

Commerce and management green marketing

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Abstract

Marketing of products and or services which are considered to be safe for the environment is Green Marketing. Products manufactured by the company will be environment friendly, hence it can also be termed as Eco-Friendly or Ecological marketing. It is a social and environmental concerns the companies has to incorporate in their business operations, So that the products after the usage or after disposing will not harm the environment. Companies who consider Green marketing will make changes in production, processing and distribution of Products/Services. At last the products manufactured will be free from toxic, it is bio-degradable, not requires excessive packaging and the products can be re-used, just not throwing it as a waste. According to Nielsen Global Survey, consumers from different countries are ready to accept Go-Green policy, also to pay more for Green Products. To manufacture Green Products, companies has to take initiative, right from the scratch i.e- Design, Positioning, Pricing, Logistics and Disposal. We could find reduced carbon in the atmosphere, reduced water pollution, recyclable product, renewable material, ecofriendly packaging, and reduction in use of plastic. World Bank, UNO, SAARC, WHO and such organizations are struggling hard to stop deterioration of ecological environment. Companies like Infosys, WIPRO, Maruti have published in their article that they have reduced cost and increased profit having green marketing in their system. We could now find many Green products such as eco furniture, eco fan, LED bulb, footwear, clothing, coffee cups, drinking bottles, waste bag, floor mat, tooth brush which are not harmful to the environment. 5th June is declared as the World Environment Day, 22nd April as Earth Day which is actually creating awareness among the general public. We can also find ecological balance as people now insist for herbal products, reducing the use of plastic, use of bio fertilizers, following the norms for pollution control.

Keywords: Eco-Friendly, Green products, Awareness, Safe, Ecological Balance

1. Introduction

In 1975, the first workshop on Ecological Marketing was held by American Marketing Association (AMA). Disposing waste to the environment is hazardous. The products that are not causing environmental hazards are called as Green Products. Manufacturers are considering their corporate and social responsibilities to develop products with a green image. Green Products are to be used to be eco-friendly. It is very essential for conservation of natural resources. Green products are designed in such a way that it is less toxic in all aspects.

Green Marketing helps in reducing pollution which are biodegradable in nature, easy to dispose, no harmful plastics, reduce carbon footprint, recycled and reused. It finally leads to the healthier lifestyle.

Eco furniture, eco fan, LED bulb, footwear, clothing, coffee cups, drinking bottles, waste bag, floor mat, tooth brush are some of the examples for Green products.

World Environment Day and Earth day creating awareness about reducing pollution and conserving environment.

Companies like Tata Steel, Indian Railways, Wipro's Green Machines, State Bank of India, Forest and Environment Ministry of India and many are following Green Marketing. They focuses on protection of environment and livelihood. It is the moral responsibility, they should be responsive to the environment. It helps in building a good image and increases their market share.



Fig 1

Review of literature

According to the American Marketing Association, green marketing is the marketing of products that are presumed to be environmentally safe.

According to Ottaman, (1993) and Ken Peattie, (1993) [5] – Mc. Graw Hill, Authors: conventional marketing is out and Green Marketing is in. Green Marketing might be a result of pragmatic policy, referring to the changes of preferences of the customers and /or to follow the mainstream development of the industry.

Suresh K (2008), author in his work titled “Green Marketing - Concept and Cases” discusses in his work green product design, supplier environment management, green food

chains and how green packaging can help marketers in increasing sales.

Sita Mishra (2005) in her work Sustainable Marketing- an Overview suggests sustainable marketing strategies for the corporate towards a more sustainable future.

Rashad Yazdanifard, Igbazua Erdo Mercy (2011) in their study "The impact of Green Marketing on Customer satisfaction and Environmental safety" studies the impact of green marketing strategies on customer satisfaction and environmental safety. It also gives an overview on growing concern of environmental protection and there is an emergence of a new market which is the green market.

Henion and Kinneer, 1976 - Ecological marketing was defined as: the study of the positive and negative aspects of marketing activities on pollution, energy depletion and non-energy resource depletion.

Philip Kotler and Kevin Lane Keller, 2011 in Marketing Management has initiated the topic by discussing about the relevance of green marketing in the past few decade sand has also discussed the explosion of environmentally friendly products. However, according to the author from the branding perspective green marketing programs have not been very successful.

Methodology

The paper uses secondary data for the purpose of analysis. Secondary data is collected through online articles, newspapers, magazines, books, journals, conference proceedings, government reports and various websites.

Green marketing - overview

Marketing of products which are environmentally safe is Green marketing. Companies engage themselves in adopting Green Technology in manufacturing, processing, packaging and advertising Green products. Green products are those where product or service may be environmentally friendly in it or produced and/or packaged in an environmentally friendly way. Green products are those products which are not hazardous to the environment. Green products are –

- Recyclable, reusable and biodegradable
- Durable
- Do not harm or pollute the environment
- Non – toxic
- Safe and/or healthy products
- Natural ingredients
- Energy efficient, water efficient
- Low emitting

Eco furniture, eco fan, LED bulb, footwear, clothing, coffee cups, drinking bottles, waste bag, floor mat, tooth brush are some of the examples for Green products.

Consumers have a strong positive attitude towards Green Marketing. There are a few hurdles in the path to have a totally environment friendly or Green society. Green products are expensive, it requires huge investment in technology.

Companies like TCS, IndusInd Bank, MRF, Johnson & Johnson are following Green marketing finding profits. If a company adopts Green technology it enhances the customer's perception of the brand, help boost sales for the company, higher cost savings, improve employee productivity. People now insist for herbal products, reducing the use of plastic, use of bio fertilizers, following the norms for pollution control to have ecological balance. Industries

are adopting ways and means to sell out their products by way of attracting customers by putting eco-labels and making products more of environmentally friendly in nature. Green products are efficient products, which save water, energy or gasoline, save money and reduce pollution. Green power generated by renewable resources which are less polluting than fossil fuels and nuclear power. It includes Wind, Bioenergy, Geothermal energy, solar power, hydroelectric power.

Green marketers considers environment problems and provide remedies for environmental problems. They provide full support for cleaner and greener environment.

Green Marketing plays a major role

- Reducing use of plastic and plastic-based products.
- Reducing the use of chemical products.
- It creates a demand for herbal, organic products.
- It makes nature healthy.
- It aware the reuse of consumer and industrial products.
- It increases the use of natural products

Advantages of Green marketing

- It brings attention to positive environmental impact.
- Gain profit from Green marketing
- It brings a competitive advantage
- Create awareness on environmental or social issues
- Company can build reputation in the market attracting customers.

Disadvantages of Green marketing

- It leads to increase in price of product.
- It is hard and costly to get Green Certifications
- Customers do not accept natural products because it is costly as a comparison to normal products.
- Few Companies makes false claims.

Objectives of the study

- To study the overview of Green Marketing.
- To understand the perception of Green products among consumers.

Statement of the problem

Any new invention in the society paving way for easy and comfortable life for the people at large has merits as well as demerits in it. Majority of consumers are not aware of Green Products and are still cling to the products which are hazardous to the environment. They are not willing to change their way in purchasing green products as they are unaware of the benefits. In this study we make an attempt to study the overview of Green marketing.

Analysis and Findings

- Green Marketing is a very important tool to protect the environment.
- Majority of the consumers are not aware of Green marketing and are not ready to pay high price for Green products, especially in rural areas are not aware of green products.
- Only few People are aware about environmental problems and they are willing to contribute in environment safety
- The consumers in majority mainly prefer to buy products in retail malls, remaining in specialised outlets, local shops and with others.

- Green marketing has a positive impact for the companies in satisfying consumers, reducing their costs and making profits
- Consumers including individual and industrial, are becoming more concerned about environment friendly products.
- Companies are now producing recyclable non-toxic and environment friendly goods.
- Government agencies control hazardous wastes produced by industry, regulations are formed to protect consumers and the society from negative impact of business activities on the environment.
- Firms producing Green products have competitive advantage over other firms.
- As of now it is a new concept, but it has good scope in near future.

Recommendations

- Government should take initiative to reduce price of the Green products and to make it available in all stores.
- Government should take more efforts like- awareness programmes in rural areas through advertisements, seminar and workshops, etc
- Creating awareness to the consumers towards Green Marketing through Television, Radio and Social media.
- Research can be made in the sector/domain where it is not yet implemented.
- It is recommended to enrich the environmental education syllabus for school students.
- To use green energies.

Conclusion

Majority of the consumers do not value green products high and do not understand the importance of green products. They are of the mindset that it is expensive, limited and unattractive. Only few consumers are ready to prefer better quality products and to increase their life span using healthy products. Green marketing is very essential to save the world from pollution. More consumers will prefer green products in the coming years. If the population of the country uses Green products we could find the country to be cleanest in the world.

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