

Green marketing

[Business](#), [Marketing](#)



A Perspective Ms. Summate Sacristans * Abstract In Today's world ecological imbalance is a major issue. This is due to two basic reasons:- 1-The depleting of natural resources. 2-Rapid increase of those products which are harmful for the environment. Ecology is very badly affected by the accretion of waste in many forms. Green Marketing is the process of marketing with the focus on a balanced ecology. This paper discusses some aspects of green marketing with reference to India. Key Words- Green Marketing, Green Consumer, Ecology .

Environment, Natural Resources, CEO-friendly. Recyclable. Introduction Green Marketing is a broad term covering all aspects of marketing decision making that keep the ecology and environment in focus. Green marketing works on two issues that are - To check the misuse of natural resources. - To control wastage Green marketing was given prominence in the late 1970s and early 1980s after the proceedings of the first workshop on Ecological marketing held in Austin, Texas (USA) in 1975. Several books on green marketing began to be published thereafter.

Green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising. Yet defining green marketing is not a simple task. Indeed the terminology used in this area has varied, it includes: Green Marketing, Environmental Marketing and Ecological Marketing. *Ms. Summate Sacristans(MA, M. Phil, Net)(Research Scholar)Faculty of Rural Development & Business Management, Mahatma Gandhi University, Kottayam Granddame Vacillatingly Castration, Didst. Satan (M. P.) According to the American Marketing Association, green marketing is the marketing of <https://assignbuster.com/green-marketing/>

products that are presumed to be environmentally safe. Pride and Farrell (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. Polygons (1994) defines green marketing as . 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. Lexington (1994: 93) defines green consumer as one who avoids products that are likely to endanger the health of the consumer or others; cause significant damage to the environment during manufacture, use or disposal; consume a disproportionate amount of energy; cause unnecessary waste; use materials derived from threatened affect other countries.

Green marketing began in Europe in the early 1970s when certain products were found to be harmful to the earth's atmosphere. Consequently new types of products were created, called "green" products, that would cause less damage to the environment. The movement quickly caught on in the United States and has been growing steadily ever since. The development of ecologically safer products, recyclable and biodegradable packaging, energy-efficient operations, and better pollution controls are all aspects of green marketing.

Green marketing has produced advances such as packages using recycled paper, phosphate-free detergents, refill containers for cleaning products, and bottles using less plastic. Green marketing incorporates an array of

activities, including product modification, changes in packaging materials etc. Let has led to green products and green consumers. Why Is Green Marketing Important Maintaining ecological balance is a major issue confronting the corporate world today. The damage done to the environment has already crossed threshold and reaching alarming limits.

Natural resources are getting depleted very rapidly . Generation of waste is increasing. All these negative developments have forced mankind to think more seriously about conserving the environment and Green Marketing is one such initiative towards environment protection. In green marketing, the environment is at the center point of decision making. It emphasizes on ruination of marketing strategies in conformation with environment protection. Green marketing uses techniques focusing on management of raw materials as well as waste materials.

It adopts a proactive approach to waste management. Features Of Green Products The products those are manufactured through green technology and caused no environmental hazards are called green products. Green products plays a vital role for conservation of natural resources and sustainable development. There are following features in a green product: Products those are originally grown. Products with natural ingredients. Products those are recyclable, reusable and biodegradable, non-toxic chemical. Products that do not harm or pollute the environment.

Products that have CEO-friendly packaging I. E. Reusable, refillable containers etc. Products that will not be tested on animals. Why Companies need to opt Green Marketing I-consumer Awareness 2- Social Responsibility

3- Government Pressure 4- Competitive Pressure 5- Cost Factor Because of above written reasons now companies are try to follow new 4 As of marketing- Product A firm needs to develop environmentally safe products to have more impact on nonusers than competitors. For this, it needs to identify customers environmental needs and develop products to address these needs.

Products can be made from recycled materials or from used goods. Efficient products not only save water, energy and money, but also reduce harmful effects on the environment. Price Usually environmental benefit is an added bonus but will often be the deciding factor between products of equal value and quality. Most customers will only be prepared to pay a premium if there is a perception of additional product value. Green pricing takes into consideration the people, planet and profit in a way that takes care of the health of employees and communities and ensures efficient productivity.

Value can be added to it by changing its appearance, functionality and through customization, etc. Place Green products, in most cases, positioned broadly in the market place but very few customers will go out of their way to buy green products merely for the sake of it. For this, In-store promotions and visually appealing displays or using recycled materials to emphasize the environmental and other benefits. Promotion Promotion includes paid advertising, public relations, sales promotions, direct marketing and on-site promotions.

Green marketers will be able to reinforce environmental credibility by using sustainable marketing and communications tools and practices. Green

promotion involves configuring the tools of promotion, such as advertising, marketing materials, white papers, web sites, videos and presentations by keeping people, planet and profits in mind. Challenges In Green Marketing The consumer needs to be educated and made aware of the environmental threats. The new green movements need to reach the masses and that will take a lot of time and effort.

No matter why a firm uses green marketing there are a number of potential problems that they must overcome. One of the main problems is that firms using green marketing must ensure that their activities are not misleading to consumers or industry, and do not breach any of the regulations or laws dealing with environmental marketing. Another problem firms face is that those who modify their products due to increased consumer concern must contend with the fact that consumers' perceptions are sometimes not correct.

Take for example the McDonald's case where it has replaced its clam shells with plastic coated paper. There is ongoing scientific debate which is more environmentally friendly. When firms attempt to become socially responsible, they may face the risk that the environmentally responsible action of today will be found to be harmful in the future. The SURF EXCEL water-saving detergent (with the message..... " Do bucket pain orzo bacchanal") Going Green: Tat's New Mantra Data Motors is setting up an CEO-friendly showroom using natural building material for its flooring and energy efficient lights.

The Indian Hotels Company, which runs the Taj chain, is in the process of creating Green rooms which will have energy efficient mini bars, organic bed linen and napkins made from recycled paper. And when it comes to illumination, the rooms will have CFL or LEDs. Toyota is trying to push gas/electric hybrid technology into much of its product line. It is also making the single largest R&D investment in the ever-elusive hydrogen car and promoting itself as the first Green-friendly car company.

Indus Bank Green banking has been catching up as among the top Indian green initiatives ever since Indus opened the country's first solar-powered ATM and pioneered an ISO-14001 change in the Indian banking sector. State Bank of India : Green[(#)]By using Green and power friendly equipment in its 10,000 new ATMs, the banking giant has not only saved power costs and earned carbon credits, but also set the right example for others to follow. SIB is also entering into green service known as "Green Channel Counter".

SIB is providing many services like; paperless banking, no deposit slip, no withdrawal form, no checks, no money transactions form all these transactions are done through SIB shopping & ATM cards. State Bank of India turns to wind energy to reduce emissions: The State Bank of India became the first Indian bank to harness wind energy through a 15-megawatt wind farm developed by Solon Energy. The wind farm located in Combarthi uses 10 Solon wind turbines, each with a capacity of 1.5 MW. The wind farm is spread across three states - Tamil Nadu, with 4.5 MW of wind capacity; Maharashtra's, with 9 MW; and Gujarat, with 1.5 MW. The wind project is the

first step in the State Bank of India's green banking program dedicated to the reduction of its carbon footprint and promotion of energy efficient practices, especially among the bank's clients. Indian Oil Co. Ltd. Indian Oil is fully geared to meet the target of reaching EURO-III compliant fuels to all parts of the country by the year 2010; major cities will upgrade to Euro-IV compliant fuels by that time.

GREEN FUEL ALTERNATIVES In the country's pursuit of alternative sources of energy, Indian Oil is focusing on CNG (compressed natural gas), Auto gas (ALP), ethanol blended petrol, bio-diesel, and Hydrogen energy. TIC Indian Tobacco Company (let) has introduced environmentally-friendly papers and boards, which are free of elemental chlorine. Wiper's Green Machines (In India Only) Wiper Infinite was India's first company to launch environment friendly computer peripherals.

For the Indian market, Wiper has launched a new range of desktops and laptops called Wiper Greengage. These products are RoHS (Restriction of Hazardous substances) compliant. The automobile industry is looking forward to use of alternative fuel. Marti Dog Limited has come up with models using gas as fuel. YOU bikes run on batteries. Commercial vehicles run on CNG instead of conventional fuel. There are numerous examples where the manufacturers have either changed the raw materials or even modified the product design for conservation of the environment.

Conclusion There is ample scope for green marketing at both the manufacturers end and marketers end. Green marketing is catching on in a big way. Marketers as well as consumers are slowly but strongly recognizing

it. Green marketing should not be considered as just one more approach to marketing, but has to be pursued with much greater vigor, as it has an environmental and social dimension to it. Marketers also have the responsibility to make the consumers understand the need for and benefits of green products as compared to non-green ones.