



A STUDY ON GREEN MARKETING HELPS TO SAFETY OF WORLD LIFE

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ABSTRACT

Green marketing is a marketing philosophy that promotes production and selling of pure (eco-friendly) products with protection of ecological balance. Green marketing involves multiple activities. Green Marketing encourages production of pure products by pure technology, conservation of energy, preservation of environment, minimum use of natural resources, and more use of natural foods instead of processed foods. Efforts of people, social organisations, firms, and governments in this regard can be said as green marketing efforts. The paper identifies need and evolution benefits and problems of green marketing. The paper also examines rank countries according to response level in green marketing.

Keywords: Human capital, CSR, indigenous

INTRODUCTION

Green marketing is the marketing of products that are presumed to be environmentally preferable to others. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, sustainable packaging, as well as modifying advertising. Yet defining green marketing is not a simple task where several meanings intersect and contradict each other; an example of this will be the existence of varying social, environmental and retail definitions attached to this term. Other similar terms used are environmental marketing and ecological marketing.

Green, environmental and eco-marketing are part of the new marketing approaches which do not just refocus, adjust or enhance existing marketing thinking and practice, but seek to challenge those approaches and provide a substantially different perspective. In more detail green, environmental and eco-marketing belong to the group of approaches which seek to address the lack of fit between marketing as it is currently practiced and the ecological and social realities of the wider marketing environment.

REVIEW OF LITERATURE

Addressing demands of green consumers is another perspective of green marketing domain. Green consumers have been in the epicenter of the environmental marketing strategies (Papa- dopouloset al., 2010) and a large section of the literature in green marketing has focused on the determinants of their environmental behaviour, green purchase behaviour and post-purchase behaviour. A number of green consumer studies have shown that environmentally conscious consumers respond to environmentally responsible behaviour of the companies and it is exhibited in their purchase behaviour (Papa- dopouloset al., 2010; Paco and Raposo, 2009). Green consumer is defined by Strong (1996) as the one “who avoids products that are likely to endanger the health of the consumer or others; cause significant damage to the environment during manufacture, use or disposal; consume a disproportionate amount of energy; cause

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Ramakishen et al (2010) understood that the factors for going green as Goodwill, Differentiation, Competition, Pressure Groups, Government Pressure, Customer Demand, New Market Entry. The study conducted by Sourabh Bhattacharya (2011) states that the green marketers in India should carry out heavy promotional campaigns, because majority of the Indian consumers are price-sensitive and are not sure about the quality of green products. The study by Saloni Pawan Diwan & B. S. Bodla (2011) observed that it is not a smooth sailing of the ship carrying green products and services in the sea of intense competition. The boat can encounter an iceberg of increased cost and prices and inflated claims of —greenness. According to Joseph & Rupali Korlekar (2012), there is a scope for in-depth studies on green marketing to be conducted in developing countries like India, not only on understanding consumers’ perception but to study the detailed profile of such consumers who have a more positive attitude towards green marketing and green products.

BACKGROUND OF THE STUDY

NEED OF GREEN MARKETING

The concept of green marketing has emerged as a viable solution to address environmental issues and market the products of the company at the same time. Let us take a look at the factors that impel organizations worldwide to go green.

Social Responsibility: Companies have decided to incorporate green marketing in their ambitious corporate social responsibility initiative. It integrates nicely with the strategies of business. The world is waking up to sustainable development and environmental protection. Companies have realized the need to behave in a more environment-friendly fashion.

Competitive Advantage: Going green provides a certain degree of competitive advantage to the business in the sense that its products are ranked favourably amongst the consumers and it

can aim to sell them at a price higher than the industrial norm as the consumers are willing to pay more for green products.

Consumer Awareness: The increasing consumer concern towards green marketing makes it a very lucrative business opportunity for the business. More than 25% of Indian urban consumers prefer green products. The company may design new products solely to capitalize on consumer conscience.

OBJECTIVES OF THE STUDY

1. To study about the terms and concepts of green marketing.
2. To know of background of the green marketing.
3. To suggest suitable measures to improve green marketing in India.

EVOLUTION OF GREEN MARKETING

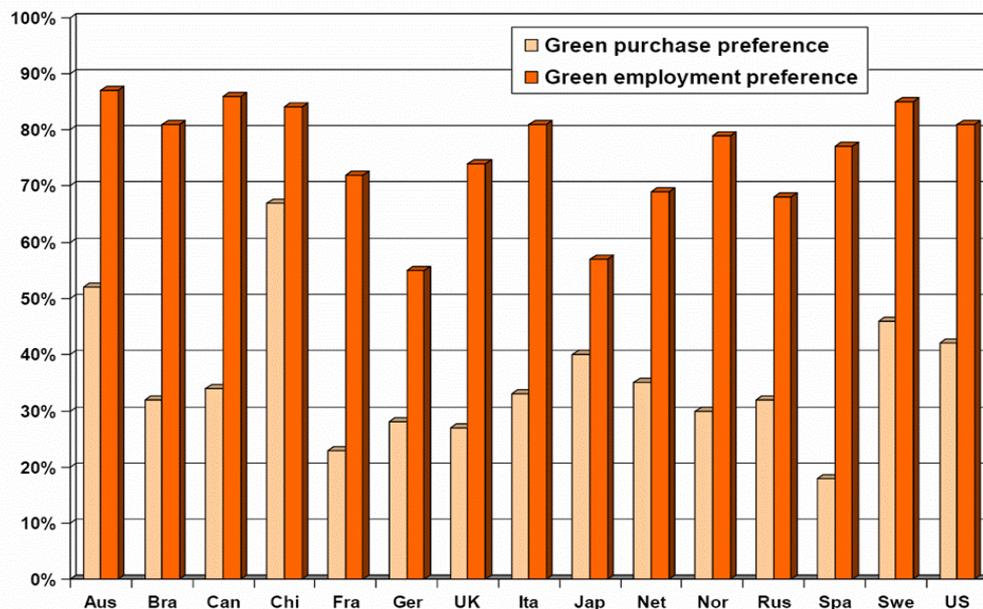
The term Green Marketing came into prominence in the late 1980s and early 1990s.

- The green marketing has evolved over this period of time. The evolution of green marketing had three phases. First phase was termed as "Ecological" green marketing, and during this period all marketing activities were concerned to help environment 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. This was the result of the term sustainable development which is defined as "meeting the needs of the present without compromising the ability of future generations to meet their own needs."

TABLE NO.1 COUNTRIES RANKED ACCORDING TO THEIR RESPONSE LEVEL ON GREEN MARKETING

RANK	COUNTRIES
1	India
2	UK
3	US
4	Thailand
5	Australia
6	Canada
7	China

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REASONS WHY COMPANIES TO ADOPT GREEN MARKETING

- Opportunities or competitive advantage.
- Corporate social responsibilities (CSR).
- Government pressure.
- Competitive pressure.
- Cost or profit issues.

CHALLENGES IN GREEN MARKETING

- Majority of the people are not aware of Green products and their use.
- Green products require a recyclable and renewable materials or elements which are expensive.
- People are often perceived that green products are expensive compared to traditional products.
- Green Marketing depends on technology and requires a huge investment in Research and Development.

BENEFITS OF GREEN MARKETING

Today's consumers are becoming more and more conscious about the environment and are also becoming socially responsible. Therefore, more companies are responsible to consumers' aspirations for environmentally less damaging or neutral products. Many companies want to have an early-mover advantage as they have to eventually move towards becoming green. Some of the advantages of green marketing are,

- It ensures sustained long-term growth along with profitability.
- It saves money in the long run, though initially the cost is more.
- It helps companies market their products and services keeping the environment aspects in mind. It helps in accessing the new markets and enjoying competitive advantage.
- Most of the employees also feel proud and responsible to be working for an environmentally responsible company.

PROBLEMS OF GREEN MARKETING

Many organizations want to turn green, as an increasing number of consumers' want to associate themselves with environmental-friendly products. Alongside, one also witnesses confusion among the consumers regarding the products. In particular, one often finds distrust regarding the credibility of green products. Therefore, to ensure consumer confidence, marketers of green products need to be much more transparent, and refrain from breaching any law or standards relating to products or business practices.

SUGESSSIONS

- ❖ Recommending use of leaves instead of plastic pieces; jute and cloth bags instead of plastic carrying bags. It helps to decrease pollution.
- ❖ Increased use of herbal medicines, natural therapy, and Yoga. It improves human capital.
- ❖ Govt authorities to take necessary steps to protect forests, flora and fauna, protection of the rivers, lakes and seas from pollutions. It will create conducive monsoon and also growth of agricultural sector in India.
- ❖ Concern Authorities can introduce Green Marketing Zone in India. It helps to promote innovative entrepreneur in green marketing.
- ❖ To create new kind of Infotainment of Green marketing. It stimulate to gaining new consumers.
- ❖ Green marketing helps to support to indigenous technology.

CONCLUSION

Today's successful marketing is about appealing to personal values and delivering consumer empowerment, then surely the times is right to inject sustainable development into the marketing mix to help address some of the gritty issue currently facing our planet. Green marketing methods produce highly effective results. Green marketing helps to save earth as well as life.

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