



Re-Inventing the Traditional Perfume ‘Attar’: Social Marketing of a Green Product

Soma Sengupta^{1*}, Anjan Sen²

¹ Kamala Nehru College (University of Delhi), August Kranti Marg, New Delhi.

² Department of Geography, Delhi School of Economics, University of Delhi, Delhi.
dr.somasengupta@gmail.com

ABSTRACT

Perfumes are alcoholic and chemical-based, and uses aerosol-based spray dispenser, which are not only a hazard to health but also to the environment. A natural eco-friendly alternative of perfumes is ‘attar’, which are non-alcoholic, oil-based, natural extracts derived from flowers, herbs, wood, etc. Despite, state patronage and being an eco-friendly alternative to the billion-dollar perfume industry, attar remains marginalized in India and the world. The purpose of the present paper is to devise an effective social marketing strategy based on the Environment-Technology-Society (ETS) model to re-invent this green product, thereby preserving the traditional art of attar making, and boosting the local cultural economy. The unpopularity of attar can be attributed to the absence of an appropriate branding and marketing strategy. People are reluctant to switch to attar because of several psychological factors. They believe that the product is used by a certain community; and its usage is not considered smart. Also, people are not aware about the eco-friendliness of attar. A behavioural change of the target audience through social marketing can change their mind-set and they will willingly switch to attar from perfume. This involves, designing attar keeping in view the preferences of the customer, branding and labeling the product; packaging it well; reducing the psychological costs by generating awareness about the product vis-à-vis the harmful effects of perfumes; using integrated promotion strategy and celebrity advertising; and distributing the product through ethnic outlets, and high-end stores. The stakeholders should join hand to promote the product and in changing the attitude of society.

Key Words: Attar, Green Product, Social Marketing, Green Marketing, Psychological Cost/Price, Environment-Technology-Society (ETS) Model.

INTRODUCTION

The interaction between man and nature revolves around three forces – environment, technology, and society (ETS). The environment or nature provides the base, lays down the limits to freedom, and indicates the direction along which optimum appropriation through social labour is possible in the long run. The technology or knowledge aids the natural process, bends them to human purposes, modifies them and thus, aids in extending the range of freedom. Society or institutions are either conducive to or restrictive on man-nature interaction. It is these three forces which is the primary concern of development.

A model based on the inter-relationship of the three elements, i.e., the “ETS model” is a triad, wherein the environment sets the boundary, within which the technology develops to serve the

society. The twin concepts of green products and social marketing can be fused into the ETS model. The green products are an outcome of either very primitive or very sophisticated technologies; acceptance of which by the society is the prime concern of social marketing by initiating behavioral changes among people.

Conventional perfumes are alcoholic, chemical-based, and uses aerosol-based spray dispenser, which are not only a hazard to health but also to the environment. Though the use of CFCs in refrigeration and air-conditioning has been gradually phased out following signing of Montreal Protocol in 1989, yet they remain in use as aerosol propellants for deodorants, insecticides, paints, etc. Also, the alcohol in conventional perfume tends to evaporate much faster, thus losing power.

A more natural alternative of perfumes are attar, which are organic, non-alcoholic, oil-based natural extracts derived by simple distillation of flowers, herbs, woods, etc. Attar has been popular in the orient since time immemorial for olfactory, aromatic, and religious purposes. Also, attar has a lingering effect, and if not washed, may last for several days. Attar has a permanent shelf life, and becomes stronger, smells better and becomes more aromatic, as they mature. The quantity of attars required is less as they are concentrated, and a small bottle will last several weeks or months.

Today in India, they are manufactured as a handicraft and small-scale industry. Due to its high quality and reputation, attars manufactured at Kannauj in Uttar Pradesh, was given the status of Geographical Indication in 2013, under The Geographical Indications of Goods (Registration & Protection) Act, 1999 of India. However, due to difficulty in obtaining raw-material, high cost of production, and absence of any financial support or marketing strategies, attars have failed to gain commercial popularity. Competition is posed by chemical based perfumes. They are cheaper, branded, and well marketed. Hence, attar is still un-popular in India and world. Social marketing can make the attar a widely acceptable alternative, thereby reducing the harmful effect of perfumes, generating employment and preserving traditional art and handicraft.

Concepts and Review of Literature

This section discusses the concepts and the related literature. The discussion is divided into two sections – green marketing and social marketing.

Green Marketing

Green goods and services, on one hand, do not harm the environment; on the other, they benefit the environment by conserving the natural resources. Such goods and services are of diverse nature, such as, the products that helps in generating energy from renewable sources or enhances energy-efficiency; reduces pollution and greenhouse effects; recycles or reuse products; conserves natural resources; or generates public awareness. These goods and services are sold to customers, and include research and development, installation, and maintenance services (1).

American Marketing Association defines ‘Green marketing’ as ‘all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment’. ‘So green marketing should look at minimizing environmental harm, not necessarily eliminating it. Green marketing refers to the process of selling products and services based on their environmental benefits. Such a product or service may be environmentally friendly in itself, or produced and packaged in an environmentally friendly way’ (2).

The green marketing has evolved over 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 clean technology that involved designing of innovative new products which take care of pollution and waste issues. Third phase was 'Sustainable' green marketing which came into prominence in the late 1990s and early 2000 (3).

There are basically five reasons why a marketer should adopt green marketing. They are – opportunities or competitive advantage, Corporate Social Responsibilities (CSR), government pressure, competitive pressure, cost or profit issues, and green marketing mix (4). For green marketers to be successful, they must effectively and efficiently target their audience when and where consumers are most receptive to green messaging. Moreover, understanding the target markets' beliefs and attitude and also their purchase behaviour is important. Success depends on marketing plan development, sustainability auditing and planning, and branding or creative strategies. Beside that an integrated marketing strategy is required to make the concept of green marketing a success (5).

Social Marketing

In the 1970s, Philip Kotler and Gerald Zaltman introduced the concept of 'social marketing'. It was born with the realization that the same marketing principles that were being used to sell products to consumers could be used to 'sell' ideas, attitudes and behaviours. They defined 'social marketing' as, 'the design, implementation, and control of programmes calculated to influence the acceptability of social ideas and involving considerations of product planning, pricing, communication, distribution and marketing research' (6). 'Social marketing involves designing a balanced marketing mix of the 4Ps – product, price, promotion, and place, to a campaign. In addition to the four Ps that form the core of marketing, four additional Ps are used extensively in social marketing. They are public, partnership, policy, and purse-strings' (7).

Bloom and Novelli identified problems in 'eight basic decision-making areas of social marketing - market analysis, market segmentation, product strategy development, pricing strategy development, channel strategy development, communications strategy development, organizational design and planning, and evaluation' (8). Social advertising helps in informing and persuading the targeted audience about the social product (9, 10, 11, 12, 13). But overemphasis on advertising and promotion, many-a-times, mars a campaign (14). Hence, equal importance should be placed on all the elements of marketing mix. For example, the product cannot be successful without adequate distribution (15) or understanding the attitudes of the people in the society (16).

Green products though have become the need of the hour in the wake of conservation of environment, failed to become successful in the market. In comparison to the non-environment friendly alternatives, green products are either high-priced, or uses primitive technology, or not smart, or not widely marketed or distributed. In nutshell, they have not become popular among people. Social marketing can change the mindset and behavior of the target audience to adopt a social good. Though, generally social marketing is administered to sell social goods, it can be extended to make green goods popular. In fact, "switch to environment-friendly products", can also be termed as a social good and hence, social marketing techniques can help in making such a campaign successful as well as in changing the behavior of targeted groups. The study analyses the efforts undertaken by the different bodies operating in India. The objective was to design a social marketing campaign and strategy based on the Environment-Technology-Society model, to popularize attar.

Two hypotheses were drawn for the purposes of the study:

- H₁: The opinions of people from different socio-economic backgrounds regarding factors motivating acceptance of eco-friendly attar do not differ significantly.
- H₂: The opinions of users of attar is not significantly different from that of non-users regarding factors preventing the use of attar.

METHODOLOGY

The study involved an intensive and structured interview of decision makers of the board promoting attar – the Fragrance and Flavor Development Centre (FFDC), Kannauj; Delhi Tourism and Transportation Development Corporation Limited (DTTDC) which organises Itar and Sugandhi Mela in Delhi; selected manufacturers and traders of attar in Kannauj (Uttar Pradesh), Puducherry and Pushkar (Rajasthan); and finally organisations such as Aurobino Ashram and Auroville, FabIndia, Khadi and Gram Udyog. A sample of 250 respondents in Delhi and NCR (National Capital Region) were selected and data was collected with the help of a questionnaire during January, 2013 to June, 2013. The data was statistically analysed. The brochures of different organisations, newspaper articles and relevant websites constituted the secondary data sources.

RESULTS

The outcome of the structured interviews of the decision-makers of different organisations; and an analysis and interpretation of results of the survey conducted in Delhi and NCR, are discussed in the following paragraphs.

A. Outcome of Structured Interviews

The product, attar, is mostly sold without any branding or labeling. No renowned brand name or manufacturing house is associated with this product. Attention is not paid on improving the packaging of the product. On the other hand, perfume manufacturers all over the world are spending a huge amount of money in designing the packaging for their products. The product is manufactured using the primitive method of distillation. Though this can be projected as the unique selling proposition of the product, in the absence of standardization and grading, this becomes a deterrent. Moreover, pure form of attar is exceptionally expensive and hence, the oil based attar is available for the general public. This also hampers the credibility of the composition.

Fragrance and Flavour Development Centre (FFDC): It was set-up in the year 1991 by Ministry of Micro, Small & Medium Enterprises (MSME), Government of India, with the assistance of United Nations Development Programme (UNDP) or United Nations Industrial Development Organisation (UNIDO) and Government of Uttar Pradesh. FFDC aims to serve as an interface between essential oil, fragrance and flavor industry, and the research and development institutions both in the field of agro technology and chemical technology. Main objective of the Centre is to serve, sustain and upgrade the status of farmers and industry engaged in the aromatic cultivation and its processing. The aim is to popularize this product in both, local and global market.

Though FFDC is undertaking a gamut of functions to sustain and develop the age-old art of manufacturing attar, they are majorly lagging behind in terms of marketing of the same. They fail to understand the importance of branding, labeling, packaging, product and brand

positioning, targeting, and all other aspects of marketing. If the domestic market and the international market potential are properly harnessed, there exists a good future for Indian natural fragrance and attars.

Itra and Sugandhi Mela, New Delhi: Government of NCT of Delhi under the auspices of Delhi Tourism and Transportation Development Corporation Limited (DTTDC) organises annually a unique festival, called ‘Itra and Sugandhi Mela’ since the year 2010, at different Dilli Haats, with the technical assistance by Fragrance and Flavour Development Centre (FFDC), Kannauj and the Ministry of Micro, Small & Medium Enterprises (MSME). This festival brings unique and natural fragrances under one roof for the people of Delhi along with the people engaged in this industry. The aim is to create awareness about the traditional attar and importance of essential oil for health care. The festival also highlights the ancient and rich heritage of India in the field of natural perfumes and essential oils. Apart from the sale of product related to attar, the festival features a demonstration of the distillation process and also on aroma therapy and essential oil. Over fifty thousand people visit this fare every year. Though, exhibitions and fares are occasionally organized to promote this product, a very select audience visit such fares. All produce is being sold through local linkages. Such a product is not kept in any high-end store, departmental stores, or in shopping malls. In fact, many people are not aware of the stores selling this product in their city. Hence, it can be observed that no marketing effort is ever undertaken by the manufacturers. However, it is seen that a few corporate entities like Fabindia and Auroshikha have given a distinct identity to this product.

B. Analysis of Data

An analysis of data collected from 250 respondents in Delhi and neighbouring areas depicts the following picture.

Out of 250 respondents, only 44 respondents (17.6%) have used the product at least once in their life. This shows that attar is not popular among the masses, and there is a very select target group for this product. The results are depicted in Table I.

Table I: Distribution of Respondents on the basis of User Status

Respondents	Number	Percentage (%)
Users	44	17.6
Non-users	206	82.4
Total	250	100

In order to determine the importance of the sources of information considered by the respondents while buying attar, the mean, and standard deviation of each of the six sources were computed. On the basis of their mean values, the sources were ranked. The results are presented in Table II.

Maximum number of respondents bought the product impulsively when they accidentally came across an attar store or the product is kept in the store where they went to purchase some other product, without any previous knowledge. This was followed by melas, fairs, and exhibitions, which gave them an opportunity to get information about the product and on that basis they purchased it. The respondents also got information about attar from relatives or friends or acquaintances using the product. A few of them got information from websites like, amazon.com, attarbazar.com etc. Direct mails and advertisements are literally absent as an information source for this category of product.

Table II: Sources of Information of Attar

Factor	Mean	S.D.	Rank
Advertisements	0.06	0.52	VI
Direct mails	0.11	0.58	V
Websites/Social-networking Sites/ Emails	0.21	0.66	IV
Relatives/Friends/Acquaintance who use the product	0.59	0.65	III
Seeing the product in the market	0.72	0.68	I
Melas, Fairs, and Exhibitions	0.62	0.67	II

In order to determine the factors that may motivate people to buy attar, the mean and standard deviation of each of the eight factors were computed. On the basis of their mean values, the factors were ranked. The results are presented in Table III. Maximum number of respondents opined that people buy attar impulsively, i.e., on seeing the product in the market. Hence, this factor received the first rank. Also, a visit to ‘Melas, Fairs and Exhibitions’ motivate people to buy the product. Hence, this factor was ranked second. ‘Experience and suggestions of others’ got the third rank. Fourth rank went to the factor, ‘low price’ of the product, especially when compared to perfumes available in the market. Next in order is the factor, ‘lingering fragrance’. ‘Concern for the environment’ is not considered as a strong motivating factor, since people are not aware about the harmful effect of perfume. ‘Free samples’ and ‘advertisements’ are rarely applied promotion techniques in case of such a product. Hence, these two factors bagged the last two ranks, respectively.

Table III: Factors Motivating Use of Attar

Factors	Mean	S.D.	Rank
Advertisements	2.17	0.61	VIII
Low price	3.53	0.54	IV
Lingering fragrance	3.47	0.68	V
Experiences or suggestions of others	3.63	0.57	III
On seeing the product in a store	3.87	0.54	I
Concern for Environment or Nature/ Aware about the harmful effect of perfume on environment and health	3.16	0.60	VI
Melas, fairs, and exhibitions	3.83	0.56	II
Free sample	2.42	0.66	VII

The respondents were inquired about the factors that prevent people from using attar or switching from perfume to attar. The results are presented in Table IV.

The problem with attar is that most of the respondents believed that the product is used by only people belonging to a certain community, or people who visit the dancing (*nauch*) girls. Hence, this factor was ranked first among all the preventing factors. Moreover, it is not considered as hip or smart to use the products in comparison to renowned brands of perfumes. The fragrance is considered too strong and also, there is a fear that attar leaves stains on clothes. Hence, the next three ranks were bagged by these three factors, respectively.

There is a serious flaw in all aspects of marketing of attar. Absence of quality assurance, lack of information or absence of promotion, brand name and labeling of the product, poor packaging in comparison to perfumes, absence of knowledge about the stores selling such a

product and also their non-availability in departmental stores or malls, all these has prevented the respondents to use attar.

Table IV: Factors Preventing Use of Attar

Factors	Mean	S.D.	Rank
Absence of brand name and labeling.	3.27	0.68	VII
Fragrance is too strong.	4.21	0.47	III
Leaves stains on clothes.	4.02	0.45	IV
High price (pure attar perceived as over-priced).	2.56	0.65	X
Lack of information/ Not promoted well.	3.62	0.58	VI
No quality assurance.	3.85	0.71	V
Poor packaging in comparison to perfumes.	2.93	0.66	VIII
Believes that the product is used by only people belonging to a certain community.	4.78	0.51	I
Not aware of stores selling such a product/ Not available in departmental stores or malls.	2.71	0.69	IX
Not considered as hip/smart to use the products in comparison to renowned brands of perfumes.	4.69	0.56	II
Cannot relate it as being eco-friendly.	1.21	0.72	XII
Not aware about the harmful effect of perfumes	1.24	0.67	XI

The product is not considered high priced, since the oil based attar available in the market are quite cheap in comparison to perfume, and most of the respondents are not aware about the price of pure attar. Interestingly, very few respondents are aware about the harmful effect of perfumes; and about the fact that attar is eco-friendly in comparison to perfume. Table V depicts the respondents' opinions about the ways to make attar popular.

Table V: Ways to Make Attar Popular

Ways	Mean	S.D.	Rank
By branding the product and labeling the content.	4.68	0.69	III
By proper designing the packaging of the product.	4.35	0.62	IV
By making the product available in mild fragrances suitable for urban customer.	4.08	0.67	V
By appropriately pricing the product to give it a high-end image, but suit the pockets of the target audience.	3.21	0.81	VII
By distributing free samples of the product.	2.19	0.71	IX
By generating more awareness about them in all possible medium, and changing the mindset of the people.	4.73	0.64	I
By educating the potential customers about the significance of attar as an eco-friendly alternative to perfumes.	4.71	0.67	II
By placing such products in high-end stores and departmental stores.	3.82	0.65	VI
By engaging celebrity as brand ambassador.	3.02	0.76	VIII
By making them available in purer.	1.17	0.77	X
By reducing the price of the product.	1.15	0.72	XI

Most of them agreed that changing the mindset of the people is essential, by making them know the history of attar which has its mention in Hindu sacred books; by generating more awareness

about them in all possible medium, and hence, this mode has got the first rank. They opined that educating the potential customers about the significance of attar as an eco-friendly alternative to perfumes, will induce a behavioural change among the target audience. Again, proper marketing has been indicated by the respondents, such as, branding the product and labeling the content; proper designing the packaging of the product; making the product available in mild fragrances suitable for urban customers; placing such products in high-end stores and departmental stores; appropriately pricing the product to give it a high-end image but suit the pockets of the target audience; engaging celebrity as brand ambassador; and distributing free samples of the product. Hence, these factors bagged the ranks in that order. The respondents opined that attar should be made available in the market in purer forms with lesser oil content. The respondents do not find the price of the attar high and hence the way, ‘by reducing the prices at which they are sold’, has got the last rank.

In order to determine the impact of socio-economic factors on the people’s opinion about attar, six variables were examined, i.e., sex, age, education, occupation, income, and area of residence, with respect to the factors motivating people to buy attar. The t-values of the eight factors were computed in order to test the first hypothesis. The results are presented in Table VI.

Table VI: Influence of Socio-Economic Variables on Motivating Factors

Factors	t-values					
	Sex	Age	Education	Occupation	Income	Location
Advertisements	0.24	0.02	0.16	0.07	0.26	0.12
Low price	3.59**	1.30	2.78*	2.86*	3.75*	2.77*
Lingering fragrance	1.13	0.14	0.22	0.26	0.36	1.56
Experiences or suggestions of others	0.70	0.28	0.28	0.53	0.27	0.34
On seeing the product in a store	1.44	0.36	1.94	0.58	0.71	0.14
Concern for Environment/ Aware about the harmful effect of perfume on environment and health	0.64	0.53	0.54	0.38	0.40	0.30
Melas, fairs, and exhibitions	1.41	0.11	3.19*	2.67*	3.01*	1.46
Free sample	0.57	0.10	0.09	0.25	0.37	0.35

*Significant at 0.05 level of significance. **Significant at 0.01 level of significance.

Except for the factors, ‘low price’ and ‘melas, fairs, and exhibitions’, no significant differences were found for any other factor. On the basis of the results, it can be concluded that the influence of socio-economic variables on the respondents’ opinion about the factors motivating people to buy attar is very weak and sporadic. Hence, the first hypothesis, H₁ stating that ‘the opinions of people from different socio-economic backgrounds regarding factors motivating acceptance of eco-friendly attar do not differ significantly’, is accepted.

In order to test the hypothesis stating that ‘the opinions of users of attar is not significantly different from that of non-users regarding factors preventing the use of attar’, both t-test and one-way ANOVA was conducted for twelve factors. The results are presented in Table VII. The t-values and the F-ratios were found to be significant for the factors, ‘absence of brand name and labeling’, ‘fragrance is too strong’, ‘leaves stains on clothes’, ‘lack of information or not promoted well’, ‘no quality assurance’, ‘poor packaging in comparison to perfumes’, ‘not aware of stores selling such a product’, and ‘not considered as hip or smart to use the products in comparison to renowned brands of perfumes’.

Table VII: Difference of Opinions of Users and Non-Users of Attar

Factors	Users N=44		Non-Users N=206		t-value	F-Ratio
	Mean	S.D.	Mean	S.D.		
Absence of brand name and labeling.	3.05	0.66	3.32	0.70	2.35*	5.50*
Fragrance is too strong.	4.03	0.56	4.24	0.42	2.83**	7.99**
Leaves stains on clothes.	3.89	0.49	4.05	0.43	2.19*	4.77*
High price (pure attar perceived as over-priced).	2.51	0.62	2.57	0.69	0.53	0.28
Lack of information/ Not promoted well.	3.40	0.52	3.66	0.56	2.83**	8.00**
No quality assurance.	3.67	0.65	3.89	0.64	2.06*	4.26*
Poor packaging in comparison to perfumes.	2.71	0.61	2.97	0.62	2.53*	6.41*
Believes that the product is used by only people belonging to a certain community.	4.73	0.59	4.79	0.69	0.54	0.29
Not aware of stores selling such a product / Not available in departmental stores or malls.	2.54	0.61	2.76	0.63	2.11*	4.47*
Not considered as hip / smart to use the products in comparison to renowned brands of perfumes.	4.55	0.52	4.73	0.55	1.99*	3.96*
Cannot relate it as being eco-friendly.	1.18	0.71	1.22	0.70	0.34	0.12
Not aware about the harmful effect of perfumes	1.15	0.68	1.26	0.69	0.96	0.93

*Significant at 0.05 level of significance. **Significant at 0.01 level of significance.

On the basis of these results, the null hypothesis H_2 is rejected. There is a significant difference in the opinions of the users and the non-users regarding factors preventing the use of attar.

DISCUSSION

Despite the fact that perfumes release ozone-depleting gases into the environment through aerosol nozzles, and are one of the major causes of ozone layer depletion, they are hugely popular worldwide. People are not aware of the harmful effect of perfumes on the environment. Nor they know about the safer alternative, attar; the brands or companies selling the products;

and the stores from where the product can be purchased. The influences of socio-economic variables were found to be weak and sporadic on the respondents' opinions regarding factors motivating people to buy attar. Education and income have some influence on a few factors, like price. Hence, while pricing and designing a marketing strategy for attar, these socio-economic factors should be taken into account. The psychological cost of shifting from perfume to attar is too high, like, attar is used by people belonging to a certain community; fragrance is very strong; leaves stains on clothes; does not look hip or smart; and so on.

Attar promotion bodies like, the FFDC and State Governments are making an effort through research and development, marketing efforts, and exhibitions to revive this ancient and eco-friendly perfume. But a lot has to be done in this direction to make them popular. Attar manufacturers are operating at a small level and are not applying any of the technique of marketing. The products are sold without proper branding, labeling, and packaging. Standardization and quality check of the product is also absent. The products are not promoted at all and are sold through local linkages. Very few renowned houses like, Aurobindo Ashram, and Fabindia are doing proper marketing of the product. They have repositioned the product by giving it a quality image and targeted them to people belonging to upper middle class or upper class. They have given an aesthetic appeal and a green image to their products. Their products are hugely popular in urban cities of India and all over the world.

CONCLUSIONS

The society has forgotten this product in the presence of all national and international brands. People shun this product due to the stigma attached with it. Social marketing can be applied to popularize this product. Attar manufacturers and marketers can reinvent and reposition the product vis-à-vis perfumes; and design a strategy to popularize the product across population in India as well as in international market. A balanced marketing mix can prove to be the key to success. All efforts should be made to bring an attitudinal change among the target audience towards attar, so as to gain acceptability among them. On the basis of the study, the following implications for the marketers of attar were derived:

Product Strategy: 'Switch to eco-friendly attar from perfume' idea will be considered as the product for such a campaign which should aim at generating a concern among the target audience towards the harmful impact of perfumes with aerosol nozzle on the environment. The product strategy should involve standardizing and grading the quality of attar; branding and labeling the product; designing packaging of international standards; making them available in mild fragrances of international liking; and removing or reducing the oil-based versions of attar so that they do not leave mark on the clothes.

Pricing Strategy: For this product, both, actual price and the psychological price or cost, is important. The pure versions of attar should be priced keeping in mind the purchasing power of the target audiences. While, pricing the diluted versions care should be taken so that they are not priced too low, giving them a low quality image. Neither the product should be priced too high, that they become unreachable for the target audience. The psychological or non-monetary price poses fears that prevent people from switching to attar. The marketer should strive to reduce or remove these fears like, by disassociating with the impression that the product is being used by a particular community, giving it a hip value, international fragrances, no stains on clothes, and also emphasise the fact that attar is a green alternative to perfume.

Promotional Strategy: The promotional campaigns should hit the psychological costs/fears of people. The promotional strategy should involve awareness generation among the target audience about the eco-friendliness of attar. The harmful impact of perfume on environment should be well highlighted. Also, promotions should give information about the brand, availability of types of fragrances, stores where the products are available, and about the quality

of the product. Beside an integrated promotion mix, i.e., advertising, personal selling, and sales promotion, roping in a celebrity with great credential, will ensure success for the product.

Place or Distribution Strategy: Branded and labeled attar can be sold through any high-end store, departmental store, boutique stores, chemist shops, or through company owned multiple-chain stores in malls and in popular market places.

Publics: Both, the internal public (the decision makers in the company) as well as the external public (the target audience, policymakers, attar promotion boards, and competitors) should be addressed to while popularizing a product like attar.

Partnership: Such a product, which has a very limited audience, cannot be popularized unless different organizations join hand to make the product and the cause successful. The competing companies or manufacturers, attar promotion board, the Central and State government, the Non-Governmental Organisations (NGO), the departmental stores, all have to work together towards popularizing an environment-friendly alternative to perfume.

Policy: The Government on its part should frame a policy to promote attar and limit use of perfumes. The perfume companies should be penalized by imposing more taxes on them. On the other hand, subsidies should be given to attar manufacturers on raw materials.

Purse Strings: If the cause of promoting an environment friendly product like, attar has to be taken up in a mass scale, a lot of grants and donations from foundations, attar promotion boards, and government has to be mopped up to make this product and the cause a success in India and promote it worldwide.

Environment-Technology-Society (ETS) Model: The environment demands a natural perfume with no chemicals and harmful gases. The technology to derive natural perfume through distillation is already there in India since ancient times. The eco-friendly natural perfume is attar. The ETS model for Attar is presented in Figure 1.

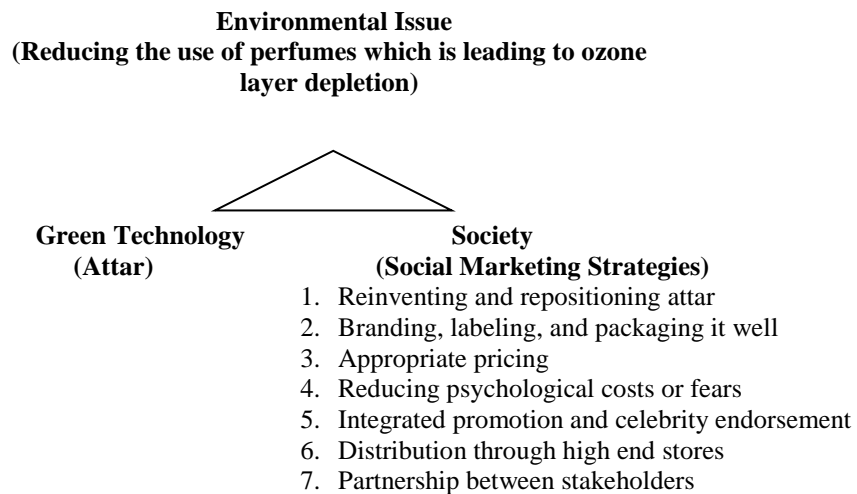


Figure 1: ETS Model for Attar

Hence, it can be concluded that the society's demand for perfume, which are harmful to the environment, can be fulfilled by providing them with an environment-friendly alternative, i.e., attar which uses the primitive age-old technology which can be considered as green technology. A behavioural change of the target audience through social marketing can change the mind-set of the target audience and they will willingly switch to attar from perfume.

ACKNOWLEDGMENTS

The study is a part of Major Research Project (UGC) 2012-14. We are thankful to University Grant Commission for the research grant and support to complete the project. We also express our gratitude to Dr. Minoti Chatterjee, Principal (now retired), Kamala Nehru College, University of Delhi, for her encouragement and support.

REFERENCES

1. Bureau of Labor Statistics (BLS) of the US Department of Labor. <http://www.bls.gov/ggs/ggsfaq.htm>. Retrieved April 27, 2014.
2. Ward, Susan. (2012). Green Marketing. *About.com Guide*. Retrieved March 25, 2013.
3. Peattie, Ken. (2001). *Green Marketing* (M & E Handbook Series). London: Macdonald & Evans.
4. Das, Sanjit Kumar. (May 27, 2010). Green Marketing: Opportunities and Challenges. *mba journal, marketing*. Retrieved March 25, 2013.
5. Grant, John. (2008). *The Green Marketing Manifesto*. West Sussex, England: John Wiley and Sons Ltd.
6. Kotler, P., and Zaltman, G. (1971). Social Marketing: An Approach to Planned Social Change. *Journal of Marketing* Vol. 35(3): pp. (3-12).
7. Weinreich, N.K. (1999). "What is Social Marketing?", webmaster@socialmarketing.com. Retrieved February 22, 2013.
8. Bloom and Novelli, W. D. (1981). Problems and Challenges in Social Marketing. *Journal of Marketing* Vol. 45(2): pp. (79-88).
9. Lane, S. D. (1997). Television Minidramas: Social Marketing and Evaluation in Egypt. *Medical Anthropology Quarterly* Vol. 11(2): pp. (164-182).
10. Mann, B. J. S. (2001). Effectiveness of Social Advertising. *Indian Journal of Commerce* Vol. 54(4): pp. (142-46).
11. Bush and Boller, G. W. (1991). Rethinking the Role of Television Advertising during Health Crises: A Rhetorical Analysis of the Federal AIDS Campaigns. *Journal of Advertising* Vol. 20(1): pp. (28-37).
12. Peracchio, L. A., and Luna, D. (1998). The Development of an Advertising Campaign to Discourage Smoking Initiation among Children and Youth. *Journal of Advertising* Vol. 27(3): pp. (49-56).
13. Teel S. J., Teel, J. E., and Bearden, W. O. (1979). Lessons Learned from the Broadcast Cigarette Advertising Ban. *Journal of Marketing* Vol. 43(1): pp. (45-50).
14. Kotler, P., and Zaltman, G. (op. cit).
15. Farley, J. U., and Leavitt, H. J. (1971). Marketing and Population Problems. *Journal of Marketing* Vol. 35(3): pp. (28-33).
16. Sheth and Frazier Burnett, J. J. (1981). Psychographic and Demographic Characteristics of Blood Donors. *Journal of Consumer Research* Vol. 8(1): pp. (62-66).