

GREEN MARKETING

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ABSTRACT

In the contemporary market, the phenomenon of “green marketing” has become integral. Because of this idea, current products that already follow these rules can be remarketed and packaged. The target market for green customers, or individuals who genuinely care and let it influence their shopping decisions, has increased, based on study. Also, the paper looks at the current trends in green marketing in India, explains why businesses are using it, and predicts its future growth.

Keywords : Green Product, Re-cyclable, Environmentally, Safe, Eco Friendly.

INTRODUCTION

According to the American Marketing Association, green marketing is marketing products that are intended to be safe for the environment. Therefore, green marketing encompasses a wide range of activities, including product modifications, production process changes, packaging changes, and advertising modifications. However, defining green marketing is not an easy task where different meanings overlap and contradict each other; An example of this is the existence of various social, environmental and retail definitions associated with this

term. Other similar terms are environmental marketing and ecological marketing. “Green Marketing” thus refers to the holistic marketing concept in which the production, marketing, consumption and disposal of products and services are environmentally friendly with an increased awareness of the effects of global warming, non-biodegradable solid waste, the harmful effects of pollutants, etc.

Both sellers and consumers are becoming increasingly aware of the need to switch to environmentally friendly products and services. While going “green” may seem expensive in

the short term, it will definitely prove essential and cost-effective in the long run.

WHY GREEN MARKETING?

It is very frightening to read this information, as the Times recently reported: "Air pollution damages tens of billions of dollars to people, crops and wildlife in the United States each year. "More than 12 other studies in the US, Brazil, Europe, Mexico, South Korea and Taiwan have found links between air pollutants and low birth weight preterm birth, stillbirth and infant death". Since resources are finite and human needs unlimited, it is important for marketers to use resources efficiently without waste and achieve the goal of the organization. Therefore, green marketing is inevitable. Consumer interest in protecting the environment is growing around the world. Global evidence suggests that people care about the environment and are changing their behaviour. This has evolved into Green Marketing, which speaks of the growing market for sustainable and socially responsible products and services. Hence the growing awareness of consumers around the world to protect the

environment in which they live and people want to leave clean land to their families. Several studies conducted by environmentalists show that people care about the environment and are changing their behaviour patterns to be less hostile towards it. Now we see that the majority of consumers, both private and commercial, are increasingly concerned about eco-friendly products.

NEED OF GREEN MARKETING :

Issues such as global warming and ozone depletion are of paramount importance to healthy survival. Any person, rich or poor, would be interested in a quality life of health and vigor, as would the corporate class. Financial gain and economic gain are the main goal of any business activity. But the cost of environmental damage from maintaining business around the world is now, albeit belatedly, recognised. This sense builds corporate citizenship in Business Class. So green marketing by the business class is still in the selfish anthropological perspective of long-term sustainable business and to satisfy the consumer and get the

license from the Governing Body. Industries in Asian countries recognize the need for green marketing from developed countries, but there is still a big gap between its understanding and its implementation.

EVOLUTION OF GREEN MARKETING:

According to Patti (2001), the time period Green Marketing got here to lifestyles in ultimate 1980's and early 1990's. Evolution of inexperienced advertising has 3 phases.

Phase I: It is named as ecological inexperienced advertising. During this period, all advertising activities had been worried to assist environmental problems.

Phase II: Second section turned into environmental inexperienced advertising, presently consciousness shifted on clean generation that worried designing of progressive new merchandise, which contend with pollutants and waste issues.

Phase III: Third section turned into sustainable inexperienced advertising. It got here into lifestyles in overdue 1990's and early 2000. In this section,

the brand new time period sustainable improvement offers a manner to product and offerings. Mohave sustainability in its growth. While public opinion polls taken for the reason that overdue Nineteen Eighties have proven continuously that a significant percent of clients with inside the U.S. and some place else profess a sturdy willingness to aware merchandise and companies, clients' efforts to achieve this in actual existence have remained sketchy at best. In 1987 a file organized through the World Commission on Environment and Development described sustainable improvement as meeting duo; the desires of the existing without compromising the cap potential of destiny generations to fulfil their personal ;, that's a good-sized thinking on sustainability in regular activity

GREEN PRODUCTS AND ITS CHARACTERISTICS

Products that are made with green technology and do not cause any environmental hazard are referred to as green products. The promotion of ecological technologies and products is necessary for the conservation of natural resources and sustainable

development. We can define green products by the following metrics:

- Products that were originally grown
- Products that are recyclable, reusable and biodegradable.
- Products with natural ingredients.
- Products that contain recycled ingredients non-toxic chemicals.
- Products that contain authorized.
- Products that do not harm or pollute the environment.
- Products that are not tested on animals.
- Products that have ecological packaging, i.e reusable, refillable containers, etc.

EXAMPLE OF GREEN MARKETING PRODUCTS AND SERVICES:

- Paper containing post-consumer waste paper.
- Cereals sold without excess packaging.
- Eco friendly verification phone apps.
- Shade-grown coffee beans.

- Cleaning equipment that do not harm humans or environment.
- Wood harvested from sustainable forests.
- Energy-efficient light bulbs.
- Energy-efficient cars.
- Energy from renewable sources of energy such as windmills and solar power.
- Solar speakers.

GOLDEN RULES OF GREEN MARKETING

1. Know your customer:

Make sure the consumer knows and cares about the problems your product is trying to solve (Whirlpool learned the hard way that consumers wouldn't pay more for a CFC-free refrigerator because consumers wouldn't know what CFCs are).

2. Educate Your Customers:

It's not just about letting people know that you do everything you do to protect the environment, but also about letting them know why it's

important. Otherwise, for a significant portion of your target market, it's a case of "so what?" and your green marketing campaign is going nowhere.

3. Be Real & Transparent :

Means that a) you actually do what you claim in your green marketing campaign and b) the rest of your business policies are consistent with what you do, which is environmentally friendly. These two conditions must be met in order for your company to provide the kind of environmental credentials that will enable a successful green marketing campaign.

4. Put the shopper at ease:

consumers need to be led to believe that the product will do the job it's supposed to do; You will not compromise on product quality in the name of the environment.

5. Consider your price :

If you charge a premium for your product, and many eco-friendly products cost more due to economies of scale and use of quality ingredients, make sure those consumers can afford the premium and feel it's worth it .

6. Enable your customers to get involved:

Means to personalize the benefits of your green actions, usually by enabling the customer to get involved in positive environmental actions.

7. Therefore, leading brands need to recognize that consumer expectations have changed:

It is not enough for a company to make its products more environmentally friendly; Consumers expect the products they buy to be pocket friendly and also to help reduce the environmental impact of their own lives.

CHALLENGES IN GREEN MARKETING

Need for Standardization

Only 5% of "green" campaign marketing messages have been found to be completely true, and there is a lack of standardization to authenticate these claims. There is no standardization to authenticate these claims. There is currently no standardization to certify a product as organic. Unless some regulatory body

is involved in providing the certifications, there are no verifiable means. A standard quality control body is required for such labelling and licensing.

New concept

The educated and urban Indian consumer is increasingly aware of the benefits of organic products. But it's still a new concept for the masses. Consumers must be informed and aware of the environmental hazards. The new green movements need to reach the masses, and that will take a lot of time and effort. Due to India's Ayurveda heritage, Indian consumers appreciate the importance of using natural and herbal beauty products. The Indian consumer is exposed to a healthy lifestyle such as yoga and the consumption of natural foods. In these aspects, the consumer is already aware and will be inclined to accept organic products.

Patience and Perseverance

Investors and companies need to see the environment as a great long-term investment opportunity, marketers need to look at the long-term benefits of this new green movement. It

requires a lot of patience and no instant results. As this is a new concept and idea, it will have its own acceptance period.

Avoid Green Myopia

The first rule of thumb in green marketing is to focus on customer ;the main reason consumers buy certain products in the first place. Get this right and encourage consumers to switch brands or even pay more for the greener alternative. It won't help if you develop a product that is totally eco-friendly in many ways, but doesn't meet customer satisfaction criteria. This leads to green myopia. Organic products will also lose acceptance in the market if prices are too high.

METHODS OF GREEN FARMING

1. Crop Diversity-

Organic farming encourages crop diversity. The technological know-how of Agro ecology has found out the advantages of poly culture (more than one plants with inside the equal space), that's frequently hired in

natural farming. Planting numerous greens plants helps an extensive variety of useful insects, soil microorganisms, and different elements that upload as much as ordinary farm health. Crop diversity helps environments thrive and shield species from going extinct.

2. Soil Management-After the cultivation of vegetation, the soil loses its vitamins and its quality depletes. Organic agriculture initiates using herbal approaches to growth the fitness of soil. It makes a specialty of using microorganism this is found in animal waste which facilitates in making the soil vitamins greater effective for agriculture.

3. Crop Rotation-Crop rotation is the technique of planting vegetation in an exclusive place of the lawn sot hat no unmarried crop could be planted with inside the identical vicinity for 2 or greater years in a row. Crop rotation facilitates to maintain soil shape and nutrient tiers and to save you soil borne pests from getting a foothold with inside the lawn.

4. Biological Pest Control-The agricultural area consists of an

aggregate of the organism, a few of which can be used for plant cultivation and a few are damaging. The improvement of these organisms have to be below manage to assure the safety of the sphere and the vegetation. Pesticides and herbicides that contain fewer chemical substances or herbal may be used for pest manage. A manner wherein dwelling organisms are used to manipulate pests, with or without restricted use of chemical substances.

5. Green Manure- It refers back to the loss of life flowers which might be uprooted and crammed into the soil to make them act as a nutrient for the soil to growth its quality. fabric used as manure is referred to as inexperienced manure. It is received in approaches they are- via way of means of developing inexperienced manure vegetation or via way of means of accumulating inexperienced leaf from flowers grown in wastelands, area bands, and forest. Green manuring is developing with inside the area, flowers belonging to the leguminous own circle of relatives and incorporating into the soil after enough growth.

6. Compost -Compost is exceedingly wealthy in vitamins and that is a recycled natural rely on used as fertilizer with inside the agricultural farms. Compost farming transforms uncooked natural residue into humus-like fabric via interest of soil microorganisms. Mature compost shops nicely and biologically stable, freed from ugly odours, and simpler to deal with and much less cumbersome than uncooked natural wastes. Composting can lessen or remove weed seeds and plant pathogens in natural residues. Compost offers advantages as a soil modification and a supply of natural rely on via way of means of enhancing soil biological, chemical substances and bodily characteristics.

7. Weed Management-Weed control in natural farming promotes weed suppression, rather than weed removal, via way of means of improving crop opposition and cytotoxic outcomes on weeds. Organic requirements want a rotation of annual vegetation, which means that an unmarried crop can not be grown with inside the identical area without an exclusive intervening crop. To expand natural techniques to sell

the increase of herbal microorganisms that suppresses the increase and germination of common weeds.

8. Controlling Other Organisms-There are beneficial and dangerous organisms with inside the agricultural farm which have an effect on the field. The increase of organisms wishes to be managed to defend the soil and crops. This may be achieved through using herbicides and insecticides that include fewer chemical compounds rare herbal. Also, right sanitization of the complete farm should be maintained to govern other organisms.

9. Livestock-Organic cattle farming instigates home animals to apply to growth, the sustainability of the farm. Organic certification verifies that cattle are raised in line with the USDA natural rules during their lives. These rules consist of the requirement that all animal and feed should be natural.

10. Genetic Modification-Organic agriculture encourages using

herbal methods to decorate the farm, flora and soil; there's a discouragement of genetically engineered animals and flora. Genetic change is saved out of this agriculture. Organic agriculture is being performed through many nations with the rejection of the use of techniques and chemical compounds that damage animals, crops, soil, surroundings or even human health. This system of agriculture have to be advocated because it acts as a protecting defend to all the primary elements that shape the planet.

CONTRIBUTION OF INDIAN GOVERNMENT TOWARDS GREEN MARKETING:

In this increase of all advertising associated activities, Indian authorities need to “defend” patron and society, this safety has sizeable inexperienced advertising implications. Indian Government formulates policies and policies to govern the quantity of unsafe wastes produced through firms. Government policies referring to environmental advertising are designed to defend purchasers in numerous ways,

1. Reduce manufacturing of dangerous items or through-products. Modify patron and industry’s use and intake of dangerous items.
2. Ensure that each one variety of purchasers have the capacity to assess the environmental composition of goods.

NAME OF THE ACT	RELAVANCE TO GREEN MARKETING
The Environment (Protection) Act, 1986	Encourages companies to adopt green technology and /or manufacture and market green products, e.g., green batteries manufactured by Tata Group; OKAYA green batteries; Green Range of Printers, ACs of 5 Star, REVA electric car.

<p>The Biological Diversity Act, 2002</p>	<p>Organizations are partnering with Government of India for safeguard of biological diversity. Reliance Industries Limited is partnering with the Ministry of Environment and Forests, Government of India and Gujarat Ecological Commission to set up the National Centre for Marine Biodiversity (NCMB) for prevention of coastal biodiversity.</p>
<p>The e-waste (Management and Handling) Rules, 2011</p>	<p>Major IT companies like Wipro, HP, Canon etch have taken constructive steps to handle and recycle their e-waste. A consultant like A2Z Data service Limited provides full e-lifecycle services encompassing secure, sustainable solutions for environmental responsive recovery and disposal of IT assets.</p>
<p>The Air (Prevention and Control of Pollution) Act, 1981</p>	<p>Air quality monitoring stations (total 290) have been established by CPCB and state pollution control boards to control air pollution, initiatives taken by Delhi government have been successful in bringing air pollution levels in Delhi.</p>
<p>The Biomedical Waste (Management and Handling) Rules, 1998</p>	<p>Organizations in India are managing their waste in the aspects of segregation of wastes in different colour-coded bags and containers. The disposal operations are carried out using incineration and</p>

	sterilization as the two main modes. Ramky Enviro Engineers Ltd was pioneers in starting India's first Biomedical Waste Management facilities
Under environmental (Protection)Act, 1986	Under this act announced by the government of Tamil Nadu on 05.06.2018, plastics are banned from 01.01.2019 in Tamil Nadu for any usage at any form of plastics.

GREEN MARKETING IN INDIA

According to Google fashion file 2007, extra searches are from India on Green advertising than any different international locations with inside the world. In India Green Marketing idea is like Bamboo furniture, CFL lights, use of metal utensils and earthenware utensils. These conventional gadgets appear to be dropping its sheen and extra human beings the usage of contemporary-day devices and apparatus. But lately complete USA human beings flip ; GOING ;. The extrude of human being’s mind-set in the usage of inexperienced

merchandise will cause an perfect surroundings, pleasant society.

CONCLUSION:

Green advertising need to now no longer overlook the financial thing of advertising. Marketers want to apprehend the consequences of inexperienced advertising. If Marketers assume that clients aren't concerned approximately environmental problems or will now no longer pay a top rate for merchandise which can be extra eco-responsible, assume again. Marketers ought to locate a possibility to decorate the ;s overall performance

and fortify ;s loyalty and command a better price. Green advertising remains in its infancy and plenty of studies is to be performed on inexperienced advertising to completely discover its capability and now that is the proper time to select duo; Green ; globally. It will include drastic alternate with inside the international of commercial enterprise if all nation swill make strict roles due to the fact inexperienced product is crucial to keep international from pollution. From the commercial enterprise factor of view due to the fact a smart marketer is a person who now no longer best convinces the patron, however additionally involves the patron with inside the product. Green product need to now no longer be taken into consideration as simply one extra technique to advertising, because it has an environmental and social size to it. The inexperienced product and its importance began outgrowing a focus and assist for the sustainable development, that is required for the future generation.

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