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Title

**GREEN MARKETING – A BRIDGE BETWEEN
CONSUMERISM AND CONSERVATION**

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ABSTRACT:

The process of globalization accelerates the social responsibilities of corporate houses that have become significant aspect in today's era. The conscious efforts are being made by organizations to maximize its positive impact on the society by conserving the environment. In today's IT world consumers are getting more and more conscious and aware about what the businesses are doing and can do to protect the environment by finding various innovative ways to the nature and also the methods they are adopting to dispose of garbage, reduce, recycle and reuse of packaging. This expectation of the society gave the birth of Green Marketing as an instrument of performing corporate social responsibility. Society looks ahead to the business to act as responsible members of the social community as well as to provide goods and services efficiently.

Business has low ratings of trust in public perception. There is increasing expectation that companies will be more open, more accountable and be prepared to report publicly on their performance in social and environmental arenas. Consumers are becoming more aware of the environmental and social implications of their day-to-day consumer decisions and are therefore beginning to make purchasing decisions related to their environmental and ethical concerns CSR is the deliberate inclusion of public interest into corporate decision-making, and the honoring of a triple bottom line: people, Planet and profit. The corporate world is trying to maintain equilibrium between consumerism and conservation of nature through CSR practices.

Key Words: CSR, Brand Building, Green Marketing, Sustainable Development, conservation and consumerism.

INTRODUCTION:

A number of factors have caused business firms to behave more responsibly towards the natural environment. Perhaps foremost among these is the possibility of capitalizing on opportunities from the sale of environmental services and/or "earth-friendly" products. Environmental awareness has increased dramatically, particularly since the organized environmental movement emerged in the late 1960s. Issues ranging from global warming to animal rights to species

preservation to the protection of wetlands are now prominent in the media and in the minds of consumers. "Green" consumers have thus arisen with preferences for products made from recycled materials or products whose use entails reduced environmental impact. Often such products command premium prices, and therefore the task of marketers has become all the more crucial.

As landfills fill up and public opposition mounts against opening new ones (the NIMBY, or "Not In My Back Yard," syndrome), waste treatment and disposal costs rise. Storage, transport, and disposal of hazardous wastes is quickly becoming unaffordable for many firms, stimulating a search for less-toxic alternative processes. Furthermore, liability and litigation costs for environmental damages are skyrocketing with little sign of abatement. At the time of the first Earth Day in April 1970, there were approximately 2,000 federal, state, and local environmental regulations. In the late 1990s there were approximately 100,000 such rules. By some estimates, U.S. businesses have spent well over a trillion dollars since the 1970s on environmental law compliance.

Corporate social responsibility, also called corporate conscience, citizenship, social performance, or sustainable responsible business, is a form of corporate self-regulation integrated into a business model. CSR policy functions as a built-in, self-regulating mechanism whereby business monitors and ensures its active compliance with the spirit of the law, ethical standards, and international norms. The goal of CSR is to embrace responsibility for the company's actions and encourage a positive impact through its activities on the environment, consumers, employees, communities, stakeholders and all other members of the public sphere. Furthermore, CSR-focused businesses would proactively promote the public interest by encouraging community growth and development, and voluntarily eliminating practices that harm the public sphere, regardless of legality.

Social responsibility is an ethical theory that an entity whether it is a government organization or individual has accountability to society. This accountability can be "negative" (resistance stand) or "positive," (proactive stand) i.e. there is a responsibility to refrain from acting or there is a responsibility to act.

According to American marketing association AMA, Green Marketing consists of all activities designed to generate and 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 is known as Green Marketing.

Objectives of Green Marketing:

- To Maintain the environmental balance.
- To Increasing awareness of consumers towards their nature.
- Better utilization of natural resources.
- To minimize the contamination of natural sources
- To minimize the waste

Comparison Between Traditional Marketing and Green Marketing:

Sr. No.	Traditional Marketing	Green Marketing
1	Initiates with identification of needs of customers.	Initiates with identification of needs of customers.
2	Customers need plays key role in decision making.	Ecological need plays key role in decision making.
3	Customer centered approach with short term objectives by ignoring the environmental destruction.	Environment centric approach with long term objectives.
4	Product is based on customer needs, delivering and providing the after sales services.	Product is based on analysis and ecological suitability of the product.
5	Aims at customer satisfaction by ignoring environmental concerns.	Aims at customer satisfaction with environmental sustainability.
6	Business is not equipped to handle social activities Limits the ability to compete in a global marketplace	Increase business power
7	Protects business self-interest	Protects business with environment by being proactive

Corporate Initiatives For Green Marketing As Social Responsibilities:

1. Broadcaster **New Delhi Television Ltd** , or NDTV, in partnership with car maker **Toyota Kirloskar Motor Pvt. Ltd** launched *Greenathon* on 7 February—a 24-hour live television event to create awareness about environmental issues.

2. **Reva Electric Car Co.** developing a market for electric cars and thereby a sustainable business—firms are gearing up to bring about a change in the way their businesses and products are perceived.

3. **Panasonic Corp.** is working out a go-to-schools interactive campaign to spread awareness among students on global warming and other environmental issues, to begin with.

4. **Nokia India Pvt. Ltd** has launched a campaign to recycle electronic waste. Consumers are encouraged to dump old mobile phones and accessories, irrespective of brand, at any of the 1,300 green recycling bins at Nokia priority dealers and Nokia care centres.

5. **Henkel India Ltd** launched "eco-learn"—a learning initiative to inculcate environmental concern and sustainability.

6. **Hindustan Unilever Ltd's**, or HUL's, Surf Excel Quick Wash talked about how housewives could save two buckets of water while using premium detergent powder to wash clothes.

7. **Reckitt Benckiser Group Plc.** has launched a global campaign *Our Home Our Planet* to help consumers save money and minimize their carbon footprint as part of its Carbon 20 programme.

Source : Changing perceptions Marketing tactics take on a green hue
<http://www.livemint.com/2009/03/02213546/Changing-perceptions-Marketin.html>

CSR is titled to support an organization's mission as well as a guide to what the company stands for and will uphold to its consumers. Development business ethics is one of the forms of applied ethics that examines ethical principles and moral or ethical problems that can arise in a business environment. ISO 26000 is the recognized international standard for CSR (currently a Draft International Standard). Public sector organizations adhere to the triple bottom line. It is commonly accepted that CSR adheres to similar principles but with no formal act of legislation. The UN has developed the Principles for Responsible Investment as guidelines for investing entities Corporate Social Responsibility (CSR) is becoming an increasingly important activity to businesses locally and globally.

All companies should not be expected to be involved in all aspect of social development. That would be farcical and unnecessarily restrictive. But for a firm to be involved in some aspects, both inside and outside, will make its products and services more attractive to consumers as a whole, therefore making the company more profitable. There will be increased costs to implement CSR, but the benefits are likely to far outweigh the costs.

The promotion of social development issues must also be one of partnership between government and private and non-governmental sectors and, in particular, the corporate sector.

Corporate social responsibility should yet not be seen as a replacement to regulation or legislation concerning social rights or ecological standards, including the formation of new suitable legislation. This responsibility is seen to extend beyond the statutory commitment to comply with legislation and sees organizations willingly taking further steps to improve the quality of life for employees and their families and society.

Many Non-governmental organizations (NGOs) accept that their role and the responsibility of their members as citizens are to help improve society by taking a proactive stand in their societal roles.

Uninor's move of using pre used branding materials for creating range of accessories. On the occasion of World Environment Day, Uninor announced an innovative recycled range of accessories and stationery items made from their pre-used branding materials such as flex. Uninor has partnered with Conserve India- an NGO from Haryana to produce attractive merchandise made from handmade recycled plastic that includes wallets, CD covers, keychains, mobile pouches, business card holders, diaries amongst other goodies. The first pilot of this innovative initiative has been launched in Uninor's Karnataka Circle.

This range of products is 100% recycled and energy efficient as it's created through a unique method of 'Up Cycling'. The original form and colour of the branded flex is kept as is during the product design process, which helps in conserving energy and ensures zero usage of dyes during the Up Cycling process. Uninor plans to use this recycled range of products as giveaways and goodies to customers, channel partners and employees.

When it comes to shoes, brands like Nike and Converse have taken the green initiative with programs like ReUse A Shoe, where shoes are recycled to create playing surfaces from playgrounds to tennis courts. A new overseas shoe brand OAT wants to put the green initiative. They've created a brand of biodegradable shoes.

Conclusion:

Environmentally responsible or "green" marketing refers to the satisfaction of consumer needs, wants, and desires in conjunction with the preservation and conservation of the natural environment. Considered an oxymoron by many environmentalists (because it still promotes consumption, albeit so-called responsible consumption), green marketing manipulates the four elements of the marketing mix (product, price, promotion, and distribution) to sell products and services offering superior environmental benefits in the form of reduced waste, increased energy efficiency, and/or decreased release of toxic emissions. These benefits are frequently estimated using life-cycle analysis (LCA) studies, which measure the environmental impact of products over their entire life cycle—resource extraction, refining, manufacturing, transportation, use, and disposal.

Green consumerism is based on public awareness of pressing environmental issues. Green marketers hope to capitalize on this by developing strategies that allow consumers to integrate green products into their lifestyles. Many such efforts by green marketers have met with considerable success. The "organic" industry, for example, which specializes in the sale of organically, based foods, health and nutritional products, and other green lifestyle items, saw its sales boom in the 1990s, from \$1 billion in 1991 to \$3.3 billion in 1996.

Now-a-days, employees are actively participating in the social activities even on holidays in various companies. This is mainly because employees feel a sense of pride and responsibility when they are involved in such activities. Moreover, companies are having dedicated departments for CSR. CSR taken up by various range of companies primarily focuses on poverty alleviation, environmental protection and sustained development. Such type of measures and practices surely help to maintain ecological balance by creating Green brand building. However Green marketing is still in its infancy and a lot of research is to be done on green marketing to fully explore its potential.

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