
GREEN MARKETING: A BETTER WAY OF DOING BUSINESS

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Abstract

In the modern era of globalization, life becomes very fast. In this fast racing life, we ignore the safety of our environment. Environment gives us everything but we give to environment.... what? Today green marketing has gone from a trend to a way of doing business. In the modern era of globalization, every entrepreneur has to adopt a business approach of green marketing because it is rightly said, "cleanliness is next to godliness". Green marketing is the marketing of products that are presumed to be environmentally safe. In this research paper, main emphasis has been made on concept, its role, importance and how it is a better way of doing business. The paper aims at finding out what actually green marketing is all about and how can a business firm be more competitive by using green marketing strategies to gain a competitive edge over others.

Key words: Green marketing, Eco- friendly products.

Introduction

'Green' word indicates 'purity' and 'quality'. Green marketing is the marketing of eco-friendly products that are presumed to be environmentally safe. Green marketing is a business practice that takes into account consumer concern about promoting preservation and conservation of natural environment. It is not fully developed in India, although, many big companies adopted the concept of green marketing, with the purpose of providing healthy life to their consumer. According to American marketing association, green marketing is the marketing of products that are presumed to be environmentally safe. Green marketing is a phenomenon which has developed particular important in the modern market and has emerged as an important concept in India as in other parts in the developing and developed world.

Objectives of the study:

- To discuss the need of green marketing in India, from different perspective,
- To understand the strategy needed for successful green marketing.
- To study the importance of Green marketing,
- To study the present scenario and potential of green marketing in India and
- To aware consumers about harmful of chemical products.

What is Green Marketing?

Green marketing is the marketing of environmentally friendly products and services. It is becoming more popular as more people become concerned with environmental issues and decide that they want to spend their money in a way that is kinder to the planet.

Green marketing can involve a number of different things, such as creating an eco-friendly product, using eco-friendly packaging, adopting sustainable business practices, or focusing marketing efforts on messages that communicate a product's green benefits. Green marketing, also alternatively known as environmental marketing and sustainable marketing, refers to an organization's efforts at designing, promoting, pricing and distributing products that will not

harm the environment

Scope of Green Marketing:-

Green marketing is not just setting products based on their environmental benefits, but it is a wider concept. Green marketing involves developing products and packages that are environment friendly or less harmful to the environment. It includes many areas ranging from conservation to control of pollution. Companies should make every possible effort to undertake research and development in order to come up with eco-friendly products in the interest of the consumers well being in particular and that of societies in general.

Green Marketing Methods

Beyond making an environmentally friendly product, business owners can do other things as part of their green marketing efforts. The following can all be part of a green marketing strategy:

- Using eco-friendly paper and inks for print marketing materials
- Skipping the printed materials altogether and option for electronic marketing
- Having a recycling program and responsible waste disposal practices
- Using eco-friendly product packaging
- Using efficient packing and shipping methods
- Using eco-friendly power sources
- Taking steps to offset environmental impact

GREEN PRODUCTS AND ITS CHARACTERISTICS

The products those are manufactured through green Technology and that caused no environmental hazards are called green products. Promotion of green technology and green products is necessary for conservation of natural resources and sustainable development. We can define green products by following measures:

- Products those are originally grown,
- Products those are recyclable, reusable and biodegradable,
- Products with natural ingredients,
- Products containing recycled contents, non-toxic Chemical,
- Products contents under approved chemical,
- Products that do not harm or pollute the environment,
- Products that will not be tested on animals,
- Products that have eco-friendly packaging i.e. reusable, refillable containers etc.

Impacts or Importance of Green Marketing:

Green marketing affects positively the health of people and the ecological environment. People are aware of pure products and pure methods of producing, using, and disposing the products. It encourages integrated efforts for purity in production and consumption as well.

We can witness following impacts of green marketing:

1. Now, people are insisting pure products – edible items, fruits, and vegetables based on organic farming. The number of people seeking vegetarian food is on rise.
2. Reducing use of plastics and plastic-based products.
3. Increased consumption of herbal products instead of processed products.
4. Recommending use of leaves instead of plastic pieces; jute and cloth bags instead of plastic carrying bags.
5. Increasing use of bio-fertilizers (made of agro-wastes and wormy-composed) instead of chemical fertilizers (i.e. organic farming), and minimum use of pesticides.
6. Worldwide efforts to recycle wastes of consumer and industrial products.
7. Increased use of herbal medicines, natural therapy, and Yoga.
8. Strict provisions to protect forests, flora and fauna, protection of the rivers, lakes and seas from pollutions.
9. Global restrictions on production and use of harmful weapons, atomic tests, etc. Various organizations of several countries have formulated provisions for protecting ecological balance.
10. More emphasis on social and environmental accountability of producers.
11. Imposing strict norms for pollution control. Consideration of pollution control efforts and eco-technology in awarding IS), ISO 9000, or ISO 14000 certificates and other awards.
12. Declaration of 5th June as the World Environment Day.
13. Strict legal provisions for restricting duplication or adulteration.

Four p's of green marketing

Like conventional marketers, green marketers must address the four p's in innovative ways:

Product: the product has to be developed on the needs of the customers who prefer environment friendly products. Products can be made from recycled materials or from used goods. Efficient products not only save water, energy and money, but also reduce harmful effects on the environment.

Price: pricing is the critical element of the marketing mix. Most of the customers are prepared to pay a premium if there is a perception of additional product value like environmentally safe product, fuel efficiency etc.

Place: the choice of where and when to make a product available has a significant impact on the customers being attracted. The location must also be consistent with the image which a company wants to project. The location must differentiate the company from its competitors.

Promotion: green promotion configuring the tools of promotion such as advertising, marketing materials, white papers, websites, videos and presentation by keeping people our planet and profits in mind. The key to successful green marketing is credibility.

Trends in Green Marketing

Consumers now have worries about the future of the world and as results of this mostly prefer environment friendly products. In return to these attitudes of the consumers, companies have started to form their marketing strategies so as to appeal increasing awareness of this environment-friendliness. These marketing strategies, named as green marketing, have caused companies to adopt green policies in their pricing, promotion, product features and distribution activities. Taking into consideration that companies are socio-economic entities, it can't be expected that they remain unresponsive to the "Environmental Awareness" that may direct consumer behaviors. Particularly marketing managers encounter with consumers sensible to environmental issues. The old perception on how businesses are establishments with no other objective but to profit leaves its place rapidly to a new perception which defines companies as establishments that are sensible to social problems. Consumers encounter with terms such as ozone-friendly, environment-friendly and recyclable products in green marketing.

1. **Businesses and Green Marketing-** There are serious changes for awakening in the business world regarding the responsibility towards the environment and the society. Strategies targeting not only making a profit for the day but also for long-term products. Today consumers are more enlightened and especially in developed countries; they even seek for sustainable development for their children.
2. **Customers and Green Marketing** - Consumers are increasingly better informed and becoming aware of the environmental impact of consumer products and are thus demanding that industry improves the environmental performance of its products. Today consumers are more enlightened and especially in developed countries, they even seek for sustainable development for their children.
2. **Government and Green Marketing** - The threat of tougher legislation and the rising costs of complying with environmental regulations and penalties in case of noncompliance are possible motivating factors for firms to incorporate environmental concerns in their strategies (Banerjee 1998). In India the Governments enacted laws concerning pollution control and environmental protection, including Environment (Protection) Act 1986, the Air (Prevention & Control of Pollution) Act 1981 & the Water (Prevention & Control of Pollution) Act 1974.
3. **Investor and Green Marketing** -Investors are increasingly examining the environmental records of potential investments, and some are showing a tendency to invest in "Greener" companies. This behavior is based on the expectations that these companies will benefit commercially from their green image and there are efficiency gains associated with the adoption of cleaner technologies (Kahlenborn, Walter 1999).A survey indicated that, among the different kinds of environmental information required by investors, liabilities and litigation were ranked first and second respectively (Mastrandonas and Strife, 1992).
4. **Community and Green Marketing** -Local communities represent a powerful pressure for improved environmental performance, particularly where firms are located in close proximity to residential areas. This is applicable to both developed

and developing countries. Where problems and nuisance are associated with noise, vibration, and dirty/ foul smell; local communities, both directly and indirectly through complaints to local environmental health departments are capable of bringing considerable pressure to reduce environmental problems. The result of many national polls tracking environmental concern among the general public indicate that environmental protection remains high on the agenda of the public in many countries, despite escalating economic woes in some areas.

5. **Business-to-Business Customers and Green Marketing** - The buyers evaluate supplies on ISO 14000 standards, the environmental counterpart to ISO 9000, the International quality standard. Moreover, they look for suppliers who follow environmental friendly processes or Good Manufacturing Practices (GMP).
6. **Employees and Green Marketing** - The interests and aspiration of the work force of trade unions represent potential pressure resulting in lies a strong interest in the environmental performance and health and safety aspects of the plant.

Challenges of green marketing

The major challenges of Green marketing which have to be faced one:

New concept: it is still a new concept for the masses. The consumer needs to be educated and made aware to the environmental threats. The new green movements need to be reached the masses and that will take a lot of time and efforts.

Cost factor: it involves marketing of green products, services and green technology, green power/ energy for which a lot of money has to be spent on R&D programs for their development and subsequent promotional programs which ultimately may lead to increased costs.

Sustainability: Initially the profits are very low since renewable and recyclable products and green marketing will be successful only in long run. Hence the business needs to plan for long term rather short-term strategy.

Non-Cooperation

the firm, practicing it have to strive hard in convincing the stakeholders and many a times it may fails to convince them about the long terms benefits of green marketing as compared to short term expenses.

Adequate Implementation: the firms using green marketing must ensure that their activities are not mis leading to consumers or industry and do not breach any of the regulations or laws deal; with environment marketing.

The Future of Green Marketing

There are many lessons to be learned to be learned to avoid green marketing myopia, the 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, is, what is green marketing's future? Business scholars have viewed it as a "fringe" topic, given that environmentalism's acceptance of limits and conservation does not mesh well with marketing's traditional axioms of "give customer what they want" and "sell as much as you can".

Following three important principles:

Consumer Value Positioning

- .Design environmental products to perform as well as (or better than) alternatives.
- .Promote and deliver the consumer desired value of environmental products and target relevant consumer market segments.
- .Broaden mainstream appeal by bundling consumer desired value into environmental products.

Calibration of Consumer Knowledge

- .Educate consumers with marketing messages that connect environmental attributes with desired consumer value.
- .Frame environmental product attributes as “solutions” for consumer needs.
- .Create engaging and educational internet sites about environmental products desired consumer value.

Credibility of Product Claim

- .Employ environmental product and consumer benefit claims that are specific and meaningful.
- .Procure product endorsements or eco-certifications from trustworthy third parties and educate consumers about the meaning behind those endorsements and eco-certifications.
- .Encourage consumer evangelism via consumers social and internet communication network with compelling, interesting and entertaining information about environmental products

Effectiveness of Green Marketing:

For green marketing to be effective, corporate firms must be genuine, educate customers, and give customers the opportunity to participate:

1. Being Genuine:

It means that the firm should do what the firm is claiming in its green marketing campaign.

The rest of the firm's policies-production, training to employees, research and development, must be consistent with green marketing objectives. For instance, R & D should focus on the development of environment friendly products.

2. Educating Customers:

The firm must let people know that it is undertaking green marketing through suitable campaigns, and at the same time, the firm must let customers know why it matters. Otherwise for a significant number of firm's customers, it is a case of "So What?" and the green marketing efforts and campaign may go nowhere.

3. Giving Customers an Opportunity to Participate:

The firm needs to personalize the benefits of environment friendly actions, normally, through letting the customers take part in environment friendly actions. For instance, a tea manufacturing company can encourage its consumers to use the tea leaves waste for the purpose of gardening as fertilizer rather than using chemical fertilizers.

Big companies that are going to adopt the green marketing strategy

<u>Name of the company</u>	<u>Strategies</u>
Samsung	Eco friendly backlight and no harmful chemicals
IndusInd banks	Discourage the use of papers
ITC	Introduced ozone treated elemental chlorine free bleaching technology
Wipro	Saving energy preventing wastes
MRF Tires	Eco friendly tubeless tire, fuel efficiency
Dell	No computer should go waste, recycling program
Honda	Fuel efficiency, reduce carbon dioxide
Tesco	Reduce carbon cost, high recycling, wind power
Coca cola	Sustainable packaging and climate energy protection
Toyota Prius	More fuel efficient car with lower exhaust emission and eco-friendly.
Walmart	Using 100 % renewable energy resources, waste eliminating corporate philosophy.

Conclusion

In this modern era many big industries adopt the policy of green marketing with the purposes of safeguard the wealth of their customers, protecting environment, waste elimination, recycling programs and saving energy etc. The firm has to plan and then carry out research to find out how feasible it is going to be.

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