

Green Marketing: A Step in The Right Direction to Protect the Environment

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ABSTRACT:

Green marketing is a concept that has become increasingly essential in today's industry. Green Marketing is new concept under this marketing buying and selling of goods and services will carried out by keeping environmental concern in mind. Further, The occurrence of green marketing has opened the possibility for organizations to co-brand their products into various lines, praising the green-friendliness of some while neglecting the green-friendliness of others.

As a result, companies have enhanced their rate of targeting ecologically minded consumers.

This article addresses how companies have increased their focus on green consumers, or people who care about the environment and allow it to affect their purchasing decisions. Furthermore, it examines the challenges and opportunities that businesses have when it comes to green marketing, as well as the current trends in green marketing in India. It concludes that green marketing will continue to increase in both practise and demand.

Keywords: *Environment, Green-friendliness, Green Marketing.*

INTRODUCTION

According to the American Marketing Association, Green Marketing is that the marketing of products that are presumed to be environmentally safe. It means producing items that are environmentally friendly and do not harm society. Green marketing, also alternatively known as environmental marketing and sustainable marketing, refers to an organization's efforts at designing, promoting, pricing and distributing products which cannot harm the environment. We have limited resources and must conserve them for future generations. As a result, making the best use of these resources is our top priority. Green marketing is a relatively new concept. These concepts are widely used by businesses. These are the kinds of things they manufacture. They keep this in mind when packaging it also incorporates abroad range of activities, including product modification, changes to the assembly process, packaging changes, as well as modifying advertising. There is no clear definition regards to Green Marketing, different authors described in different meanings an example of this may be the existence of varying social, environmental and retail definitions attached to the present term. Thus "Green Marketing" refers to holistic marketing concept wherein the assembly, marketing consumption and disposal of products and services happen during a manner that's less detrimental to the environment with growing awareness about the implications of worldwide warming, non-biodegradable solid waste, harmful impact of pollutants etc., both marketers and consumers are becoming increasingly sensitive to the need for switch in to green products and services.

Why Green Marketing

Consumers are becoming more concerned about environmental conservation. Evidence from around the world indicates that people are worried about the environment and are changing their behaviour. As a result, green marketing has evolved, indicating a growing demand for environmentally friendly and socially responsible goods and services. Further, know that, we completely depend on environment for livelihood, as we know that, these resources are limited and human wants are unlimited, it is important for the marketers to utilize the resources efficiently without waste also on achieve the organization's objective. So green marketing is inevitable. In this backdrop, Various studies by environmentalists indicate that people are concerned about the environment and are changing their behaviour pattern so on be less hostile towards it. Now we see that the majority of the consumers, both individual and industrial, are getting more concerned about environment friendly products. Subsequently, the evolution of green marketing has included three phases. The very first phase was termed as "Ecological" green marketing. Throughout this era, all marketing activities were concerned with helping the environment and providing solutions to environmental concerns. The second phase was "Environmental" green marketing, with the emphasis shifting to clean technology, which included the production of innovative new goods that were conscious of pollution and waste issues. Third phase was "Sustainable" green marketing. It came in to prominence in the late 1990s and early 2000.

Green Products and Its Characteristics

In fact, there is no precise clarity on Green, and there is no clear definition of a green product. Green is typically accepted with the help of some available features. In layman's words, green products are things that are made using green technology and pose no environmental risks. These items are now critical for natural resource conservation and sustainable development approaches. Here with define green products by following measures:

Products those are originally grown,

Products those are recyclable and/or with reusable and biodegradable,

Products with natural ingredients,

Products containing recycled contents, non-toxic chemical,

Products contents under certified chemical,

Products that don't harm or pollute the environment,

Products which will not be tested on animals,

Products that have eco-friendly etc.

Products that have long lasting products.

Need of green marketing

An Anthropological Perspective Heating and ozone depletion are the most serious threats to human survival. Every person, affluent or poor, would be more interested in a quality of life filled with health and vigour than the corporate class. Gain and economic profit are the primary goals of any corporate enterprise. But harm to environment cost by sustain business across the globe is realized now though off late. This sense is building corporate citizenship in the business class. Now a days, Many companies are showing keen interest in

producing and marketing of eco-friendly products. Example: Godrej company will provide eco-friendly products with the exchange of old products. Further, few companies give advertisement in order to pursue green lifestyle and contribute in developing of greener planet. Philips company marketing their products called 'super long life' and energy efficiency with the help of selling CFL bulbs. And very few companies reducing using plastic bags, they come with paper carry bag made up of recycled paper. Titan company insist franchise to delivered goods with the help of paper bags that is made of recycled paper. Communication technology also showing interest in eco-friendly products, for example Idea Cellular Limited promoted business by putting caption saving trees towards corporate social responsibility. Dell company took initiative to produce green IT products and they made strategy called "Go Green with Dell". They also came with recycled packing materials. IBM launched projects called Big Green. With the help of Green initiative IBM reduced its cost nearly 40 percent by introducing energy reduce centres. Industries in Asian countries are catching the need of green marketing from the developed countries but still there may be a wide gap between their understanding and implementation.

Challenges of Green Marketing

Green Marketing is new concept and it is not easily accepted. Herewith few challenges encountered in the field of green marketing.

i. Need for Standardization:

There is no standardization, the companies normally do not follow the international standard so consumer don't trust on their originality

ii. Awareness:

Indian literate and concrete consumer is getting more aware about the merits of Green products. But it is still a new concept for the masses. The consumer must be educated and made conscious of the environmental threats. The new green movements got to reach the masses which will take tons of time and energy. By India's ayurvedic heritage, Indian consumers do appreciate the importance of using natural and herbal beauty products, Indian consumer is exposed to healthy living lifestyles like yoga and natural food consumption, in those aspects the buyer is already aware and is going to be inclined to simply accept the green products.

iii. Patience and Perseverance

The investors and company got to view the environment as a major long-term investment opportunity, the marketers need to check out the long-term benefits from this new green movement. It will require a lot of patience and no immediate results. Since it's a replacement concept and idea, it'll have its own acceptance period.

iv. Large Investment: In order to focus on Green marketing and product, Companies required to invest lot of funds in research and development, product development and new technology. It incurs high technology and huge investments.

v. Price Sensitive Consumers: Huge investment obviously leads to high price. So it is not possible to pay high price when people in india are poor.

GOLDEN RULES OF GREEN MARKETING

i. **Know you're Customer:**

confirm that the customers are aware of and anxious about the problems that your product attempts to address.

ii. **Educating your customers:**

It's not only an issue of informing people that you're doing whatever you can to protect the environment; it's also a matter of explaining why it matters. Otherwise, for a substantial section of your target market, it will be a case of "So what?" and your green marketing effort will fail.

iii. **Being Genuine & Transparent:**

It means that a) you are actually doing what you claim to be doing in your green marketing campaign and b) the remainder of your business policies are according to whatever you are doing that's environmentally friendly. Both these conditions need to be met for your business to establish the type of environmental credentials which will allow a green marketing campaign to succeed.

iv. **Reassure the Buyer:** Consumers must be convinced that the product does what it is meant to accomplish; they will not sacrifice product quality in the name of the environment.

v. **Consider Your Pricing:** If you charge a premium for your product—which many *A ecologically preferable items do because of economies of scale and the use of higher-quality ingredients—make sure your customers can afford it and believe it is worthwhile.

vi. **Giving your customers a chance to participate:** means personalizing the advantages of your environmentally friendly actions, normally through letting the customer participate in positive environmental action.

vii. **Thus leading brands should recognize that consumer expectations have changed:** It is not enough for a company to green its products; people expect the things they buy to be affordable while also helping to lessen the environmental effect in their own lives.

THE FUTURE OF GREEN MARKETING

There are several lessons to be learnt in order to avoid green marketing myopia; the short version is that effective and sustainable marketing often requires the application of solid marketing principles in order to create green products that are attractive to consumers. The question that remains is, what is the future of green marketing? The question that is still, however, is, what's green marketing's future? Business scholars have viewed it as a "fringe" topic, as long as environmentalism's acceptance of limits and conservation does not mesh well with marketing's traditional axioms of "give customer what they want" and "sell the maximum amount as you can". Evidence indicates that successful green products have avoided green marketing myopia by following three important principles:

Consumer Value Positioning

1. Design environmental products to perform as well as alternatives.
2. Promote and deliver the buyer desired value of environmental products and target relevant consumer market segments
3. Broaden mainstream appeal by incorporating desired consumer desired value into environmental products.

Calibration of Consumer Knowledge:

1. Educate consumers by using marketing messaging that link environmental features to desired consumer value.
2. Frame environmental product attributes as “solutions “for consumer needs.
3. Develop entertaining and academic webpages regarding the targeted consumer value of environmental products.

Credibility of Product Claim

1. Employ environmental product and consumer benefit claims that are specific and meaningful.
2. Obtain product endorsements or eco-certifications from reputable third parties and educate consumers on the significance of those endorsements and certifications.
3. Encourage customer evangelism by providing compelling, intriguing, and entertaining information about environmental products through consumers' social and online communication networks.

CONCLUSION

Green marketing should not be viewed as just another marketing strategy; rather, it should be pursued with greater zeal because it has an environmental and social component. With the issue of global warming growing large, it is critical that green marketing becomes the standard rather than an exception or a passing fad. Recycling of paper, metals, plastics, and other materials in a safe and environmentally friendly manner should become much more systematised and widespread. It has to become the general norm to use energy-efficient lamps and other electrical goods. Marketers even have the responsibility to form the consumers understand the necessity for and benefits of green products as compared to non-Green ones. In green marketing, consumers are willing to pay more of take care of a cleaner and greener environment. Finally, consumers, industrial buyers and suppliers got to pressurize effects on minimize the negative effects on the environment friendly. Green marketing assumes even more importance and relevance in developer's countries like India.

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