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GREEN MARKETING

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Abstract

Green marketing is the marketing of environmentally friendly products and services. It is becoming more popular as more people become concerned with environmental issues and decide that they want to spend their money in a way that is kinder to the planet. Green marketing can involve a number of different things, such as creating an eco-friendly product, using eco-friendly packaging, adopting sustainable business practices, or focusing marketing efforts on messages that communicate a product's green benefits. Green marketing is the marketing of products that are presumed to be environmentally safe. It incorporates a broad range of activities, including product modification, changes to the production process, sustainable packaging, as well as modifying advertising. Green marketing refers to the practice of developing and advertising products based on their real or perceived environmental sustainability. Examples of green marketing include advertising the reduced emissions associated with a product's manufacturing process, or the use of post-consumer recycled materials for a product's packaging. Some companies also may market themselves as being environmentally-conscious companies by donating a portion of their sales proceeds to environmental initiatives, such as tree planting. When a company's green marketing activities are not substantiated by significant investments or operational changes, they may be criticized for false or misleading advertising. This practice is also sometimes referred to as green washing.

Keywords: Green Marketing Benefits, Importance, Objective

Introduction

The American Marketing Association (AMA) held the first workshop on “Ecological Marketing” in 1975. The proceedings of this workshop resulted in one of the first books on green marketing entitled “Ecological Marketing”. Green marketing is the process of promoting products or services which are eco-friendly. These products or services may be environmentally friendly in them or produced in an environmentally friendly way. Basically, green marketing refers to the process of buying and selling of products and services based on their environmental and social benefits. Such a product or service may be environmentally friendly in itself or produced and/or packaged in an environmentally friendly way. Thus, this domain of marketing incorporates a broad range of activities, including:

- ❖ Product Modification
- ❖ Changes to the production process
- ❖ Packaging Changes
- ❖ Modifying Advertisings
- ❖ Manufactured in a sustainable fashion
- ❖ Not containing toxic materials or ozone-depleting substances
- ❖ Produced from recycled materials or able to be recycled
- ❖ Made from renewable materials
- ❖ Not making use of excessive packaging
- ❖ Designed to be repairable and not thrown away

One limitation that lies beneath all of the marketing stuff is that green marketing is typically done by companies that really are working around the notion of sustainable development and corporate social responsibility. Because of this reason more and more industries and corporates are making an effort to implement sustainable and green marketing practices.

The interesting part comes here when customers are becoming socially and environmentally aware about the red alarm that nature gives us every year. It’s high time when people at large levels should realize that every time rules and laws are not going to make situations easy and okay. Businesses are now implementing to demonstrate a high level of social responsibility can increase brand loyalty among socially conscious consumers.

Green marketing is one component of a broader movement toward socially and environmentally conscious business practices. Increasingly, consumers have come to expect companies to demonstrate their commitment to improving their operations alongside various environmental, social, and governance (ESG) criteria. To that end, many companies will distribute social impact statements on an ongoing basis, in which they periodically self-report on their progress toward these goals.

Typical examples of ESG-related improvements include the reduction of carbon emissions involved in a company's operations, the maintenance of high labor standards both domestically and throughout international supply chains, and philanthropic programs designed to support the communities in which the company operates. Although green marketing refers specifically to environmental initiatives, these efforts are increasingly presented alongside social and corporate governance policies as well.

Consumers who prefer to purchase green products even though they might be more expensive fall into the 'LOHAS' category. LOHAS stands for Lifestyles of Health and Sustainability. According to Wikipedia: "LOHAS describes an integrated, rapidly growing market for goods and services that appeal to consumers whose sense of environmental and social responsibility influences their purchase decisions." These consumers are active supporters of environmental health and are the heaviest purchasers of green and socially responsible products. They also have the power to influence other consumers.

Green Marketing Methods

Beyond making an environmentally friendly product, business owners can do other things as part of their green marketing efforts. The following can all be part of a green marketing strategy:

- Using eco-friendly paper and inks for print marketing materials
- Skipping the printed materials altogether and option for electronic marketing
- Having a recycling program and responsible waste disposal practices
- Using eco-friendly product packaging
- Using efficient packing and shipping methods
- Using eco-friendly power sources
- Taking steps to offset environmental impact

Green marketing Objective

Green Marketing, just like any other form of marketing, touches every aspect of a business, from production to packaging to advertising, and in the end Public Relations (PR). It focuses more on profit through sustainable development. Contrary to one belief, that it just focuses on eco-friendly ways of marketing. The answer is big NO! It just not focuses on sustainable ways of promoting green products, but also works on how to sell these products to earn the most profits.

The key barrier to sustainable business practices, such as green procurement, is the short-term cost. Going green will typically cost more upfront, but generate great rewards in the long run. Although, it's crystal clear that green marketing carries those potential buyers who will review a product or service's 'greenness' as a base of their buying decision, and this will also benefit our environment.

Greenwashing

Some marketers try to capitalize on the growing number of green consumers by simply taking a green marketing approach to products that might not otherwise be considered green. They try to position their products as a better choice for the environment when they're really not. An example of this is when a company uses the color green in their packaging, or the word green somewhere in their messaging, when there isn't anything particularly eco-friendly about their product, nor it's not more eco-friendly than competing products. Greenwashing is not only misleading, but it can also be damaging to a company's reputation. If consumers want to be certain they are indeed buying a green product, they should look for official certifications listed on the product packaging.

OBJECTIVES OF THE STUDY:

The main aim of this study focused on Green Marketing and its Importances

Importance of Green Marketing

Green means pure in quality and fair or just in dealing. For example, green advertising means advertising without adverse impact on society. Green message means matured and neutral facts, free from exaggeration or ambiguity. Green marketing is highly debated topic for lay people to highly professional groups. Concept of green marketing concerns with protection of ecological environment. Modern marketing has created a lot of problems. Growth in marketing activities resulted into rapid economic growth, mass production with the use of advanced technology, comfortable and luxurious life, style, severe competition, use of unhealthy marketing tactics and techniques to attract customers, exaggeration in advertising, liberalization and globalization, creation of multinational companies, retailing and distribution by giant MNCs, etc., created many problems.

Departmental stores, specialty stores, and shopping malls are flooded with useful as well as useless products. These all factors have threatened welfare of people and ecological balance as well. Particularly, giant factories have become the source of different pollutions. Production, consumption and disposal of many products affect environment adversely. Excessive pollution has provoked the Nature and the Nature starts behaving in unnatural ways (in form of global warming v/s global cooling, heavy rains v/s draught, and other natural calamities like frequent earthquakes and tsunami, cyclones, epidemics, and so forth). Economic growth via production and consumption threatens peaceful life of human being on the earth. Green marketing is an attempt to protect consumer welfare and environment (the nature) through production, consumption, and disposal of eco-friendly products.

Green marketing out there is not only meant for nature but it's always going to benefit the company in the long run.

1. Access to New Markets

The new culture of buying organic and eco-friendly products has ultimately shifted the focus to the new domain of marketing i.e. green marketing. A completely new market of green consumers who are out there to buy green products than non-green products.

2. Positive Public Image

With the campaign of "Go Green", can make your customers feel that the company has a responsible outlook towards natural resources. This makes the customer think that since the company is aware of the current scenario, then it also motivates them to adapt with eco-friendly and clean habits. All this results in a good image of the brand in the eyes of existing and prospective customers.

3. Economic Advantages

Going green is like a reduction in waste which equals lower operating costs and more savings, both environmentally and economically. Eco-friendly business equipment and practices such as – low-wattage or LED lights, use of natural lighting, water conservation policies, mandatory recycling and hybrid company vehicles save money on utilities, fuel, and office supplies. This generates instant cash flow.

4. Sustainability and Efficient Use of Resources

Adapting a green and eco-friendly lifestyle is all about sustainability. This sustainability transforms into profits in green sectors with secure futures. Since there is no limit to human needs and demands of resources is reversely proportional to the current availability of resources. Greenmarkets need to facilitate consumers by consuming resources efficiently.

The future-safe markets include biomaterials, green buildings, personal transportation, smart grids, mobile applications, and water filtration.

5. Competitive Advantage

Going green always adds up your consumer-base, undoubtedly. This factor gives you a competitive advantage among other companies in the same marketing line. This, also, sets an example in front of society, that how eco-marketing can transform society. Because companies that are adopting green marketing techniques gain a more competitive advantage over other companies that are not conscious of such techniques and the environment.

Best Rules of Green Marketing

- ✓ Customers should be aware
- ✓ Reassure the buyers
- ✓ Transparency about the claims
- ✓ Reconsider Pricing
- ✓ Customer Participation

Green Marketing Concerns with Three Aspects

1. Promotion of production and consummation of pure/quality products,
2. Fair and just dealing with customers and society, and
3. Protection of ecological environment.

Global ecological imbalance and global warming (also global cooling) have called upon environmentalists, scientists, social organisations, and alert common men to initiate the concrete efforts to stop further deterioration of ecological environment. The World Bank, the SAARC, the UNO, the WHO, and other globally influential organisations have started their efforts to promote and practice green marketing. The world environment summit at Copenhagen (2009) is the mega event that shows the seriousness of ecological imbalance.

To increase awareness, 5th June is declared as the World Environment Day. Green marketing emphasises on protection of long-term welfare of consumers and society by production and use of pure, useful, and high quality products without any adverse effect on the environment. Mass media have started their campaign for protecting the earth from further deterioration. Worldwide efforts are made to conserve natural water resources.

Thus, green marketing is a marketing philosophy that promotes production and selling of pure (eco-friendly) products with protection of ecological balance. Green marketing involves multiple activities. Green Marketing encourages production of pure products by pure technology, conservation of energy, preservation of environment, minimum use of natural resources, and more use of natural foods instead of processed foods. Efforts of people, social organisations, firms, and governments in this regard can be said as green marketing efforts.

Green marketing raises the voice against production, consumption, and/or disposal of such products that anyway harm consumers, the society, and the environment. It is necessary that businessmen and users should refrain from harmful products.

Green marketing affects positively the health of people and the ecological environment. People are aware of pure products and pure methods of producing, using, and disposing the products. It encourages integrated efforts for purity in production and consumption as well.

- ❖ People are insisting pure products – edible items, fruits, and vegetables based on organic farming. The number of people seeking vegetarian food is on rise.
- ❖ Reducing use of plastics and plastic-based products.
- ❖ Increased consumption of herbal products instead of processed products.
- ❖ Recommending use of leaves instead of plastic pieces; jute and cloth bags instead of plastic carrying bags.
- ❖ Increasing use of bio-fertilizers (made of agro-wastes and wormy-composed) instead of chemical fertilizers (i.e. organic farming), and minimum use of pesticides.
- ❖ Worldwide efforts to recycle wastes of consumer and industrial products.
- ❖ Increased use of herbal medicines, natural therapy, and Yoga.
- ❖ Strict provisions to protect forests, flora and fauna, protection of the rivers, lakes and seas from pollutions.
- ❖ Global restrictions on production and use of harmful weapons, atomic tests, etc. Various organisations of several countries have formulated provisions for protecting ecological balance.
- ❖ More emphasis on social and environmental accountability of producers.
- ❖ Imposing strict norms for pollution control. Consideration of pollution control efforts and eco-technology in awarding IS, ISO 9000, or ISO 14000 certificates and other awards.
- ❖ Declaration of 5th June as the World Environment Day.
- ❖ Strict legal provisions for restricting duplication or adulteration.
- ❖ Establishing several national and international agencies to monitor efforts and activities of business firms in relation pollution control and production of eco-friendly products.

Benefits of Green Marketing

- It ensures sustained long-term growth along with profitability.
- It saves money in the long run, though at first prices might be high.
- It helps the companies market their products and services keeping the environmental aspects in mind.
- Most of the employees also feel proud and responsible to be working for an environmentally responsible company.

Elements of Green Marketing

The elements of Green Marketing includes these points as mentioned below-

- A. Promoting the environmental attributes of products;
- B. Introducing new products specifically for those concerned with energy efficiency, waste reduction, sustainability, and climate control, and
- C. Redesigning existing products with an eye towards these same consumers.

Green marketing is essentially a way to brand marketing message in order to capture more of the market by appealing to people's desire to choose products and services that are better for the environment.

Green marketing has been an effective tool regarding the need for all of us to be more aware of how our lifestyle has impacted our environment. We have damaged our streams, rivers, and oceans, and the air that we breathe.

Suggestions

- ✓ An organization must be aware from the needs and wants of consumers. Organizations produce the product according to the customers demand and the price they ready to pay. Customers demand is changed day by day so a good concentration should be given to this field.
- ✓ For the success of green marketing there is high need of support from the management. Management should be capable of handling such kind of new concept. Proper plan should be maintain by the managers and work should be done according to the plan.
- ✓ Government of India and organization try to aware customers about the benefit of green marketing on their life. Campaign should be organized in such a manner that should be able to spread awareness and also able to educate the people about importance and uses of green products.
- ✓ Indian organization must try to adopt the international standard for the green product to gain the trust of the consumers. These standards should be made without any biasness and there should be strict rule to follow the standards.
- ✓ Organizations develop good control system and implement strategies for the betterment. If businesses want to grow in the future then a good strategy should be maintained by the business organization. Proper environmental study should be done.
- ✓ Everything is starts with a good plan so there is a need of the organization to develop a good marketing plan which can help them to capture the large share in the market.

Conclusion

Effective green marketing requires not only the ability to communicate a green message, but also the ability to research, analyze, plan, and coordinate the diverse components of that message in a profit-driven business environment. A good marketing program can equip you with the skills and knowledge you need to accomplish these tasks.

Green Marketing is very important concept in today's life. In this research paper we study the importance, reasons, challenges, suggestions and methods to improve green marketing. No doubt if we will use the methods in our life then we can make sure that we can save our resources and can make our life better. Green marketing is on developing stage. But it is an important concept. Many companies are adopting green marketing. But we should take participate in this efforts to use green products in our life. Awareness should be spread by the government to rural area and also tell them the importance of green products. It's true that environment is ours and we should protect it. So promote GREEN MARKETING.

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