



Green Marketing in India

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ABSTRACT

Polonsky (1994) defines green marketing as, "All activities designed to generate and facilitate any exchanges intended 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". India is a world leader in green IT potential, according to a recently released global enterprise survey. Among the companies that have succeeded thus far in their green marketing strategies are Apple, HP, Microsoft, IBM, Intel, Sony and Dell. HCL has a comprehensive policy designed to drive its environmental management program ensuring sustainable development. HCL is duty bound to manufacture environmentally responsible products and comply with environmental management processes right from the time products are so urred, manufactured, bought by customers, recovered at their end-of-life and recycled. As resources are limited and human wants are unlimited, it is important for the marketers to utilize the resources efficiently without waste as well as to achieve the organization's objective. So green marketing is inevitable. The paper examines the present trends of green marketing in India and its future.

KEYWORDS

Green Products, Recyclable, Environmentally safe, Eco Friendly, Natural Environment, Sustainable Development, Green Marketing.

Introduction

Green Marketing" refers to holistic marketing concept where- in the production, marketing consumption and 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 to switch into 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.

Why Green Marketing?

As resources are limited and human wants are unlimited, it is important for the marketers to utilize the resources efficiently without waste as well as to achieve the organization's objective. So green marketing is inevitable. There is growing interest among the consumers all over the world regarding the protection of the environment. Worldwide evidence indicates people are concerned about the environment and are changing their behavior. As a result of this, green marketing has emerged which speaks for the 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. Now we see that most of the consumers are becoming more concerned about environment-friendly products.

GOLDEN RULES OF GREEN MARKETING

- 1. Know your Customer: Make sure that the consumer is aware of and concerned about the issues that your product attempts to address.
- 2. Educating your customers: it is not just a matter of letting people know you're doing whatever you're doing to protect the environment, but also a matter of letting them know why it matters.
- 3. Being Genuine & Transparent: means that a-you are actually doing what you claim to be doing in your green marketing campaign and b) the rest of your business policies are

consistent with whatever you are doing that's environmentally friendly.

- 4. Reassure the Buyer: Consumers must be made to believe that the product performs the job it's supposed to do-they won't forego product quality in the name of 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 high-quality ingredients-make sure those consumers can afford the premium and feel it's worth it.

PRESENT TRENDS IN GREEN MARKETING IN INDIA

Governmental Bodies are forcing Firms to become more responsible. In most cases the government forces the firm to adopt policy which protects the interests of the consumers. Competitors' Environmental Activities pressure the firms to change their Environmental Marketing Activities.

THE 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. Evidence indicates that successful green products have avoided green marketing myopia by following three important principles:

1. CONSUMER VALUE POSITIONING

Design environmental products to perform as well as (or better than) alternatives:

Promote and deliver the consumer desired value of environmental products and target relevant consumer market segments.

Broaden mainstream appeal by bundling consumer desired value into environmental products.

2. CALIBRATION OF CONSUMER KNOWLEDGE

Educate consumers with marketing messages that connect environmental attributes with desired consumer values.

Frame environmental product attributes as "solutions" for

consumer needs.

Create engaging and educational internet sites about environmental products desired consumer value.

3. CREDIBILITY OF PRODUCT CLAIM

Employ environmental product and consumer benefit claims that are specific and meaningful.

MARKETING MIX OF GREEN MARKETING:

Just as we have 4Ps product prices, place and promotion in marketing, we have 4ps in green marketing too, but they are a bit different. They are buttressed by three additional Ps, namely people, planet and profits.

A. PRODUCT:

The products have to be developed depending on the needs of the customers who prefer environmentally friendly products. Products can be made from recycled materials or from used goods. Efficient products not only save water, energy and money, but also reduce harmful effects on the environment. The marketer's role in product management includes providing product designers with market-driven trends and customer requests for green product attributes such as energy saving, organic, green chemicals, local sourcing, etc., For example, the Sony company has set forth the Sony Group Environmental Vision, the goal of which is a "zero environmental footprint," that is, reduction of the environmental Green Marketing In India footprint of their corporate activities and of every Sony product throughout its life cycle to zero, and they continue to pursue a wide range of related initiatives. They will strive to achieve this by 2050; their goals for the first phase, which continues through 2015, are outlined in Green Management 2015.

B. PRICE

Green pricing takes into consideration the people, planet and profit in a way that takes care of the health of employees and communities and ensures efficient productivity. Value can be added to it by changing its appearance, functionality and through customization, etc. Wall Mart unveiled its first recyclable cloth shopping bag.

C. PLACE

Green place is about managing logistics to cut down on transportation emissions, thereby in effect aiming at reducing the carbon footprint. For example, instead of marketing an imported mango juice in India it can be licensed for local production. This avoids shipping of the product from far away, thus reducing shipping cost and more importantly, the consequent carbon emission by the ships and other modes of transport.

D. PROMOTION

Green promotion involves configuring the tools of promotion, such as advertising, marketing materials, sign age, white papers, web sites, videos and presentations by keeping people, planet and profits in mind. Indian Tobacco Company has Green Marketing In India introduced environmentally-friendly papers and boards, which are free of elemental chlorine. Toyota is trying to push gas/electric hybrid technology into much of its product line. It is also making the single largest R&D investment in the every-elusive hydrogen car and promoting itself as the first eco-friendly car company.

BENEFITS OF GREEN MARKETING

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 environmental 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.

One of the main problems is that firms using green marketing must ensure that their activities are not misleading to consumers or industry, and do not breach any of the regulations or laws dealing with environmental marketing.

Another problem firm's face is that those who modify their products due to increased consumer concern must contend with the fact that consumers' perceptions are sometimes not correct. Take for example the McDonald's case where it has replaced its clamshells with plastic coated paper.

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 Green Marketing In India 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 and control system that will lead to the adherence of stringent environmental safety norms.
- Using more environment-friendly raw materials at the production stage itself.
- Explore possibilities of recycling of the used products so that it can be used to offer similar or other benefits with less wastage.

CONCLUSION:

Now 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 the world from pollution. From the business point of view because a clever marketer is one who not only convinces the consumer, but also involves the consumer in marketing his product. With the threat of global warming looming large, it is extremely important that green marketing becomes the norm. Finally, consumers, industrial buyers and suppliers need to pressurize effects on minimizing the negative effects on the environment. Green marketing assumes even more importance and relevance in developing countries like India.

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