

Enhancing Global Environment through Green Marketing

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ABSTRACT: Environmentally safe products is the concept of Green marketing. It is the marketing of products that are presumed to be environment friendly and safe. This incorporates a huge range of activities including product modification, change to the production process, packaging changes as well as modifying advertising.

Green marketing is a part of new marketing approach which doesn't just refocus, adjust or enhance existing marketing thinking and practice, but seeks to challenge those approaches and provide a substantially different perspective. The legal implications of marketing claims 'call for caution' as they address the lack of fit between marketing as it is currently practiced and the ecological and social realities of the wider marketing environment.

It is a misconception unfortunately majority of the people believe that green marketing refers loosely to the promotion and advertising of products with environmental-characteristic terms like phosphate free, recyclable, refillable, ozone friendly and environmental friendly are some of the phrases that consumers often associate with green marketing but it is applied in much broader concept to consumer goods, industrial goods and even services. The emerging green house gas reduction market can potentially catalyse projects with important local, environmental, economic and quality of life benefits. The Kyoto Protocol's Clean Development Mechanism(CDM) for example, enables trading between industrial and developing nations, providing capital flows to the environmentally friendly development activities.

Green washing has become a central feature of debates about marketing, communications and sustainability, with 'awards' established for green washing and numerous campaigns, law and advices developed in an attempt to reduce or curb it. 'Eco labels' has become a controversial issue. An individual's belief that an environmental claim lacks honesty, can have a negative effect on attitude towards a brand. If on the other side the individual grants credibility to the claim, the individual will behave more respectfully towards the environment.

I.WHY GREEN MARKETING ?

- Issues like Global Warming, Increase in frequency of natural disasters like earthquakes and floods in areas which were earlier declared safe have cautioned the humanity for taking steps towards healthy survival.
- Every consumer irrespective of the economic backup aims at a quality life and better life for their kin. On the other hand CSR researchers have indicated the companies' degree of commitment to responsible behaviour which moves beyond the sphere of compulsion and compliance.
- Industries of Asian countries are catching the Green marketing from the developed countries but still there is a wide gap between their understanding and implementation.

II.PRINCIPLES FOR IMPLEMENTING GREEN MARKETING

The basic principles to be adopted for successful implication of Green marketing are

- Understanding the needs of customers.

International Journal of Innovative Research in Science, Engineering and Technology

(An ISO 3297: 2007 Certified Organization)

Vol. 3, Issue 8, August 2014

- Providing adequate information about the scope of Green Marketing taken up .
- Allow the customers to actively participate in the eco-friendly actions.
- Adopting pricing policies which involve premium affordable by consumers.

III. CHALLENGES OF GREEN MARKETING

Green Marketing is a part of new approach which doesn't just refocus, adjust , or enhance existing marketing thinking and practice, but seeks to challenge those approaches and provide a substantially different perspective. The legal implications of marketing claims 'call for caution' as they address the lack of fit between marketing as it is currently practiced and the ecological and social realities of the wider marketing environment.

Unfortunately, a majority of people believe that Green Marketing refers to the promotion and advertising of products with environmental-characteristic terms like phosphate free, recyclable, refillable, ozone friendly and environment friendly are some of the phrases that consumers often associate with Green Marketing alone, but it is applied in much broader concept to consumer goods, industrial goods and even services.

In essence, there is no definition for 'how good is good enough' when it comes to a product or a company making Green Marketing claims. This lack of consensus between consumers, marketers, activists, regulators and influential people has slowed the growth of green products, because companies are often reluctant to promote their green attributes and consumers are often sceptical about claims.

❖ CONSUMER IGNORANCE

Green marketing is still a new concept for the masses. The consumer needs to be educated and made aware of the environmental threats so that they will be inclined to accept the green products despite these challenges. Green marketing has continued to gain importance in light of growing global concern about climate changes and has led more companies to advertise their commitments to reduce their impact on climate and the effect this is having on their products and services.

❖ LACK OF STANDARDISATION

It is found that only 5% of the marketing messages from the 'Green Campaigns' are entirely true and there is a lack of standardisation to authenticate these claims. There are no standards set to prove or certify a product as organic or eco-friendly.

❖ ECO-LABELS

Eco-labels have become a controversial feature. An individual's belief that an environmental claim lacks honesty, can have a negative effect on the attitude towards the brand. This issue can't be resolved unless independent organisations choose to guarantee messages on the environmental benefits of brands with environmental labelling systems sponsored by independent organisation.

IV. OPPORTUNITIES & TRENDS

The growing awareness among the consumers all over the world regarding the protection of the environment in which they live, and what they want to leave back for their next generations has lead to increasing implication of Green Marketing.

- ❖ The emerging green house gases reduction market can potentially catalyse projects with important local, environmental, economic and Quality-of- Life benefits. The Kyoto Protocol's Clean Development Mechanism(CDM)

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for example, enables trading between industrial and developing nations, providing capital flows to the environmental friendly developmental activities.

- ❖ Green washing has become a central feature of debates about marketing, communications and sustainability, with awards established for green washing and numerous campaigns, law and advices developed in an attempt to reduce or curb it.

V. PRESENT TRENDS OF GREEN MARKETING IN INDIA

Intense competition is forcing marketers to redefine their strategy and responsibility. It has become imperative to bring in a more inclusive form of globalisation. Environmental pollution is considered unacceptable irrespective of a company's location and special measures have to be taken to minimise the impact.

Many policies have been implied by Govt. to protect the interest of consumers. Companies are restricted from producing harmful goods or by products, use or consumption of harmful goods.

SOME EXAMPLES AND CASES OF GREEN MARKETTING IN PROGRESS

❖ DELL COMPUTERS

They are reusing materials to produce sustainable ink cartridge production

Goal is to reduce environment impact such as global warming caused by ink cartridge production.

Work with Dell's select supply chain vendors to vouch sustainable manufacturing processes and support the product launch with an eco-marketing strategy and tactical implementation plan that ensures that Dell accomplishes the stated goal without a hint of green washing.

Product:- Nextlife ink -Dell

- ❖ Eco-friendly rickshaws, 'E-Rick' sponsored by a cellular service provider during Common Wealth Games-India 2011.
- ❖ Tripura Sunday announced plans to make all public and private vehicles in Agartala run on CNG [Compressed Natural Gas] by 2013 thus making this capital India's first 'Green City'.
- ❖ Wipro Infotech was India's first company to launch environment friendly computer peripherals. For the Indian market, Wipro has launched a new range of desktops and laptops called Greenware. These products are ROHS[Restriction of Hazardous Substances] compliant thus reducing e-waste in the environment.
- ❖ Kansai Nerolac has worked on removing heavy metals from their paints like lead, mercury, arsenic and chromium which have adverse effects on the human race, especially lead in paints causes damage to Central Nervous System. Children are more prone to lead poisoning leading to lower intelligence levels and memory loss. Kansai Nerolac Paints Ltd. has shown its commitment to the welfare of the society and environment by introducing Lead-free paints.

VI. CONCLUSION

The perception of consumers towards the green products is the key to understand them and adopt promotional strategies accordingly by marketers. They have to adhere the implications of Green Marketing. The proposition that a consumer can be lead by the mere labelling and promos is just a illusion now. They are more conscious and sensitive towards green products irrespective of the premium added to their prices due to the 'Green' concept.

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Vol. 3, Issue 8, August 2014

So marketers should ignore economic aspect of marketing and rather make a strategy for better future which is environmentally safe for customers as well as marketers. They should thrive to absorb opportunities to capture customers' loyalty with product performance and command a higher price.

Green Marketing is the need of today. It is the only way to save the world from pollution and the customers from the wrath of non-green products.

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