



Green Marketing – An Over View

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ABSTRACT

Human Beings have limited resources on the earth, with which she/he must attempt to provide for the worlds' unlimited wants.. In market societies where there is "freedom of choice", it has generally been accepted that individuals and organizations have the right to attempt to have their wants satisfied. 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 limited resources, while satisfying consumers wants, both of individuals and industry, as well as achieving the selling organization's objectives. There have been a lot of literature reviews on green marketing over the years, this paper analysis what is green marketing, green marketing products, the impact of green marketing strategies on customer satisfaction and environmental safety using comprehensive literature review.

INTRODUCTION

Environmental issues have gained importance in business as well as in public life throughout the world. It is not like that a few leaders of different countries. Consumer Awareness towards Green Marketing or few big renowned business houses are concerned about the day to day deterioration of oxygen level in our atmosphere but every common citizen of our country and the world is concerned about this common threat of global warming. So in this scenario of global concern, corporate houses has taken green-marketing as a part of their strategy to promote products by employing environmental claims either about their attributes or about the systems, policies and processes of the firms that manufacture or sell them. Clearly green marketing is part and parcel of overall corporate strategy; along with manipulating the traditional marketing mix (product, price, promotion and place), it require an understanding of public policy process. So we can say green marketing covers a broad range of activities

DEFINITION & MEANING

According to the American Marketing Association, Green marketing 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. So, in simple terms Green marketing refers to the process of selling products and/or services based on their environmental benefits. Such a product or service may be environmentally friendly in itself or produced and / or packaged in an environmentally friendly way. Other similar terms used are Environmental Marketing and Ecological Marketing.

IMPORTANCE OF GREEN MARKETING

Several suggested reasons for firms increased use of Green Marketing.

- Organizations perceive environmental marketing to be an opportunity that can be used to achieve its objectives.
- Organizations believe they have a moral obligation to be more socially responsible.
- Governmental bodies are forcing firms to become more responsible.
- Competitors' environmental activities pressure firms to change their environmental marketing activities.
- Cost factors associated with waste disposal, or reductions in material usage forces firms to modify their behavior

EVOLUTION OF GREEN MARKETING

The green marketing has evolved over a period of time. According to Peattie(2001), the evolution of green marketing has three phases:

- ❖ First phase was termed as "Ecological" green marketing, and during this period all marketing activities were concerned to help environment problems and provide remedies for environmental problems.
- ❖ Second phase was "Environmental" green marketing and the focus shifted on clean technology that involved designing 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

CHARACTERISTICS OF GREEN PRODUCTS

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 sustainable development. We can define green products by following measures:

- Products those are originally grown
- Products those are recyclable, reusable and biodegradable
- Products with natural ingredients
- 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.

GREEN PRODUCTS IN INDIA

Wipro Infotech (Green It) was India's first company to launch environment friendly computer peripherals.

Samsung, was the first to launch ecofriendly mobile handsets (made of renewable materials) – W510 and F268- in India.

Oil and Natural Gas Corporation Ltd (ONGC), India's largest oil company, has introduced energy-efficient Mokshada Green Crematorium, which saves 60% to 70% of wood and a fourth of the burning time per cremation.

Reva, India's very-own Bangalore-based company was the first in the world to commercially release an electric car.

Honda India introduced its Civic Hybrid car

ITC has introduced Paper Kraft, a premium range of eco-friendly business paper.

IndusInd Bank installed the country's first solar-powered ATM and thus brought about an eco-savvy change in the Indian banking sector.

Suzlon Energy manufactures and markets wind turbines, which provide an alternative source of energy based on wind power. This green initiative taken by the company is extremely important for reducing the carbon footprint.

RULES OF GREEN MARKETING

1. Know your customer.

If you want to sell a greener product to consumers, first you need to make sure that the consumer is aware of and concerned about the issues that your product attempts to address.

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.

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 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 a premium 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.

4 P'S OF GREEN MARKETING

Product- A green product must be absolutely green, or it will not sell to those who are ever vigilant of how the material world is impacting our planet. And, if a company decided to implement green policies, they need to be certain that their value system is in the right place.

Price- This is the toughest challenge when it comes to mainstreaming green products. The solution is to steadily work towards bringing prices down or up to the same level as those types of products that are not sustainable.

Place- Green marketers who think that place is not important do not live in the Rust Belt. Many conservative areas of the United States that are being hit hard by the recession could care less about "going green" and are always put off by higher prices. The solution? Sell where going green is almost fanatical. This is one area in the marketing mix where social media can be advantageous, but then the seller runs up against shipping criticisms. In green marketing, local al-

ways wins- but what if local is not interested? That's the challenge with place.

Promotion- " In green marketing place and promotion wear dual hats. Promotion is the same today as it was in yesteryear. But, if a LOHAS finds out that flyers that are not being created with recycled paper is promoting your green product, watch out! Most environmentally responsible companies try to blend their initiatives in order to quiet the steady hum of "green washing" attacks.

Those are the 4 P's of green marketing. But, the last one, the Plus P, if you will, is really the solution to it all. Those of us who are creating, developing and selling green products, or fostering green initiatives must mainstream our value system. Whether we like it or not the majority of consumers who are not LOHAS, still believe that "green" products cost too much and do far too little to help their families and environment.

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 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 labeling 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. 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.

Patience and Perseverance

The investors and corporate need to view the environment as a major long-term investment opportunity, the marketers need to look at the long-term benefits from this new green movement. It will require a lot of patience and no immediate results. Since it is a new concept and idea, it will have its own acceptance period.

Avoiding Green Myopia

The first rule of green marketing is focusing on customer benefits i.e. the primary reason why consumers buy certain products in the first place. Do this right, and motivate consumers to switch brands or even pay a premium for the greener alternative. It is not going to help if a product is developed which is absolutely green in various aspects but does not pass the customer satisfaction criteria. This will lead to green myopia. Also if the green products are priced very high then again it will lose its market acceptability.

CONCLUSION

Green marketing is a tool for protecting the environment for the future generation. It has a positive impact on environmental safety. Because of the growing concern of environmental protection, there is an emergence of a new market which is the green market. So this is the right time to select "Green Marketing" globally. It will come with drastic change in the world of business if all nations will make strict rules because green marketing is essential to save world from pollution. Green marketing requires that consumers 'Think Green, Think Clean, Think Eco-friendly' i.e. they want a cleaner environment and are willing to "pay" for it, possibly through higher priced goods, modified individual lifestyles, or even

governmental intervention. Until this occurs it will be difficult for firms alone to lead the green marketing revolution.

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