

Green Marketing: An Environment Friendly Concept

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ABSTRACT

The Marketing Principle is an initiative towards environmental protection by obtaining ecological balance. It refers to a broader marketing concept wherein the production, marketing, consumption and disposal of products and services happen in a manner that is less harmful to the environment. 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 occur, with minimal harmful impact on the natural environment. Society expects business to act as responsible members of the social community as well as to provide goods and services efficiently. By this the social responsibilities of any corporate houses has become an important aspects of today's era, in which the conscious efforts are being made by an organization to maximize its positive impact and minimize its negative impact on society as well as a whole and on various groups and individuals within society. Business is marketing and vice versa forcing corporate to go for social responsible activities in which it produces products and render services for exchanging for money by which needs of man can be fulfilled and the needs of the society can also be looked after. In this situation when the consumers are becoming more concerned about what they as well as business firms can do to protect the environment and the majority of society wants to help firms clean up the air, water and land. They also must go for finding the new ways to dispose of garbage, recycle and reuse of packaging. This expectation of the society gave the birth to Marketing. Green marketing is quickly making the shift from trendy marketing tactic to cultural movement as more and more consumers demand environmentally friendly products, made in a sustainable way. Green marketing refers strictly to marketing by companies who are either offering environment friendly products or presenting a brand image as environmentally conscience. In today's business world environmental issues plays an important role in marketing. All most all the governments around the world have concerned about green marketing activities that they have attempted to regulate them. There has been little attempt to academically examine environmental or green marketing. It introduces the terms and concepts of green marketing, briefly discuss why going green is important and also examine some of the reason that organizations are adopting a green marketing philosophy.

The term Green Marketing came into prominence in the late 1980s and early 1990s. It began in Europe when specific products were identified as being harmful to the earth's atmosphere. Green or Environmental Marketing consists of all activities designed to generate and facilitate any exchanges intended to satisfy human needs, with minimal detrimental impact on the natural environment. It is the marketing of products that

are presumed to be environmentally safe. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, 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.

Keywords

Environmentally conscience, Natural environment, Production process

Introduction

Green marketing is a golden goose. Green marketing is the marketing of products that are presumed to be environmentally safe. Divergent aspects of green marketing include ecologically safer products, recyclable and biodegradable packaging, energy-efficient operations, and better pollution controls. Advances produced from green marketing include packaging made from recycled paper, phosphate-free detergents, refillable containers for cleaning products, and bottles using less plastic thus green marketing incorporate a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising. As today's consumers become more conscious of the natural environment, businesses are beginning to modify their own thoughts and behavior in an attempt to address the concerns of consumers. Green marketing is becoming more important to businesses because of the consumer's genuine concerns about our limited resources on the earth.

One business area where environmental issues have received a great deal of discussion in the popular and professional press is marketing. Terms like Green Marketing appear frequently in the popular press. Many governments around the world have become so concerned about green marketing activities that they have attempted to regulate them. Green Marketing is the process of developing products and services and promoting them to satisfied customers who prefer products of good quality, performance and convenience at affordable cost, which at the same time to do not have a detrimental impact on the environment. Thus Green Marketing refers to holistic marketing concept where in the production, marketing consumption and disposal of product and services happen in a manner that is less detrimental to the environment with growing awareness about the implication of global warming, non biodegradable solid waste, harmful impact of pollutant etc. both marketers and consumers becoming increasingly sensitive to the need for a switch in to the green products and services.

The green marketing has evolved over a period of time. Green Marketing has given a prominence in a late 1980s and 1990s after the proceeding of the first workshop on Ecological Marketing held in Austin, Texas (US), in 1975. According to the Jeol Makeover (a writer, speaker and strategist on clean technology and green marketing), green marketing face a lot of chal lenges because of lack of standard and public consensus to what constitutes "Green."Green Marketing is a

vital constitutes of the holistic marketing concept. It is particularly applicable to businesses that are directly depending on the physical environment, for example industries like fishing, processed food, and tourism and adventure sports. Changes in the physical environment may pose a threat to such industries. Many global players in diverse businesses are now successfully implementing green marketing practices.

Importance of Green Marketing:

Mankind has limited resources on the earth with which she/he must attempt to provide for the worlds unlimited wants. As firms face limited natural resources they must develop new or alternative ways of satisfying these unlimited wants. Ultimately, green marketing looks at how marketing activities utilize these.

Adoption of Green Marketing:

There are basically five reasons for which a marketer should go for the adoption of the green marketing. Most of the companies are entering into green marketing just because of the following reasons:

- Opportunities or Competitive Advantage
- Corporate Social Responsibilities (CSR)
- Government Pressure
- Competitive Pressure
- Cost or Profit Issue
- Green Marketing Mix.

Reasons for Going Green:

- Maintaining the ecological balance.
- Maintaining the environment eco friendly.
- Increasing awareness of consumers towards their planet.
- Better Utilization of natural resources.
- Performing the social responsibility.

Green Marketing by firms:

When looking through the literature, there are several suggested reasons for firms 'Increased use of Green Marketing.' Five possible reasons cited are:

- Organizations perceive environmental marketing to be an opportunity that can be used to achieve their objectives.
- Organizations believe they have a moral obligation to be more socially responsible.

- Government bodies are forcing firms to become more responsible.
- Competitors' environmental activities pressurise firms to change their environmental marketing activities.
- Cost factors associated with waste disposal or reductions in material usage forces firms to modify their behavior.

Some Problems with Going Green

One of the main problems is that firms using green marketing must ensure that their activities are not misleading the consumers or industry; do not breach any of the regulations or laws dealing with environmental marketing. Another problem firms face is that those who modify their products due to increased consumer concern must contend with the fact that consumers perceptions are sometimes not correct. Take for example the McDonalds case where it has replaced its clam shells with plastic coated paper. There is less scientific debate which is more environmentally friendly. When firms attempt to become socially responsible, they may face the risk that the environmentally responsible action of today will be found to be harmful in the future. While governmental regulation is designed to give consumers the opportunity to make better decisions or to motivate them to be more environmentally responsible, there is difficulty in establishing polices that will address all environmental issues. Reacting to competitive pressures can cause all followers to make the same mistake as the leader. A costly example of this was the mobile Corporation that followed the competition and introduced biodegradable plastic garbage bags. While technically these bags were biodegradable, the conditions under which they were disposed did not allow biodegradation to occur.

Key to successful Green marketing:

Green Marketing can win more customers if it is used in right way however, it includes the following things:

- Green Marketing
- Green Business
- Business and Environment
- Sustainable development and
- Marketing Strategies

Many potential customers follow green business practices and could reap more green on bottom line. Green Marketing is not just a catchphrase, it is a marketing strategy that can help to get more customers and make more money. But only if one uses it in a right way. For the effective green marketing the following three things are to be followed or used:

- Be Genuine with the customers
- Educate your Customers

- Give them Opportunity to Participate
- Being Genuine means that you are actually doing what you claim to be doing in your green marketing campaign and the rest of your business policies are consistent with whatever you are doing that is environmentally friendly. Both these conditions have to be met for your business to establish the kind of environmental credential that will allow a green marketing campaign to succeed.

Corporates Initiatives for Green Marketing as Social Responsibilities:

- 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.
- 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 1300 green recycling bins at Nokia priority dealers and Nokia care centres.
- 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.
- Broadcaster New Delhi Television Ltd, or NDTV, in partnership with car maker Toyota Kirloskar Motor Pvt. Ltd launched Greenathon, a program which is a 24 hour live television event to create awareness about environmental issues with the help of celebrities.
- 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.

Many companies are adopting green for capturing market opportunity of green marketing some cases.

Rank	Country
1.	India
2.	UK
3.	US
4.	Thailand
5.	Australia
6.	Canada
7.	China

The Future of Green Marketing

There are many lessons to be learned to avoid green marketing myopia, the short version of all this is that effective green marketing requires applying good marketing principles to make green products desirable for consumers. The question that remains, however, is, what is green marketing's future? Business scholars have viewed it as a "fringe" topic, given that environmentalism's acceptance of limits and conservation does not match well with marketing's traditional axioms of "give customer what they want" and "sell as much as you can". Evidence indicates that successful green products have avoided green marketing myopia by following three important principles:

Consumer Value Positioning

- Design environmental products to perform as well as (or better than) alternatives.
- Promote and deliver the consumer desired value of environmental products and target relevant consumer market segments.
- Broaden mainstream appeal by bundling consumer desired value into environmental products.

Calibration of Consumer Knowledge

- Educate consumers with marketing messages that connect environmental attributes with desired consumer value.
- Frame environmental product attributes as "solutions" for consumer needs.
- Create engaging and educational internet sites about environmental products desired consumer value.

Credibility of Product Claim

- Employ environmental product and consumer benefit claims that are specific and meaningful.
- Procure product endorsements or eco-certifications from trustworthy third parties and educate consumers about the meaning behind those endorsements and ecocertifications.

Conclusion

As it is a new concept and being in initial stage so lot of efforts are needed to explore the new ways of producing, delivering, disposing and satisfying the human needs with lesser detrimental to environment. Apart from these there is also a need to create awareness among the customers to make green marketing work as well as to make a difference by being environment friendly. Green Marketing is being treated as a new means of Corporate Social Responsibilities. Green Marketing covers more than a firm's marketing claims. While firms must

bear much of the responsibility for environmental degradation, ultimately it is consumers who demand goods, and thus create environmental problems. It appears that consumer is not overly committed to improving their environment and may be looking too much responsibility on industry and government. Ultimately, green marketing requires that consumers want a cleaner environment and willing to pay for it, through higher price goods, modified individual lifestyle, or even by governmental intervention. Until this occurs, it will be difficult for firms alone to lead the green marketing revolution.

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