

Green Marketing – An Expedition for Firms

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ABSTRACT: Global warming and green house gas emission has become a worldwide issue, government and society of almost every nation started taking initiatives regarding awareness of these issues. The firm compete this issue of global warming through green marketing concept and make this strategy a win strategy for themselves. Now a days, consumer also show more concern about the environmental threats, they accept such products that are eco friendly and without health issues. Different strategies are used by the Firms in order to popularize green marketing concept so that they make it cognizant among the masses and to be known as universal phenomena. Focus is made here on green products along with their significance. Study also includes the main tools of green marketing and key rules for success that proves to be effective for the Firms in long run.

Keywords: Green marketing, Green product, Consumer awareness, Green campaign

1. Introduction

As the trend of modernisation is gaining popularity, a movement complementary with this trend is Green movement where everyone in economy is aware of increasing number of environmental issues. Green movement has changed the traditional marketing concept into eco-marketing concept that known to be as a latest buzzword for corporate sectors. Organisations are now more focused towards manufacturing of environmental friendly products and have started taking environmental issues sincerely. Green marketing is not limited to government or non-government Organisations but it also includes the efforts of consumers, producers, promoters, manufacturers, retailers to contribute in this field.

Green marketing also known as ecological marketing or environmental marketing, which refers to a holistic concept of marketing including production, marketing and consumption done in such a manner that proves to be less harmful for the environment. According to American Marketing Association green marketing associates with the marketing of products that beliefs to be environment friendly and incorporating several activities regarding product modification,

product process, packaging, advertising as well as focus on enhancing consumer awareness & compliance marketing among industries. Green marketing is a promotional activity which indicates that the corporate sector people are also consumers & are also active toward global threats. Green marketing has emerged as a new concept that not only supports the sustainability but also promoting social responsibility.

2. Significance of Green marketing

In present scenario, people are more aware about environmental issues and its influence on human health. They are ready to pay more to reduce these harmful effects. Because of awareness and demand of consumers a new step came into process of production to consumption i.e. Green marketing. If consumers pay more for green marketing it results in increased sales revenues which give benefit to seller in long run. The main benefits of green marketing are-

- Save money in long run
- Profits
- Organisation's development
- Exploring new markets
- Gain over competitors
- Customers satisfaction
- Eco friendly aspects of products
- Feeling of pride in employees
- Social welfare

3. Research Objectives

- To study the significance of Green Marketing in present and future scenario.
- To know about consumer familiarity to green products and its benefits.
- To focus how Firms achieve long term benefits in market through green products.
- To study about the Firms' and Government efforts towards the implementation of green marketing

4. Green products and its Aspects

Products which are produced by green technology and have no negative effects on environment at any stage. Green products or environmental friendly products are not 100% eco products instead they are the products that bring down the degree of impact factor on environment. These products are based on practices that not only contribute in economic development as well as conserving for the future generations too. Their impact is less injurious to human health than conventional products. Green products are:

- Biodegradable products including Agro based FMCG products.
- Organic in nature.
- Made of non toxic material.
- Recyclable, reusable products that can be processed again.
- Durable and efficient products using eco friendly packaging.
- Result of harmless chemicals while manufacturing.

5. Why Firms are adopting Green marketing

With the expansion of green marketing concept, Firms working at international and national level adopting this approach to overcome different environmental issues and gain first mover opportunities. Following are the reasons that why Firms are likely to prefer green marketing-

Key Opportunities: External environment have a deep impact on Firms working because of its dynamic nature. With the emergence of green marketing, Firms are more focussing towards this opportunity and exploit it with the motive of retaining their customers. Xerox Firms introducing a highly quality 'recycled paper' in order to provide eco friendly products.

Government Interferences: Lot of interference is faced by the Firms from the government, if they are only working for the profit motive. Government key motive is public welfare so it establish regulations for the Firms to adopt environmental marketing strategies and designs.

Market survival: One of the main motives of the Firms is to remain in market which is even more important than profit related objectives. Market survival is not an easy task as it is a major

force that creates competitive pressure on the Firms. In this situation Firms try to make sure that they would adopt such strategy that proves to be win strategy in long run. For this Firms deeply analysis their competitive strategy and their positioning in the market.

Responsibility towards society: Firms are now believing that in order to survive in the market, they have to be more responsible towards the community, and gain the societies confidence in their favour so that they could easily achieve profits related objectives with the help of environmental objectives.

Cost Advantage: Firms bear huge research cost while adopting Go green strategy but they can overcome this problem by adopting such techniques that should be cost effective and minimise the wastage of resources. Firms also gain cost advantage by innovating byproducts that consumes less energy and resources.

6. Green marketing -Strategies and Tools

Firms are following the various strategies and tools to make it successful. Practicing these strategies plays an important role in changing customer's attitude and motivate them to go for the environmental friendly products.

Focusing on Eco- label: Eco labels are known as one of the tools that are used to facilitate the labelling of eco friendly products. Eco labels help the consumers in easy identification of the products. It also guides the customer to classify the green based products and non green ones'

Motivating Eco-Brands: It creates a positive impression in the minds of consumers and Firms & gain the competitive advantage. Eco -Brands is a name, symbol or image of green products that creates a unique selling point to a product in market and boost up Firms image. E.g, Patanjali, Samsung, LG are some of the popular brands.

Green Advertisements: Firms are adopting environmental friendly advertisements that are more based on renewable resources, using less and less paper, using e-advertisements in order to persuade customers towards the products as well as make them attentive towards environmental problems.

Preferring Green packaging: Use of recycled or reusable packaging material for the goods are highly preferred by the corporate. Corporate are highly focussing that green packaging should be highly cost effective and brings efficiency in production.

Organising Eco-Events: Some of the popular Firms are organising eco events or recycling programmes that directly or indirectly promote green campaign and make consumers familiar about their efforts in this direction.

Use of clean and eco technology: Promoting green marketing is not enough Firms itself using clean and eco friendly technology while manufacturing the products that proves to be beneficial for the Firms in long run.

7. Problems of Standardization and Implementation

There are the different campaign regarding green marketing organised, spreading eco friendly message but still there is need of hour to adopt it globally. There is also problem of eco - certification of products based on global standards.

Lack of awareness: In developing countries, where the consumers are not properly aware about this global concern. There is a huge requirement to educate consumers regarding environmental threats and educate them about green products benefits.

Required lots of efforts: There is a need of hour for the Firms to make lots of efforts and popularize green marketing. It is a time where Firms and masses comes together and participate in environmental issues and able to achieve objectives of sustainable development.

Longer acceptance period: As investor and corporate wants to get ready results but they have to understand and preview the environmental marketing as a long term investment opportunity. Green marketing is neither easy to adopt in the short run nor it brings fast results. It is a long run concept that brings long term benefits and positive impacts on the firm.

Huge investment in R&D: Firms which are at their initial stage of adopting green marketing concept they have to do lots of research in this direction in order to adopt effective green marketing technologies and if they face failure, it would be costly step for them.

8. Key Rules of Green Marketing Transparency

Firms should be consistent with its policies and strategies. There should be no difference between their claims and implementations. In order to succeed green marketing campaign they should be transparent in their actions.

Know about your customer awareness: It is better for the Firms to know about how much its customer familiar about green marketing campaign and ecological products.

Imparting knowledge: Once the firm knew about customer interest and their level of knowledge, it is easy for them to teach about the value of using green products. There is a need of time for Firms to educate target market.

Assurance: Customer must be guaranteed that they are provided with eco safe products that perform as per the promises done by Firms.

Rational price: Firms should keep in mind there should be balanced between the price and cost, whatever they are incurring cost on research and development in the marketing of green products it should lead to increment in prices.

Customer involvement: Firms should give opportunity to customer for participation in eco friendly marketing campaign where their role should be highly recognised. Customer's feedback and ideas proves to be vital for the Firms.

Importance to consumer's expectations and preferences: It is not enough for the companies to make strategies and go for green products without knowing about the consumer expectations and what they prefer in present scenario.

9. Present Scenario of Green Marketing

Firms have realized that only those Firms can survive in the market who works with the approach of corporate social responsibility. CSR can be follow by Firms as a marketing tool and as self responsibility. Concept of 'Green First What Matter Most' has gained popularity as it is based on the theme of going green by itself then green the planet. Government has also pressurized Firms to use social responsibility in following terms

- Production of harmful goods should be reduced to maximum.
- Focus on reducing the utilisation of harmful goods for domestic as well as industrial use.
- Ensure that customers are aware about the use of environmental affecting products.

Recycling of Garbage Heap: Government has taken a great step towards the green marketing by separating the recyclable and non recyclable garbage collected from different parts of country

and further use it as manure in fields, promote the use of plastic waste for road construction and in the implantation of BIOGAS plant.

Impose a ban on the use of non-biodegradable plastic bags: Government has banned the use of plastic bags and promote the use of paper cloth and jute bags and even make it mandatory for retailers and wholesalers to give their consumer for carrying goods.

Digitization: To reduce the use of paper digital tickets, use of ATM in banks, E-payment etc have come into force.

Firms Efforts towards Green Marketing

- Lead free paint by Nerolac.
- LED E 60 and E90 series monitor presented by LG in Indian market that consumes only 40% energy as compared to conventional LED monitors.
- HCL ME 40 notebooks launched by HCL who avoids the use of any polyvinyl chloride (PVC) material or other harmful chemicals.
- Haier takes new green initiative and launched the Eco Life Series that includes semi automatic and automatic refrigerators and washing machines, split and window air conditioners.
- TCS got a title of World's Greenest Company for practicing sustainability and their initiatives towards creating technology for agricultural and community benefits.

10. Future Aspect of Green Marketing

Though green marketing concept has come at the end of 20th century, but still it is at its adolescence stage where the masses are unfamiliar about the green products and its benefits. Firms efforts to reach to the new level where consumer and corporate sector comes together and participate whole heartedly in this direction. Marketers of the Firms have to show more commitments to achieve the objective of sustainable development along with profit making. Concept of Green Supply Chain Management is highly recommended in small and medium enterprises.

Concept of FLASH MOB is highly supporting green market, where a group of people spreading green messages and persuade others to buy green products via Internet and mobile

connectivity. There is an urge to understand the potential of green marketing in future such that we can be able to give a better future to our coming generations.

11. Conclusion

As we are moving toward the era of technology, the threats to environment is also increasing because of human activities. Though most of the Firms started linking their profit related objective with environmental objective using the tool of societal marketing and consumer oriented marketing concept. But still, it needs some time to become a universal phenomena. It is a tool used by the marketing managers in order to gain competitive advantage. Even consumers are making responsible themselves and ready to pay more in order to protect the environment.

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