

Green Marketing and its Implementation in Indian Organisation for Eco-friendly Products

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Abstract

There has been a wide change in consumer attitudes towards a green lifestyle. Increasing awareness on the various environmental problems has led a shift in the way consumers go about their life. People are actively trying to reduce their impact on the environment. This study aims to give information about the effect of green marketing on customers purchasing behaviors. Green marketing is a tool used by many companies in various industries to follow this trend. However, this is not widespread and is still evolving. The current study introduces the concept of green marketing and looks into the various ways in which the different consumer attributes are related to the concept of green marketing.. Green marketing subsumes greening products as well as greening firms. In addition to manipulating the 4Ps (product, price, place and promotion) of the traditional marketing mix, it requires a careful understanding of public policy processes.

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Introduction

Green marketing is the marketing of products that are presumed to be environmentally preferable to others. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, sustainable packaging, as well as modifying advertising. As per holistic marketing concept "Green Marketing" refers to wherein the production, marketing consumption and 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 in to green products and services. While the shift to "green" may appear to be expensive in the short term, it will definitely prove to be indispensable and advantageous, cost-wise too, in the long run. In words of **Pride and Ferrell (1993)** "*Green marketing, also alternatively known as environmental marketing and sustainable marketing, refers to an organization's efforts at designing, promoting, pricing and distributing products that will not harm the environment*".

Thus we can say that Green Marketing involves:-

- ❖ Manufacturing and providing products to the consumers which are of good quality and at the same time not harmful to them even in long run.
- ❖ Use the resources for development in such a manner which will enable the future generations to avail the resources to meet their needs leading to Sustainable Development.

Objectives of the Study

The main objective of this research paper is to understand the strategy needed for successful Green marketing and challenges faced by Green marketers in India

Present Trends in Green Marketing in India

Governmental Bodies of India are forcing Firms and Industries to become more responsible to adopt such policy which protects the interests of the consumers.

Future of Green Marketing

There are many lessons need to be learned to avoid green marketing myopia, the short version of all this is that effective green marketing requires applying good marketing principles to make green products desirable for consumers. Evidence indicates that

successful green products have avoided green marketing myopia by following three important principles:-

- Consumer Value Positioning.
- Calibration of Consumer Knowledge
- Credibility of Product Claim

Participants who need to understand the Green Marketing

Green marketing is progressively more an important issue for most entities concerned in marketing whether they are buyers, sellers, or regulators of an industry.

- Consumers.
- Governments.
- Companies with recognized environmental reputations.
- Companies highly dependent on scarce human capital.
- Companies with low market power.
- Companies operating in highly regulated industries.
- Companies dependent on natural resources.

Green Products and Its Characteristics

The products those are manufactured through green technology and that caused no environmental hazards are called green products. Promotion of green technology and green products is necessary for conservation of natural resources and sustainable development. We can define green products by following measures:

- Products those are originally grown,
- Products those are recyclable, reusable and biodegradable,
- Products with natural ingredients,
- Products containing recycled contents, non-toxic chemical,
- Products contents under approved chemical,
- Products that do not harm or pollute the environment,

- Products that will not be tested on animals,
- Products that have eco-friendly packaging i.e. reusable, refillable containers etc.

Main reasons why green marketing should be put to Rest

- 1) **It's not working**-For all the hue and cry by green marketers over the years, shoppers seem as conflicted and misinformed as ever, as I've pointed out repeatedly through a myriad of polls and market research studies. They trust the brand, but not the company behind the brand, say researchers, though they trust the marketing claims the company makes on its package. Is it any wonder that, when it comes to making green choices, consumers are dazed and confused?
- 2) **It remains a Niche activity**-Most of the major product purveyors have opted out of green marketing, or have dabbled in it so timidly as to relegate it to a single brand or product line. Of the 10 largest advertisers in 2010 (Procter & Gamble, AT&T, General Motors, Verizon, News Corp., Johnson & Johnson, Pfizer, Time Warner, General Electric and Walt Disney), only two GM and GE have tried in earnest to market products as green. One of those, GE, is largely BtoB.
- 3) **It's not moving the needle**-After all these years, green marketing isn't making any real difference. It's not changing consumer habits. It's not causing a significant shift in the kinds of goods and services companies are selling. And it's definitely not making a dent in addressing climate change, water and food security, biodiversity, energy prices, or any of our other serious environmental and economic challenges.

LOHAS

LOHAS stands for **Lifestyles of Health and Sustainability**, and 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. The five LOHAS segments as defined by NMI include:

- ❖ **LOHAS:** - Active environmental stewards dedicated to personal and planetary health. These are the heaviest purchasers of green and socially responsible products and the early adopters who influence others heavily.
- ❖ **Naturalites:** - Motivated primarily by personal health considerations. They tend to purchase more LOHAS consumable products vs. durable items.
- ❖ **Drifters:** - While their intentions may be good, DRIFTERS follow trends when it is easy and affordable. They are currently quite engaged in green purchasing behaviours.
- ❖ **Conventional:** -Pragmatists who embrace LOHAS behaviour when they believe they can make a difference, but are primarily focused on being very careful with their resources and doing the ‘right’ thing because it will save them money.
- ❖ **Unconcerned:** - Either unaware or unconcerned about the environment and societal issues mainly because they do not have the time or the means – these consumers are largely focused on getting by.

Concept of Green Marketing in Indian Corporate Sector

Numbers of companies in India 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 in to the firm's corporate culture. There are basically five reasons for which a company should go for the adoption of green marketing.

- Companies believe that they have a moral obligation to be more socially responsible.
- Organizations perceive environmental marketing to an opportunity that can be used to achieve its objectives.

- Cost factors associated with waste disposal forces firms to modify their behavior.
- Competitors' environmental activities pressure firms to change their environmental marketing activities.
- Governmental bodies are forcing firms to become more responsible.

Reasons Why companies to adopt Green Marketing:

- Opportunities or competitive advantage.
- Corporate social responsibilities (CSR).
- Government pressure.
- Competitive pressure.
- Cost or profit issues.

<i>S.NO</i>	<i>Name of the Company</i>	<i>Green Marketing Products</i>
1.	<i>Philips India</i>	<ul style="list-style-type: none"> ❖ Energy saving Lights. ❖ <input type="checkbox"/> Medical Equipments. ❖ <input type="checkbox"/> House hold appliances
2.	<i>McDonald Restaurant</i>	McDonald restaurant's napkins, bags are made of recycled paper
3.	<i>Wipro Technologies</i>	<ul style="list-style-type: none"> ❖ Sustainable IT products and solutions, which help customers, achieve high productivity in energy, space and asset management through the lifecycle. ❖ <input type="checkbox"/> Recycled plastic. ❖ <input type="checkbox"/> Launched Green ware ranges of desktops are not only 100% recyclable, but also toxin-free
4.	<i>Mahindra Reva</i>	<ul style="list-style-type: none"> ❖ Electric Vehicle-"e2o". ❖ Earth friendly small tractor designed to the farmers.
5.	<i>State Bank of India</i>	Eco and power friendly equipment in its 10,000 new



		ATMs
6.	<i>Indian Railways</i>	IRCTC has allowed its customers to carry PNR no. of their E-Tickets on their laptop and mobiles. Customers do not need to carry the printed version of their ticket anymore.

(Companies of India which had taken Initiatives on Green Marketing)

Golden Rules of Green Marketing

- 1) **Know you're Customer:** - Make sure that the consumer is aware of and concerned about the issues that your product attempts to address, (Whirlpool learned the hard way that consumers wouldn't pay a premium for a CFC-free refrigerator because consumers didn't know what CFCs were.).
- 2) **Being Genuine & Transparent:** It means actually doing what you claim to be doing in green marketing campaign and the rest of business policies are consistent with whatever you are doing that's environmentally friendly. Both these conditions have to be met for your business to establish the kind of environmental credentials that will allow a green marketing campaign to succeed.
- 3) **Educating your customers:** - It isn't just a matter of letting people know you're doing whatever you're doing to protect the environment, but also a matter of letting them know why it matters. Otherwise, for a significant portion of your target market, it's a case of "So what?" and your green marketing campaign goes nowhere.
- 4) **Re-assure the Buyer:** - Consumers must be made to believe that the product performs the job it's supposed to do-they won't forego product quality in the name of the environment.
- 5) **Consider Your Pricing:** -If you're charging a premium for your product-and many environmentally preferable products cost more due to economies of scale



and use of higher-quality ingredients-make sure those consumers can afford the premium and feel it's worth it.

Conclusion

Green marketing is not going to be an easy concept. The firm has to plan and then carry out research to find out how feasible it is going to be. Green marketing has to evolve since it is still at its infancy stage but adoption of Green marketing may not be easy in the short run, but in the long run it will definitely have a positive impact on the firm. Now this is the right time to select “Green Marketing” globally. With the threat of global warming looming large, it is extremely important that green marketing becomes the norm. Finally, consumers, industrial buyers and suppliers need to pressurize effects on minimizing the negative effects on the environment. Green marketing assumes even more importance and relevance in developing countries like India.

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