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## Reasons after the war of going Green – Green Marketing

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### ABSTRACT

*Care for nature...! An interesting subject, but really a bit of doubt for the corporate at glance. Global warming has affected the earth a lot, but the corporate giants have taken the responsibility to grow green to resist against the harm to the people of the world. Talking about India, it may be ITC or some others like Suzlon Energy, Tata Metaliks Limited (TML), Tamil Nadu Newsprint and Papers Limited (TNPL), Wipro Technologies, HCL Technologies, Oil and Natural Gas Company (ONGC), IndusInd Bank, IDEA Cellular, Hero Honda Motors, all have started going green. Technologically SBI or say the green logo of Videocon, all try to enter into the war of going green.*

*A survey conducted by BT- AC Nielsen ORG-MARG, ranked Oil and Natural Gas Company (ONGC) the greenest company followed by Reliance Industries. Overall, the oil and petroleum sector was considered the greenest sector in India. BPCL, Castrol India and HPCL are other companies in this sector that were rated green companies in the survey. The private sector companies were in a majority (13 out of 20) in the list of Top 20 greenest companies in India.*

**Keywords : Eco Labeling, Green Marketing, Green Products**

### INTRODUCTION

Green marketing must satisfy two objectives: improved environmental quality and customer satisfaction. Misjudging either or overemphasizing the former at the expense of the latter can be termed "green marketing myopia." In 1960, Harvard business professor Theodore Levitt introduced the concept of "marketing myopia" in a now-famous and influential

### WHY IS GREEN MARKETING CHOSEN BY MOST MARKETERS?

#### Opportunity

In India, around 25% of the consumers prefer environmental-friendly products, and around 28% may be considered healthy conscious. There fore, green marketers have diverse and fairly sizeable segments to cater to. The Surf Excel detergent which saves water (advertised with the message—"do bucket paani roz bachana") and the energy-saving LG consumers durables are examples of green marketing. We also have green buildings which are efficient in their use of energy, water and construction materials, and which reduce the impact on human health and the environment through better design, construction, operation, maintenance and waste disposal. In India, the green building movement, spearheaded by the Confederation of Indian industry (CII) - Godrej Green business Center, has gained tremendous impetus over the last few years. From 20,000 sq ft in 2003, India's green building footprint is now over 25 million sq ft.

#### Social-Responsibility

Many companies have started realizing that they must behave in an environment-friendly fashion. They believe both in achieving environmental objectives as well as profit related objectives. The HSBC became the world's first bank to go carbon-neutral last year. Other examples include Coca-Cola, which has invested in various recycling activities. Walt Disney World in Florida, US, has an extensive waste management program and infrastructure in place.

### BENEFITS OF GREEN MARKETING

Today's consumers are becoming more and more conscious about the environment and are also becoming socially responsible. Therefore, more companies are responsible to consumers' aspirations for environmentally less damaging

or neutral products. Many companies want to have an early-mover advantage as they have to eventually move towards becoming green. Some of the advantages of green marketing are,

- It ensures sustained long-term growth along with profitability.
- It saves money in the long run, though initially the cost is more.
- It helps companies market their products and services keeping the environment aspects in mind. It helps in accessing the new markets and enjoying competitive advantage.
- Most of the employees also feel proud and responsible to be working for an environmentally responsible company.

### PROBLEMS OF GREEN MARKETING

Many organizations want to turn green, as an increasing number of consumers' want to associate themselves with environmental-friendly products. Alongside, one also witnesses confusion among the consumers regarding the products. In particular, one often finds distrust regarding the credibility of green products. Therefore, to ensure consumer confidence, marketers of green products need to be much more transparent, and refrain from breaching any law or standards relating to products or business practices.

### PATHS TO GREENNESS

Green marketing involves focusing on promoting the consumption of green products. Therefore, it becomes the responsibility of the companies to adopt creativity and insight, and be committed to the development of environment-friendly products. This will help the society in the long run. Companies which embark on green marketing should adopt the following principles in their path towards greenness.

- Adopt new technology/ Process or modify existing technology/ Process so as to reduce environmental impact.
- Establish a management control system that will lead to adherence of stringent environmental safety norms.

- Explore possibilities of recycling of the used products so that it can be used to offer similar or other benefits with less wastage.
- Using more environment-friendly raw materials at the production stage itself.

NanoSolar mass-produces in a global scale, and can thus cater to large projects anywhere in the world. With the rise of sustainable construction in middle eastern and European countries, access to their technology is highly valued.

### 1. Polyfuel

PolyFuel designs, develops and manufactures hydrocarbon based fuel cells for increased performance of fuel cells in automobiles and electronics.

Established back in '99, PolyFuel's technology is used in laptops, cell phones and other portable electronic devices manufactured by CE companies.

Because of the abundant availability of the raw material, this is an opportunity for us to move away from traditional fuel sources that are driving the world mad, as it is. This makes Polyfuel a move in the right direction.

### 2. CPower

CPower delivers energy management services and products enabling its customers to reduce their power usage effectively.

In short, they teach companies and organizations how to reduce their electricity consumption through energy management and sustainability technologies. Their clients include businesses, factories and industries with high rates of energy consumption.

To encourage companies that are not yet running on renewable energy, clean energy is a good step in the right direction. They give incentives to companies to optimize their energy consumption and earn market payments for those reductions.

### 3. SunPower

SunPower is another solar product and services company which produces solar cells and panels. It claims to be able to reduce the cost of solar power by 50% bringing them down enough to compete with retail electricity rates by 2012.

The solar cells technology produced by SunPower is used by some high profile companies such as Honda and Nasa. With such clients in their portfolio, they're bound to create some more stir in the industry in the years to come.

### 4. Solar City

Solar Century also provides solar panels as an alternative source of energy for home owners and businesses. Established in 2006 by brothers Lyndon & Peter Rive, it has become the largest solar power provider in California.

The company aims to make solar panels easy to install at reduced rates so that more and more people switch over from conventional electricity to solar power. Their SolarLease option reduces the installation cost making it an attractive option for customers.

SolarCity has now extended its business into Oregon and Arizona with plans to extend to 10 more states by the end of 2010.

### 5. First Solar

Solar Century prides itself in producing technology that lowers the cost of solar power. It builds thin film solar modules and by the end of 2009 will have the capacity to produce 1 GW of solar power.

Established in 1999, the company didn't start producing

commercial products till 2002. It aims to lower the cost of solar power enough to make it comparable with fossil fuel based energy sources. Considering the fact that its per watt cost is already at \$0.87, it's well on its way to doing that.

### Companies Now Using Green Marketing and Advertising

When it comes to environmental friendliness, today's consumers hold more expectations than ever before. They ask the companies they do business with to try and do business better for the Earth and so do employees, along with other small businesses in today's financial ecosystem. Folks are finally waking up to the fact that once we all pull together in the same direction, we get a lot more done for each other as well as the Planet. New concepts are emerging to help advocate this movement further inside the business sphere.

Of course, most of us by now know that large companies are making wide scale improvements to have a big impact on the earth. A recent article at (<http://www.businessfleet.com/News/Story/2011/01/Ford-Focus-Electric-Offers-Eco-Friendly-Features.aspx>) confirmed how the Ford Motor Company is advancing the green concept with its new Ford Focus Electric, for example. This is wonderful for big companies with loads of capital, but what about smaller organizations?

Smaller companies also are expected by clients to employ an environmentally friendly approach and many entrepreneurs are responding to this need in society today. Missy at (<http://keetsa.com/blog/eco-friendly/green-america-decor/>) has revealed that even interior designers are getting in on the act, offering unique ecologically responsible services to get the job done plus make consumers feel better. You do not have to be an expert to see how the recent crises in the news, such as the Gulf Oil Spill, have loads of folks looking to do what they can to help enhance the environment.

However, organisations of any size can now make genuine changes very easily. As a result of bringing eco promotional items like recycled shopping bags on board, any business can have eco cognizant gifts to offer to both customers and employees. This helps individuals feel more positive about the company they deal with on any level, conscious it is taking steps to make the planet a better place. The same could be said for eco friendly shopping bags for trade shows and job fairs which are yet another way organizations of all sizes are ensuring they will stand out as green conscious business enterprises.

It doesn't matter what industry you are in, there can be changes which usually make a difference. Construction companies can use stainless steel water bottles and so can many other companies. This cuts down on the usage of destructive plastics and that's a breakthrough in the world today. This is only one concept that any business could decide on, there are plenty more. Our hopefulness of our future truly may rely on our resourcefulness and our commitment as business people.

Consequently no matter what size your business is, there are ways you could get involved. Sizeable corporations are doing what they can and entrepreneurs are answering niche needs. Firms already established still have several great ways to play a significant function in both business along with the environment.

Dean Prater is a greatly accomplished journalist talking about eco and sustainability matters plus extending the ideal to organizations to employ eco promotional products to portray mutually their trade name and recognition for this world.

### Challenges for Going Green

- Consumers' awareness (education and knowledge).
- Variety of products.
- Price of green products are slightly more.
- People do not want to stop consuming but want to buy ways that does not harm the environment.

- To construct a consumer society that accommodates less waste and lower emission

List of products which can apply Green Marketing

1. Soaps and detergents
2. Paper
3. Food items
4. Lubricating oils
5. Packaging materials
6. Paints and powder coatings
7. Batteries
8. Electrical / electronic goods
9. Food addition
10. Wood substitutes
11. Cosmetics
12. Aerosol propellants
13. Plastic product
14. Textiles
15. Fire extinguisher
16. Leather

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