

“GREEN MARKETING GREEN MANUFACTURING”

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Abstract: The paper examines the notion of ‘green marketing’ and the challenges which are associated with different aspects of green marketing in the present scenario. It also includes the strategies which are to be employed, so that the green marketing can be expedited and pave the way to make the ‘green products’ more ‘ecological viable’ as well as ‘economical viable for the consumers belong to different hierarchy. In the modern era of globalization, it has become a challenge to keep our natural environment safe. There is a great concern about green-house gases in the atmosphere due to burning of fossil fuels, about the depletion of Ozone layer due to chemicals and global warming. So green marketing is concept that has emerged as an important concept in India as well as in other parts of world. The notion of the green marketing in a comparatively new one within general marketing thought, as it has chiefly grown in acceptance since the 1990’s. Nonetheless, as a contemporary branch of marketing thought, it can be seen as one of the fastest growing area of marketing Principles. In this paper, major stress is given on concept, challenges, importance and future of green marketing. The paper tells us how companies can become more powerful by adopting green marketing practices.

Keywords: - Green marketing, Development, Consumer Green-Product Process System, Packaging, Environment etc.

I. INTRODUCTION

Green Marketing of products that are presumed to be environmentally safe. Thus green marketing incorporates a broad range of activities, which cover Product modification change to the production processes, packaging changes as well as modifying advertising.

According to American Marketing Association, it is the marketing of products that are presumed to be environmentally safe. More than 12 other studies in the US, Brazil, Europe, Mexico, South Korea and Taiwan have tried to correlate between air pollutants and low birth weight premature birth still birth and infant death.” As resources are limited and human wants are unlimited, that is why it is an imperative to make a judicious use of resources available, as well as to achieve the desired objectives of organization. So green marketing is quite inevitable, so that may make the best use of available natural and man-made resources. Growing interests among the consumers all over the world, regarding protection of environment which tends to establish a reciprocal relationship

between man and environment. As a result, green marketing notion has been given a third dimension to man and environment relationship. It includes sustainability and socially responsible products and services, rendered for human being, living on this earth. That is why green marketing has been widely adopted by the firms would wide and the following are the reason for widely adoption of this conception. There are basically five reasons for which a marketer should go for to adoption of green marketing.

The negative impact of human activities over environment is a matter of concern today. Government all over the world making efforts to minimize human impact an environment. Today our society is more concerned with the natural environment. Understanding the society’s new concerns business has begun to modify their behavior and have integrated environmental issues into organizations activities. Academic discipline has integrated green issues in their literature. This is true with marketing subject too. Now Government all over the world has become so concerned about green marketing that they have attempted to regulate them. Green marketing can be defined as the marketing of products which are environmentally sound. Companies all over the world are striving to reduce the impact of products and services on the climate and other environmental parameters. Marketers are taking the cue and are going green. Thus there is growing interest among the consumers all over the world regarding protection of environment in which they live; People do want to bequeath a clean earth to their offspring. The paper describes the current scenario of Indian market and explores the challenges and opportunities businesses have with green marketing, why companies are adopting it and future of green marketing and concludes that green marketing is something that will continuously grow in both practice and demand.

Green Marketing is well known that increasing production and business activities are polluting the natural environment of the world. As resources are limited and human wants are unlimited. It is necessary for marketers to use resources efficiently so that organizational objectives are achieved without growing interest among people around the world regarding protection of natural environment. People are getting more concerned for environment. As a result of this, the term green marketing has emerged.

Hence marketers are feeling their responsibility towards environment and growing importance to green marketing. Not only marketers but consumers are also concerned about the environment and consumers are also changing their behavior pattern. Now individual as well as industrial consumers are becoming more concerned about environment friendly products. They are using green products which are produced through green technology. Commenting the 'Green Marketing' the authors have highlighted the reasons of venturing the 'Green-Marketing' the reasons are opportunity, social responsibility, government pressure and competitive pressure. They mention some of problematic areas of 'Green Marketing' too.

II. OBJECTIVES OF GREEN MARKETING STUDY

- A. The main objective of this study is to understand green marketing and also examine the opportunities and challenges for India in current scenario in reference to green marketing.
- B. Eliminate the concept of waste;
- C. Make environmentalism profitable;
- D. Changing in production processes;
- E. Bringing out product modification
- F. Packaging changes
- G. Modifying advertising

III. CHALLENGES IN GREEN MARKETING

There is sizable numerical strength of organizations which would like to turn green, as an increasing number of consumers' want to associate themselves with environment-friendly products. There is wide spread confusion among the consumers regarding products. In particular, where one often finds erosion of creditability of green product. Therefore, to ensure consumer confidence, marketers of green products need to be much more transparent and refrain from breaching any law or standards relating to products or business practices. There is large number of challenges in the field of green marketing which may be sum up as follows: Need for standardization of the products: it has been observed that very loss proportionate of the marketing message from "Green" campaigns is true to requisite standard and reflect the authenticity which they claim. There is no 'yard stick' currently, from where we could certify that the product as organic. Until or unless some of regularly bodies are involved in providing the certifications, which can be proved helpful to verify the authenticity of the product's characteristics. A standard quality control board needs to be in place for such labeling and licensing.

New notion: The consumers of different rural and urban hierarchy are gradually becoming aware of the merits of green products. But it is still new notion or concept for the masses. It is therefore, become imperative to educate the people about growing

menace of deteriorating environment. The new green movements and advocacy program need to reach the masses and that will be a time consuming process. Indian heritage can help to boost up the green marketing for beauty products. Indian consumers have an extensive exposure to healthy living life style such as yoga and natural food taking habits; can be helpful to make out the concept of green marketing thoroughly.

IV. AVOIDING GREEN MYOPIA

The first principle of green –marketing is focusing the customer benefits. That is why consumers buy particular goods and services in their first priority. Is it a right approach and motivate the customers to buy particular brands or even pay a premium for a 'greener' products. It will be futile practice, if a product is produced which is absolutely green in various aspects but does not hold good upon the satisfactory criteria of the customers, and it will lead to 'green myopia'. If green product not economical viable, as a result, it will reduce the market acceptability. Other challenges, associated with 'Green Marketing' are green products which require renewable and recyclable material at the cost effective. It require a modern technology which again huge cost in Research and Development. In order to inculcate the 'Concept of Green Marketing' in to the masses, it requires a systematic advocacy and campaigning programs, so that the people may be ready to pay a premium for green products.

V. STRATEGIES TO BE EXECUTED FOR GREEN MARKETING

In order to expand the market of green products it requires some of strategies which can be conducive to boost up the market of the green products. Those strategies can be implemented as follows:

A. Product Differentiation: it is a paramount need to make continuous efforts which can be helpful to differentiate then products and services using green marketing practices. There is a wide range of markets which includes retailing etc. the manufactures have used eco-performance to differentiate and to compete. It has been observed that the product with poor eco-performance can become target for new substitution, as a result of this many organization are products from the competitors.

B. Value positioning of consumer: the organization can design environmental products to perform as promoting and delivering the customer's desired value of environmental products and target relevant customer market segment can be proved conducive to organization to differentiate.

C. Designing of bio-degrading prone packaging: it has been observed that promotion of green products have been strongly influenced by the design making of the customers. Thus it indicates that bio-degradable

packing will affect in a strong and moderate on their decision making.

D. Product strategy for green marketing: in order to promote marketing for green marketing it is an urgent need to identify customer's environmental necessities and develop the products accordingly. It includes more environmentally responsible packages which ensure that products meet or exceed the quality expectation of the consumers; so that the marketers may charge higher price with highlighting the ecological viability of the products. Distribution strategy of green marketing: in this strategy of green marketing, it is very essential to take customer support.

VI. CONCLUSION

Green marketing is relatively a new notion to the most of the consumers. However, the green marketing is the marketing of product that are presumed to be environmentally safe. Therefore, it become very essential to understand the dualism between green marketing and the growing price of the green product, so that the green product can be within the reach of the consumers of different hierarchy. Green marketing assumes even more importance and relevance in developing countries like India. In brief, we can say that India made great efforts for green marketing but still it is in infancy stage. And green marketing programs have not been entirely successful. Two main problems are that consumers may believe the product is of inferior quality as a result of being green and they also feel that the product is not really that green to begin with. So we have to educate customers with marketing messages for eg. "Pesticide free product is healthier"; "Energy efficiency saves money". Solar power is convenient. We have to aware customers through educational internet sites. However, organizations are aware with the fact that without adopting green in the case of their strategy they cannot alive. But a lot of research is required on green marketing to fully explore its potential.

Eco-friendly or Green marketing should not be considered as just one more approach to marketing' but has to be pursued with much greater vigor, as it has an environmental and social dimension to it. With the threat of global warming looming large, it is extremely important that green marketing becomes the norm rather than an exception or just a fad. Green marketing in India is still in its infancy and a lot of research is to be done on green marketing to explore its full potential. Marketers need to understand the

implications of green marketing. Businesses are entering the green marketplace at breakneck speed to keep pace with customer and societal demands to reduce their environmental impacts. But greening one's business is no small feat. While clear opportunities Abound in this new economy, business leaders pursuing a green strategy are finding few roadmaps and established rules and plenty of hidden twists and turns. "The greening of business is not a fad--it's a fundamental change in how commerce is conducted given the new energy and climate realities. For the organizations of the future, considerations about the long-term environmental impact of their actions will have to become an integral part of their business philosophy.

It said rightly by Fred Krupp, president of the Environmental Defense Fund and author of *Earth The Sequel, The Race to Reinvent Energy and Stop Global Warming* "The greening of business is not a fad--it's a fundamental change in how commerce is conducted given the new energy and climate realities. Joel Makeover charts the course for this new era, showing how leadership companies large and small are harnessing innovation to transform the challenges into opportunities While the shift to "green" may appear to be expensive in the short term; it will definitely prove to be indispensable and advantageous, cost-wise too, in the long run.

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