



Awareness of Green Marketing in Smes of Kanpur

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ABSTRACT

With the rapid change in the consumer behavior resulting from the green movement towards the sustainability of the environment, the green power products will replace the traditional power products considering the environmental benefits. Manufacturers, marketers and consumers are becoming increasingly sensitive to the need for switch in to green products and services. Many big and large scale business organizations have started implementing green marketing in India. This paper tries to find out the awareness of green marketing and practices used by the small and medium scale manufacturers in Kanpur city and its suburb, (India). this paper also explores whether eco-labeling is popular in SMEs. This paper tries to study the awareness of green marketing and role of green marketing strategies in small scale and medium scale manufacturer's. This paper also through light on how these small and medium scale manufacturers can enhance the practices in their units.

KEYWORDS

Sustainability, Green marketing, Eco-labeling, SMEs.

INTRODUCTION

The world is currently facing the environmental sustainability problems and environmental issues influencing and changing the patterns of human life and activities on this planet. Green marketing is the marketing that includes environmental issues in the marketing efforts. Those aspects will in turn make companies more inclined to produce products that are better from an environmental point of view. Since Fossil fuels, the conventional energy sources is not only running out at a dangerous pace but also give off tons of pollution. Green marketing is a step not only for large organization but also for small and medium organizations. By applying 3C's (consumer value positioning, credibility of product claim, calibration of knowledge) manufacturers can make contribution to the sustainability of environment. The green marketing practices are relevant simple, believable and distinctive. With regards to this the marketers now have to *go green*. It means that due care must be taken while framing the marketing plans, strategies and policies so as to prevent the environment and nature from any harm caused due to its operations not only today but also in future. The Government in near future is going to adopt stringent policies to enable sustainable development. The marketers should realize this and head on towards Green Marketing.

LITERATURE REVIEW

Green Marketing has gained momentum in the context of global warming and climate change and this, in turn has forced many companies to incorporate the principles of Green Marketing. Recently, Green Marketing has drawn the attention of government and this has forced them to introduce environment-friendly policies. Therefore many big and large scale business organizations have started implementing green marketing in India and abroad. The manufacturing of green products requires technology which involves heavy investment and it is too costly for small and medium scale manufacturing units.

In this context Chaudhary, R., And Bhattacharya, V. (2007), in their article on *Clean Development Mechanism: Strategy for Sustainability and Economic Growth* published in Indian Journal for Environmental Protection, states that the Clean Development Mechanism (CDM), a co-operative mechanism established under the Kyoto protocol, has the potential to assist developing countries in achieving sustainable development by promoting environment friendly investment

from industrialized country governments and businesses. The funding channeled through the CDM should assist developing countries in reaching some of their economic, social, environmental, and sustainable development objectives, such as cleaner air and water, improved land use, accompanied by social benefits, such as rural development, employment, and poverty alleviation and in many cases, reduced dependence on imported fossil fuels.

Founder & CEO of Emergent Ventures India (EVI) Vinod Kala says he realised in 2004 that there is huge business potential in environment. He further adds that financial investors are increasingly looking at Green Technology as profit opportunity than only a morally right thing to do, but there are dozens of entrepreneurs who have found that the capital expenditure involved in such projects is quiet vast and funds too hesitant to invest in them.

Challenges before small and medium scale manufacturing units are growing and these units may have to adopt green supply chain to overcome the present and future needs of the market which may cost them more. Green supply plays an important role as green marketing strategy for small and medium scale manufacturing unit. Green Supply Chain Management (GSCM) is one of the recent innovations for the enhancement of capabilities of Supply Chain Management. Qinghai Zhu in 2006 studied Green supply chain management: pressures, practices and performance within the Chinese automobile industry in which they observed that increasing pressures from a variety of directions have caused the Chinese automobile supply chain managers to consider and

initiate implementation of green supply chain management (GSCM) practices to improve both their economic and environmental performance.

The new imperative published in marketing mastermind states that green marketing involves developing good quality products which can meet consumer needs and wants by focusing on the quality, performance, pricing and convenience in an environment friendly way. It has gained momentum in the context of global warming and climate change and this, in turn, has forced many companies to incorporate the principals of Green Marketing. Firms need to explore every opportunity to enhance their products/services in terms of quality, perfor-

mance, social responsibility and environment-friendliness.

However, critical role of green marketing in development will be appreciated only through sustainable marketing; it meets the need of the present without compromising the ability of future generations to meet their own needs. This means that it might have to shed its present profligacy that encourages an unsustainable development path. A marketing approach that aims at serving the material wants of consumers through an ever increasing volume of goods without any attempt to maximize life quality (Kotler 1988), draws too heavily, and too quickly, on already overdrawn environmental resources and is likely to mortgage the future. Life quality represents not only the quantity and quality of consumption goods and services but also the quality of the environment. Clearly, marketing has to assume a more responsible role for sustainable development.

OBJECTIVE OF THE STUDY

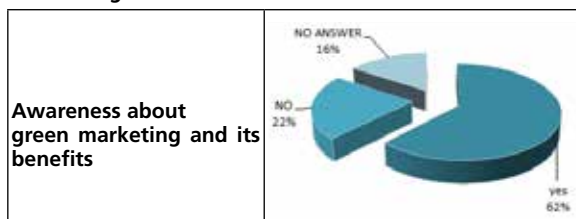
The objective of this paper is to know the awareness and usage of green marketing concept among the small and medium scale manufacturers and problems faced by them in using green marketing concepts in manufacturing products in Kanpur city and its suburb.

RESEARCH METHODOLOGY

The primary data is collected through the survey method from the manufacturers in Kanpur city, India. The sample of 100 is taken for study by using cluster sampling. The collected data is analysed qualitatively, the opinion of the manufacturers were taken into consideration and percentages were derived which are represented in the form of charts.

RESULT AND DISCUSSION

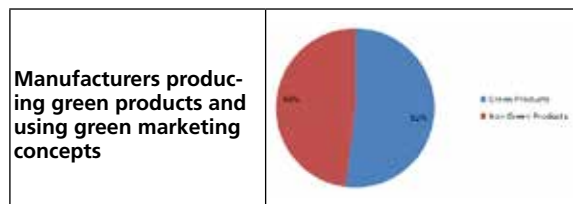
The findings are as follows:



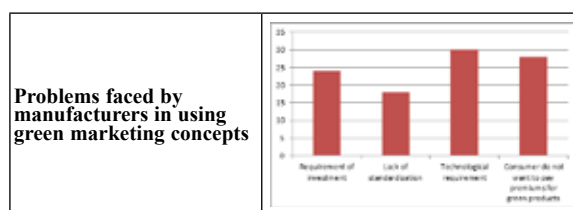
The awareness regarding green marketing among the manufacturers of Kanpur city is 62% and 22% are unaware whereas 16% have a vague vision of green marketing. It shows most of the manufacturers are aware of green marketing, eco labels and are using its practices.



Industry wise analysis shows that 24% leather manufacturers use green marketing concepts in manufacturing their products followed by 23 % polymer manufacturers and 19 % fabric manufacturers 15% dyes and chemical manufacturers 13 % cement manufacturers and 6 % other manufacturers using the green marketing concepts, the only difference is the extent and type.



52% manufacturers were using green marketing concepts and producing green products and 48% do not use green marketing concept in production.



The biggest problem faced by the manufacturer is technological requirement for manufacturing the green products. The next big problem is that consumers do not want to pay premium for green products followed by requirement of extra investment and lack of standardization.

CONCLUSION

From the above we can conclude that green marketing is not an easy concept for manufacturers but due to the pressure of government and other factors like competitive advantage, profit issues in long run and social responsibility manufacturers have started implementing the green marketing concept in production. However most of the small and medium manufacturers have known the green marketing concept and are using the practices for manufacturing the products. These practices are simple and reliable. Green marketing should not be considered as just one more approach to marketing, but has to be pursued with much greater vigor as it has societal and environmental dimensions. Marketers also have the responsibility to make the stakeholders aware about the need and the advantages of green products. The green marketers will have full support from the Government, and the consumers also will not mind paying more for a cleaner and greener environment. There are some problems that manufacturers face while applying this concept such as lack of standardization i.e. usually SMEs do not have any label or any eco certification. There is problem of investment as green marketing concept needs a lot of money. If the manufacturers had applied it consumers do not want to pay the premiums which may help the manufacturers to recover their cost. The technology is very advanced for this concept and so is prone to huge investment. Despite all this many manufacturers are using this concept in their product to make the environment sustainable.

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