

Green Marketing: Go Green India”

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Abstract— In today’s scenario environment pollution is the biggest problem faced by modern man. Recently, concerns have been expressed by the society (manufacturers and customers) regarding the environmental impact of products. As the resources are scarce, but the wants & needs of human-being are unlimited. So, to fulfil these unlimited wants & to maximise the profits, the natural resources are exploited. Thus, to solve all these issues a new concept developed which is “GREEN MARKETING”. This research provides a brief review of environmental issues & also identifies the consumer awareness regarding green products and practices. The objective of presenting this paper is to draw light on the approach of green marketing, its challenges and status in India. This paper analysis whether the manufacturers are conscious regarding the green marketing & eco – labelling and the major difficulties faced in implementing the green marketing.

Keywords— Green product, Recycle, Eco-friendly, Social-responsibility, Sustainable.

I. INTRODUCTION

Today, maintenance of ecological balance is a major issue confronting the corporate world. The damage done to the environment has already crossed the alarming limits. All these negative development, have forced to develop such a measure, which helps in protecting the environment, which is known as “GREEN MARKETING”.

II. HISTORY

The term green marketing came into existence in the late 1980’s and early 1990’s. After it, in 1987 a report prepared by World commission on Environment & Development which define Sustainable Development as- “meeting the needs of the present without compromising the ability of future generations to meet their own needs”. This definition is known as “The Brundtland Report”.

III. MEANING OF GREEN MARKETING

The term Green Marketing consists of two words namely-Green + Marketing. The term Green means “Purity” & Marketing means “those activities which are adopted to promote & sale the products or services”. Thus, Green Marketing means the marketing of those products or services which are environmentally safe.

IV. DEFINITION

“Green marketing is the marketing of products that are presumed to be environmentally safe. Thus, green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising”.

(American Marketing Association)

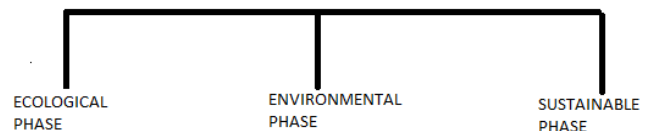
Thus, it includes identifying, anticipating & satisfying the requirements of consumers in a profitable & sustainable way. Green Marketing is also known as Ecological and Environmental Marketing.

V. WHAT IS GREEN PRODUCT

All those products which are produced through eco-friendly or green technology & also which puts no harmful impact on environment.

- Products which contain recyclable material.
- Products which are less- toxic.
- Products which are originally grown.
- Products which have eco- friendly packaging.
- Products which have biodegradable contents.

VI. PHASES OF GREEN MARKETING



A. ECOLOGICAL PHASE

Ecological phase helps to solve the environmental problems through remedies.

B. ENVIRONMENTAL PHASE

Under this phase, Green marketing focus on clean technology that involved designing of innovative new products & also under it waste & pollution issues are consider.

C. SUSTAINABLE PHASE

As per by it, it is essential for the companies to produce eco-friendly products & also awareness create among the consumers regarding these products.

VII. STRATEGIES TO BE ADOPTED FOR SUCCESSFUL GREEN MARKETING

Various policies & strategies are adopted by corporate firms for successful green marketing. These are defined as below:

- Product differentiation.
- Value positioning of consumer.
- Designing of bio-degrading prone packaging.
- Always pay timely solution of consumer grievances.
- Understand the market, values & beliefs of consumers.
- Create Alliances.
- Be genuine & transparent throughout the entire marketing-mix.

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VIII. WHY TO ADOPT GREEN MARKETING

Most of the companies are venturing into green marketing because of the following reasons:

A. OPPORTUNITY

In India, around 25% of the consumers prefer eco-friendly products, and around 28% may be considered health conscious. Therefore, green marketers have diverse and sizeable segments to cater to. The Surf Excel detergent which saves water (advertised with the message—"do bucket paani roz bachana") and lead free paint advertised by Nerolac are examples of green marketing.

B. SOCIAL RESPONSIBILITY

Many companies have started realizing that they must behave in an eco-friendly fashion. They believe both in achieving environmental objectives as well as profit related objectives. The HSBC became the world's first bank to go carbon-neutral last year. Other examples include Coca-Cola, which has invested in various recycling activities & CNG vehicles concept introduced in Delhi etc. are the examples of companies which fulfil social-responsibility objective.

C. GOVERNMENT PRESSURE

Many Various regulations are framed by the government to protect consumers and the society at large. The Indian government too has developed a framework of legislations to reduce the production of harmful goods and by products. These reduce the industry's production and consumers' consumption of harmful goods, including those detrimental to the environment; for example, prohibition of smoking in public areas & Govt. issue guidelines to various retail outlets like Big-Bazaar, D-Mart to provide paper carry bags to people instead of polythene bags.

D. COMPETITIVE PRESSURE

Many companies take up green marketing to maintain

their competitive edge. The green marketing initiatives by niche companies such as Body Shop and Green & Black have prompted many mainline competitors to follow suit.

E. COST REDUCTION

Many Reduction of harmful waste may lead to substantial cost savings. Sometimes, many firms develop symbiotic relationship whereby the waste generated by one company is used by another as a cost-effective raw material. For example, the fly ash generated by thermal power plants, which would otherwise have contributed to a gigantic

IX. ASPECTS OF GREEN MARKETING

Many Generally, Green Marketing concerns with 3 aspects.

- Promotion of production & consumption of pure quality products.
- Protection of ecological environment.
- Fair & just dealing with customers and society.

Even, the various international organisations like the World Bank, the UNO, the WHO & other globally influential organisation have started their efforts to promote the Green Marketing.

X. BENEFITS OF GREEN MARKETING

Benefits of Green Marketing is discussed in two parts such as : Internal Benefits & External Benefits. These are defined as below.

A. INTERNAL BENEFITS

- The first foremost benefit is to boost the level of sales.
- The next benefit is to reduce operating cost, specifically by lowering energy usage.

B. EXTERNAL BENEFITS

- Green Marketing helps in raising the level of brand- preference & brand-loyalty.
- It helps in boosting the levels of profits.
- It reduces the level of wastage. Since, recycle is possible.
- It generates positive public relation in community & industry.

C. OTHER BENEFITS

- Positive affect on the health of public. Since of purity.
- It reduces use of plastics & plastic-base products
- It raises the level of consumption of herbal products instead of processed products.
- It emphasis on social & environmental

- accountability of producers.
- It imposes strict legal provisions for restrict duplication & adulteration.
- It builds a competitive advantage over the competitors.
- It acts as a tool of non-price competition.

Thus, Green Marketing proves very beneficial to an organisation.

XI. FOUR P'S OF GREEN MARKETING



1. PRODUCT:

Product is defined as “an article or substance that is manufactured or refined for resale. Following points should be considered while producing a product.

- Product should be environmentally safe.
- Products made from recycled or reused material.

Whatever the product is produced, it is necessary that it should meet the expectations of customers.

2. PRICE:

Price is the most important factor of marketing-mix. It means, “the exchange value of any goods or service”. Mostly consumers are ready to pay a premium price, if they perceive that product have any additional value. For example: fuel efficient vehicles, Non-hazardous products.

3. PLACE:

Place refers either to the physical location where a business carries out business or the distribution channels used to reach markets. Place means the area where the product is available to customer. It puts a great impact on the sale of any business. Since, if the place is where the customer can conveniently reach then, it positively impacts on sale. Place is defined as the “direct or indirect channels to market, geographical distribution, territorial coverage, retail outlet, market location, catalogues, inventory, logistics and order fulfilment”. Place may refer to a retail outlet, but increasingly refers to virtual stores such as “a mail order catalogue, a telephone call centre or a website.

4. PROMOTION:

Promotion is a very important component of marketing as it can boost brand recognition and sales. Promotion refers to the marketing

communication which is used to promote the sale of the product. It includes advertising, public relations, sales-promotion & direct selling etc. Whatever the channel used, it is necessary for it to be suitable for the product, the price and the end user it is being marketed to. It is important to differentiate between marketing and promotion. Promotion is just the communication aspect of the entire marketing function.

XII CHALLENGES IN GREEN MARKETING:

In adopting Green Marketing policies, firms may encounter many challenges. Key green marketing challenges are as follows:

- lack of credibility or trust by customers & end-users.
- Confusion regarding green or sustainable product claims
- Reputational risk from “Misleading Claims”.
- Costly in its initial stage.
- Low assistance from Government.
- Need for standardization.
- New concept.
- Difficult to convince customers.
- Customers unwilling to pay premium price.
- Social auditing of green claims.
- Thus, these challenges are faced in Green Marketing.

XIII EXAMPLES OF COMPANIES ADOPT GREEN MARKETING

A. BEST GREEN IT PROJECT: SBI

SBI is the bank which entered in the Green Marketing Segment. It provides various services like:

- Paperless banking.
- No deposit slip.
- No withdrawal form.
- No cheques.

All these transactions, done through SBI shopping & ATM card.

B. LEAD FREE PAINTS FROM NEROLAC:

Kansai Nerolac Ltd. has already been committed to the welfare & environment and it also take initiative in the areas of health, education & environment preservation. Since, Nerolac produce lead free paints.

C. BANK OF AMERICA:

It proves that Eco-friendly operations raise the growth level of a business. This bank involves in internal recycling campaign, it recycles approx. 30,000 tons of paper every year & also it offers its employees cash reward for buying hybrid vehicles.

D. TOYOTA:

It is famous for offering the “Prius” the world’s first mass market hybrid vehicle. This Vehicle of Toyota, was ranked by UK Dept., as 3rd least carbon- emitting auto in the country.

Thus, various other companies give their contribution in promoting Green Marketing. Like:

- Big-Bazar & D-Mart promote the use of paper carry bags for shopping.
- Digital tickets by Railway.
- Wipro Green Computer peripheral.
- Barauni refinery of IOC take steps for restricting air & water pollution.

TOP 10 COMPANIES OF INDIA IN GREEN MARKETING (29 FEB,2016)

1.	LG
2.	HCL
3.	Haier
4.	Samsung
5.	Tata consultancy services (TCS)
6.	Oil and Natural Gas Company (ONGC)
7.	IndusInd Bank
8.	ITC Limited
9.	Wipro

CONCLUSIONS

At last, we can say that Green Marketing is a tool that is used to protect the environment for future. It puts a positive impact on the environment safety. Thus, it becomes the social-responsibility of business to conserve the resources for future-generations& India made good efforts for being successful in green-marketing, but, still it is in infancy stage. But inspite of it, India still made its good efforts in this field. Thus, Green Marketing should look at minimizing environmental harm, not necessarily eliminating it.

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