

A STUDY ON OBSTACLES AND OPPORTUNITIES OF GREEN MARKETING

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1. Introduction

An environmental problem is one of the reasons why the green marketing emerged. According to the American Marketing Association, green marketing is the marketing of products that are presumed to be environmentally safe. Thus, green marketing incorporates a broad range of activities, including product modifications, changes to the production process, packaging changes, as well as modifying advertising. Green marketing refers to holistic marketing concept wherein the product, marketing consumption on 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 for switch into green products and services. Many people believe that green marketing refers solely to the promotion and advertising of products with environmental characteristics. Generally terms like phosphate free, recyclable, refillable, ozone friendly and environment friendly are most of the things consumers often associated with green marketing. Green marketing is also called as environmental marketing, sustainable and ecological marketing.

2. Green marketing

Green marketing can be defined as "all activities designed to generate and facilitate any exchange intended to satisfy human needs or wants such that satisfying of their needs and wants occur with minimal detrimental input on the national environment." As resources are limited and human want 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 that people are concerned about the environment and are changing their behaviour. As a result of this, green marketing has emerged which speaks for the growing market for sustainable and socially responsible products and services. Now this has become new mantra for marketers to satisfy the needs of consumers and earn better profits. The golden rules of green

marketing are: Know your, empower consumers, reassure the buyer, and consider your pricing.

3. Differences between traditional and green marketing

TABLE 1
Differences between traditional and green marketing

Criteria	Traditional Marketing	Green Marketing
Sides that need bartering	Firm and consumers	Firm, consumer and environment
Target	Customer satisfaction, firm target's satisfaction	Customer satisfaction, firm target's satisfaction and minimizing caused ecological effect
Business responsibility	Economic responsibility	Social responsibility
Marketing decision's area	From production to product usage	All value chain from providing raw material to after the consumption.
Environmental claim	Legal necessities	Design for environment beyond the laws.
Green interest groups	Facing down and passive attitude	Starting the relations and co-operation.

4. Green marketing trends in India

Organizations perceive environmental marketing as an opportunity to achieve its objectives. Firms have realized that consumers prefer products that do not harm the natural environment as also the human health. Firms marketing such green product develop a competitive advantage, simultaneously meeting their business objectives. Organizations believe that they have a moral obligation to be more socially responsible. Firms in this situation can use the fact that they are environmentally responsible as marketing tools.

5. Green products

The products those are manufactured through green technology and that caused no environmental hazards are called green products. The characteristics of green products are as follows:

- Products those are originally grown.
- Products those are recyclable, reusable and biodegradable.
- Products with natural ingredients.
- Products containing recycled contents and non toxic chemical.

- Products contents under approved chemicals.
- Products that do not harm or pollute the environment.
- Products that will not be tested on animals.
- Products that have eco-friendly packaging.

6. Objectives of the study

- To identify the obstacles in green marketing.
- To find out the opportunities of green marketing.

7. Obstacles in green marketing

- Increase in population.
- Buyer's preferences.
- Low productivity of land.
- Rising of prices of organic commodities.
- Physical causes.
- Market segmentation.
- Inadequacy of capital formation.
- Lack of facilities for processing of produce.
- No incentives to producers.
- Lack of confidence of green marketing in developing countries.
- Absence of adequate and expert technical advice.
- Defective loaning policies.
- Dominance of against to green marketing intermediary.
- High operational costs of green marketing.
- Lack of trained and inefficiency of green marketing promoters.
- Un-remunerative prices offered to cultivators.
- Lack of support and guidance from field experts.
- Too much cost of green marketing functions.
- Lack of awareness about green marketing merits.
- Planning of green marketing development has not been carried on scientific management.

8. Opportunities of green marketing

Product: Entrepreneurs wanting to exploit emerging green market either by identifying customer's environmental needs or by developing environmentally responsible products to have less impact than competitors. The development of products can be recycled or reused. Efficient products, which save water, energy or gasoline, save money and reduce environmental impact. McDonalds, for example, changed their packaging from polystyrene clamshells to paper.

Price: 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, for example, fuel efficient vehicles, water efficient printing and non-hazardous products.

Place: 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.

Promotion: Smart green marketers will be able to reinforce environmental credibility by using sustainable marketing and communications tools and practices. For example, many companies in the financial industry are providing electronic statements by email, e-marketing is rapidly replacing more traditional marketing methods, and printed materials can be produced using recycled materials and efficient processes, such as waterless printing. 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.

9. Conclusion

Providing productivity in terms of environment decreases the production costs. Businesses can decrease their cost by decreasing the waste, saving the energy and reusing the materials. Today, so many consumers demand eco friendly products, packaging, and management styles, these consumers prefer more environment conscious businesses. When the businesses develop more idiosyncratic environment strategies which are hard to imitate they become the leader. Becoming eco friendly of business in terms of public relations and an image is important and this characteristic draws more attention to the

social responsibility of the business. Environment conscious approach decreases the long-term risks for some areas such as depletion of resources fluctuations in energy cost, pollution and waste management. The increase in environmental performances of businesses benefits to society as well.

10. Reference

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