

## GREEN MARKETING - “GOING GREEN” A CHALLENGING STRATEGIC TOOL IN TODAY’S INDIAN MARKETING ARENA

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### **ABSTRACT**

*Green marketing is the process of marketing with the focus on a balanced ecology. An ecological imbalance is a major issue facing the world today. This is due to two basic reasons: firstly the depleting natural resources and, secondly, the rapid increase in the use of a product that is environmentally harmful. This paper steps into the various problems faced by global warming and the evolution of green concept; reasons for going green concept and the future challenges and opportunities of green marketing; the various marketing mix for green marketing and the Indian companies who have made a mark in “Going Green” concept.*

**KEYWORDS:** *Employer Dedication, Company Subculture, Worker’s Commitment*

### **INTRODUCTION**

The global demanding situations inside the surroundings are getting essential now not best for the purchasers however also for the Organizations throughout the globe. Due to resource constraints, it has ended up mandatory for the marketers throughout the globe to use the resources correctly and effectively so that you can attain their Organizational objective. Consumers everywhere in the world, today, show awesome hobby in shielding the surroundings. Worldwide surveys suggest that customers globally are converting their behavior towards products and services.

Environmentalism has fast emerged as an international phenomenon. Business corporations too have risen to the occasion and feature began responding to environmental challenges through practicing inexperienced advertising strategies. Green consumerism has played a catalytic position in ushering company environmentalism and making business companies’ inexperienced advertising and marketing orientated. Green advertising is almost inevitable as the market for socially responsible merchandise is increasing substantially. Companies all across the globe have started differentiating their services and products with the aid of using the concept of pass-inexperienced and have commenced utilizing ecological advertising approach as an insignificant competitive edge.

### **Green Marketing – A Challenging Strategy**

The more recognizable the “inexperienced credentials” are, the more the chances of a hit advertising and marketing campaign. An inexperienced product the well addresses a well-known environmental trouble of prominent concern or that shows a properly-set-up and revered eco-seal could be much more likely to win choose amongst green clients.

### **Evolution of the “Go - Green” Concept**

The inexperienced evolution has developed gradually over the time period. There had been initially three lengthy phases in the evolution of the much-hyped green advertising and marketing. The first phase became known as the ecological phase. In this segment, all the advertising sports had been completed in an effort to assist the ever-growing environmental problems and offer solutions for these issues. The 2d section became known as the environmental phase as after the environmental issues, the entire focus changed into shifted at the implementation of cleaner technologies.

“Green Marketing” a holistic advertising idea which has drawn good sized attention within the modern-day state of affairs makes a specialty of the manufacturing, advertising, consumption and disposal of products and services in this kind of manner that is less negative to the surroundings with developing recognition approximately the consequences of global warming, non- biodegradable strong waste, dangerous effect of pollutants etc. In quick, Green advertising and marketing involves growing and promoting products and services that satisfy customer’s desires and want for Quality, Performance, Affordable Pricing and Convenience while not having a damaging input on the environment.

### **Reasons for “Going Green”**

There are basically five reasons for which a marketer must pass for the adoption of inexperienced advertising: They are

- Competitive advantage
- Corporate social responsibility (CSR)
- Government Pressure
- Competitive Pressure
- Cost or income troubles

## **MARKETING MIX FOR GREEN MARKETING**

### **Green Product**

Customers inside the present day scenario opt for environment pleasant products. Therefore products have to be advanced depending on the needs of the clients. Products can be made from recycled materials or from used items. Efficient merchandise not handiest shop water, power, and cash, but additionally lessen dangerous results on the surroundings. Green product attributes along with strength saving, natural, green chemical compounds, neighborhood sourcing, and many others.Can be given special attention and consideration . For example, Nike is the first a number of the shoe corporations to marketplace itself as inexperienced.

### **Green Price**

Green pricing takes into consideration the human beings,planet, and profit in a manner that takes care of the fitness of employees and groups and guarantees efficient productivity. The value may be introduced to it by converting its look, functionality and via customization, and so on. Wal Mart unveiled its first recyclable material buying bag. IKEA commenced charging customers after they opted for plastic baggage and advocated human beings to store using its “Big Blue Bag”.

**Green Place**

Green region is ready handling logistics to cut down on transportation emissions, thereby in effect aiming at lowering the carbon footprint. For instance, in preference to marketing an imported mango juice in India, it is able to be certified for neighborhood manufacturing. This avoids delivery of the product from some distance away, as a consequence lowering shipping fee and extra importantly, the consequent carbon emission by way of the ships and different modes of shipping.

**Green Promotion**

Green promotion entails configuring the tools of advertising, which include marketing, advertising, and marketing substances, signage, white papers, internet websites, movies, and shows via retaining humans, planet, and income in thoughts. British Petroleum (BP) presentations gas station which its sunflower motif and boasts of putting cash into solar electricity. Indian Tobacco Company has introduced environmental- friendly papers and boards, which can be freed from elemental chlorine. Toyota is attempting to push gasoline/electric powered hybrid era into much of its product line. It is likewise making the single biggest R&D investments in the ever-elusive hydrogen car and selling itself as the first eco-friendly car corporation. International commercial enterprise machines Corporation (IBM) has found out a portfolio of inexperienced retail shop technology and services to help retailers enhance power performance in their IT operations.

**GOING GREEN CONCEPT COMPANIES IN INDIA****Suzlon Energy**

The world's fourth-biggest wind-turbine maker is most of the greenest and best Indian corporations in India. Tulsi Tanti, the visionary in the back of Suzlon, convinced the world that wind is the strength of the destiny and built his manufacturing facility in Pondicherry to run completely on wind energy. Suzlon's corporate building is the maximum power-efficient building ever built in India.

**ITC Limited**

ITC strengthened their dedication to green technologies by way of introducing "ozone-handled elemental chlorine unfastened" bleaching era for the primary time in India. The result is a whole new range of top green merchandise and answers: the environmentally pleasant multi-reason paper that is less polluting than its traditional counterpart.

**Tata Metaliks Limited**

Every day is Environment Day at TML, one of the top green companies in India. A practical example that made every person sit up straight and take word is the enterprise's coverage to discourage working on Saturdays at the corporate office. Lights also are switched off for the duration of the day with the whole workplace depending on sunlight.

**Tamil Nadu Newsprint and Papers Limited (TNPL)**

Adjudged the exceptional performer within the 2009- 2010 Green Business Survey, TNPL become presented the Green Business Leadership Award in the Pulp and Paper sector. The tasks undertaken by means of this top green firm in India consists of Clean Development Mechanism projects and a wind farm mission that helped generate 2,30,323 Carbon Emission Reductions incomes Rs. 17.40 Crore.

### **Wipro Technologies**

The listing of pinnacle 10 green Indian corporations is never complete without Wipro which climbed to the pinnacle five logo league in Green peace's "Guide to Greener Electronics" rating. Despite the global economic crisis, Wipro held fast to its commitment closer to power performance and turned into lauded for launching energy celebrity compliant merchandise in the marketplace.

### **HCL Technologies**

This IT predominant may be taken into consideration as the icon of Indian inexperienced initiatives, way to the "move green" steps taken in solving the problem of toxics and e-waste within the electronics industry. HCL is dedicated to phasing out the risky vinyl plastic and Brominated Flame Retardants from its products and has known as for an restrict on Hazardous Substances (RoHS) law in India.

### **Oil and Natural Gas Company (ONGC)**

India's largest oil manufacturer, ONGC, is all set to steer the list of top 10 inexperienced Indian corporations with electricity – green, green crematoriums a good way to soon replace the conventional wood pyre across the us of a. ONGC's Mokshada Green Cremation initiative will store 60 to 70% of wood and a fourth of the burning time consistent with cremation.

### **IndusInd Bank**

Green banking has been catching up as most of the top Indian inexperienced projects ever when you consider that IndusInd opened the USA's first solar-powered ATM and pioneered an eco-savvy change within the Indian banking zone. The bank is making plans for greater such tasks in addressing the demanding situations of climate change.

### **Idea Cellular**

One of the quality Indian groups, IDEA, paints India green with its countrywide "Use Mobile, Save Paper" Campaign. The organization had prepared Green pledge campaigns at Indian towns in which hundreds got here forward and pledged to store paper and bushes. IDEA has additionally set up bus shelters with potted plants and tendril-climbers to carry the inexperienced message.

### **Hero Honda Motors**

Hero Honda is one in every of the most important –wheeler manufacturers in India and a similarly responsible top inexperienced firm in India. The organization's philosophy of continuous innovation in green merchandise and answers has played a key function in placing the right balance among enterprise, mankind, and nature.

### **Electronics Sector**

The consumer electronics sector provides room for using green marketing to attract new customers. One example of this is HP's promise to cut its global energy use 20 percent by the year 2010. To accomplish this reduction below 2005 levels, The Hewlett-Packard Company announced plans to deliver energy-efficient products and services and institute energy-efficient operating practices in its facilities worldwide.

## **THE FUTURE OF GREEN MARKETING**

### **Consumer Value Positioning**

Design environmental products to perform as well as or better than alternatives. Promote and deliver the consumer-desired value of environmental products and target relevant consumer market segments such as market health benefits among health-conscious consumers.

### **Calibration of Consumer Knowledge**

Educate consumers with marketing messages that connect environmental product attributes with desired consumer value (for example, "pesticide-free produce is healthier"; "energy-efficiency saves money"; or "solar power is convenient"). Frame environmental product attributes as "solutions" for consumer needs.

### **Credibility of Product Claims**

Employ environmental product and consumer benefit claims that are specific, meaningful, unpretentious, and qualified that is, compared with comparable alternatives or likely usages scenarios. Procure product endorsements or Eco-certifications from trustworthy third parties, and educate consumers about the meaning behind those endorsements and eco-certifications. Encourage consumer evangelism via consumers' social and Internet communication networks with compelling, interesting, and/or entertaining information about environmental products.

### **Future Challenges and Opportunities**

Green marketing efforts face challenges owing to the high cost of development, limited awareness among consumers, and concerns over falsified claims. Greenwashing – referring to exaggerated green claims and falsified green claims – is a major challenge for the industry, as it leads to consumer skepticism pertaining to such green claims. Also, green marketing credentials of a company significantly affect the purchase decision of consumers, owing to the perception that green initiatives of companies are largely aimed at improving public image, or for enhancing sales, with environmental concern not being the core objective.

### **Need for Standardization**

It is found that only 5% 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 the urban consumer are 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. The 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.

### **Avoid Green Myopia**

The first rule of green marketing is focusing on customer benefits i.e. the primary reason why consumers buy certain products in the first place. Do this right, and motivate consumers to switch brands or even pay a premium for the greener alternative. It is not going to help if a product is developed which is absolutely green in various aspects but does not pass the customer satisfaction criteria. This will lead to green myopia. Also if the green products are priced very high then again it will lose its market acceptability.

### **Eco-Labeling**

Environmental certification or labeling programs attempt to increase consumer awareness and knowledge of environmental issues. Marketers use eco-labels to convey information about a product's environmental benefits and to differentiate among competing products. Eco-Labels may identify a product's contents, e.g. the triangular arrangement of arrows on recycled paper and plastic products, or highlight other benefits, e.g., reduced water usage or increased energy efficiency.

### **Eco-Sponsoring**

Another avenue for companies to promote their ecological concern is to affiliate themselves with groups or projects engaged in environmental improvements. In its simplest form, firms contribute funds directly to an environmental organization to further the organization's objectives. Another approach is to "adopt" a particular environmental cause, e.g. a community recycling program, demonstrating the company's willingness to put its money and its reputation on the line. Sponsoring educational programs, wildlife refuges, and clean-up efforts communicate a firm's commitment to finding environmental solutions. Partnerships with environmental organizations can open lines of communication and provide new perspectives on "business as usual".

## **CONCLUSIONS**

With the human wants to escalating heavily, the resources are decreasing. Hence it has become mandatory for the marketers across the globe to use the resources efficiently and not waste them under any circumstances. Worldwide surveys indicate that consumers globally are changing their behavior towards products and services. Green marketing is almost inevitable as the market for socially responsible products is increasing greatly.

Marketers also have the responsibility to make the consumers understand the need for and benefits of green products as compared to non-green ones. In green marketing, consumers are willing to pay more to maintain a cleaner and greener environment. Finally, consumers, industrial buyers, and suppliers need to pressurize effects to minimizing the negative effects on the environment-friendly. Green marketing assumes even more importance and relevance to developing countries like India.

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