

# Green Marketing an Overview

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## ABSTRACT

Increasing awareness on the various environmental problems has led a shift in the way consumers go about their life. There has been a change in customer attitude towards a green life style. Organizations and business however has seen this change in consumers attitudes and are trying to gain on edge in the competitive market by exploiting the potential in the marketing is a phenomenon which has environment safe and also covers the existing products to be modified, changing production processed, marketing changed in the design of the product and the communication procedures related to products and services. It has emerged as an important concept in India and is seen as important strategy of facilitating substantial development in this research paper, main emphasis has been made of concept, need and importance of green marketing.

**Keywords:** Green marketing, Environment, Consumers, products

## INTRODUCTION

The green movement has rapidly in the world. Consumer awareness and motivation continue to drive change in the market place, notably through the introduction of more eco-friendly products. Green marketing incorporates wide range of activities including products modification, changes to the production process as well as modifying advertising. Green marketing refers to holistic marketing concept wherein the product, marketing consumption of disposal of products and services that happened in a manner that is less determined to the environment with growing awareness about the implications of global warming, harmful impact of pollutants etc.

Green marketing is used to describe “Any marketing activity of a firm that intended to create positive impact or the lesson the negative impact or a product on the environment and as a result capitalized on consumers, concern of environmental issues” ( Stanton, et al, 1994)

## EVOLUTION OF GREEN MARKETING

Green marketing term was first discussed in a seminar on “Ecological Marketing: organized by American Marketing Association (AMC) in1975 and took its place in the literature.

The term green marketing came into prominence in the late 1980s and early 1990s. The first wave of the green marketing occurred in the 1980s. The tangible milestone for the first wave of the green marketing came in the form of published books, both of which were called Green Marketing. They were by Ken Pattie (1992) in the United Kingdom and by Jacquelyn Ottman (1993) in the United States of America.

First phase was termed as “**Ecological**” green marketing, and during this period all marketing activities were concerned to help environmental problems and provide remedies for environmental problems.

Second phase was “**Environmental**” green marketing and the focus shifted on clean technology that involved designed of innovative new products, which take care of pollution and waste issues.

Third phase was “**Sustainable**” green marketing. It came into prominence in the late 1990s and early 2000 concerned with developing good quality products which can meet consumers need by focusing on the quality, performance, pricing and convenience in an environment friendly way.

**Objectives of the study:**

1. To know the concept of green marketing.
2. To know why are firms using green marketing.
3. To study the challenges of green marketing.

**RESEARCH METHODOLOGY**

The present study is descriptive and information has been collected from various books, trade, journals, newspaper, publications etc.

**Why Are Firms Using Green Marketing**

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

**1. Opportunity:**

In India, around 25% of the consumers prefer environment friendly products, and around 28% may be considered health conscious. Therefore, green marketers have diversified to fairly sizable segment of consumers to cater to.

**2. Social Responsibility:**

Many companies have started realizing that they must behave in an environment friendly fashion. They believe both in achieving environment objectives as well as profit related objectives respecting the principal of Extended Producer Responsibility (EPR).

**3. Government Pressure:**

Various regulations are framed by the government to protect consumer and society at large. The Indian government too developed a framework of legislation to reduce the production of harmful goods and by products. These reduce the industry's production and consumers consumption of harmful goods, including those detrimental to the environmental; for example, the ban of plastic bags, prohibition in public areas, etc

**4. Competitive Pressure:**

Another major force in the environmental marketing area has been firm's desire to maintain their competitive position. In many cases firms observe competitors promoting their environmental behavior and attempt to emulate this behavior. In some intense this competitive pressure has caused an entire industry to modify and thus reduce detrimental environmental behavior.

**5. Cost Reduction:**

Reduction of harmful waste may lead to substantial cost savings. Sometimes, many firms developed a symbiotic relationship whereby the waste generated by one company is used by another as a cost effective raw material.

**Golden Rule of green marketing**

- 1. Know your customer:** Make sure that consumer is aware of and concerned about the issues that your product attempts to address.
- 2. Educating your customer:** It is not just a matter of letting people know, whatever you're doing is to protect the environment, but also a matter of letting them why it matters.
- 3. Being Genuine & Transparent:** means that a) You are actually doing what you claim to be doing in your green marketing campaign and b) The rest of your business policies are consistent with whatever your are doing that's environment friendly.

**4. Reassure the Buyer:** Consumer must be made to believe that the product performs the job, in this firm should not forget product quality in the name of the environment.

**5. Consider Your Pricing:** If you are charging a premium for your product and many environment friendly preferable products cost more due to economics of scale and use of higher- quality ingredients make sure those consumers can afford the premium and feel it's worth it.

**Table 1: Countries ranked according to their response level on Green Marketing:**

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

Source – Namex International Journal of Management Research

### **Green Marketing Challenges:**

Although a large number of firms are practicing green marketing. It is not an easy job as there are a number of problems which need to be addressed while implementing Green Marketing. The major challenges which Green Marketing have to be faced are:

**1. New Concept:-** Indian literate and urban consumers is getting more aware about the merits of green products. But it is still a new concept for the masses. The consumers needs to be educated and made aware of the environmental threats. The green movements need to reach the masses and that will take a lot of time and efforts.

**2. Cost Factor:-** Green Marketing involves marketing of green products / services, green technology, green power / energy for which a lot of money has to be spent on R&D programs for their development and subsequent promotional programs which ultimately may lead to increased the costs.

**3. Convincing Customers:-** The customers may not believe in the firm's strategy of green marketing the firms therefore should ensure that they undertake all possible measures to convince the customer about their green products, the best possible option is by implementing eco-labeling scheme. Sometimes the customers may also not be will to pay the extra price for the products.

**4. Sustainability:-** Initially the profits are very low since renewable and recyclable products and green technology are more expensive. Green Marketing will be successful in long run. Hence the business needs to plan for long term rather than short term strategy and prepare for the same, at the same time it should avoid falling into lure of unauthentic practices to make profits in short term.

**5. Non Cooperation:-** The firms practicing green marketing have to strive hard in convincing the stakeholders and many a time it may fail to convince them about the long term benefits of green marketing as compared to short term expenses.

**6. Avoiding Green Myopia:-** Green Marketing must satisfy two objectives: improved environmental quality and customer satisfaction. Misjudging either or over emphasizing the former at the expense of the latter can be termed green marketing myopia.

### **GREEN MARKETING IN INDIAN CONTEXT**

There are various Indian milk co-operatives “adopting the green marketing concept by selling packaged milk with an offer of cash refund for the returned disposable plastic pouches. Hand woven and chemical-free fabric (khadi); Herbal Shampoo (Ayur, ayurvedic, products, detergents ( friendly wash ) are examples of initiation of green

movements by Indian companies. Cylces and rikshaws are other green products. It is a mode of a pollution free transport.

Top green companies in India are: (1) Asian Brown Boveri (ABB), (2) Buyer Indi, (3) Clariant India, (4) Coromandel Fertilizers, (5) Gujrat Ambuja Cement, (6) Indian Aluminium Co”, (7) Orchid Chemicals and Pharmaceuticals, (8) Phillips India, (9) Tata Iron and Steel Co. etc.

### **CONCLUSION**

Green Marketing is a tool for protecting the environment for future generation. It is the need of hour and it requires redesigning the market. The consumers have come more aware and more demanding for eco-friendly products. Every firm has to take concrete steps pollutions minimize use of resources to redesign products and services so that society may suffer to minimum level.

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