory to implement it then the world becomes pollution free and save. On the other hand, on the business point of view, because of a clever marketer is one who not only convinces the consumer but also involves the consumer for marketing his product. Don't think green marketing not just a technique of marketing approach but also it persuade with the greater vigor in the shake of environment clean and save for ever. That's why green marketing emphasizes the recycling process of wasted products, and its reusable i.e. Paper, plastic, metals etc. again converted in to new goods through the recycling process. Henceforth, Consumers will be more benefited and willing to live happily in a better greenery word. Finally industrialist, businessman, consumers, and supplier need to pressurize effects of minimize the negative effects on the environment –friendly and eco-friendly atmosphere for the future generation .Thus green marketing assumes even more importance and reverence in developing countries of Asian continents like India ,China ,Japan, Thailand, Singapore etc. as well as the remaining countries of the world.

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