

## **Green Marketing Practices in Present Scenario**

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### **Abstract**

In the modern era of globalization, customers and manufactures have directed their attention towards environment friendly products that are presumed to be 'green' or environment friendly like low power consuming (energy efficient) electrical appliances, organic foods, products those are recyclable, products that do not harm or pollute the environment. Green Marketing is a creative opportunity to innovate the ways that make a difference and at the same time achieve business success. The objective of present study is to provide a Skelton on green marketing in India. This paper also tries to find out the present scenario, initiatives taken by business organizations towards green marketing and different ways to greenness.

**Keywords:** Green Marketing in India, Ways to Greenness Environment Friendly Products.

### **Introduction**

Today, many companies have accepted their responsibility not to harm the environment. As business activities caused many of the environment problems in the past and still do, there is increasing recognition that business plays a vital role in the process of a more ecological sustainable society. So products and production processes become cleaner and more companies "Go Green" because they realize that they can reduce pollution and increase profits at the same time. Green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising.

According to American Marketing Association, "Green Marketing is the study of positive or negative aspect of marketing activities on pollution, energy depletion and non-energy resource depletion.

### **Ways to Greenness**

- To establish a management & control system that results in stringent environmental safety norms.
- To explore the possibilities of recycling of the used products so that it can be used for providing similar or other benefits with less wastage.
- To adopt new technology or modify existing technology so as to reduce environmental impact.

- At the production stage, firms must focus on more environmental friendly raw materials.

### **Objectives of the Study**

- To know the concept of Green Marketing.
- To understand the initiatives taken by business organizations towards green marketing.
- To study the present scenario of Green Marketing in India.
- To discuss the importance and problems faced by Green Marketer in India.

### **Research Methodology**

Research methodology shows the various means of data collection for the present study. The study is carried out by using secondary data. The present study is done to define green marketing and to discuss the importance and challenges faced by Green Marketers in India. To find the answers to such questions descriptive research is done. The data of the study were obtained from the secondary sources such as websites, journals, magazines and books. We have adopted analytical, descriptive and comparative methodology for the study.

### **Present Scenario of Green Marketing in India**

Government bodies are forcing firms to become more responsible and to adopt a policy to use environmental friendly products which protects the interests of the consumers. Effective Green Marketing requires applying good marketing principles to make green products desirable for consumers.

### **Trend Report Related to Green Marketing**

Google trends reports that more researchers for green marketing originated from India than from any other country. Indian respondents are expecting to pay 5% or more for green technology if it benefits for the environment and return on investment are proven in a survey conducted by green factor which highlights green marketing opportunities. The following table shows countries ranked according to their response on Green Marketing:

<b>RANK</b>	<b>COUNTRIES</b>
1	India
2	UK
3	US
4	Thailand
5	Australia
6	Canada
7	China

Above table shows that India is at number one among other countries in terms of searching about the usage and benefits of Green Marketing.

## Why Companies Go For It?

- **Opportunity**

Firms marketing goods with environmental features will have a competitive advantage over firms marketing non-environmentally responsible alternatives.

Xerox introduced a “high quality” recycled photocopier paper in an attempt to satisfy the demands of firms for less environmentally harmful products.

- **Social Responsibility**

Many companies have started realizing that they must behave in an environment-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.

- **Governmental Pressure**

Government wants to “Protect” consumers and society; government regulations relating to environmental marketing are designed to protect consumers in several ways:

- ✓ Reduce production harmful products or by-products;
- ✓ Modify consumer and industry’s use and/or consumption of harmful goods;
- ✓ Ensure that all type of consumers have the ability to evaluate environmental composition of goods.

- **Competitive Pressure**

Firms observe competitors promoting their environmental behaviors and attempt to emulate their behavior. In this cases these type of competitive pressure has cause an entire industry to modify and thus reduce its detrimental environmental behavior.

- **Cost-Reduction**

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 contributed to a gigantic quantum of solid waste, is used to manufacture fly ash bricks for construction purposes.

## Advantages of Green Marketing

- It ensures sustained long-term growth along with profitability.
- It saves money in the long run, though initially the cost is more.

- It helps companies market their products and services keeping the environment aspects in mind. It helps in accessing the new markets and enjoying competitive advantage.
- Most of the employees also feel proud and responsible to be working for an environmentally responsible company

### **Problems Faced by Green Marketing**

- Adopt new technology/ Process or modify existing technology/ Process so as to reduce environmental impact.
- Establish a management control system that will lead to adherence of stringent environmental safety norms.
- Explore possibilities of recycling of the used products so that it can be used to offer similar or other benefits with less wastage.
- Using more environment-friendly raw materials at the production stage itself.

### **Initiatives Taken By Business Organizations towards Green Marketing**

**Tata Metallic Limited (TML):** Everyday is environment day at TML, one of the top green firms in India. A practical example that made everyone sit up is the company's policy to encourage workings on Saturdays at the corporate office. Lights are switched off during the day with the entire office depending on sunlight.

**Indusind Bank:** Green Marketing catching up as among the top Indian green initiatives ever since Indusind opened the country's first Solar-Powered ATM and pioneered as eco-savvy change in Indian Banking Sector.

**Going Green-Tata's New Mantra:** Tata Motors is setting up an eco-friendly showroom using natural building material for flooring and energy efficient lights. Eco rooms which will have organic bed linen and napkins made from recycled paper.

**Kansai Nerolac Paints Ltd.:** Nerolac Paints Ltd. has worked on removing hazardous heavy murals from their paints i.e. Lead free paints. In this way, they are committed to the welfare of society and environment.

**Xerox:** Xerox's "Revive 100% recycled paper" was introduced few years ago in an attempt to address the introduction of recycled photocopier paper by other manufacturers.

**Wal\*Mart:** Possibly the most hated name in the entire green movement, Wal-Mart is now positioned to make all but the most dogmatic of its detractors eat their words. According to **Sustainable, Wal-Mart has launched an ambitious long-term plan** to

eventually power each and every one its stores using 100% renewable energy sources. According to the company's executives, Wal-Mart is committed to using its waste-eliminating corporate philosophy to make its own operations more eco-friendly than ever.

**Coca-Cola:** Coca-Cola has narrowed down 3 environmental goals on which to focus their efforts: water stewardship, sustainable packaging, and climate & energy protection. Each of these initiatives is **detailed and explained** 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.

**Toyota:** 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.**

**Dell:** Computer equipment has historically been one of the most difficult and costly products to safely dispose of. Fortunately, one of the major leaders in that field has stepped forward to make the task less daunting. Through its **“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.

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