

GREEN MARKETING**Loveneet Kaur, Assistant Professor****KVA DAV college for Women , Karnal****ABSTRACT**

With the emergence of a large number of environmental problems all over the world, there arises a need to preserve and protect the earth's natural environment and finite resources. Both the marketers and the consumers are nowadays focusing on green products and services. Companies are adopting green marketing and are producing green products that have less harmful effects on the environment. Actually Green marketing is the marketing of products that are presumed to be environmentally preferable to others. Now a days consumer are becoming more and more aware of the environmental problems and are actively trying to reduce their impact on the environment by purchasing green products and moving towards a greener lifestyle. Green marketing is a phenomenon which has developed particular important in the modern market and has emerged as an important concept in India as in other parts of the developing and developed world. This paper aims at finding out what actually Green Marketing is all about and how can a business firm be more competitive by using green marketing strategies to gain a competitive edge over others. The paper examines the strategies of green marketing. It also discusses opportunities and challenges of green marketing and concludes that green marketing is something that will continuously grow in practice.

Keywords: - Green Marketing, Environment, Green products.

INTRODUCTION**WHAT IS GREEN MARKETING?**

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

According to Charter & Polonsky, "The marketing or promotion of a product based on its environmental performance or an improvement thereof".

According to Peattie, "The holistic management process responsible for identifying, anticipating and satisfying the requirements of customers and society, in a profitable and sustainable way".

According to Charter, "A holistic and responsible strategic management process that identifies, anticipates, satisfies and fulfills stakeholder needs, for a reasonable reward, that does not adversely affect human or natural environmental well-being".

Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising. Yet defining green marketing is not a simple task where several meanings intersect and contradict each other. Other similar terms used are Environmental marketing and ecological marketing. Green Marketing" refers to holistic marketing concept wherein 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.

OBJECTIVES

1. To Understand the meaning and importance of green marketing.
2. To focus on the green marketing in the context of Indian corporate sector.
3. To know why the manufacturers and marketers launch eco-friendly products.
4. To examine some of the reason that organizations are adopting a green marketing philosophy.
5. To mention some of the problems with green marketing.

RESEARCH METHODOLOGY

One of the biggest problems with the green marketing area is that there has been little attempt to academically examine environmental or green marketing. While some literature does exist, it comes from divergent perspectives. This paper attempts to throw light on the conceptual issues associated with green marketing. The present study is exploratory in nature to provide a clear guidance for empirical research. It is also descriptive where the focus is on fact finding investigation with adequate interpretation. For this purpose secondary data were collected. The secondary data were collected through newspapers, magazines, books, journals, conference proceedings, Government reports and websites.

REVIEW OF LITERATURE

Green Marketing can be viewed both as a type of marketing and a marketing philosophy. As a type of marketing it is like industrial or service marketing, and is concerned with marketing of a specialized kind of product, i.e. green product (including green goods such as fuel efficient cars or recycled products as well as green ideas such as “save oil” or “conserve natural habitat”). As a philosophy, green marketing runs parallel to the societal marketing concept and marketers should take into account ecological interests of the society as a whole. It is a part of Corporate Social Responsibility (CSA) According to Pride and Ferrell , Green marketing, also alternatively known as environmental marketing and sustainable marketing, refers to an organization's efforts at designing, promoting, pricing and distributing products that will not harm the environment.

Green marketing concept emerges from societal marketing According to Kotler , Green marketing is an attempt to characterize a product as being environmental friendly (ecofriendly). It holds the view that marketing which is a part of business not only has to satisfy customers in particular, but also has to take into account the interests of society in general. That is, all those who are affected by the activities of a business should be kept in mind when setting the objectives and the policies of an organization. This has already helped to increase the recent trend towards the “greening” of the companies. Both marketers and consumers are becoming increasingly sensitive to the need for switch in to 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. The first wave of Green Marketing occurred in the 1980s. According to Polonsky , environmental marketing, more popularly known as

green marketing or sustainable marketing is an effort by a company to design, promote, price and distribute products in a manner which promotes environmental protection. Green marketing has been defined by them as, "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. This positive tendency and preference in the "green" products does not appear to have any effect on the final decision, obviously because these consumers have a stronger faith in the traditional products and a small confidence in the green statements. According to Sanjay K. Jain & Gurmeet Kaur, environmentalism has fast emerged as a worldwide phenomenon. Business firms too have risen to the occasion and have started responding to environmental challenges by practicing green marketing strategies. Green consumerism has played a catalytic role in ushering corporate environmentalism and making business firms green marketing oriented.

IMPORTANCE 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:

1. It ensures sustained long-term growth along with profitability.
2. It saves money in the long run, though initially the cost is more.
3. 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.

STRATEGIES 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, without which success in green marketing will be difficult to achieve.

2. Educating the customer: Educate the people about whatever you're doing is not only to protect the environment, but also matters of letting them know why it matters.

3. Genuineness & Transparency to the customer: It shows that in reality you are actually practicing, what you claim to be doing in your green marketing campaign and your business policies are in lieu with whatever you are doing that's eco friendly. Both these conditions have to be met for your business that will allow a green marketing campaign to succeed.

4. Reassuring thy Buyer: Means that the customers must be made to believe that the product being offered shall fulfill the objective or purpose for which it has been purchase i.e. no compromise in product quality in the name of the environment.

5. Consider your Pricing :Means making sure that consumers can afford the premium and feel it's worth it, which is being charged for your product, as many environmentally preferable products cost more due to economies of scale and use of higher-quality ingredients.

6. Giving thy customers an opportunity to participate: Means personalizing the benefits of your environmentally friendly actions, normally through letting the customer take part in positive environmental action, at same time keep in view the changed expectations of the customers.

GREEN MARKETING –REASON FOR ADOPTION BY THE FIRMS

1. CONSUMER PREFERENCE

In India, around 25% of the consumers prefer environmental-friendly products, and around 28% may be considered healthy conscious. Therefore, green marketers have diversified and fairly sizeable segments to cater to. The Surf Excel detergent which saves water and the energy-saving LG consumers durable are examples of Green Marketing.

2. SOCIAL RESPONSIBILITY

Many companies have started realizing that they must behave in an environment-friendly fashion. They believe both in achieving environmental objectives as well as profit related objectives. This results in environmental issues being integrated into the firm's corporate culture. Firms in this situation can take two perspective:1) they can use the fact that they are environmentally responsible as a marketing tool or 2) they can become responsible without promoting this fact. Example-Coca Cola has invested in various recycling activities. Walt Disney World in Florida, U.S, has an extensive waste management program and infrastructure in place.

3. GOVERNMENT PRESSURE

Various regulations are framed by the government to protect consumers and the society at large. The Indian government too has developed a framework of legislations to reduce the production of harmful goods and by-products. These reduce the industry's production and consumers' consumption of harmful goods, including those detrimental to the environment; for example, the ban of plastic bags, prohibition of smoking in public areas, etc.

4. COMPETITION

Another major force in the environmental marketing area has been a firm's desire to maintain its competitive position. It is only in some instances that this competitive pressure causes an entire industry to modify and thus reduce its detrimental environmental behavior. For example, it could be argued that Xerox's "Revive 100% Recycled paper" was introduced a few years ago in an attempt to address the introduction of recycled photocopier paper by other manufacturers.

5.COST OR PROFIT ISSUES

Reduction of harmful waste may lead to substantial cost savings. Sometimes, many firms develop a symbiotic relationship whereby the waste generated by one company is used by another as a cost-effective raw material.Firms may also use green marketing in an attempt to address cost or profit related issues. Disposing of environmentally harmful byproducts, such as polychlorinated biphenyl (PCB) contaminated oil are becoming increasingly costly and in some cases difficult. Therefore firms that can reduce harmful wastes may incur substantial cost savings. When attempting to minimize waste, firms are often forced to re-examine their production processes. In these cases they often develop more

effective production process that not only reduces waste, but reduces the need for some raw materials. This serves as a double cost savings, since both waste and raw material are reduced. In other cases firms attempt to find end - of - pipe solutions, instead of minimizing waste. In these situations firms try to find markets or uses for their waste materials, where one firm's waste becomes another firm's input of production.

PROBLEMS ASSOCIATED WITH GREEN MARKETING

1. 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.
2. Another problem that the firms 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.
3. When firms attempt to become socially responsible, they may face the risk that the environmentally responsible action of today will be found to be harmful in the future.
4. While governmental regulation is designed to give consumers the opportunity to make better decisions or to motivate them to be more environmentally responsible, there is difficulty in establishing policies that will address all environmental issues.
5. It is found that only 5% of the marketing messages from "Green" campaigns are entirely true and there is a lack of standardization to authenticate these claims.
6. Most waste produced will enter the waste stream, therefore to be environmentally responsible organizations should attempt to minimize their waste, rather than find "appropriate" uses for it.
7. Indian literate and urban consumer is getting more aware about merits of green products. But still it is a new concept. The consumer needs to be educated and made aware of the environmental threats.
8. Firms need to view the environment as a major long term investment opportunity. The marketers need to look at the long term benefits from this new movement. It will require patience and no immediate results. The corporate should not expect huge benefits for implementing Green Marketing immediately.
9. If the Green products are priced very high then it will lose its market acceptability(marketing myopia).

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 roles because green marketing is essential to save 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. 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 an environmental and social dimension to it. With the increasing threat of global warming, it is extremely important that green marketing becomes the norm rather than an exception. Recycling of paper, metals, plastics, etc., in a safe and environmentally harmless manner should become much more systematized and universal. It has to become the general norm to use energy-efficient lamps and other electrical goods. Marketers also have the responsibility to make the consumers understand the need for and benefits of green products as compared to non-green ones. In green marketing, consumers are willing to pay more to maintain a cleaner and greener environment. Finally, consumers, industrial buyers and suppliers need to pressurize to minimize the negative effects on the environment-friendly. Green marketing assumes even more importance and relevance in developing countries like India. Thus an environmental committed organization may not only produce goods that have reduced their detrimental impact on the environment, they may also be able to pressure their suppliers to behave in a more environmentally "responsible" fashion. Final consumers and industrial buyers also have the ability to pressure organizations to integrate the environment into their corporate culture and thus ensure all organizations minimize the detrimental environmental impact of their activities.

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