

PRESENT AND FUTURE IMPORTANCE OF 'GREEN MARKETING' AS A PART OF SOCIAL RESPONSIBILITY

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ABSTRACT

Green marketing refers to the process of selling products and/or services based on their environmental benefits. Green marketing is the marketing of products which are considered not to be harmful for environment, which incorporates a broad range of activities such as the product modification, changes to the production process, packaging changes, as well as modifying advertising of the environment friendly commodities. Green marketing is also known as Environmental Marketing, Ecological Marketing, and Eco-Marketing, green sheen. Sustainable development is also a suitable word to describe the concept of green marketing the green marketing of products of the company are presumed to be environmentally safe. Both the producers and the customers must be conscious about the products whether these are really following eco-labelling schemes and all. The green economy is not only to produce clean energy but also technologies of cleaner production processes which reduce environmental impact or improve natural resource use. This study is based on secondary data. This paper presents the importance of green marketing towards to present and future as a part of social responsibility

Key words:- Green marketing, sustainable development, Eco friendly social responsibility

INTRODUCTION:-

Now day's consumers become more aware about to make their surroundings more safer and healthier to live in. So they become more conscious about their purchasing in respect with all the products that they are use in their day to day life. That is why they prefer that type of products that are eco friendly and not harmful for global environment any way. Green Marketing is taking shape as one of the key business strategies of the future, and that the increasing environmental consciousness makes it incumbent on consumer marketers not just to respond to it, but to lead the way in environmental programs. Green product development is more than just creating products that are environmentally friendly.

This is about systemic change in society that includes consumers, producers and the general commercial structure within which they negotiate.

Green marketing offers business bottom line incentives and top line growth possibilities. it's not a simple task where several meanings intersect and contradict each other; example of this will be the existence of varying social, environmental and retail definitions attached to this term. Other similar terms used are Environmental Marketing and Ecological Marketing. Green marketing refers to the process of selling products and/or services based on their environmental benefits. If we use to try green marketing product as our responsibility then it will be beneficial to present as well as future generation.

DEFINITION:-

-According to the American Marketing Association, "Green Marketing" is defined as the development and marketing of products designed to minimize negative effects on the physical environment or to enhance its quality.

-According to Ecological Marketing:-Green marketing refers to the process of selling products and/or services based on their environmental benefits. Such a product or service may be environmentally friendly in it or produced and/or packaged in an environmentally friendly way.

-As per Mr. J. Polonsky, 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 these needs and wants occur with minimal detrimental input on the national environment."

-Environmental definition defines green marketing as the efforts by organizations to produce, promote, package, and reclaim products in a manner that is sensitive or responsive to ecological concerns.

-Social marketing definition sees the issue as the marketing of products designed to minimize negative effects on the environment or to improve its quality.

Green marketing is considering as a part of eco-friendly products Green marketing products that are environmentally safe. It incorporates a broad range of activities, including product modification, changes to the production process, sustainable packaging, as well as modifying advertising. Yet defining green marketing is not a simple task where several meanings intersect and contradict each other; an example of this will be the existence of varying social, environmental and retail definitions attached to this term.

HISTORY:-

The term Green Marketing came into prominence in the late 1980s and early 1990s. The American Marketing Association (AMA) held the first workshop on "Ecological Marketing" in 1975.

They were by Ken Peattie (1992) in the United Kingdom and by Jacquelyn Ottman (1993) in the United States of America

According to Jacquelyn Ottman, (author of "The New Rules of Green Marketing: Strategies, Tools, and Inspiration for Sustainable Branding" (Greenleaf Publishing^[5] and Berrett-Koehler Publishers, February 2011)) from an organizational standpoint, environmental considerations should be integrated into all aspects of marketing — new product development and communications and all points in between.^[6] The holistic nature of green also suggests that besides suppliers and retailers new stakeholders be enlisted, including educators, members of the community, regulators, and NGOs. Environmental issues should be balanced with primary customer needs.

The past decade has shown that harnessing consumer power to effect positive environmental change is far easier said than done. The so-called "green consumer" movements in the U.S. and other countries have struggled to reach critical mass and to remain in the forefront of shoppers' minds.^[7] While public opinion polls taken since the late 1980s have shown consistently that a significant percentage of consumers in the U.S. and elsewhere profess a strong willingness to favour environmentally conscious products and companies, consumers' efforts to do so in real life have remained sketchy at best

BASIC ASPECTS GREEN MARKETING

- Promotion of production and consummation of pure/quality products
- encourages integrated efforts for purity in production and consumption as well
- Fair and just dealing with customers and society, and
- Protection of ecological environment

IMPORTANCE OF ‘GREEN MARKETING’ AS PART OF SOCIAL RESPONSIBILITY IN PRESENT AND FUTURE CONDITION

To increase awareness, 5th June is declared as the World Environment Day. Green marketing emphasizes 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. Green marketing consists of 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. It is sorry to say, a greater part of people believe that green marketing refers solely to the promotion or advertising of products with environmental characteristics

i. Improved product & services:-

Green marketing is very important item for a company because it offers business bottom line incentives and top line growth possibilities. Companies can develop new and improved products and services with environmental impacts which help access to new markets, substantially increase profits and enjoy competitive advantages Doing a green marketing makes you different from the others, and this is will make its own interest to your product. However, implementing green marketing is certainly not easy, for the first you must know surefire steps that lead you to green

marketing. Here are 3 tips for you when using green marketing to be more interesting. In conducting your campaign act honesty and sincerity, by providing the best quality for your product is needed to be successful in doing this campaign, because green marketing is a form of manifestation of consciousness to become better and healthy.

ii. Promote eco friendly product:-

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 should combine commerce, technology, social effects, marketing and ecology. Unlike traditional marketing, it should link all the areas from production to sale, including environmental efforts in the same extent.

iii. Protect natural resources:-

Strict provisions to protect forests, flora and fauna, protection of the rivers, lakes and seas from pollutions. Because of green marketing strategy, we can protect all the natural resources. It was as long ago as the 1990s that the world's attention began to turn to the increasingly urgent problems of climate change and global warming, and pioneering marketers, keen to stay ahead of the curve, started to rethink their strategy to accommodate and exploit the market's new-found environmental sensibility.

iv. Pollution should control:-

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.

v. Access to new markets:-

It's no secret that people who prefer to buy green do so almost exclusively. If you haven't had green products before, they've had no reason to shop with you. Offering green alternatives opens your product line up to eco-friendly consumers. It may also create new opportunities with federal agencies or other businesses that look for green vendors to do business with

vi. As a part of social responsibility:-

Now a day's firms are becoming more concerned about their social responsibilities (S.R). They have taken S.R as a good strategic move to build up an image in the heart of consumers. Even the socially responsible firms are getting leverage, whenever they intend to enter into foreign countries. There are example of firms like ITC, HLL (Surf excel) who are heavily promoting them as an environmentally concerned firms, where as there is example of firms who are working in this direction in a silence manner like Coca-Cola, who have invested corers of money in various recycling activities, as well as having modified their packaging to minimize its environmental impact.

vii. Help to reduce cost:-

Logistics and transportation costs are coming under greater scrutiny due to rising fuel prices, congested highways, and global-warming concerns. Package redesign for lighter weight and/or greater recyclability reduces waste while simultaneously reducing costs. In some countries, marketers must also consider two-way flows, as governments pass legislation requiring manufacturers to take back products at the end of their useful life ("reverse logistics"). Germany is again the world leader in this arena; it has already passed ordinances targeting the electronics, automobile, and packaging industries. Green marketing strategies are also reducing inventory and production costs. Standardization and identification of product parts and packaging materials benefits the environment by reducing complexity and improving efficiency. Substituting electronic or computer controls for analog devices improves quality and reduces waste

viii. Easily take Competitive advantage:-

If you're looking for an edge against your competitors, offer the same great quality product with the added feature of environmental friendliness. Consumers who buy green products do so because of the added benefit of being eco-conscious, even if the products are priced slightly higher. Importance of competitive advantage for a business firms

and how green marketing is being relied upon by business firms to realize competitive advantage. The term green marketing and its main characteristics are described in order to understand the import of it in the present business world context. The thesis paper dwells at length on green market strategy implementation so as to provide glimpse as to how various businesses deploy marketing mix in green marketing. The necessary prerequisites for a successful green marketing strategy are identified and the drawbacks encountered by a business firm embarking on green marketing strategy are analyzed while evaluating some strategies in place. The success of green marketing strategy, as the thesis paper underlies, rests largely on the contribution, interaction and cooperation between different stakeholders of a business

ix. Encourage conversations about environmental responsibility:-

Encourage environmental responsibility over Twitter, Facebook, Instagram and SnapChat – whichever social media platform makes sense for your company's target audience. By starting these conversations, you're letting customers and clients know that this issue is important to your brand. If your content is timely and creative, users will share and comment, further amplifying your business as a champion for the environment. A company without a strong internet presence is seldom taken seriously among consumers who expect to quickly and easily use the internet to learn more about the company's mission and offerings. By generating reputable content that is useful to potential buyers, even companies without a significant marketing budget can support their brand and realize a broader reach in the target market. These may at times directly clash with customer requirements, which is one of the greatest challenges of green marketing. More often though, it will be possible to find a middle way between environmental concerns and customer needs – and indeed, there are times when consumers will be positively attracted by the green marketing credentials of a company.

x. Easily promote for the better to customer

As a marketing actors you should give the best to customers, by making green marketing strategy you can do it. For the better to consumers could mean you provide packaging that can support surrounding environment or it could be if you have a food product you can pay more attention to consumer health impacts. With more attention to that, you have given something better than other products and it can make you more stand out in front of the customer.

xi. Create a new kind of infotainment/Broadcast material

Each brand requires the presence of an infotainment to make it known, by using green marketing campaign you can do that too. You can use Green marketing campaign disruptive types of media and public visibility that can be a medium to communicate and motivate consumers to see. As performed by Jamie Oliver who make campaign on the food revolution using a talk show with a variety of strategies that can attract the attention of the viewers. You can find more various kinds of strategies about this,

xii. Reducing use of plastics and plastic-based products:-

Paper bags also offer many eco-friendly benefits to those who use them. They can be taken care of and continually reused. They are both recyclable and biodegradable. Paper bags are made from a renewable natural resource, can be reused repeatedly and can be shipped to a paper mill and remade into new paper. In fact, it actually requires less energy for paper bags to be recycled than it does for plastic. Paper bags are also biodegradable and pose less of a threat to the environment and wildlife.

By choosing high quality paper bags for your coffee, tea, snacks, nuts, cookies, candy and spices, you are adding a professional appeal that consumers love and appreciate. Not to mention, you can add your own custom brand to any paper bag to promote your business. With professional quality and aesthetic appeal, you are sure to impress and delight your customers.

xiii. Increased consumption of herbal products instead of processed products:-

As our lifestyle is getting techno-savvy, we are moving away from nature. While we cannot escape from nature because we are part of nature. What nature has stored in for us we have not yet fully explored. This fact can be

disturbing point with humans. Certain European and Oriental countries have been exploring the use of herbs and has been in practice since the centuries. Great work has been done which eluded the common man's reach and knowledge. With life on tech-route for every individual in the 21st century human sufferings are coming out with different names. Hurble product is important part of today's life.

xiv. Advantages of bio fertilizer in green marketing:-

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. Biofertilizer' is a substance which contains living microorganism which, when applied to seed, plant surfaces, or soil, colonizes the rhizosphere or the interior of the plant and promotes growth by increasing the supply or availability of primary nutrients to the host plant. Biofertilizers are not fertilizers. Fertilizers directly increase soil fertility by adding nutrients.

xv. Raise awareness on important environmental or social issues:-

If a company supports any causes, partnering with fellow environmental leaders can be part of its green marketing strategy. This can bring huge momentum to a campaign, an event, a training workshop and more. In fact, they have an entire section on their website dedicated to environmental and social responsibility. Whole Foods supports sustainable agriculture with its suppliers and even created its own Eco-Scale for cleaning products sold. These might be large-scale companies, but when it comes to green marketing advantages, the same possibilities apply to even the smallest companies.

xvi. Firm play as important role in social responsibility:-

Many firms are beginning to realize that they are members of the wider community and therefore must behave in an environmentally responsible fashion. This translates into firms that believe they must achieve environmental objectives as well as profit related objectives. This results in environmental issues being integrated into the firm's corporate culture. There are examples of firms adopting both strategies an example of a firm that does not promote its environmental initiative is Coca-Cola. They have invested large sums of money in various recycling activities, as well as having modified their packaging to minimize its environmental impact. While being concerned about the environment, Coke has not used this concern as a marketing tool. Thus many consumers may not realize that Coke is a very environmentally committed organization

xvii. Encourage sustainable development:-

Being green or sustainable encompasses many elements; energy efficiency, the use of clean/renewable energy, water conservation, recycling and waste management, eco-friendly apparel, organic produce, sustainable farming and much more. The key to a successful green marketing strategy is to communicate authentic and concrete facts about a company's engagement toward social and environmental cause.

xviii. Create new opportunity:-

As day by day demand changes, many firms see these changes as an opportunity to exploit and have a competitive advantage over firms marketing no environmentally responsible alternatives. Some examples of firms who have strived to become more environmentally responsible, in an attempt to better satisfy their consumer needs are: • McDonald's replaced its clam shell packaging with waxed paper because of increased consumer concern relating to polystyrene production and Ozone depletion

Conclusion:-

Recently, the image of a company in relation to the environment has been of an increased importance. Consumers are interested in natural resources so that green marketing is becoming more important for enterprises. Producers show to consumers that they are interested in the same and they emphasize. the trustworthiness of environmentally friendly products. Green

Marketing is an essential tool in influencing consumption patterns towards responsible behaviour in relation to the environment. Achieving greater environmental performance, however, requires getting beyond product orientation and labels, and using all available tools of traditional marketing – price, communication and distribution. Only this way, green marketing can be used as a source of competitive advantage.

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