



Go Green And Save Green (Issues Faced By Green Marketing)

KEYWORDS

global warming, environmental pollution, eco-friendly product

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ABSTRACT *Green Marketing incorporates greening products and greening firms. The increasing exposure of global market products and environmental issues like global warming, impact of environmental pollution in turn has raised the green sensitivity of consumers for being eco-friendly and green marketing oriented.. However in recent past green consumerism also has been gaining its lime light, Green consumerism has started playing a substance role in ushering corporate environmentalism and constructing business firms green marketing oriented.*

In recent years, concern about the environment has been highlighted in many areas of life. Our limited resources are damaged, the future of human life disturbs this planet, thus leaders and thinkers have to create a solution. The influence of green marketing tools have been analysed in this study, namely the eco-label, eco-brand and environmental advertisement. The paper is based on the emerging opportunities and challenges in green marketing.

INTRODUCTION

Green Marketing is a phenomenon which has developed particular important in the modern market. In the emerging world the concept of pollution free activity is given more importance in all the sectors and in all stages. The environmentalists are targeting the industrial sectors as the major contributors for depleting natural resources and environmental destruction. Hence, both production and marketing divisions of industries are stressed more to take utmost care in these areas along with fulfilling the market demands.

While globalization process continues in its full speed across the world, this process has also brought some problems with it. Leading one of these problems is environmental problems that affect all living beings negatively. Every person rich or poor would be interested in quality life with full of health and vigor and so would the corporate class. Consumers now have worries about the future of the world and as results of this mostly prefer environment friendly products. In return to these attitudes of the consumers, companies have started to form their marketing strategies so as to appeal increasing awareness of this environment-friendliness. These marketing strategies, named as green marketing, have caused companies to adopt green policies in their pricing, promotion, product features and distribution activities.

WHAT IS GREEN MARKETING?

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 it or produced and/or packaged in an environmentally friendly way. Green Marketing involves developing and promoting products and services that satisfy customers want and need for Quality, Performance, Affordable Pricing and Convenience without having a detrimental input on the environment.

CHALLENGES IN GREEN MARKETING:

There is sizeable numerical strength of organizations which would like to turn green, as an Increasing number of consumers' want to associate themselves with environment-

friendly products. There is wide spread confusion among the consumers regarding 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.

Need for standardization of the products: It has been observed that very loss proportionate of the marketing message from "Green" campaigns is true to requisite standard and reflect the authenticity which they claim. There is no 'yard stick' currently, from where we could certify that the product as organic. Until or unless some of regularly bodies are involved in providing the certifications, which can be proved helpful to verify the authenticity of the product's characteristics. A standard quality control board needs to be in place for such labeling and licensing.

New notion: The consumers of different rural and urban hierarchy are gradually becoming aware of the merits of green products. But it is still new notion or concept for the masses. It is therefore, become imperative to educate the people about growing menace of deteriorating environment. The new green movements and advocacy programmers need to reach the masses and that will be a time consuming process

Long gestation period: It has been observed that the investors and corporate need to view the environment as a long-term investment opportunity. It is because of the projects related to 'Green Marketing' have a long-gestation period. It requires a lot of patience to get the desired results.

Avoiding green myopia: The first principle of green -marketing is focusing the customer benefits. i.e why consumers buy particular goods and services in their first priority. It is a right approach and motivate the customers to buy particular brands or even pay a premium for a 'greener' surrogate products. It will be futile practice, if a product is produced which is absolutely green in various aspects but does not hold good upon the satisfactory criteria of the customers, and it will lead to 'green myopia'.

RULES OF GREEN MARKETING

Price

Pricing is a critical element of the marketing mix. Most customers are prepared to pay a premium if there is a perception of additional product value. This value may be improved performance, function, design, visual appeal or taste. Environmental benefits are usually an added bonus but will often be the deciding factor between products of equal value and quality. Environmentally responsible products, however, are often less expensive when product life cycle costs are taken into consideration.

Place

The choice of where and when to make a product available has a significant impact on the customers being attracted. Very few customers go out of their way to buy green products merely for the sake of it. Marketers looking to successfully introduce new green products should, in most cases, position them broadly in the market place so they are not just appealing to a small green niche market.

The location must also be consistent with the image which a company wants to project. The location must differentiate a company from its competitors. This can be achieved by in-store promotions and visually appealing displays or using recycled materials to emphasize the environmental and other benefits.

Promotion

Promoting products and services to target markets includes paid advertising, public relations, sales promotions, direct marketing and on-site promotions. Smart green marketers will be able to reinforce environmental credibility by using sustainable marketing and communications tools and practices.

Retailers, for example, are recognizing the value of alliances with other companies, environmental groups and research organizations when promoting their environmental commitment. To reduce the use of plastic bags and promote their green commitment, some retailers sell shopping bags, under the banner of the Go Green Environment Fund.



Kotler (2011) Greening the marketing mix (Based on McCarthy's 4Pmodel)

REQUIREMENT OF GREEN MARKETING

- On the basis of review the question arise that why the marketer need for green marketing

- The consumers prefer Environmental-Friendly products
- It is compatible with goals of the company
- Customers are Health Conscious
- It satisfies the consumer

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 the companies market their products and services keeping the environment aspects in mind.
- It helps in accessing the new markets and enjoying the competitive advantage.
- Most of the employees also feel proud and responsible to be working for an environmentally responsible company.
- Companies that develop new and improved products and services with environment inputs in mind give themselves access to new markets,
- It also increase their profit sustainability, and
- Enjoy a competitive advantage over the companies which are not concerned for the Environment

CONCLUSION:

Consumers today are much more concerned about climatic changes than they were even few years ago. Moreover, they are expecting their favorite brands not only to share their concern but to take action to mitigate it. The earlier perception of industry towards green marketing was that the pressure for making business environment green and behaving in a more responsible manner especially comes from Government and its legislations. Now that old perception is changing throughout the globe as studies performed on consumers reflect that in most countries consumers are becoming more aware and willing to act on environmental concerns. There is a radical change in consumer preferences and life styles. Due to this shift from traditional marketing to green marketing, companies these days are facing many new challenges.

Green marketing is still in infancy stage & lot of research needs to be done by the companies to project a green Corporate Image rather than focusing on the environmental benefits. In future only those companies will reap the greatest reward that innovates with new products, materials, technologies which are eco-centric and address the challenge by walking their talk and they will be also able to carve the name for protecting the environment for the future generation.

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