



## Emerging Trend of Green Marketing

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**ABSTRACT**

*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. This is a Key factor which is developing important place in the modern market trend. As a result of this businesses have increased their rate of targeting consumers who are concerned about the environment. This research paper discusses how businesses have increased their rate of targeting green consumers, those who are concerned about the environment and allow it to affect their purchasing decisions. The paper also examines the present trends of green marketing at the field.*

**KEYWORDS :** Green marketing, concept, green practices, green products, price, consumer behavior, environmentally friendly product, eco-friendly product, ecological marketing.

**INTRODUCTION**

According to the American Marketing Association, green marketing is the marketing of products that are presumed to be environmentally safe. On account increasing global warming and other ecological disorder a need for environment friendly products & services has arisen and marketers these days either due to Government pressure or as a social responsibility has taken up green marketing i.e Marketing products and services based on environmental factors or awareness. It 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. Other similar terms used are Environmental Marketing and Ecological Marketing. Thus "Green Marketing" refers to holistic marketing concept wherein the production, marketing consumption an disposal of products and services happen in a manner that is less Detrimental to the environment with growing awareness about the implications of global warming, non-biodegradable solid waste, harmful impact of pollutants etc., both marketers and consumers are becoming increasingly sensitive to the need for switch in to green products and services. While the shift to "green" may appear to be expensive in the short term, it will definitely prove to be indispensable and advantageous, cost-wise too, in the long run.

**Objectives of the study:**

- To discuss the need for Green marketing from different perspectives.
- To understand the strategy needed for successful Green marketing.
- To study the present scenario and potential of Green marketing in India
- To study the challenges faced by Green marketers in India

**GREEN MARKETING- WHY?**

Worldwide evidence indicates people are concerned about the environment and are changing their behaviour. As a result of this, green marketing has emerged which speaks for growing market for sustainable and socially responsible products and services. Thus the growing awareness among the consumers all over the world regarding protection of the environment in which they live, People do want to bequeath a clean earth to their offspring. Various studies by environmentalists indicate that people are concerned about the environment and are changing their behaviour pattern so as to be less hostile towards it.

Now we see that most of the consumers, both individual and industrial, are becoming more concerned about environment friendly products.

**Five Simple Rules of Green Marketing:**

1. Know your customer: If you want to sell a greener product to consumers, you first need to make sure that the consumer is aware of and concerned about the issues that your product attempts to address. Whirlpool is just one company that learned this lesson the hard way. Even after winning a \$30 million "golden Carrot" prize for being first to market with a CFC-free fridge, they discovered that consumers wouldn't pay the premium because they didn't know what CFCs were - and there were no other value-added benefits.
2. Empower consumers: Make sure that consumers feel, by themselves or in concert with all the other users of your product, that they can make a difference. This is called "empowerment" and it's the main reason why consumers buy greener products. This powerful principle underlies so many campaigns laden with tips.
3. Be transparent: Consumers must believe in the legitimacy of your product and the specific claims you are making. Caution: There's a lot of skepticism out there that is fueled by the raft of spurious claims made in the "go-go" era of green marketing that occurred during the late 80s-early90s - one brand of household cleaner claimed to have been "environmentally friendly since 1884"!
4. Reassure the buyer: Consumers need to believe that your product performs the job it's supposed to do. They won't forego product quality in the name of the environment. (Besides, products that don't work well will likely wind up in the trash bin, and that's not very kind to the environment.)
5. Consider your pricing: If you're charging more for your product - and many environmentally preferable products cost more due to economies of scale and use of higher-quality ingredients - make sure that consumers can afford the premium and feel it's worth it. Many consumers, of course, cannot afford premiums for any type of product these days, much less greener ones, so keep this in mind as you develop your target audience and product specifications.

**CHARACTERISTICS OF GREEN PRODUCT (GP)**

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 and sustain-able development. We can define green products by following measures:

- Products naturally grown,
- Products those are recyclable, reusable and biodegradable,

- Products with natural ingredients without preservatives
- Products containing recycled contents, non-toxic chemical
- Products contents under approved chemical.
- Products that do not harm or pollute the environment
- Products that will not be tested on animals
- Products that have eco-friendly packaging i.e. reusable, refillable containers etc.

**NEED AND SCOPE OF GREEN MARKETING:**

1. There is growing interest among consumers all over the world regarding protection of environment
2. Our quality of life is increasingly impacted .
3. To full fill the obligation of social responsibilities towards society.
4. To comply with Governmental policies &pressure.
5. To be ahead of competitors, green marketing can be used as strategy.
6. Helps in reducing costs on account of recycling .
7. Customers also feel satisfied by using green products as they contribute to nature.
8. It helps in accessing the new markets where environmental standards are given prime importance.

Issues like Global warming and depletion of ozone umbrella are the main for the healthy survival. Every person rich or poor would be interested in quality life with full of health and Vigor and so would the corporate class. Financial gain and economic profit is the main aim of any corporate business. But harm to environment cost by sustain business across the globe is realized now though off late. This sense is building corporate citizenship in the business class. So green marketing by the business class is still in the selfish anthological perspective of long term sustain-able business and to please the consumer and obtain the license by the governing body. Industries in Asian countries are catching the need of green marketing from the developed countries but still there is a wide gap between their understanding and implementation.

**The Green marketing mix Product:**

A producer should offer ecological products which not only must not contaminate the environment but should protect it and even liquidate existing environmental damages.

**Price:**

Prices for such products may be a little higher than conventional alternatives. But target groups like for example LOHAS are willing to pay extra for green products.

**Place:**

A distribution logistics is of crucial importance; main focus is on ecological packaging. Marketing local and seasonal products e.g. vegetables from regional farms is easier to be marketed “green” than products imported.

**Promotion:**

A communication with the market should put stress on environmental aspects for example soring the natural environment is also very important. And last but not least, ecological products will probably require special sales promotions.

**Additional Social Marketing “P’s” that are used in this process are as followed: Publics**

Effective Social Marketing knows its audience, and can appeal to multiple groups of people. “Public” is the external and internal groups involved in the program. External publics include the target audience, secondary audiences, policymakers, and gatekeepers, while the internal publics are those who are involved in some way with either approval or implementation of the program.

**Partnership**

Most social change issues, including “green” initiatives, are too complex for one person or group to handle. Associating with other groups and initiatives to team up strengthens the chance of efficacy.

**Policy**

Social marketing programs can do well in motivating individual behaviour change, but that is difficult to sustain unless the environment they’re in supports that change for the long run. Often, policy change is needed, and media advocacy programs can be an effective complement to a social marketing program.

**VARIOUS CHALLENGES IN GREEN MARKETING**

**Need for Standardization:**

It is found that only 5% of the marketing messages from “Green” campaigns are entirely true and there is a lack of standardization to authenticate these claims. There is no standardization currently in place to certify a product as organic. 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 labelling and licensing.

**New Concept**

Indian literate and urban consumer is getting more aware about the merits of Green products. But it is still a new concept for the masses. The consumer needs to be educated and made aware of the environmental threats. So before paying premium for green products and services ,they look for the authentication ,and false claims will lead negative perceptions about organization as well as green practices .The new green movements need to reach the masses and that will take a lot of time and effort. By India’s ayurvedic heritage, Indian consumers do appreciate the importance of using natural and herbal beauty products. Indian consumer is exposed to healthy living lifestyles such as yoga and natural food consumption. In those aspects the consumer is already aware and will be inclined to accept the green products.

**Problems:**

1. Firms may use green marketing to mislead the customers by means of giving false information.
2. Educating all the customers about use &need of green products is difficult.
3. Environmental policies are not uniform throughout the country &across the globe this makes standardization of products difficult.
4. Green Marketing involves huge capital investments in adapting environmentally friendly technology and SMEs may not afford this.
5. Established companies fear alienating their base of mainstream consumers by appealing to the green consumer.
6. Low awareness among consumers about ECO Mark.
7. Price sensitive consumers.

**Lets Go Green: The Green Companies**

General Electric	General Electric’s presence on this list might surprise you, but the steps they have taken toward Green operations are undeniable .Since 2006, the company has sold over 12\$billion of its Eco imagination Products .
Mc Donalds	Mc Donald s now works in close collaboration with PETA on systematically reforming its business practices to be more humane and friendly to the environment in which they operate.
Starbucks	Starbucks has green advocates smiling about its “bean to cup” approach, which stresses top efficiency at each link of its global supply chain By all measures the program appears to be great success with the company’s decision to use coffee cup sleeves made by recycled paper roughly saved 78,000 trees per year since 2006starbucks has also partnered up with many environmental organizations.
Coca-cola	Coca-cola has narrowed down 3 environmental goals on which to focus their efforts: Water stewardship, sustainable packaging and climate &energy protection.
Hewlett Packard	Another computing company staking its claim to greener pastures is Hewlett Packard. The company has gotten out in front of the computer disposal issue by owning and operating enormous “e-waste” recycling plants that shred discarded ,obsolete computer products into raw material that can be recycled into industrial food chain .

Tesco	This British grocery chain has enlisted its customer base in the fight to go green by offering savings to shoppers who bring reusable shopping bags to their stores.
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### 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.

#### Conclusion:

In the paper we have shown that green marketing is a very difficult concept. Due to increase of global warming the firms have to produce green marketing commodities. Adoption of green marketing in the society may not be easy in the short run, but in the long run surely it will be profitable. Government and various social organizations may compel all the organizations to practice green marketing for sustainable development. Also the consumers will be conscious to buy green marketing products, although these products are comparatively costly.

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