



## Poignant Attachment of Consumers With Green Products; How Big Data Helps to Accomplish it?

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### ABSTRACT

The marketer mainly depends on their consumers who decide the providence of their products. Protecting the environment and consumers interest is the challenging role for the marketers. In order to achieve this goal "BIG DATA SOLUTION" will act as a secret ingredient. Marketers work hard to create an emotional link between consumers and the brands they promote. But that kind of attachment is not easily won and must be nurtured over time. Environmental education must be part of marketing campaigns to help customer become more eco- conscious and more likely to identify with green products. The three factors that strongly influence these emotion attachments: product involvement, self-esteem and public self- esteem. Green marketers should take the advantages of these factors by providing ways for consumers to receive public accolades for eco- friendly behaviour. At the same time this concept should not get into green wash because it will scratch company's creditability. "Green wash" phenomenon threatens the green- marketing revolution. By combining big data with an integrated marketing management strategy, marketing organization can make substantial impact on customer engagement, customer retention and loyalty and marketing optimization/performance.

### KEYWORDS

green marketing, green wash, big data

### INTRODUCTION:

Marketers are the one who has to satisfy both customer and environment. Many decades before there was the concept called five force models. But current market condition added up one more challenge that is ENVIRONMENTAL CHALLENGE. Marketers have to keep their track on current market situation and they have to keep on assessing consumer's behaviour and their change of taste. Change in taste of consumers has direct impact on market strategy that marketers framed.

According to the mindset of the consumers, marketers have to make many researches to identify their consumers taste and preference to make them emotionally attached to their products. It is not that so easy to retain and create loyal customer. In order to attain this marketers are mainly depend on BIG DATA SOLUTION. It helps to scrutinise their customer base. And it enables marketers to frame a strategy in accordance to their customer base. We are not saying that it big data alone would help the marketers to create emotional attachment with their consumers. It act as act as a raw material.

By identifying the changes in the consumer behaviour, businesses can modify their offering to their consumers. Now a day's consumers are mainly concerned about green products with view of protecting the environment. Main reason behind this, consumers are now aware about environmental degradation and negative impact of their uses of product and services on environment. This is because of environmental changes like air and water pollution, climatic changes. Addressing consumer's expectation and environment concerns will automatically helps to create strong consumer base.

In a recent survey conducted by National Geographic Society and the international pooling firm Globescan (2010) to determine consumers were in the developing economies of India, Brazil and China while industrialized countries ranked at the bottom. At the same time there are few customer who are all against to this green products because they are not interested to pay high price and also because of "Greenwash". Few marketers are using this green product concept in wrong way and trying to exploit consumer. That would lead to damage their creditability.

### WHAT IS THE USE OF GREEN MARKETING?

It is really scary to read the fact that "Air pollution damage to people, crops and wildlife. "More than 12 other studies in the US, Brazil Europe, Mexico, South Korea and Twain have established links between air pollutants and low birth weight premature birth still birth and infant death

This triggered the interest among the consumer all over the world regarding protection of environment. Worldwide evidence indicates people are alarmed about the environment and are changing their behaviour. In order to understand the behaviour of customer "BIG DATA" enables the marketer to understand the preferences and behaviour of the consumers. Social media platform can capture comments that reflects likes and dislikes, but most Big Data measures behaviours (e.g. views, downloads, shares, purchases, etc.). It's tempting to interrupt behaviours as an expression of preferences.

### GREEN MARKETERS BETTER ENGAGE CONSUMERS:

There are few characteristics which enable the green marketers better engage with consumers.

#### Commitments to the Products:

Product involvement helps the marketers to understand that how far the consumers are attached to their products. That highly engaged consumers have a positive emotional attachment with brands that align to their actual sense of self, while less engaged consumers have a positive emotional attachment with the brands that align to their actual sense that align to their actual sense of self, while less engaged consumers have positive attachment with brands that focus on consumer's ideal sense of self.

At the same time it's not necessarily true. Eco – engaged consumers will come out with the positive sign for the brands aligned to their ideal self. While consumers may be inspirationally green, they simply may not be familiar with the products that can help them achieve their aspiration. Green marketers might first need to educate consumers about green brands before those brands can become relevant in their lives. One powerful tool is to communicate a goal- driven message around green products, while show casing their actual use by people that consumers can readily identify with. That's what

Mitsubishi when it creates a demonstration program for electric car technology in the town.

#### Sense of worth:

Consumer self-esteem is an essential part of emotional brand attachment- as consumers seek out brands that reinforce or enhance their own perception of self worth. Given the relative newness of green as a branding category, it may make sense for green marketers to interpret self-esteem as a consumer's confidence in their ability to make greener choices that are right for them. When engaging green- confident consumers, brand might therefore want to emphasize evidence that confirm the consumer's self view. For example, green brands should praise consumers for taking eco-friendly actions.

#### Public self- consciousness:

Perception plays key role in the purchase of products. Green marketers should take advantages of these factors by providing ways for consumers to receive public accolades for eco- friendly behaviour. One way might be to embed gaming elements such as badges, points and leader boards into networked products. It's interesting to note that, while Malär et al. address emotional brand attachment, they do not tackle *rational* brand attachment. But such an attachment can be an important brand driver for consumers -especially when products have a direct and measurable impact on the environment. As such, when it comes to green products, rational brand attachment has the potential to amplify the emotional.

#### COMPANIES CAN BE CLASSIFIED INTO:

1. Lean Green- These companies adopt the green practices but they do not focus to publicise these initiatives.
2. Defensive Green-This kind of marketer use green marketing as a precaution to avoid the crisis situation or to counter the competition..
3. Shaded Green- The companies those adopt shaded green strategy invest in long-term, environmentally friendly processes that require a significant financial and nonfinancial dedication.
4. Extreme Green- Extreme green adopt green marketing mix in the holistic manner.

#### ROLE OF BIG DATA IN GREEN PRODUCTS:

A solid information system is essential to obtain relevant data for the decision making process in marketing. The more correct and relevant the information is, the greater the profitability of success is.

In addition to the critical data, there is a great volume of less structured information that can be analyzed in order to find useful information.

The growth of generation, storage capacity, processing power and data analysis provided a technological. This phenomenon would cause great impacts on studies and lead to the development of solutions in different areas.

In marketing, big data research can represent the possibility of a deep understanding of the consumer behaviour, through their profile monitoring( geo- demographic, attitudinal, behavioural)

The triangulation of the available data in real time with information previously stored and analyzed would enable the generation of insights that would not be possible through other techniques.

#### PRODUCTS GENERALLY ACCEPTED AS GREEN:

1. Energy efficient
2. Water efficient
3. Low emitting (low on hazardous emissions)
4. Safe and/or healthy products
5. Recyclable and/or with recycled content
6. Durable (long-lasting)
7. Biodegradable
8. Renewable
9. Reused products
10. Third party certified to public or transport standard (e.g., organic, certified wood)
11. Locally produced

#### EXAMPLES OF GREEN PRODUCTS

**Digital signals by India railways** - recently IRCTC has allowed its customer to carry PNR NO of their e-tickets on their laptop and mobiles. Customers do not need to carry the printed version of their tickets anymore. In this busy world it helps the passenger to make trip very easy.

**No polythene bags for free-** forest and environment ministry of India has ordered to retail outlets like Bigbazar, Max, Lifestyle, Reliance trends etc that they could provide polythene carry bags to customers only if customers are ready to pay for it.

**Green IT projects -SBI-** by using eco and power friendly equipment in its 10000 new ATM's, the banking giant has not only saved power costs and earned carbon credits, but also set the right example for others to follow.

**A lead free paint from Kansai Nerolac-** Kansai Nerolac has worked on removing hazardous heavy metals from their paints.

**Wipro's green machine-** Wipro's InfoTech was India's first company to launch environmental friendly computer peripherals. For the Indian market, Wipro has launched a new range of desktops and laptops called Wipro Greenware. These products are ROH's (restriction of hazardous substances) compliant thus reducing e-waste in the environment.

#### GREENWASH:

Greenwashing takes its toll on all involved. When greenwashing goes unnoticed, consumers are duped into buying products they think are environmentally sound. They unwittingly support the ecological offenses of businesses. However, when greenwashing is exposed, the offending businesses also suffer from lowered consumer confidence.

But as people become more aware of greenwashing, advocacy groups and government regulators take a greater interest in investigating environmental claims. Regulation, be it from civilians or government bodies, leads to greater responsibility in environmental marketing.

#### CONCLUSION:

Green marketing is the one which helps to protect our environment. It's our duty to contribute in the protection of our environment. 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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