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Green Marketing: Challenges in today's environment

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ABSTRACT:

We all are living in that environment which affects us both in positive and negative manner. Nature has given us various resources, but we need to utilize economically, our concern should not only to earn profit. In today's changing environment the need of Green Marketing efforts has aroused. Green Marketing refers to marketing of those products which are presumed to be environmentally safe. There has been a change in consumer's attitudes towards a green lifestyle. Today's young consumer is aware about safety of environment. They are no more interested in buying those goods and services which harm our environment. Many business organizations have studied this changing consumer's attitude. Now companies are trying to gain competitive advantage by focusing on green marketing activities. In this research paper major emphasis is given to need of Green Marketing in changing environment. Secondary data has been used in this research paper which was collected from books, Magazines, Newspapers, Journals and websites.

Keywords: - Green Marketing, Environment, Competitive Environment.

Introduction :

The word Green is the color which represents nature and natural things. Green is also related to hope and growth. Now a days color green is associated with environment. Green Marketing is a phenomenon which has developed particular importance in the modern market. Green marketing is a way to use the environmental benefits of a product or service to promote sales. Many consumers will choose products that do not damage the environment over less environmentally friendly products, even if they cost more. With green marketing, advertisers focus on environmental benefits to sell products such as biodegradable diapers, energy-efficient light bulbs, and environmentally safe detergents.

DEFINITION According to the American Marketing Association, green marketing is the marketing of products that are presumed to be environmentally safe. The green marketing incorporates a broad range of activities, including product notification, changes to the production process, packaging changes, as well as modifying advertising. Other similar terms used are Environmental Marketing and Ecological Marketing.

Green marketing cannot neglect the economic aspect of marketing. Marketers need to understand the implications of green marketing. Marketers think that customers are not concerned about environmental issues or will not pay a premium for products that are more eco-responsible, Marketers must find an opportunity to enhance the product's performance and strengthen the customer's loyalty and command a higher price.

The firms remain to introduce different forms of green packaging programs through the recommendation of recyclable and reusable packages as the importance of green marketing to market success has been increased. Furthermore, firms today are experienced with consumers who are environmentally conscious when making a purchase as green marketing is a current focus in business enterprises. Therefore, consumers are becoming more conscious towards their environmental approaches, desires and purchases. Therefore, this has led to increased motive of consumers to purchase environmentally friendly products and services. They are more concern on environmental issues and hence will consider purchasing products that are more environmentally friendly,

Examples of environmentally-beneficial products and services:-

□ Paper containing post-consumer wastepaper □ Cereals sold without excess packaging □ Shade- grown coffee beans □ Cleaning supplies that do not harm humans or environment □ Wood harvested from sustainable forests □ Energy-efficient light bulbs □ Energy-efficient cars. Energy from renewable sources of energy such as windmills and solar power.

Green Marketing Tools:-

Eco-label, Eco-brand are part of the green marketing tools which can make perception easier and increase awareness of eco-friendly products features and aspects. Consequently, this will lead the consumers to purchase the environmentally friendly products. Practicing these policy tools plays an important role in changing consumer purchasing behavior to purchase environmental friendly products, thus, decreasing the adverse effect of artificial products on the environment (Delafrooz, Taleghani, & Nouri, 2014).

Eco-label is one of the important green marketing tools used on eco-friendly products. Ecolabel is characterized as a tool for consumers to assist the progress of making a decision to choose ecofriendly product. It also allows them to understand how the process of products are made. Environmental labels are used by marketing to facilitate the labeling of green products. Labels made up of a series of small pieces of paper, up to very complicated diagrams that are involved as a part of the goods packaging. Labels can include merely the brand products or a series of mixed information. In some conditions, the seller may want a direct 'Label', but law obliges them to contribute more information (Delafrooz, Taleghani, & Nouri, 2014). Environmental labels allow

consumers to easily distinguish environmentally friendly products over normal standard products. Eco-label is positively correlated with consumer enthusiasm to buy (Awan & Raza, n.d.). The recognition of eco-label has a positive impact between the information of a green product and consumer's willingness to buy. In addition, previous researches that were finalized in western nations have agreed that most consumers have positive green consciousness on eco-labeled products (Cherian & Jacob, 2012). Eco-labels are appealing tools notifying consumers about the environmental impact of their buying determination (Rashid, 2009). To guide consumers to classify products those are more environmentally favored than other identical products, eco- labeling schemes were proposed in order to facilitate environmental consumerism. The very first ecolabeling schemes have been developed since the late 1977 in Germany (Blue Angel eco-label). In modern day, there are relatively 30 various green label schemes worldwide. Asian countries such as China, Japan, Korea, India, Thailand, Malaysia and Singapore have launched their own eco-labeling schemes.

Eco-brand The American Marketing Association interprets a brand as "a name, term, sign, symbol, or design, or the combination of them, engaged to recognize the goods or services of one seller or group of sellers and to distinguish them from those of a competitor." This description can be concluded for the eco-brand as well. Eco-brand is a name, symbol or image of products that are harmless to the environment. Applying eco-brand aspects can help consumers to distinguish them by some means from other non-green products (Delafrooz, Taleghani, & Nouri, 2014). Consumers will pursue to purchase eco-friendly options for products that produced high level of environmental impact correspond to those with low level of environmental impact. Malaysian consumers consider aerosols, house hold cleaning, glass based, pesticides and plastics as non-green product classifies with high level of impact to environments (Rahbar & Wahid, 2011). A consumer's interpretation on the environmental conduct of brands should be positively impressed by environmental labels. Recognition of the impact of brands on consumers' purchasing opinion is very critical for marketers and marketing researchers. This impact is recognized as brand equity. Brand equity can be defined as a particular impact that brand awareness has on a consumer's reaction to the marketing of that brand from a consumer's viewpoint. Green

brands should be used to point out the situation that green products functions the same as non-green ones. Also, green brands should be used to assist consumers distinguish green brands from other identical brands with same actions.

Need of Green Marketing in today's dynamic environment:

As resources are limited and human wants are unlimited, it is important for the marketers to utilize the resources efficiently without waste as well as to achieve the organization's objective. There is growing interest among the consumers all over the world regarding protection of environment. Worldwide evidence indicates people are concerned about the environment and are changing their behavior. As a result of this, green marketing has emerged which speaks for growing market for sustainable and socially responsible products and services. Main purpose of Green Marketing is to gain competitive advantage .

Pressure behind doing GreenMarketing:

Cost and Profit issues. Competition Government Pressure

Corporate social Responsibility Opportunities or competitive advantage

Green Marketing Relation with 7P's of Marketing:

7P's of marketing are Product, Price, Place, Promotion, Physical Evidence, People, Process.

Why Product:- Main focus is on production of environment friendly products which do not harm the environment.

Why Price :- Mostly consumers are willing to pay extra value if there is extra product value.

Why Promotion: - When advertisements show a relationship between a product service and bio- physical environment, motive of green marketing is solved.

Why Place :- Now a days consumers are willing to go out of their way to buy green products.

Why People :- Success of green marketing is dependent on the choice of the people for green products. i.e. eco friendly organic products.

Why Process:- Green Marketing activities comprises of many steps from manufacturing of environment friendly products to providing after sale services to consumers.

Why Physical Evidence:- Green Marketing concept also lays emphasis on choice of good physical distribution source of goods & services which puts less pressure on the environment.

Problems of accepting Green Marketing concept.

Green products require recyclable and renewable material, which is costly Requires a technology, which needs huge investment in R & D Water treatment technology, which is too costly Majority of the people are not aware of green products and their uses Majority of the consumers are not willing to pay a premium for green products.

Conclusion:-

Green marketing is a tool for protecting the environment for the future generation. It has a positive impact on environmental safety. Because of the growing concern of environmental protection, there is an emergence of a new market which is the green market. For companies to survive in this market, they need to go green in all aspects of their business. Consumers want to identify themselves with companies that are green compliant and are willing to pay a premium for a greener life style. As such, green marketing is not just an environmental protection tool but also, a marketing strategy.

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