



RESEARCH ARTICLE

Green marketing

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ABSTRACT

Environmentalism has fast emerged as a worldwide phenomenon. Business firms too have risen to the occasion and have started responding to environmental challenges by practising green marketing strategies. Green consumerism has played a catalytic role in ushering corporate environmentalism and making business firms green marketing oriented. Based on the data collected through a field survey, the paper makes an assessment of the extent of environmental awareness, attitudes and behaviour prevalent among consumers in India and lists implications of the study findings for the government and non-governmental organizations engaged in marketing of green ideas and products in the country. In the concluding section, limitations of the study have been discussed and suggestions provided for undertaking more thorough investigations in the area.

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INTRODUCTION

Green marketing is the marketing of products that are presumed to be environmentally preferable to others.^[1] Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, sustainable packaging, as well as modifying advertising.

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.

Basically, green marketing concerns with three aspects

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

objectives

- ❖ To know the concept of green marketing.
- ❖ To identify the importance and need of green marketing.

- ❖ To study the challenges and prospects of green marketing.

Review Of Literature

Kilbourne, W.E. (1998) discussed the failure of green marketing to move beyond the limitations of the prevailing paradigm. The author identified areas that must be examined for their effect in the marketing/environment relationship, namely economic, political and technological dimensions of the cultural frame of reference. Prothero, A. (1998) introduced several papers discussed in the July 1998 issue of 'Journal of Marketing Management' focusing on green marketing. This included a citation of the need to review existing literature on green marketing, an empirical study of United States and Australian marketing managers, a description of what a green alliance look like in practice in Great Britain, ecotourism and definitions of green marketing. Prothero, A. & Fitchett, J.A. (2000) argued that greater ecological enlightenment can be secured through capitalism by using the characteristics of commodity culture to further progress environmental goals. Marketing not only has the potential to contribute to the establishment of more sustainable forms of society but, as a principle agent in the operation and proliferation of commodity discourse, also has a considerable responsibility to do so. Oyewole, P. (2001) in his paper presented a conceptual link among green marketing, environmental justice, and industrial ecology. It argues for greater awareness of environmental justice in the practice for green marketing. A research agenda is finally suggested to determine consumer's awareness of environmental justice, and their willingness to bear the costs associated with it

Impact Or Importance Of Green Marketing

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.

We Can Witness Following Impacts Of Green Marketing

- ❖ Now, 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 carryin 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.

Five Green Marketing Strategies To Earn The Consumer Trust

Shoppers are seeking out greener products, energized by the prospects of healthier alternatives, higher quality, preserving the environment and saving time and money. But the "greenwash" phen The potential to confuse consumers with misleading green claims is high. Green issues are highly technical, complex and fast moving. When claims are unclear, marketers can be labeled as greenwashers and their marketing as greenwash.

Being perceived as a greenwasher seriously can damage a company's credibility. Unfair or deceptive advertising can expose marketers to legal risks and accompanying expense. The impact of greenwash can hit the bottom line if disillusioned customers shift their purchases to more trustworthy competitors.

The following five strategies give businesses steps to win their stakeholders' trust.

Walk Your Talk

- ❖ A company perceived as committed to sustainability and sound environmental policies gains the good graces of consumers. Companies in the vanguard of corporate greening have many of the following attributes in place:
- ❖ A visibly committed CEO. Only a chief executive with a clear vision can make environmental soundness a corporate priority and forge an emotional link between a company and its customers.
- ❖ Projecting a personal commitment to the environment, CEOs win their stakeholders' trust.
- ❖ Empower employees. Bring employees up to speed about climate change, clean technology and green consumer behavior. Identify ways to get involved.
- ❖ Be proactive. It projects leadership and sends a message to investors that risks are minimized. Regulators are less likely to impose restrictions on companies whose actions transcend minimum standards. Proactive companies can help define those standards, and discover opportunities for cost-effective eco-solutions.
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- ❖ Green your marketing practices..

Be Transparent

- ❖ Provide access to the details of products and corporate practices and actively report on progress.
- ❖ Respected nonprofit Global Reporting Initiative works with the United Nations Environment Programme, the ISO and other global groups. Its voluntary global standard and framework measures and reports on economic, environmental and social performance.
- ❖ More than 1,500 companies, including Coca-Cola, GM, IBM, Novartis, Philips and Unilever, have adopted this reporting standard.
- ❖ Get radical
- ❖ Don't hide bad news.

Enlist The Support Of Third Parties

- ❖ Popular and credible forms of third-party support include eco-labels, environmental product declarations and cause marketing.
- ❖ Eco-labels. A handful of eco-labels have gained purchase influence.
- ❖ Create demand with marketing consistent with eco-label guidelines. Energy Star enjoys strong awareness thanks largely to the promotional efforts of manufacturers of labeled products, public service advertising and retailer efficiency.

- ❖ Environmental product declarations. EPDs provide detailed, third-party-verified explanations of a product's life-cycle impacts.
- ❖ Endorsements and awards. Credible third parties can halo brand imagery.
- ❖ Cause marketing and beyond. Best known as promotional efforts in which a business donates a portion of product revenue to a relevant nonprofit, cause-related marketing can distinguish brands in a cluttered marketplace.

Promote Responsible Consumption Throughout The Life Cycle

It's one thing to design greener products, but minimizing their life-cycle impact requires responsible use and disposal. Consider that more than 90 percent of the energy associated with laundry detergent takes place in the use stage, when water is heated

Focus On Primary Benefits

Focusing on primary benefits in a story that incorporates environmental responsibility as a desirable extra is preferred.

Some of The Advantages of Green Marketing Are As Follows

- ❖ It ensures sustained long-term growth along with profitability.
- ❖ It saves money in the long run, although initial cost is more.
- ❖ It helps the companies to market their products and services keeping the environment aspects in mind. It helps in accessing the new markets and enjoying competitive advantage.

- ❖ Most of the employees also feel proud and responsible to be working for an environmentally responsible company.
- ❖ It promotes corporate social responsibility.

CONCLUSION

In conclusion, Green marketing has contributed to the corporate social responsibility. Although green marketing has become a tool for some firms to climb the ladder of success and then, they keep it as a name just to catch up with the trends and capture the green consumers. However, these firms will not last long. The real green corporations will continue to grow and continue to contribute to the society. Toyota is also one of the good example of green marketing success. Where the consumer needs , profitability and environmental preservation meet each other in a product. Toyota has proven that they are truthful about what they produce and they eventually become a benchmark for other firms to be followed and learnt.

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