



Green Marketing-an Eco-Friendly Revolution

KEYWORDS

Products, environment,eco-friendly,green -marketing

Vani Pramod

Garden City College of Science and Management Studies

ABSTRACT *Green Marketing has risen as a vital concept in India as well as in other developed and developing countries. It has evolved in india in late 1990's .There is a radical change in buyer preferences and their ways of life. The organizations are effectively attempting to build their effect on the enviroment. Because of this movement from traditional marketing to green marketing, organizations nowadays are confronting numerous new difficulties. Every business however has seen this adjustment in consumers states of mind and are attempting to pick up an edge in the focused business sector by exploring the potential in the green business industry.*

This paper explains the concept of green marketing, its need and significances and the different intiatives introduced by various organizations for promoting green marketing revolution.

Introduction

The negative effect of human exercises over environment is a matter of concern today. Governments everywhere throughout the world making endeavors to minimize human effect on environment. Today our general public is more worried with the indigenous habitat. Understanding the general public's new concerns organizations have started to adjust their conduct and have incorporated natural issues into authoritative exercises. Scholarly teaches have incorporated green issues in their writing.The result of all the efforts is an ecofriendly revolution called Green marketing or Eco- marketing

1.2What is green marketing?

Green marketing refers to the procedure of offering items and/or services in view of their natural advantages. Such an item or service may be ecologically benevolent in itself or delivered and/or bundled in a naturally friendly way.

The obvious assumption of green marketing is that potential buyers will see an item or service's "greenness" as an advantage and base their purchasing choice in like manner.

The not really evident assumption of green marketing is that buyers will be willing to pay more for green items than they would for a less-green equivalent option item

1.3Definition

According to American Marketing Association - "Green marketing is the marketing of products that are presumed to be environmentally safe."

According to Polonsky (1994),2 - "Green or Environmental Marketing consists of all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment.

1.4 Green Marketing Mix

A model green marketing mix contains four «Ps»:

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 more easy to be marketed "green" than products imported.

Promotion: A communication with the market should put stress on environmental aspects, for example that the company possesses a CP certificate or is ISO 14000 certified. This may be publicized to improve a firm's image. Furthermore, the fact that a company spends expenditures on environmental protection should be advertised. Third, sponsoring the natural environment is also very important. And last but not least, ecological products will probably require special sales promotion

1.5 Effects or Importance of Green Marketing

Green marketing influences absolutely the wellbeing of individuals and the natural environment. Individuals know about unadulterated items and immaculate systems for delivering, utilizing, and arranging the items. It supports incorporated efforts for producing and utilization also.

We can witness taking after effects of green marketing:

1. Presently, individuals are demanding pure items – eatable things, natural products, and vegetables taking into account natural cultivating. The quantity of individuals looking for vegan nourishment is on rise.
2. Reduce the utilization of plastics and plastic-based items.
3. Expanded utilization of home grown items rather than processed items.
4. Prescribing utilization of leaves rather than plastic pieces; jute and material packs rather than plastic carry bags.
5. Expanding utilization of bio-composts rather than synthetic manures (i.e. natural cultivating), and least utilization of pesticides.
6. Overall endeavours to reuse waste of individual consumer and industrial products.
7. Expanded utilization of home grown medicines, natural treatment, and Yoga.

8. Strict procurements to secure backwoods, vegetation, protection of the streams, lakes and oceans from contaminations.
9. Worldwide limitations on creation and utilization of unsafe weapons, nuclear tests, and so on. Different associations of a few nations have planned procurements for securing biological balance of the ecosystem.
10. More emphasis on social and natural responsibility of producers.
11. Forcing strict standards for pollution control. Thought of pollution control endeavours and eco-technology in honouring IS), ISO 9000, or ISO 14000 endorsements and different grants.
12. Declaration of fifth June as the World Environment Day.
13. Strict lawful procurements for restricting duplication or adulteration.
14. Building up a few national and international agencies to screen endeavors and exercises of business firms in relation to pollution control and creation of environment friendly products.

1.6 Recent Trends in green marketing

As the taste and preferences of the buyer changes, numerous organizations see these progressions as a chance to be utilised and have an competitive advantage over firms marketing no environmentally dependable products. In India, around 45 % of the shoppers lean toward ecological well disposed items and gives the idea that a wide range of purchasers, both individual and industrial are turning out to be more concerned and mindful about the natural habitat. These days, firms marketing environment friendly products have gained a competitive advantage over other products which are not Eco friendly.

Wipro has launched a new range of desktops and laptops called Wipro Green Ware(reducing the green waste in the environment)

Disney nature, a new film label from Walt Disney Company, promoted its new film Earth by planting a tree for everyone who saw the movie(around 5 lakh trees were planted.

Maruthi Company has been advancing 3R since its beginning. Therefore the organization has not just possessed the capacity to reuse 100% of treated waste water additionally lessened crisp water utilization. The organization has executed downpour water gathering to energize the aquifers. Additionally, recyclable packages for purchased out components is also effectively promoted.

HCL eco Safe spotlights on item lifecycle administration to guarantee that our items right from when they are fabricated, purchased by clients, recuperated at their end-of-life and reused after valuable life are done in an ecologically dependable way .

ITC reinforced their dedication to green innovations by presenting 'Ozone treated natural chlorine free' dying innovation for the first time in India. The outcome is a whole new scope of top green products and arrangements: the eco-friendly multi-purpose paper that is less contaminating than its customary counterpart.

Suzlon Energy is the world's fourth biggest wind-turbine creator is among the greenest and best Indian organizations in India. Tulsi Tanti, the visionary behind Suzlon, persuaded the world that wind is the vitality without bounds

and manufactured his production line in Pondicherry to run altogether on wind power. Suzlon's corporate building is the most energy proficient building ever constructed in India.

IDEA Cellular is one of the best Indian organizations, which paints India green with its national "Use Mobile, Save Paper" crusade. Thought has likewise set up bus shelters with pruned plants and ring climbers to pass on the green message.

Phillips's "Marathon" CFL light bulb: Philips Lighting's first shot at marketing a standalone compact fluorescent light (CFL) bulb was Earth Light, at \$15 each versus 75 cents for incandescent bulbs. The product had difficulty climbing out of its deep green niche. The company relaunched the product as "Marathon," underscoring its new "super long life" positioning and promise of saving \$26 in energy costs over its five-year lifetime.

1.7 Green marketing Activities

	Tactical greening	Quasi-strategic greening	Strategic greening
Targeting	Ads mentioning green features are run in green-focused media.	A firm develops a green brand in addition to its other brands.	A firm launches a new Strategic Business Unit (SBU) aimed at the green market.
Green design	A firm switches from one raw material supplier to another with more eco-friendly processes.	Life-cycle analysis is incorporated into the eco-design process to minimize eco-harm.	E.g. FUJI XEROX develops its Green Wrap paper to be more eco-friendly from the ground up.
Green positioning	E.g. a mining company runs a Public Relations (PR) campaign to highlight its green aspects and practices.	E.g. British Petroleum (BP) redesigns its logo to a sun-based emblem to reflect its view to a hydrogen/solar-based future of the energy industry.	E.g. the BODY SHOP pursues environmental and social change improvements and encourages its consumers to do so as well.
Green pricing	Cost-savings due to existing energy-efficiency features are highlighted for a product.	E.g. a water company switches its pricing policy from a flat monthly rate to a per-unit-of-water-used basis.	A company rents its products rather than selling; consumers now pay only for use of the product.
Green logistics	A firm changes to a more concentrated detergent, which.	Packaging minimization is incorporated as a part of a firm's manufacturing review process.	A reverse logistics system is put into place by FUJI XEROX to reprocess and remanufacture copiers.
Marketing waste	A firm improves the efficiency of its manufacturing process, which lowers its waste output.	E.g. TELSTRA (a phone company) has internal processes so that old telephone directories (waste) are collected and turned into cat litter products by other companies.	E.g. a Queensland sugar-cane facility is rebuilt to be cogeneration based, using sugar-cane waste to power the operation.
Green promotion	An oil company runs a PR campaign to highlight its green practices in order to counter an oil spill getting bad press coverage.	A company sets a policy that realistic product eco-benefits should always be mentioned in promotional materials.	As a part of its philosophy the BODY SHOP co-promotes one or more social/eco campaigns each year with in-shop and promotional materials.
Green alliance	A company funds a competition (one-off basis) run by an environmental group to heighten community awareness on storm water quality issues.	E.g. SOUTHCORP (a wine producer forms a long-term alliance with the Australian Conservation Foundation to help combat land-salinity issues.	A company invites a representative of an environmental group to join its board of directors.

*Source: <https://en.wikipedia.org/>

1.8 Problems in Green Marketing Credibili

ty: One of the main problems is that firms using green marketing must secure/make sure of that their activities are not sneaky and false to people or industry, and do not

fail/break into any of the rules or laws dealing with (related to surrounding conditions or the health of the Earth) marketing. Don't Follow Consumer's Perception: Another problem firms face is those who change their products due to increased concern must deal with the fact that people (who use a product or perceptions) are some times not correct. Take for example the McDonald's case where it has replaced its clamshells with plastic coated paper.

Back Up Your Marketing with Good Technical Help: When firms attempt to become socially responsible, they may face the risk that (the health of the Earth/ the surrounding conditions) all responsible action of today will be found to be harmful in the future.

Lack of Policies

While governmental regulation is designed to give people (who use a product or service) the opportunity to make better decisions or to (give a reason to do me thing) them to be more (related to surrounding conditions or the health of the earth responsible, there is difficulty in beginning and building on policies that will face/deal with all (related to surrounding conditions or the health of the Earth) issues. Don't Follow the Competition (without being able to see) Reacting to competitive pressures can cause all "followers" to make the same mistake as the "leader.

Try To (make something as small as possible/treat something important as unimportant) the Waste, Rather Than Find Appropriate Uses For It Most waste produced will enter the wastestream, therefore to be (related to surrounding conditions or the health of the Earth) responsible organizations should attempt to (make something as small as possible/treat something important as unimportant) their waste, rather than find "appropriate" uses for it.

Green Products require renewable and recyclable material, which is costly.

Requires technology, which requires huge investment in R&D

Water treatment technology, which is costly

Majority of the people are not aware of green products and their uses

Majority of the consumers are not willing to pay a premium for green products

1.9 Conclusion

To guarantee the improvement is economical over long term. Marketer need to stand up to and implement answers for rising ecological difficulties. Green marketing emphasises the strategies that ration the nature of farming advancement and ecological insurance for the present and future era. The advancement of vitality effective operations, better contamination controls, recyclable and biodegradable bundling, and ecofriendly safe items are all piece of green marketing, prompting sustainable growth. Thus green marketing is a methods towards the more broader objective of sustainable development. The way to effective green marketing is believability. Green Marketing can become means for sustainable development as green marketing incorporate people, profit and planet all together. Green marketing in India is still in its outset and a great deal of exploration is to be done on green promoting to investigate its full capacity. Marketers need to comprehend the importance of green marketing.

REFERENCE

- 1) "Green Marketing: Challenges & Opportunities for the New Marketing Age". | 2) Ottman, J.A. et al, "Avoiding Green Marketing Myopia", *Environment*, Vol-48, June-2006 | 3) Chopra, S. Lakshmi (2007), "Turning Over a New Leaf", *Indian Management*, Vol-64, April-2007 | 4) Business Strategy and the Environment; Green Marketing; Aseem Prakash; September 2002 | 5) Stephen W. McDaniel, David H. Rylander, (1993) "Strategic green marketing", *Journal of Consumer Marketing*, Vol. 10 | 7) http://www.strategy.com/Green_Marketing_Market_Report. | 8) <http://www.greenprof.org/wp-content/uploads/2010/06/An-Introduction-to-Green-Marketing.pdf> |