

GREEN MARKETING: NECESSITIES AND OPPORTUNITIES

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ABSTRACT

In twenty first century, business is facing the challenge of balancing consumer satisfaction and environment. Environmental issues like global warming, air pollution, water pollution etc are the major problem in present era of marketing. Hence the concept of green marketing has emerged as trend in marketing to satisfy the consumer needs along with environmental protection. Green marketing is playing major role in sustainable development of economy today. In this research paper, importance is given for need for the green marketing. Information is collected from various journals, newspaper, reference books and various websites. Green marketing is something which helps business organizations to produce and market the goods without polluting the environment.

KEY WORDS: Green marketing, environment protection, Global warming, consumer satisfaction, substantial development.

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INTRODUCTION

Social definition of marketing: Marketing is a societal process by which individual and groups obtain what they need and want through creating, offering, and freely exchanging products and services of value with others.

Main role of social marketing is to “**deliver a higher standard of living**”

Managerial definition of marketing: Marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, services to create exchanges that satisfy individual and organizational goal.

Main role of Managerial marketing is to “**satisfy individual and organizational goal**”

By the two definitions we can conclude marketing is a process which aims at satisfying organizational goal with consumer satisfaction and promoting higher standard of living.

Green marketing

The concept of Green Marketing has been evolved over a period of time. This evolution of Green Marketing has three phases.

1. **First Phase:** The first phase of green marketing was termed as “**Technological**” Green Marketing, where all marketing activities were framed to help environment problems and provide remedies for environmental problems.
2. **Second phase:** This was “**Environmental**” Green Marketing, where the main focus was on clean technology that involved designing of innovative new products, which took care of pollution and waste issues.
3. **Third phase:** It was “**Sustainable**” Green Marketing, which provided the sustainability of Green Marketing concept.

OBJECTIVE OF THE PAPER:

1. To understand the concept of Green marketing
2. To know the importance of green marketing
3. To analyze various challenges faced in green marketing

RESEARCH METHODOLOGY:

The study is purely based on secondary data. It focuses on newspaper, journals, websites and other reliable sources.

WHY GREEN MARKETING?

As resources are limited and human wants are unlimited, it is important for the marketers to utilize the resources efficiently without waste to achieve the organizational objectives. So Green Marketing is inevitable. There is growing interest amount that consumers all over the world regarding protection of environment. Worldwide evidence indicates people are concerned about environment and changing their behavior. As a result of this, Green Market has emerged.

GREEN PRODUCTS

Green products are the one which manufactured through the use of green technology, which causes no environmental hazards. For the conservation of depleting natural resources and sustainable development of the natural resources promotion of green technology and green products is necessary.

STRATEGIES TO BE EXECUTED FOR GREEN MARKETING:

- ❖ **Product differentiation:** there should always be a paramount difference between the green products and coated green products. There is a wide range of markets which includes retailing extract the manufacturers have used Eco performance differentiate and to compete. It has been observed that product with good eco performance can become target for new substitution, as a result of this many organization or products from the competitors.
- ❖ **Value positioning of consumer:** the organization can design environmental products to perform as promoting and delivering the customers designed value of angle on products and target relevant customer market segment can be proved to organization to differentiate.
- ❖ **Designing bio degrading prone packaging:** it has been observed that promotion of green products job is strongly influenced by the design making of the customer. Biodegradable packing will affect in a strong and moderate on their decision making. Therefore it is important to all persons connected with green marketing to modify the packaging of the products instead of

chemical filled or non-environmental friendly substances. The manufacturers, who are using plastic for packaging, should need some of requisite standards.

❖ **Product strategy for Green Marketing:** There is an urgent need to identify the customer's needs and development the green products according to their requirements without harming the environment. It includes more environmentally responsible packages which and shows that products meet or exceed the quality expectation of consumers so that the market may charge higher price with highlighting the economical viability of the products.

❖ **Distribution strategy of Green Marketing:** in this strategy of Green Marketing it is very essential to take consumer support. In this case the location must be differentiated from the competitors. It can be achieved by promoting the in store activities like recycling of materials to focus in the environmental and other related benefits.

REASONS TO BE GREEN

Most of the companies are opting for green products for the following reasons

❖ **Opportunities:** It appears that all types of consumers, both individual and industrial or becoming more concerned and aware about natural environment. Most of the countries in the world indicated they were concerned about environment. In 1994 study in Australia found that 84.6 % of sample believed all individuals have a responsibility to care for environment. And 80% of this sample indicated that they had modified their behavior including their purchasing behavior due to environmental reason. As the demand towards environmental friendly products are increasing, many companies think that it as an

❖ **Social responsibility:** Many firms must realize that they have to behave in an environmentally responsible manner. This translation of firms will use the master chief environmental objectives as well as profit related objectives. This results in Environmental issue being integrated into firm's corporate culture. In this situation firms think in two perceptive one is showcasing themselves as environmentally responsible and secondly they themselves being responsible

❖ **Governmental pressure:** In spite of the initiative which the firms take regarding the green products, government also specifies regulations regarding environmentally marketing. It also helps consumers by reducing production of harmful products, modifying consumer habit

and industrial use for consumption of harmful goods along with ensuring that all types of consumers will have an ability to evaluate the right variety of environmental

❖ **Competitive pressure:** Another major force in the environmental marketing area has been firms' desire to maintain their competitive position. In many cases organizations observe competitors promoting their environmental behaviors and attempts to emulate this behavior.

❖ **Cost or profit issues:** firms may also use Green Marketing in an attempt to address cost or profit related issues. Disposing of environmental harmful by-products such as polychlorinated contaminated oil are becoming increasingly costly and in some cases difficult. Therefore firms are often forced to re-examine their production processes. This serves as a double cost savings, since waste and raw material are reduced.

CHALLENGING IN GREEN MARKETING

Following are the challenges that are usually faced in Green marketing

1. **Need for standardization:**

Various reports say that out of many green marketing campaigns that are happening only 5% are true and few of them lack. As of now there is no such standardization to certify that products are organic. There should be some regulatory bodies to certify the same

2. **New concept**

Even though many Indian literate and urban consumers are aware about the advantages of usage of green products, it has not still reached the whole mass. Every consumer is needed to be educated and made aware of the environmental threats. This green movement must be made to reach to the masses, which will take lot of time and efforts. Buy India's Ayurvedic heritage, Indian consumers do appreciate the importance of using natural and herbal beauty products.

3. **Patience and perseverance:**

Green marketing has to assume as a long term investment opportunity by both investors as well as corporate people. The marketers need to look at long term benefits from this new Green Movement. It will require a lot of patience and the immediate results. Since it is a more concept and Idea, it will have its own acceptance period.

4. **Avoiding green myopia.**

The first rule of Green Marketing is focusing on customer benefits that are the primary reasons why consumers buy certain products in the first place. Do this right and motivate consumers to

switch brands or even pay premium for greener alternative. It also means that if the products are completely assumed to be green then there is every chance that it may lead to green myopia. There is also chance that if the green products are priced very high then again it will lose its market acceptability.

INITIATIVES TAKEN BY BUSINESS ORGANISATION AND GOVERNMENT AGENCIES FOR GREEN MARKETING IN INDIA

- ❖ **Digital tickets by Indian Railways:** recently IRCTC has allowed its customers to carry PNR number of their laptop and mobiles, for which customers can travel without carrying printed version of their
- ❖ **No polythene carry bags for free:** forest and environmental ministries of India has ordered to retail outlets like Big Bazaar, More, D-mart., etc. That they could avoid polythene carry bags to customers only if customers are ready to pay for it.
- ❖ **Green IT project: State Bank of India:** by using Eco and power friendly equipment in its 10000 New ATM with the banking giant and has not only saved power cost and Carbon credits but also set the right examples for others to follow. SBI is also entered into green service don't have green channel counter. SBI is providing many services like paperless Bangalore deposit slips no withdrawal form no checks no money transaction forms all these transactions are done through SBI shopping and ATM cards. State Bank of India dollars to wind energy to reduce emissions. The wind project is the first step in the State Bank of India in the field of greenbanking, which is dedicated to the reduction of its carbon footprint and promotion of energy efficient processes, especially among its customers.
- ❖ **Lead free Paints from Kansas Nerolac:** kansaiNerolac has worked on removing hazardous heavy metals from their paints. The hazardous heavy metals like lead Mercury chromium arsenic and antimony can have adverse effect on humans. Lead contents in paint are a source of danger causing damage to central nervous system. Children are more prone to lead poisoning lead to lower intelligence level and memory loss.
- ❖ **Wipro screen machines:** Wipro Infotech was India's first company to launch environment friendly computer peripherals. For the Indian market, Bigg Boss has launched a new range of desktops and laptops called greenware. These products are RoHS(Restriction of Hazardous Substances) complaint does reducing e- waste in the environment.

FUTURE OF GREEN MARKETING

Now a days companies are feeling stressed of various environmental concerns to make sure that there is always a sustainable growth to the society at large. The marketing companies should also strive to make aware the consumers regarding the need for green products rather than more usage of non-green ones. The Government is also supporting the green marketers. Consumers do not mind paying more for a greener products looking at its advantages. Meanwhile marketers have to take this as an opportunity so as to build their product portfolios and promote themselves as green. It is also the responsibility of consumers, industrial buyers and suppliers to promote the positive effects of Green marketing on the environment. In Case of developing countries like India Green marketing which should be path breakers and trendsetters for all others to follow.

Conclusion

Each and every organization is focusing more on customer satisfaction and it is organization's responsibility to protect environment so that the organization should adopt Green Marketing concept into the business and even it is consumer responsibility to demand eco friendly product. Protection of environment is the responsibility of human being for the Welfare of present and future generation for this perspective Green Marketing plays important role in today's business organisation.

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