

Green Marketing: A Consumer Friendly Concept

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Introduction

“Green Marketing is the marketing of products that are presumed to be environmentally safe.” - American Marketing Association

Green Marketing

To satisfy the unlimited human needs by limited natural resources, the marketers disturb the eco system. The negative impact of human activities over the environment becomes serious matter of concern. Governments of all over the world are making rules and regulations and many awareness programmes to minimize human impact on environment. Due to society's awareness towards nature the new ventures (Businesses) have begun to modify their business practices and integrated environmental concerns in to organizational activities. “Green Marketing” and “Environmental Marketing” is becoming the main subject for academic disciplines. Green concept is included in syllabus of school, college and universities. Society worried about pollution and its impact, so become to much concern with natural environment. Many business concerns modify their business behavior and try to satisfy society's needs. To increase their business good -will they have been accept some concepts like - environmental management system, waste minimization and all organizational activities have been integrated with environmental friendly acts.

Object of this Study

The green marketing is environmental friendly, sustainable for long period and responsible towards society. The human activities are become much selfish; they do not care about the environment so the society suffered with negative impact of human activities like – heap of waste material (mechanical, chemical and many other type of waste) and all type of pollution. So the study of green marketing becomes inevitable for all type of disciplines.

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Why Green Marketing is Important

The business concerns are only body that can change the behavior of consumers or all stake holders. It's a common question that why green marketing is important? The answer is very simple and common and well known that increasing much production and wrong business activities are polluting the natural environmental and damages the people's health, crop, wild life and all eco system. Due to unlimited human wants and greed destroy the limited and precious natural resources. It is necessary to prevent the unwanted use of natural resources and reduces the wastage of resources, be adopt the concept of green marketing and achieve the business object by using of valuable natural resources efficiently. Due to government rules and regulations and by social awareness activities the common interest develop among people that protection of natural environment is necessary. All over the world people are much concerned for environmental issues and changing their behavior for the protection of environment.

The term green marketing has emerged. Not only the marketers become aware and understand their responsibilities towards environment and starting to give importance to green marketing but also the consumers are aware about environment and concerned with green feeling they have changed their consumption pattern. Now industrial consumers are also practicing to adopt environment friendly products.

Evolution of Green Marketing

There are three phases in evolution of green marketing are:

- Ecological of green marketing
- Environmental green marketing
- Sustainable green marketing

Reasons for Adopting Green Marketing

- For conserving scarce natural resources
- Fulfill the corporate social responsibility of company
- Increase the good-will of company
- To capture the available opportunities
- To get the competitive advantage
- To follow the government rules and regulations
- Environment conscious consumer products
- Fight healthy competition with well known companies

Advantages of Green Marketing

Company's who develop new and improved products and services whose features are environment friendly. This provides opportunity to a good place in new markets as well increase their profit, get sustainability and enjoy competitive advantage over the other companies that are not concern with the environment. Some advantages are mentioned as follows:

- Companies get sustainability for long period and enjoy with profitability
- Environment friendly companies enjoy with long term growth
- It reduces the variable cost in long run, although its initial fixed cost is more
- It helps the company in marketing of products and services
- It helps in competition in new markets
- It help in making a powerful, attractive and message full advertisement copy
- It promotes corporate social responsibility (CSR)
- Its employees also feel proud to working with environment friendly company

Challenges and Future of Green Marketing

Currently green marketing evolution is in its initial stage hence facing many difficulties and challenges like:

- There is lack of regulatory body for standardization. Customer how to believe that the campaign of green and organic product is true because there is lack of authentic labeling / standardization of product. A standard quality control board is very necessary for licensing and labeling.
- It is new concept for Indian consumer (rural and urban both) although both are aware about it but it is still a new concept.
- To introducing the consumers with green concept efforts are necessary. Indians faith in "Ayurvedic and Desi herbal treatment" so they are familiar with the herbal and green products. They are already using the herbal items in their kitchen, beauty treatment and in many diseases. They also use the natural fresh food items in their routine lifestyle and also believe in "yoga and pranayam." So, Indian customers are already aware about organic food items so its future is bright.
- Green product by corporate sector is a new term, so it takes some time for adopting. It is a long term investment matter for business but its future is bright.
- The marketers focusing on customers and introducing them that why they are using green products or shift from other branch by green products/ organic products. If they satisfy the customers, the customer also ready to adopt the green new products.

Adoptability

It is just hard to identify that which customer is willing to pay for more for green and environment friendly product. So it is necessary to introducing the customer the benefits of herbal products than adoptability becoming easy.

- Introducing the comparative advantages from current practices and products.
- To observe the behavior of consumer's about new product

Green Marketing Mix

Four “P’s are included which are much complex:

- **Product:** which is environment friendly and also liquidate the existing environmental damages? Thus only ecological products easily adopted by customers in long run.
- **Price:** price of such products may be little higher than conventional alternatives. If the products give such mentioned utility then customer also ready to afford such price.
- **Place:** distribution of goods is major problem in transportation - when goods are packed for safety such packing is must be ecological or green packing. E.g. when vegetables are available at local market then why we import it and do the packaging expenses.
- **Promotion:** the green/ecological products will require special sales promotions. So that every stake holder was introducing with the processor and benefits of green products. If company acquire some CP certificate than company may be published it all of their letterheads, advertisement copy etc than companies good-will be increased and customer’s belief about product will also be increase. The company do the expenditure on environment protection will be published that make the company’s better image in market.

Conclusion

As a conclusion first the marketers being genuine about protection of environment and fulfill their green campaign. Companies all business policies and manufacturing process are consist with green concept or environment friendly activities. Marketers are not only doing the publicity that their product are environment friendly. In other hand also educate the customers that why they run with ecological products and why they pay more for these products, how their health becoming safe and their next generation will also sustain and leave with pleasure. If marketers able to satisfy their views about green concept than this green campaign will become successful and be able to save the environment from pollution.

Examples

- **Paperless Work:** the new campaign that use minimum papers and don’t destroy the trees. Business concerns follow this campaign and all necessary documents e.g. share certificate, debenture certificate, mutual fund certificate and many types of certificates and information’s are sent by companies in E- form.
- **Digital tickets by IRCTC:** there is no need to carry hard copy.
- Forest and environmental ministry of India has ordered to retail outlet like big bazaar, D- mart etc. they could provide plastic carry bag to costumers, if they are ready to pay for it then provide the carry bag. This policy also helps to make the plastic free world.

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