

Green Marketing: An Overview

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ABSTRACT

Issue related to the warring of the ozone layer and day to day deterioration of oxygen level in the atmosphere has gained importance in business as well as in public life. Consumers are more concerned about their shopping behavior and purchases. They are concerned about the earth on which they are living and want to contribute towards its longevity and well-being. This paper focuses on various issues related to green marketing which is important aspect of marketing. Green marketing means the marketing of product which is environment friendly. As a result many companies all over the world are adopting green marketing as a marketing strategy. The paper aim at finding out what actually green marketing is all about and how can a business firm be more competitive edge over others. It focuses the main issues in adoption of green marketing practices. This paper describes the current situation of Indian market and explains the challenges and opportunities that the business has with green marketing.

KEYWORDS: Green marketing; substantial marketing; marketing mix; ecological marketing

INTRODUCTION

The term Green Marketing came into prominence in the late 1980s and 1990s. The American Market Association held the first workshop on ‘Ecological Marketing’ in 1975. The proceedings of this workshop resulting in one of the first books in green marketing entitled ‘Ecological Marketing’. According to the

American Marketing Association, green marketing is the marketing of product that are presumed to be environmentally safe. Green marketing incorporates a broad range of activities including product modification, changes to the production process, packaging changes, as well as modifying advertising. Thus we can say that Green Marketing involves:

- Manufacturing and providing product to the consumers which are of good quality and at the same time not harmful to them even in long run
- Use of the resources for development in such a manner which will enable the future generations to avail the resources to meet their needs leading to sustainable development
- Framing and implementing policies which will not have any detrimental effect on the environment i.e. at present as well in future

Thus Green Marketing refers to holistic marketing concept wherein the production, marketing consumption and disposal of products and services happen in a manner that is less detrimental to the environment. Consumers are more concern about their shopping habits and purchases. They are concerned about the earth



they are living and want to contribute towards its longevity and well-being. Their shopping habits as they purchase only environment friendly products are the evidence about their positive attitude regarding environment. As a result of this, manufacturing firms should be cautious about their products and consumer needs. This trend towards environment friendly attitude has developed the concept of green marketing.

NEED OF THE STUDY

In the late 1980's there are various environmental disasters that exist which makes the environmentalism in the spotlight. Among these were the Exxon Valdez Oil Spill in Alaska, devastation of Germany's Black Forest by acid rain, release of toxic chemicals in the Rhine River is the recent. Because of increasing environment disasters consumer are more aware about green marketing. They purchase only that product which is not harmful for environment. As a there is need to study the concept of green marketing. In this paper attempt has been made to study on various issues related to green marketing like strategy taken by the most popular companies for going green.

OBJECTIVES

1. To study the strategies taken by most popular companies for going green.
2. To study the consumer awareness regarding green marketing.
3. To study recent trends of green marketing in India.
4. To discuss the need for green marketing in India from different perspectives.

DISSUSSION

Various studies conclude that there is links between air pollutions and low birth rate, premature birth, still birth and infant death. Human needs are unlimited and resources are limited. It is important for the producer to utilize the resources efficiently. Thus, green marketing is

inevitable. Consumer expectation regarding protection of environment is more and more growing all over the world. As a result, green marketing has emerged which speaks for growing market for sustainable and socially responsible products and services.

4PS OF GREEN MARKETING MIX

Price: price is a market-led element. The value of a product is the perception held by the market. It's not what it cost to purchase or make. Pricing should be competitive, which does not necessarily imply cheap. Pricing correlates to market position. Therefore, customer and competitor insight is essential in selling the right price point.

Product: The product is what your business is taking to market. It is common that this is the first decision, resulting in a product being retro-fitted to a market. The most successful companies will understand the needs to develop the right product.

Place: Place is ultimately about making your product accessible to your customers by distributing your product too a location where it is convenient for your customers to buy at the right place and time.

Promotion: Promotion focuses on how you gain the attention of your customer, providing on appealing and compiling reason for them to purchase your product over a competing product or service. This includes activities, direct marketing, search engine marketing, sales mgt and offers.

CHALLENGES OF GREEN MARKETING IN INDIA AVOIDING GREEN MYOPIA'

The first rule of green marketing is focusing on customer benefits with safe. It is not going to help if a product is developed which is

absolutely green in various aspects but does not pass the customer satisfaction criteria. This will lead to green myopia. Also if the green products are priced very high when compared with other products, then again it will lose its market acceptability.

TRENDS OF GREEN MARKETING IN INDIA:

Interestingly, green marketing continues to be an issue of global interest. In fact, Google Trends reports state that, on a relative basis, more searches for “green marketing” originated from India than from any other country.

Rank	Countries
1	India
2	UK
3	US
4	Thailand
5	Australia
6	Canada
7	China

Many companies are adopting green for capturing market opportunity of green marketing some cases

Best Green IT Project: State Bank of India:

Green IT@SBI By using eco and power friendly equipment in its 10,000 new ATMs, the banking giant has not only saved power costs and earned carbon credits, but also set the right example for others to follow.

SBI is also entered into green service known as “Green Channel Counter”. SBI is providing many services like paper less banking, no deposit slip, no withdrawal form, no checks, no money

transactions form all these transaction are done through SBI shopping & ATM cards. State Bank of India turns to wind energy to reduce emissions.

Lead Free Paints from Kansai Nerolac

Nerolac has worked on removing hazardous heavy metals from their paints. The hazardous heavy metals like lead, mercury, chromium, arsenic and antimony can have adverse effects on humans. Lead in paints especially poses danger to human health where it can cause damage to Central Nervous System, kidney and reproductive system. Children are more prone to lead poisoning leading to lower intelligence levels and memory loss.

India's 1st Green Stadium

The Thyagaraja Stadium stands tall in the quiet residential colony behind the Capital's famous INA Market. It was jointly dedicated by Union Sports Minister MS Gill and Chief Minister Sheila Dikshit. Journal of Engineering, Science and Management Education Dikshit said that the stadium is going to be the first green stadium in India, which has taken a series of steps to ensure energy conservation and this stadium has been constructed as per the green building concept with eco-friendly materials.

Eco-friendly Rickshaws

Eco-friendly Rickshaws before CWG Chief minister Shiela Dikshit launched a battery-operated rickshaw, "E-Rick", sponsored by a cellular services provider, to promote eco-friendly transportation in the city ahead of the Commonwealth Games.

Wipro Green It.

Wipro's Green Machines (In India Only) Wipro InfoTech was India's first company to launch environment friendly computer peripherals. For the Indian market, Wipro has launched a new range of desktops and laptops called Wipro Greenware. These products are ROHS (Restriction of Hazardous Substances) compliant thus reducing e-waste in the environment.

STEPS TOWARD GOING GREEN

In recent years, many big-name companies have realized their way towards more sustainable and eco-friendly business practices. Following are main ways taken by some popular companies.

1. By reducing paper work

Bank of America state in their corporate website that the company reduced paper use by 32 Percent from 2000-2005, Bank of America also runs an internal recycling program that recycles 30,000 tons of paper each year, good for

saving roughly 200,000 trees for each year of the program's operation.

2. Sustainable packaging

Coca-cola has mainly three environment goals on which to focus their water stewardship, sustainable packaging, and climate & energy protection. Each of these initiatives is detailed at their corporate website. In just a few years, Coca-Cola has already gotten itself involved in community recycling programs and a complete, sustainability-focused overhaul of its packaging designs.

3. Carbon-emitting auto

Toyota is famous for offering the Prius, the world's first mass-market hybrid vehicle. The popular car is now sold in over 40 countries The Environmental Protection Agency has recognized Toyota's efforts as well, crowning the Prius and its 48MPG as the most fuel-efficient car available for purchase in the U.S. Similar authorities in the United Kingdom have applauded the Prius, namely the UK Department of Transport, who ranked the vehicle as the third least carbon-emitting auto in the country.

4. No computer should go to waste

Dell introduced "no computer should go to waste" recycling program, Dell allows customers to return any Dell-branded product back to the company – for free. The company has even gone so far as to establish programs that accept computers, monitors, or printers from other companies for safe disposal, as well.

5. Biodegradable running share

Brooks has joined the race to go green by cleverly rolling out a completely biodegradable running shoe. According to a C/Net report, the \$140 BioMoGo is just as durable during the time you wear them as any other mass-market shoe. The decomposition doesn't begin until the shoes are stored in an active enclosed landfill, at which point they will biodegrade in just 20 years

instead of the 1,000 years traditional, ethylene vinyl acetate soles hang around for. If Brooks' predictions are accurate, the BioMoGo will save up to 30 million pounds of landfill waste over those same 20 years.

6. Hydrogen fuel cell

Honda is hard work on the hydrogen fuel cell powered "FCX." Honda is apparently also taking steps to create an entire infrastructure for hydrogen, looking forward to a day when – hopefully – more cars will be powered by that instead of gasoline. In addition to all of this, Honda has pledged to reduce its carbon dioxide emissions by 5 percent between 2005-2010, and that's not including that 5 percent it already achieved from 2000-2005.

CONCLUSION

Green marketing is a tool for protecting the environment for future generation. It has a positive impact on environment safety. Green marketing should not be considered as just one more approach to marketing, but has to be pursued with much greater force, as it has an environmental and social dimension in it. For companies to survive in this market, they need to go green in all aspect of their business. Consumers understand the need for and benefits of green products as compared to non-green ones. In green marketing, consumers are willing to pay more to maintain a clearness and greener environment. Green marketing assumes even more importance and relevance in developing countries like India.

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