



Green Marketing: Emerging and Imparative Issue

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Abstract:

For the development of economy industrial revolution is also essential. Along with revolution various problems also arise. Pollution is the biggest problem ever faced by society caused by industry. It may happen that economic effects of industrial revolution affects present but it's dangerous effects like global warming affects in future. So awareness is required towards this serious issue, some of the remedies are explained in the present paper through green marketing. In the present paper various topics are covered like green marketing characteristics, importance, marketing mix, strategy, challenges, suggestion etc.

Keywords: *Green Marketing, Green Products, Natural Environment*

1. Introduction

"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 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 to switch into 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.

2. Objectives of the Study

- To identify the characteristics and importance of Green marketing in India
- To discuss the strategy needed for successful Green marketing.
- To study the marketing mix of Green marketing in India.
- To identify the challenges faced by Green marketers in India.

3. Characteristics of Green Products

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:

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

4. Importance of Green Marketing

Green marketing offers business bottom line incentives and top line growth possibilities. While modification of business or production processes may involve start-up costs, it will save money in the long term. For example the cost of installing solar energy is an investment in future energy cost savings. Companies that develop new and improved products and services with environmental impacts in mind give themselves access to new markets, substantially increase profits and enjoy competitive advantages over those marketing non environmentally responsible alternatives.

5. Marketing Mix of Green Marketing

When companies come up with new innovations like eco friendly products, they can access new markets, enhance their market shares, and increase profits. Just as we have 4Ps product prices, place and promotion in marketing, we have 4ps in green marketing too, but they are a bit different. They are buttressed by three additional Ps, namely people, planet and profits.

A. Product:

The products have to be developed depending on the needs of the customers who prefer environment friendly products. Products can be made from recycled materials or from used goods. Efficient products not only save water, energy and money, but also reduce harmful effects on the environment. Green chemistry forms the growing focus of product development. The marketer's role in product management includes providing product designers with market-driven trends and customer requests for green product attributes such as energy saving, organic, green chemicals, local sourcing, etc., For example, Nike is the first among the shoe companies to market itself as green

B. Price

Green pricing takes into consideration the people, planet and profit in a way that takes care of the health of employees and communities and ensures efficient productivity. Value can be added to it by changing its appearance, functionality and through customization, etc. Wal Mart unveiled its first recyclable cloth shopping bag.

C. Place

Green place is about managing logistics to cut down on transportation emissions, thereby in effect aiming at reducing the carbon footprint. For example, instead of marketing an imported mango juice in India it can be licensed for local production. This avoids shipping of the product from far away, thus reducing shipping cost and more importantly, the consequent carbon emission by the ships and other modes of transport.

D. Promotion

Green promotion involves configuring the tools of promotion, such as advertising, marketing materials, signage, white papers, web sites, videos and presentations by keeping people, planet and profits in mind. British petroleum (BP) displays gas station which its sunflower motif and boasts of putting money into solar power. Indian Tobacco Company has introduced environmental-friendly papers and boards, which are free of elemental chlorine.

6. Successive Green Marketing Strategy

1. Knowing the Customer: Means making sure that the consumer is aware of and concerned about the issues that your product attempts to address, without which success in green marketing will be difficult to achieve.

2. Educating the customer: Means educating the people the reasons as to whatever you're doing is not only to protect the environment, but also matters of letting them know why it matters. Otherwise, for a significant portion of your target market, it's a case of "So what?", - Does it matter to me? and your green marketing campaign goes nowhere.

3. Genuineness & Transparency to the customer: It shows that a) In reality you are actually practicing, what you claim to be doing in your green marketing campaign and b) your business policies are in lieu with whatever you are doing that's eco friendly. Both these conditions have to be met for your business to establish the kind of environmental credentials that will allow a green marketing campaign to succeed.

4. Reassuring thy Buyer: Means that the customers must be made to believe that the product being offered shall fulfill the objective or purpose for which it has been purchased i.e.-no compromise in product quality in the name of the environment.

5. Pricing for thy customer: Means making sure that consumers can afford the premium and feel it's worth it, which is being charged for your product, as many environmentally preferable products cost more due to economies of scale and use of higher-quality ingredients.

6. Giving thy customers an opportunity to participate: Means personalizing the benefits of your environmentally friendly actions, normally through letting the customer take part in positive environmental action, at the same time keep in view the changed expectations of the customers.

7. A Challenge Ahead of Green Marketing

India's green brands have unambiguous challenges like given the current low levels of consumer awareness about global warming; India's brands need to assist elevate consumer awareness. Indian manufacturers have so far to find a market for green products. But by espousing the green crucial, and investing in green initiatives and consumer education, Indian brands can crack this vicious cycle. Implementing Green marketing is not going to be an easy job. The firm has to face many problems while stepping the way of Green marketing. Challenges which have to be faced are listed as under:

1. Green marketing support green products/services, green technology, green power/energy; a lot of money has to be used up on R&D programmes. Thus practicing green marketing to begin with will be a costly matter.
2. The customers may not believe in the firm's strategy of Green marketing, the firm therefore should make sure that they encourage the customer about their green product, this can be done by implementing Eco-labelling schemes. This scheme offers its approval to environmentally less harmful products has been very popular in Japan and Europe. In fact the first eco-label programme was initiated by Germany in 1978.
3. At first the profits will be very low because renewable and recyclable products and green technologies are more expensive. Green marketing will be successful only in long run.
4. The firm may give up on Green marketing concept or be forced to practice unbalanced means to cut cost to continue in the competition and thus the total idea of going green will be a scorn.
5. The firms practicing Green marketing have to endeavour hard in compelling the stakeholders and many a times there may be some who simply may not believe and co-operate.

8. Overcome the Challenges

The green marketing claims of a firm must do the following in order to overcome the challenges 1. Clearly state environmental benefits;

1. Explain environmental characteristics;
2. Explain how benefits are achieved;
3. Ensure comparative differences are justified;
4. Ensure negative factors are taken into consideration; and
5. Only use meaningful terms and pictures.

9. Why is green marketing chosen by most marketers?

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

a. Opportunity

In India, around 25% of the consumers prefer environmental-friendly products, and around 28% may be considered healthy conscious. Therefore, green marketers have diversified and fairly sizeable segments to cater to. The Surf Excel detergent which saves water and the energy-saving LG consumers durable are examples of green marketing

b. 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. Respecting the principle of extended producer responsibility (EPR), the Sony Company will continue

to promote the development and efficient operation of low-environmental-impact recycling systems suited to the needs of local communities. With the aim of reducing resource use, the Sony Company has planned to step up efforts to design products that are easy to recycle, as well as to promote the establishment of legislation that enshrines the concept of individual producer responsibility (IPR) and the building of an infrastructure for recycling Sony products.

c. Governmental Pressure

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 byproducts. These reduce the industry's production and consumers' consumption of harmful goods, including those detrimental to the environment; for example, the ban of plastic bags, prohibition of smoking in public areas, etc.

d. Competitive Pressure

Another major force in the environmental marketing area has been a firm's desire to maintain its competitive position. It is only in some instances that this competitive pressure causes an entire industry to modify and thus reduce its detrimental environmental behavior. For example, it could be argued that Xerox's "Revive 100% Recycled paper" was introduced a few years ago in an attempt to address the introduction of recycled photocopier paper by other manufacturers.

e. Cost Reduction

Reduction of harmful waste may lead to substantial cost savings. Sometimes, many firms develop a 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 contribute to a gigantic quantum of solid waste, is used to manufacture fly ash bricks for construction purposes.

10. Conclusion

Now this is the right time to select "Green Marketing" globally. It will come with drastic change in the world of business if all nations will make strict roles because green marketing is essential to save world from pollution. From the business point of view because a clever marketer is one who not only convinces the consumer, but also involves the consumer in marketing his product. 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. Recycling of paper, metals, plastics, etc., in a safe and environmentally harmless manner should become much more systematized and universal. It has to become the general norm to use energy-efficient lamps and other electrical goods. Marketers also have the responsibility to make the 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 cleaner and greener environment. Finally, consumers, industrial buyers and suppliers need to pressurize effects on minimize the negative effects on the environment-friendly. Green marketing assumes even more importance and relevance in developing countries like India.

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