

Green Marketing Strategies: A Study of Selected Leading Companies

Deepak Kumar¹ & Suman Lata²

Abstract

Green marketing requires awareness not only from customer but also from the manufacture of goods which are consumer goods as well as industrial goods. The main objective of the present study is to understand the impact of green marketing on the companies. In the field of ethics and social responsibility, green marketing themes are core areas related to environmental safety and human wellbeing. Finding suggests that the companies have favorable attitude towards green product and green marketing because green marketing helps in improving the sales and the image of the companies.

Keywords: green marketing, green product, biodegradable

INTRODUCTION

Marketing is an ancient art and has since the days of Adam and Eve has practiced in one form or the other. In the modern world marketing is everywhere most of the task we do and most of the things we handle are linked to the marketing like your morning tea , coffee , newspaper , breakfast , the shirt you put for the day etc. has been touch by marketing . Thus, we have MRTP act 1969, CONSUMER PROTECTION act 1986 and other two contain the strength of manufacture and marketer to bend to the demand of

¹ Assistant Professor(s) S.D. College (Lahore) Ambala Cantt

² Assistant Professor(s) S.D. College (Lahore) Ambala Cantt

consumer friendly and environment friendly. From the very beginning the marketer produce only those products from those they gain profit by neglecting the consumer and environment. Since last few years a revolutionary change has been taken in a world of marketing by using the concept of 'green marketing'. As individuals become more committed to environment green product will gain a competitive edge, but because environment claims have been used to mislead customers, some firms are finding it difficult to successfully launch green marketing program me. This is happening due to rapidly increase in awareness among general public about the importance and urgency of the green issues.

'Green Marketing' is the marketing of product that are presumed to be environmentally safe. For the survival of the companies it is required to adopt green marketing and produce green product. Green products are those which are recyclable, reusable and biodegradable and those products which does not harm or pollute the environment. Green product are also called 'eco friendly product'. Under green marketing companies use eco friendly packaging also.

Green marketing strategy have various benefits to companies like increase in revenue , reduce cost , new product development , risk minimization , environment protection , global safety and brand reputation. Companies should adopt innovative methods for the sustainable development in the competitive environment through using the green marketing products.

According to the American Marketing Association, "green marketing is the marketing of products that are presumed to be environmentally safe." Green marketing definitions can be a little confusing, since green marketing can refer to anything from greening product development to the actual advertising campaign itself. Going by alternative names such as sustainable marketing, environmental marketing, green advertising, eco marketing, organic marketing, all of which point to similar concepts though perhaps in a more specific fashion, green marketing is essentially a way to brand your marketing message in order to capture more of the market by appealing to people's desire to choose products and services that are better for the environment.

OBJECTIVES OF THE STUDY

The present study has following objectives;

1. To analyze the impact of green marketing in various companies.
2. To examine whether the existing green marketing practices have any influence on the companies
3. To study the companies attitude towards the green product and green marketing.

LITERATURE PREVIEW

Environmental marketing more popularly known as ‘green marketing or sustainable marketing ‘ can be defined as effort by the company to design, promote, price and distribute product in a manner which protect environment (Polonsky, 2011). Unruh and ettenson (2010) publish their seminar work about going green marketing distribution method for executive who believe that developing green products makes sense for their organization.

Green marketing involves developing good quality products which can make customer needs and wants by focusing on quality, performance, pricing in an environmentally way (Dutta, 2009). According to popular survey it is 7% of the people from various nations have shown an interest in reducing their impact on environment (Mckinsey, 2007).

Newspapers, magazines and television as the main channel of information of green product in Malaysia and majority of the public relied on these media (Mohd Rafi and Azman, 2003). The greater awareness of environmental justice in green marketing and suggest to determine consumer awareness of environmental integrity and consumer willingness to bear the cost associated with it (Oyewole, 2001).

Charter (1999) argued that businesses are faced with increasing challenges of environmental protection and demand for environmental friendly products and services.

According to Phillips (1999), consumers are willing to pay premium for green products because they prioritize green attributes in the green products.

Specially, green marketing leads to personal reverts of healthier and more fulfilled , lives, include organizational performance, better physical environment and ultimately

To sustainable development (OTTMAN, 1998, and Villums, 1998).

Marketing, just like other business functional areas, has a role to play in providing solution to in environmental problem of today a bringing sustainable development (Polonsky and Mintu, 1997). Green marketing should be more than either a green way of marketing, or the marketing so called Green products (Kangis, 1992).

METHODOLOGY

The present study is entirely based on secondary data. Secondary data was collected through the journals – online and printed, websites and books. This study is an attempt to test the factors and impact of green marketing among the various companies. Here sample was taken from three companies.

ANALYSIS

Under this study, the impact of green marketing on companies (Philips, Hindustan Unilever Ltd and Heineken) is analyzed.

PHILIPS

Impacts of green marketing:

1. Under Philips green innovation is the research and development spend related to development of new generation of green product and green technology.
2. In 2010 Philips announced plans to invest a cumulative EUR 2 billion in green innovation during the coming 5 years.
3. Philips invested EUR 509 million in green innovation in 2013 with the strongest contribution from lighting.

4. Green innovation is spread over project focused on global challenges related to water, air, waste, energy as well as material.
5. E – WASTE is one of the fastest growing waste streams, so it is important that the product is treated recyclable at its end of the life.
6. Philips recycles used products and related packaging materials in accordance with all environment laws.
7. After using green product the sale of Philip is increased to eur.11.8 (51 % of sales).
8. At the end of 2012 renewable energy contributed 26.3% of total energy used by company.
9. Green marketing builds the brand image all over the world.
10. Make the product more ecologically efficient.
11. The company launched 91 new green products in the market last year, up 72% from the previous year.

HINDUSTAN UNILEVER LIMITED:

Impact of green marketing:

1. Reduction in weight per customer through a combination of light weighting and material design optimization.
2. Office waste will be re-used and recyclable.
3. Green house gas impact per customer use has reduced by around 6% since 2010.
4. Reduce the green house impact which result grew 19% in sales of shampoos.
5. Atleast 88 % of office waste will be reused over 2011-2012.
- 6.3.5% increase in recycling and recovery rate over 2010.
7. Reformulating the product to reduce greenhouse gas emissions by 15% by 2012.
8. Hindustan Unilever. Waste impact per consumer use has reduced by around 7% since 2010.
9. More of the packaging is now recyclable or contain recycled material.
- 10.53% of manufacturing sites achieved zero non- hazardous waste to landfill by end 2012.

11. Elimination PVC (polyvinyl chloride) from packaging by 2012.
12. By end 2012 Hindustan Uniliver Ltd. reduced paper consumptions by 24% per head in top 21 countries.
13. Reduced the number of layers and thickness of sachet material used for hair product in South East Asia.
14. Introduced a new design for Vaseline Petroleum Jelly Jar which has cut plastic by 3% saving about 113 tone of resin a year.
15. In the USA-Dove and Suave brands are working with recycle bank to intensive consumer to recycle more bathroom products

HEINEKEN

Impacts of green marketing:

1. Reduction of direct or indirect in CO₂ emission.
2. To launch the ideas brewery with a first challenge focused on finding new approaches to sustainable packaging in 2012.
3. Specification for developing of green cooling equipments.
4. Reduction of CO₂ emission from 10.4kg/hl. In 2008 to 6.4kg/hl in 2020.
5. Green marketing makes the Heineken product more eco-friendly due to sustainable packaging.
6. It improves its brand image.
7. Energy Consumption level was lower than those of 2010 e.g. 4hl water /hl beer in 2011 versus 4.1 hl waster/ hl beer in 2010.
8. Heineken dedicated their vision to 2 perspectives: Green brewer and green commerce
9. Reduced Carbon-Dio-oxide emission by 5%.
10. Introduced green refrigerating unit which are said to use 35 % less energy than normal refrigerators.
11. Re usage rate their returnable packaging was 88.6% and recycling rate of their non returnable packaging was 73.5%.

12. Green House Gas emission < 8.5 kg CO-eq/hl for breweries.
13. Create the Heineken green bag which becomes an instant environmental and fashion statement.
14. In 2010, all new purchased fridges to be based on green technology.

FINDING OF THE STUDY

1. It is found that sale of the companies has increased after using 'green marketing'.
2. Proper utilization of resources (air, water, solar and energy.)
3. More use of green product and green technology.
4. Facing the competition more effectively through green marketing.
5. Green marketing makes the signal of brand image.
6. Reduction in green houses gases emission.
7. Reducing in environmental impact in distribution, packing.

CONCLUSION

Green marketing is considered as an instrument to bring about environmental change.

This study focused on the concept of green marketing which has positive impact on the companies those uses the green marketing. Through green marketing companies produce those products which are environment friendly and save the planet. Green marketing improves the brand image and sales of the various companies. To have sustainable polluted free environment it is paramount to implement the concept of green marketing by all companies. Green marketing is used by companies to communicate a brand's emphasis on business practices or products that are beneficial for the environment. Hence, the process selling goods and services in an Eco friendly way is a big issue before the business houses across the global.

REFERENCES:

1. Ramaswamy V.S , Namakumari .S, Marketing management (global prospective Indian context) ,4th edition
2. Bansal.S.P, Marketing management, Kalyani Publication , 6th revised edition
3. SONTAKKI C.N ,Marketing management (in the Indian background) .
4. The I U P general of marketing management , vol-13 , s.no 1 , 2014 PP.(45-58).
5. Dutta B (2009),” Sustainable Green Marketing The New Imperative”, Marketing Mastermind, pp 23-26 IUP Publications, Hydrabad.
6. Mohd Rafi Y and Azman Z (2003),” Customers’ awareness Perception and Future Prospects of Green products in Pahang, Malaysia”, The Journal of Commerce, Vol. 3, No. 2 pp 1-10.
7. Oyewole P(2001),” Social Costs of Environmental Justice Associated with the Practice of Green marketing ,’ Journal of Business Ethics, Vol 29, No. 3 pp 239-252.
8. [http:// www.adhugger.net/2012/09/12/heineken-going-green-and-brewing/](http://www.adhugger.net/2012/09/12/heineken-going-green-and-brewing/)
9. [http:// www.youtube.com/watch?v=xj1TqhjLaQ](http://www.youtube.com/watch?v=xj1TqhjLaQ)
10. WWW.philipkotler2013.blog3pot.com
11. [.WWW.slideshare.net/green](http://WWW.slideshare.net/green) marketing
12. WWW.enviromentalleader.com/philips
13. WWW.enviromentalleader.com/hindustanunileverlimited
14. WWW.enviromentalleader.com/heineken