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GREEN MARKETING: CONSUMERS PANORAMA REGARDING AMBIENT FRIENDLY PRODUCTS

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ABSTRACT:

In this 21st century environment safety has become a hot potato making it challenging to keep the consumers and customers in fold with addition to the safety of environment. Consumer's awareness of environs issues viz. Global warming, pollution etc makes it the eras biggest requisite. Even the government looks for such tactics to be encouraged. Hence, this is what the paper is all about it opens up the challenges and breaks firms have in context to this topic. The heat of the environ friendly marketing has surely made its way out and will always be in north direction.

Keywords: environs, ambient friendly, hot potato, sizzling, requisite, tactics, panorama, red hot.

1. Introduction:

As already discussed green marketing is a concept which is red hot at this present era. The drastic climatic change forces this concept to be availed and makes it widespread among public. Hence, business and consumers have started to challenge environs friendly products being concerned about the environment, wealth, and health in order to protect earth's resources. The want to make green marketing their second nature, firms have come up with strategies like advertising there taken steps to attract people, introduction to verity of green packaging programs and many more.

The willingness and boosting engrossment of public in this environment friendly concept “GREEN MARKETING” encourages the firms to try new products in this field. A better understanding in public will surely help the firms implement it efficiently.

Concept of green marketing:

American market suggests that marketing of products that ought to be enviros safe refer to green marketing. hence, green marketing refers to holistic marketing concept wherein the production, marketing consumption an disposal of products and services happen in a manner that is less detrimental to the environment with growing awareness offspring.

But the question that arises is Indian consumers attitude towards this concepts might be different. Firms need to dig out new strategies to convince the public going with the flow of their mind-set.

2. Literature review:

2.1 Global scenario in green marketing: “Green’ is the buzzword that is gaining popularity among the current generation. A number of businesses right from private entities such as Wal-Mart trying to push the concept of organic food to public entities like the London governments congestion charge are all aimed at improving the environment by promoting ‘Green’ products and issues. 87% of people from various nations like Brazil, Canada, China, France, Germany, India, the UK and the US have shown an interest in reducing their impact on the environment, according to a survey by

a) Brahma, M and Dande, R (2008), the economic times of Mumbai wrote an article stating green ventures India is a subsidiary of new York based firm Green Ventures international. The later recently announced a \$300 million India focused fund aimed at renewable energy products and supporting trading in carbon credits.

b) McKinsey (2007), however showing interest and actually acting on the interest are two different deeds. This fact is proved by a survey that was conducted on a global scale, which was repeated in 2008 with the help of BBC World, which showed that not a lot of people were actually doing something to move their lifestyle to a green lifestyle.

c) According to Michael J Polonsky, environmental marketing has been perceived as an opportunity by the organizations to achieve their objectives (stated by Keller 1987, Shearer 1990). It was believed that organizations have moral obligation to serve the society in more environmental friendly way (Davis 1992, Freeman and Liedtka 1991, Keller 1987, Shearer 1990). Firms are also forced to become more socially responsible due to the laws laid by the government towards the protection of the

environment. Firms are also pressurized by the environmental activities adapted by competitors that demand the firms to change their marketing activities to environmental marketing activities. One of the factors identified that affects the purchase of green product is its high price in comparison with traditional product. Price of the product can be reduced by properly designed environmental standards. Environmental standards can trigger innovations that lower the cost of the product or improve its value. Such innovation will allow the companies to use a range of inputs more productively-from raw materials to energy to labour – thus offsetting the cost of improving environmental impact and hence enhanced resource productivity will make companies more competitive. Innovation will play a lead role in sustainable development for the companies to be competitive and resisting innovations will lead to loss of competitiveness in today's global economy (Michael Porter and Claas van der Linder, 1995)

d) Oyewol,P.(2001), his paper presents a conceptual link among green marketing, environmental justice and industrial ecology. It argues for greater awareness if environment justice in the practice for green marketing. The agenda of this research is to determine consumers awareness of environment justice and there willingness to bare the cost associated with it.

3. Research methodology:

3.1 Objectives of green marketing:

- 1.) To eliminate the concept to waste.
- 2.) To get the judgement of the level of value consumers possess in green marketing.
- 3.) To know, do the consumers prefer green products over non-green.
- 4.) The main aim is to study the challenges of green marketing.
- 5.) To twig and trim the issues faced by green marketing.
- 6.) To identify the brands consumers associate with the green marketing.
- 7.) To dig out the awareness level of the public in green marketing.
- 8.) To reduce, recycle and reuse the products.

3.2 Sample and tools used:

Green marketing is basically a conceptual and exploratory study. But the endeavour to academically study ambient friendly marketing is barely done which can cause a big problem in future. There upon this paper's efforts is to lighten up some conceptual issue's allied to ambient friendly marketing. The present study is exploratory in nature to provide guidance for research.

Where as it also focuses on fact-finding investigation with interpretation. For this the data that was collected was through newspaper, magazines, journals etc.

4. Theoretical interpretation:

4.1 Definition and meaning of green marketing:

In simple words green marketing refers to the process of selling products and services based on environmental benefits. Such a product or service may be environmentally friendly in it or produced in an ambient friendly way.

Green Marketing consists of all activities designed to generate and facilitate any exchanges intended to satisfy human need or wants, such that satisfaction of these needs and wants occurs, with minimal determination impact on the natural environment.

Green marketing includes some activities such as:

- 1.) Modifying the way of advertising the product
- 2.) Packaging changes, as well as.
- 3.) Changes to the production process.
- 4.) Product modification.



4.2 Why green marketing:

The recently reported news in times has thrown light on the quantum of damage caused by the air pollution to people, crops and the wildlife in US to the extent of ten of billions of dollars each year. Many studies conducted in various countries viz, Brazil , Europe, Mexico, South Korea and Taiwan have asserted how low birth weight, premature birth, still birth and infant death are attributed to air pollutants. Unarguably, it is innate urge of a man to grow but not at the cost of human life. There comes the objective of green marketing which argues in favour of world growth without sidelining the protection of the environment. We are of the strong opinion that each one of us are responsible for passing on the clean environment to the next generation. this long-term perspective can be achieved only when we are bent on this at any cost. we advocate a growing market for sustainable and socially responsible products and services.

4.3 Characteristics of green products:

The white products (i.e harmless and environ friendly products) are the products that are manufactured in green marketing. Green products can be defined as:

- 1.) Product which has ambient friendly packaging.
- 2.) Product full of natural elements.
- 3.) Products which have no harm on environment.
- 4.) Products having no toxic or harmful chemicals but consist of recycled elements.
- 5.) Products that do not pollute the environment.

4.4 Importance of green marketing:

As green marketing is a business which will always see the north direction the firms will be benefited if traded long-term. If taken a look there are some reasons for firms increased use of green-marketing, some of them are:

- 1.) Environmental marketing can be a great opportunity to achieve the goals of the firms.
- 2.) It is a moral obligation if every firm to be socially responsible which can be done through green marketing.
- 3.) Growing competition in environmental activities pressures firms to take steps towards changing there traditional marketing to environmental.
- 4.) Government bodies are also having a pressure in the firms to be more environments concerned.

4.5 The green consumers:

The green marketing process is the brain child of the green consumers. Improvement in the environmental performance of many products and companies has assumed a great significance owing to the fact that the green consumers form the heart of the consumer demand. The above fact necessitates the marketer to identify the types of green consumers. Two thirds of consumers in Bangladesh and one sixth of consumers in general are green consumers. Due to various reasons like living standard, expectations, demand, buying power etc, environmental commitments vary. As yet, a crystal clear picture is not arrived at who are the green consumers. We can generalize the concept that sustainable socially responsible consumers form the green consumers who are desirous of a clean environment to be placed into the hands of the next generation.

4.6 Golden rules of green marketing:

- **Aware the Customer:** Its vital for the customer to be aware about the challenges faced by the world due to drastic effects on the environment caused by non-ambient friendly products. You need to make sure the customer knows this fact and is bothered about the fact.
- **Educate the Customer:-** Making people aware about the steps your taking and making aware about the facts of environmental issues is not enough but what seeks the heed is that they should also know that why this is important. Or else most of the people have a thinking like “so what?” and all your efforts will have no use .
- **Reassure the Customer:** Its Pivotal for the customer to have the assurance that the product is no way changed in its functioning rather only changed the part that had a effect on environment. Its necessary to for the customer to know that the product is not hampered the quality of product.
- **Consider your Prices :-** When it comes to prices it might happen that your price if the product can be a bit costly due to the high quality elements in it. . So the next thing to do is to make the customer feel his money is worth the product.
- **Make it Practical:-** If the steps that you have taken can be practically shown and make the customer involve in it will make the customers knowledge more and belief on green products will increase.

4.7 Challenges in green marketing:

- ✚ **Need of Standardisation:-** It has come into picture that inly 5% of the messages from the environmental campaigns is true and there is a Requisite of standardisation to

authenticate these claims. A standard quality control board should look into such labelling and licencing.

✚ **New Concept:-** Though the topic in a sizzling one still is new to public. Of course people do appreciate the herbal and natural products. Now a day's public is exposed to healthy living such as yoga and natural food consumption.

✚ **Avoiding Green Myopia:-** The first rule of marketing is focusing on customers benefits, the primary reason why consumers buy certain products is that it is on top. Do it right way n make the consumers switch there brands and tend to use green products.

5. Conclusion:

This is the appropriate time to choose green-marketing globally. Is this is implemented properly there would be a drastic change in the world of business. At present green marketing is essential to be implemented as there has been a immerse loss and Devastating change in the world due to pollution and usage of harmful chemicals. Hence at the foot note only one thing to be told is the change should be accepted though might cost a bit more but surely not more than the life of a living being.

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