

# “Green marketing and green manufacturing”

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**Abstract—** The main objective of my study is to investigate the impact of green marketing on Indian consumer's .How our 21<sup>st</sup> generation consumers react to the environmental concerns in marketing? On an important note the answer will help to concentrate on the impact of this process of marketing in sustainable and environmentally safe business .This paper study the impact on users who goes attracted more on environmentally safe products and factors which are responsible for it. Consumers now prefer more of environmentally safe products and due to this impact many firms are going in the business of “green manufacturing’ .Going green is the new concept in marketing, it is the way to brand marketing 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.

The major focus is on “How many green products are used by consumers”.The study targets on “How much companies are manufacturing green products.

## I. INTRODUCTION

According to the American Marketing Association, 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.

Other similar terms used are Environmental Marketing and Ecological Marketing. Thus "Green Marketing" refers to holistic marketing concept wherein the production, marketing consumption an disposal of products and services happen in a manner that is less detrimental to the environment with growing awareness about the implications of global warming, non-biodegradable solid waste, harmful impact of pollutants etc., both marketers and consumers are becoming increasingly sensitive to the need for switch in to green products and services. 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.

## II 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:

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

## III. OBJECTIVE OF STUDY

- A. Impact of green marketing on consumers.
- B. To find out the percentage of consumers who are attracted towards green products.
- C. To study the percentage of green products manufacturers by companies.

With the increasing population the needs and demands of people increases &it gives a path for many industries and business to perform but due to their harmful side effects during the last two decades their has been a tremendous rise in the level of pollution also. And with more and more rising temperatures our planet earth is suffering which causes damage to ozone layer and many other diseases of living organisms.

Now the marketing is shifted from consumers centred to green way of manufacturing for “Green marketing’ It is a step for contributing to the society in a profitable and sustainable way .

## IV. FACTORS AFFECTING GREEN MARKETING

- A. Socio economic: Consumers want product which allows his pocket and if he is educated

enough he will make a good organic choice in his products.

B. Political factors : Companies produce products which are favoured by political leaders ideologies as to get concession in tax .

C. Ecological factors : Available resources should be used in best effective manner so as to be profitable and sustainable .

D. Ethical factors : The people should understand the difference between what is good and what is bad and act morally .

E. Technological factors: the technology should be coordinated with the needs of the environment so that our society and flourish in organic manner

F. Health: The health of the people should not be at stake while manufacturing and marketing .so going green is the best way in minimizing health issues.

#### V. SEGMENTATION OF GREEN MARKETING

##### A) Family

The person's family is one of the most important influences on their buying behaviour. Like it or not you are more like your parents then you think, at least in terms of consumption patterns .Many of the things you buy are a result of what your parents bought when you are growing up.

##### B) Age

Kids doesn't have enough knowledge so they don't bother to go green .it was found in researches that maximum number of people who buy green products are youngsters and at the time of old age people mood and experiences gets changed .

##### C) Consumer education

It plays an important role because in India maximum number of shopping consumers is women and one fourth of them are not literate so, it doesn't matter for them to buy green products. Only educated people have the knowledge of companies and products which are manufactured in green way.

##### D) Occupation and Income

Today people are very concerned about their image and the status in the society which is a direct outcome of their material prosperity. The profession a person is in again has an impact on

the products they consume. The status of the person is projected through various symbols like the dress, accessories and possessions.

##### E) Personality

It is the sum total of an individual's enduring internal psychological traits that make him /her unique. Self-confidence, dominance, autonomy, sociability, defensive, adaptability, and emotional stability are selected personality traits.

##### F) Behavioural

Consumers don't always base their buying decisions on their attitudes towards the environment even though these attitudes can have a fairly strong influence on their purchases.

#### VI. GREEN PRODUCTS AND MARKETING PRACTICES

Actually there is no consensus on what exactly is green. There is no accepted definition of green product. However based on different definitions of green marketing, some common characteristics of products generally accepted as green, including the products are:

1. Energy efficient (both in use and in production).
2. Water efficient (both in use and in production).
3. Low emitting (low on hazardous emissions).
4. Safe and/or healthy products.
5. Recyclable and/or with recycled content
6. Durable (long-lasting).
7. Biodegradable.
8. Renewable.
9. Reused products.
10. Third party certified to public or transport standard (e.g., organic, certified wood)
11. Locally produced.

According to Times of India study ,a significant percentage of Indian consumers(81%)are willing to pay more for eco-friendly products. Nearly (73%) of Indian consumers believe that manufacturers use eco-friendly processes. Indian consumers are driving manufacturing towards producing safer and more eco-friendly products. Consumers clearly desire stringent regulations. In response , Indian manufacturers are increasing their global operations to optimize supply chain practices, embed safety in view of regulatory

compliance. They are more proactive now than ever to step up transparency and provide all information about their products to consumers. Among the environmental and sustainability efforts that matter to Indian consumers, 86% of Indian consumers surveyed place faith in energy efficient products and appliances, followed by recycled packaging (79%). Least impact was given to products not tested on animals (41%) and fair trade products (44%).

Nearly Many consumers want companies to educate them on how to properly use and dispose of products. But they identify significant barriers to doing so. Almost 71% of consumers wish companies would do a better job helping them understand environmental terms.

#### Examples of green marketing

1. Digital tickets by Indian railways
2. No polythene carry bags for free.
3. Green IT projects:- like SBI uses eco and power friendly equipment in its 10000 new ATMs.
4. Lead free paints from Kansai Nerolac .
5. Wipro's green machines : Wipro InfoTech was India's first company to launch environment friendly computer peripherals.

## VII. CONCLUSION

Consumers want more of eco-friendly products but manufactures finding hard to deal with the organic way of manufacturing. Consumers level of awareness about green products found to be high but at the same time consumers are not aware about green initiatives undertaken by companies. It was found that there are less number of firms which manufacture green products and people use low green products. Due to increased awareness and concern consumers may prefer green products over conventional products to protect the environment. Concerns were more directed towards depletion of ozone and global warming. The consumer are concerned about the future generation and expect the organisation to employ green practices towards the protection of the environment.

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