

Emerging Trends in Green Marketing

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ABSTRACT

In recent years, the environment has been changed by the pollution. Environmental pollution had been a fact of life for many centuries but it became a real problem since the start of the industrial revolution. One of the greatest problems that the world is facing today is that of environmental pollution, increasing with every passing year and causing grave and irreparable damage to the earth. Hence this study is conducted to realize the importance of green marketing and save the environment through green marketing. Green marketing is the marketing of products that are presumed to be environmentally preferable to others. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, sustainable packaging, as well as modifying advertising. Yet defining green marketing is not a simple task where several meanings intersect and contradict each other; an example of this will be the existence of varying social, environmental and retail definitions attached to this term. Other similar terms used are environmental marketing and ecological marketing. Green, environmental and eco-marketing are part of the new marketing approaches which do not just refocus, adjust or enhance existing marketing thinking and practice, but seek to challenge those approaches and provide a substantially different perspective. In more detail green, environmental and eco-marketing belong to the group of approaches which seek to address the lack of fit between marketing as it is currently practiced and the ecological and social realities of the wider marketing environment. The legal implications of marketing claims call for caution. Misleading or overstated claims can lead to regulatory or civil challenges. In the United States, the Federal Trade Commission provides some guidance on environmental marketing claims. This Commission is expected to do an overall review of this guidance, and the legal standards it contains, in 2011.

1. INTRODUCTION

While different agencies and organizations offer various definitions of green marketing (sometimes called environmental marketing, or eco-marketing), they generally agree that it is the marketing of products and companies that promote the environment in some substantial way. Some definitions look for environmentally “safe” or “sustainable” production, while others seek to reduce a company’s “carbon footprint.

Green marketing is the marketing of products and services based on environmental factors awareness.

- Companies involved in green marketing make decisions relating to the entire process of the company's products, such as methods of processing, packaging and distribution.
- Green marketing companies seek to go above and beyond traditional marketing by promoting environmental, core values in the hope that consumers will associate these values with their company or brand.
- Engaging in these sustainable activities can lead to creating a new product line that caters to a new target market.

DEFINITION OF GREEN MARKETING

According to the American marketing association it has been interpreted or defined in three ways.

- **Retailing:** the marketing of products that are presumed to be environmentally safe.
- **Socially marketing:** the development and marketing of products designed to minimize negative effects on the physical environment or to improve its quality.
- **Environment:** the effort by organization to produce, promote, package and reclaim products in manner that is sensitive or responsive to ecological concerns.

Pride and Ferrell (1993): Green marketing, also alternatively known as environmental marketing and sustainable marketing, refers to an organization's efforts at designing, promoting, pricing and distributing products that will not harm the environment.

Polonsky (1994): defines green marketing as all activities designed to generate and facility any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment.

2. OBJECTIVE OF THE STUDY

- To know and realize the importance of green marketing in India.
- To understand the concepts of green marketing and its benefits.
- To know the opportunities and challenges face by the organization in context of green marketing.

3. RESEARCH METHODOLOGY

Research methodology used in this study is descriptive in nature. For this study data and information has been collected with the help of Books, Magazines, Newspapers, Research articles, and E-Journals.

BENEFITS OF GREEN MARKETING

Investing in green technology now is potential way toward the sustainable development and new job creation. As remarket by OECD secretary general, Jose Angel gurria, “stimulus packages are the greatest opportunity we have ever had for greening our economy”. Already there are notable sigh of growth in industries that are directly related to carbon reduction. The Asian Development Bank estimated that the global environment market could be worth more at USD \$607 billion (2005). And could potentially rise to USD \$836 billion by 2015. Notable, the environmental market is undergoing on explosion in developing counties. Compared to global annual growth rate at 3% between 1996 and 2001, environmental market in developing countries grew at 7-8% over the same period. The environmental goods and service market in the Asia and pacific region alone is expected to triple by 2015. Following benefits release by companies using green marketing:

Profitability: Green based product creates less waste, use fever raw material and save energy.

Competitive advantage: Companies that are first to put environment innovation on shelves enjoy competitive advantage.

Better products: Green based products are higher in quality in terms of energy saving, performance, convenience, safety etc.

Personal rewards: Green products offer consumes with the benefits of healthier more fulfilled lives and power to make the world better place.

Better physical environment: Well coordinated use of all green marketing strategies will resulted in better physical environment in term of reduce air and water pollution, waste energy depletion, global warming and deforestation.

Opportunities: It appears that all types of consumers, both individual and industrial are becoming more concerned and aware about the natural environment. In a 1992 study of 16 countries, more than 50% of consumers in each country, other than Singapore, indicated they were concerned about environment. A 1994 study in Australia found that 84.6% of the sample believed all individuals had a responsibility to care for the environment. A further 80% of this sample indicates that they changes as an opportunity to be exploited. It can be assumed that firm marketing goods with environment character will have a competitive advantage over firms marketing non-environmentally responsible activities.

GREEN MARKETING MIX

Product: The ecological objectives in planning products are to reduce resource consumption and pollution and to increase effective utilization of scarce resources.

Price: prices for such products may be a little higher than other products because of higher quality of ingredients.

Place: the choice of where and when to make a product available will have significant impact on the customers. Very few customers will go out of their way to buy green products.

Promotion: A communication with the market should put stress on environmental aspects.

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.

CHARACTERISTICS OF GREEN PRODUCTS

- 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 have eco-friendly packaging i.e. reusable, refillable containers etc.

GREEN MARKETING TRENDS IN INDIA

- Organizations perceive environmental marketing as an opportunity to achieve its objectives.
- Firms have realized that consumers prefer products that do not harm the natural environment as also the human health.
- Firms marketing such green products develop a competitive advantage, simultaneously meeting their business objective.
- Organization believes they have a moral obligation to be more socially responsible firms in this situation can use the fact that they are environmentally responsible as a marketing tool.

4. CHALLENGES OF GREEN MARKETING IN INDIA

1. New concept

New concepts are not easy to very quickly to the consumers. They need to take more time to reach the consumers. When consumers understand the new concept, then only they are going to accept the new concept. Otherwise the new concept will be facing a big challenge.

2. Need for standardization

There is no standardization to authenticate these claims. There is no standardization currently in place to certify a product as natural. Unless some regulatory bodies are involved in providing the certifications there will not be any verifiable means. A standard quality control board needs to be in place for such labeling and licensing.

3. Patience

The investors and corporate need view the environment as a major long-term investment opportunity, the marketers need to look at the long term benefits of this new green practices. It will require a lot of patience and no immediate results. Since it is a new concept and idea, it will have its own acceptance period. After the acceptance period automatically the concept reaches to the consumers. So up to that period the investors need to wait.

4. Avoiding green myopia

The first rule of green marketing is focusing on customer benefits with safe. It is not going to help if a product is developed which is absolutely green in various aspects but does not pass the customer satisfaction criteria. This will lead to green myopia. Also if the green products are priced very high when compared with other products, then again it will lose its market acceptability.

5. Huge investment for technology

The new technology will be high cost were the ordinary machine technology. So the investors are not ready to invest more amounts and not ready to take risks.

5. COMPANIES PRACTICING GREEN MARKETING IN INDIA

Most of the companies are practicing green marketing in their products and some of them are as follows:

- Led free paints from kansaiNarolac.
- L.G. introduced Battery operated TV.
- Samsung recently launched solar mobile Guru.
- Wipro has launched a new range of desktops and laptops called Wipro Green ware (reducing e-waste in the environment).
- ITC paperkraft's introduced premium range of eco-friendly business paper.

GOLDEN RULES OF GREEN MARKETING

- Know your customer
- Empower consumers
- Reassure the buyer
- Consider your pricing

6. CONCLUSION

- Green marketing should not be considered as just one more approach to marketing, but has to be pursued with much greater force, as it has an environmental and social dimension in it.
- 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.

- Green marketing assumes even more importance and relevance in developing countries like India.

7. REFERENCE

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