

Green Marketing

Miss. Vanishree.C.Talikota

Lecturer Department of Commerce

B.V.V.S Akkamahadevi Women's Arts, Science and Commerce College Bagalkote

Abstract

Organizations are Perceive Environmental marketing as an Opportunity to achieve its objectives. Firms have realized that consumers prefer products that do not harm the natural environment and human health. Firms marketing such green products are preferred over the others along with develop a competitive advantage, simultaneously meeting their business objectives. Organizations believe they have a moral obligation to be more socially responsible. This is in keeping with the philosophy of CSR which has been successfully adopted by many business houses to improve their corporate image for examples APPLE ,PATAGONIA, STARBUCKS. etc

This paper will attempt to introduction ,importance of the green marketing this concept which has developed particular importance in the modern marketing recently concerns have been expressed by manufactures and customers about the environmental impact of products. Indian marketers are also releasing the importance of green marketing concept.

KEY WORDS : Environment and human health consciousness, CSR, Green marketing

Introduction:

Green marketing is a new concept which has developed particular importance in the modern market. Green marketing is the marketing of products that are presumed to be environmentally safe. Smart business houses have accepted green marketing as a part of their strategy. Though our understanding about green marketing still in the stage of infancy, Green marketing, also alternatively known as environmental marketing and sustainable marketing, it refers to an organization's efforts at designing, promoting, pricing and distributing products that will not harm the environment; examine some reasons that make the organizations interested to adopt green marketing philosophy; it also highlights some problems that organization may the face to implement green marketing and it's managerial implications along with few case points.

What is Green marketing and evolution of Green marketing:

- Green marketing consists of all activities designed to generate and facilitate any exchange s intended to satisfy human needs or wants ,Such that satisfaction of those needs and wants occurs ,with minimal detrimental impact on the natural environment. According to American

marketing association marketing of product that are presumed to be environmentally safe is called as green marketing .thus wide range of activities are covered under green marketing

- Modifying the product
- Making changes in the production process and packages.
- Modifying advertising or removing any activity that impacts the environment in negative way.

Unfortunately, a majority of people believe that green marketing refers solely to the promotion or advertising of products with environmental characteristics. Terms like Phosphate Free, Recyclable, Refillable, Ozone Friendly, and Environmentally Friendly are some of the things consumers most often associate with green marketing. While these terms are green marketing claims, in general green marketing is a much broader concept, one that can be applied to consumer goods, industrial goods and even services. Thus 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. While green marketing came into prominence in the late 1980s and early 1990s, it was first discussed much earlier. The American Marketing Association (AMA) held the first workshop on "Ecological Marketing" in 1975. The proceedings of this workshop resulted in one of the first books on green marketing entitled "Ecological Marketing" [Henion and Kinnear 1976a]. Since that time a number of other books on the topic have been published [Charter 1992, Coddington 1993, Ottman 1993]. The AMA workshop attempted to bring together academics, practitioners, and public policy makers to examine marketing's impact on the natural environment.

First phase was termed as "**Ecological**" green marketing, and during this period all marketing activities were concerned to help environmental problems and provide remedies for environmental problems.

Second phase was "**Environmental**" green marketing and the focus shifted on clean technology that involved designing of innovative new products, which take care of pollution and waste issues.

Third phase was "**Sustainable**" green marketing. It came into prominence in the late 1990s and early

2000 concerned with developing good quality products which can meet consumers need by focusing on the quality, performance, pricing and convenience in an environment friendly way.

Characteristics Of Green Products:-We can define green products by following measures:

1. Products those are originally grown.
2. Products those are recyclable, reusable and biodegradable.
3. Products with natural ingredients.
4. Products containing recycled contents and non toxic chemical.
5. Products contents under approved chemicals.
6. Products that do not harm or pollute the environment.
7. Products that will not be tested on animals.
8. Products that have eco-friendly packaging i.e. reusable, refillable containers etc.

Objectives of the paper

1. To know the concept of green marketing.
2. To identify the importance and need of green marketing.
3. To study the challenges and prospects of green marketing.

Why are firm go Green Marketing:-Firms may choose to green their systems, policies and products due to economic and non economic pressures from their consumers, business partners, and other stakeholders

1) Opportunity:-A demand changes, many firms see these changes as an opportunity to exploit and have a competitive advantage over firms In India, now a days consumers prefer environment friendly products, and they may be considered health conscious.

2) Social Responsibility:-Now a days organizations are becoming more concerned about their social responsibilities .They have taken it is as a good strategic move to build up an image in the heart of consumers. They must behave in an environment friendly fashion. They believe both in achieving environmental objectives as well as profit related objectives respecting the principle of Extended Producer Responsibility

3) Change in Customer attitude:-Change in customer attitude with increasing concern about environment, consumers attitude towards firms having green policies or green products are becoming motivating factor.

4) Cost / Profit Issues :-Firms may also use green marketing in an attempt to address cost or profit related issues it means control over the cost associated with waste disposal therefore firms that would able to introduce green-marketing by not inculcating or lesser use of harmful ingredients would able to reduce it's operating cost to an considerable extend

5) Government Pressure :-As with all marketing related activities, governments want to "protect" consumer and society; this protection has significant green marketing implications. Government regulations relating to environmental marketing are designed to protect consumers in several ways, Reduce production of harmful goods or by-products Modify consumer and industry's use and/or consumption of harmful goods Ensure that all types of consumers have the ability to evaluate the environmental composition of goods. Government establishes regulations designed to control the amount of hazardous wastes produced by firms.

6) Competitive Pressure:-Competition is the integral part of business; and you can not over-look any competitive action taken by your competitor. So to be in the market you have to watch over on your competitor's move for marketing it's products. Some firms has taken green-marketing as a strategy to build up it's image rather than inculcate it as a part of the policy and work silence. In some instances this competitive pressure has caused an entire industry to modify and thus reduce it's detrimental environmental behavior.

Challenges of Green marketing:-Implementing Green marketing is not going to be an easy job. The firm has to face many problems while treading the way of Green marketing. Challenges which have to be faced are listed as under:

Eco Labeling:-The customers may not believe in the firm's strategy of Green marketing, the firm therefore should ensure that they convince the customer about their green product, this can be done by implementing Eco-labeling schemes. Eco-labeling schemes offer its "approval" to "environmentally less harmless" products have been very popular in Japan and Europe. In fact the first eco-label programme was initiated by Germany in 1978.

Need for Standardization:-It is found that only of the marketing messages from "Green" campaigns are entirely true and there is a lack of standardization to authenticate these claims. There is no standardization currently in place to certify a product as organic. Unless some regulatory bodies are involved in providing the certifications there will not be any verifiable means. A standard quality control board needs to be in place for such labeling and licensing.

New Concept:-Indian literate and urban consumer is getting more aware about the merits of Green products. But it is still a new concept for the masses. 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. By India's ayurvedic heritage, Indian consumers do appreciate the importance of using natural and herbal beauty products. Indian consumer is exposed to healthy living lifestyles such as yoga and natural food consumption. In those aspects the consumer is already aware and will be inclined to accept the green products. Patience and Perseverance

The investors and corporate need to view the environment as a major long-term investment opportunity, the marketers need to look at the long-term benefits from this new green movement. It will require a lot of patience and no immediate results. Since it is a new concept and idea, it will have its own acceptance period.

High price

Many customers may not be willing to pay a higher price for green products which may affect the sales of the company. This thing also effects the profits of company

Benefits of Green marketing

Green marketing campaigns allow companies to get the following benefits:

- This will increase the image of the company in society;
 - This will form friendly relations with public organizations and with state and local government bodies;
 - This will promote the renewal of the products, its improvement, and environmentalization;
 - This will give an opportunity to enter foreign markets.
- Using less energy and reducing green house gas emissions.

Two Examples of Green marketing Brands

Patagonia :-It contributes to climate change and it concentrate and make their goods more environment friendly. The jackets shells are made of fossil fuels. The common threads recycling program is also companies effective environmental programme.patagonia has maintained “outstanding” ratings as a certified B corporation(151) .according to the fashion transparency index. Which conducted an audit of the ventura ,California,company in 2020,it received a 60 % approval rating (the average score is 23%)

Apple

Apple produced the goods were 100% recyclable in the year 2019, in 2021 ,about 20% of the material used in apple products was recycled ,the highest ever use of recycled materials in its 2022 environmental progress report.

Conclusion:-

Green marketing or green products are protecting the environment as well as educating the society on

how to protect the environment and it is an essential tool in influencing consumption patterns towards responsible behavior in relation to the environment. Achieving greater environmental performance, however, requires getting beyond product orientation and labels, and using all available tools of traditional marketing – price, communication and distribution. Only this way, green marketing can be used as a source of competitive advantage.

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