

Possibility of Green Marketing in New Era

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Abstract: *Green marketing products that are presumed to be environmentally safe. It incorporates a broad range of activities, including product modification, changes to the production process, as well as modifying advertising. Green revolutions, going green, environmental protection, sustainable life style, sustainable development, protecting our earth and many more have become a natural phenomenon in our everyday life. Green marketing is a tool used by many companies in various industries to follow this trend. This concept has enabled for the re-marketing and packaging of existing products which already adhere to such guidelines. Additionally, the development of green marketing has opened the door of opportunity for companies to co brand their products into separate line, lauding the green-friendliness of some while ignoring that of others. This paper mainly focuses on the concept, need, importance & strategy of green marketing in companies. Researcher also examines the present scenario of green marketing and reasons that organizations are adopting green marketing as a tool for sustainable development. Data has to be collected from multiple sources of evidence to understand the importance of green and sustainability management, in addition to books, journals, websites, and news papers. The present paper deals that today's consumer behavior on green Marketing and this paper highlights the need, importance of green marketing, some problems with going green and also states what are the reasons that a marketer should consider for adopting green marketing for making changes in terms of product packages, modifications and production changes. This paper just gives a brief study on green marketing.*

Keywords: Green marketing, Marketing, Green washing, Sustainable Marketing, Business Strategy, Green Strategy

1. Introduction

Today's customers become more aware about to make their surroundings safer and healthier to live in. So they become more conscious about their purchasing in respect with all the products that they are use in their day to day life. That is why they prefer that type of products that are eco-friendly and not harmful for global environment any way. There are many industries who are now become more conscious about to be environmentally safe and eco friendly with respect to their products and products utility (in case of technically sound products) and the reason for going to be green of the industries are, by doing this they are helping to make the world more Greener and safer for future and up to some extent they are delivering their CSR (Corporate Social Responsibility) by producing Green products for welfare of the environment and the for the customers as a whole. Green marketing refers to the process of selling products and/or services based on their environmental benefits. Such a product or service may be environmentally friendly in it or produced are packaged in an environmentally friendly way. Worldwide evidence indicates people are concerned about the environment and are changing their behavior. As a result of this, green marketing has emerged which speaks for growing market for sustainable and socially responsible products and services. Thus the growing awareness among the consumers all over the world regarding protection of the environment in which they live, People do want to bequeath a clean earth to their offspring. Various studies by Environmentalists indicate that people are concerned about the environment and are changing their behavior pattern so as to be less hostile towards it. Now we see that most of the consumers, both individual and industrial, are becoming more concerned about the environment friendly products.

2. Objectives of the Study

One of the biggest problems with the green marketing area is that there has been little attempt to academically examine environmental or green marketing.

- To discuss the need & importance for Green marketing in India
- To understand the strategy needed for successful Green marketing
- To study the potential of Green marketing in India.
- To examine some of the reason & problem that organizations are adopting a green marketing philosophy.

3. Need of the Study

There is growing interest among the consumers all over the world regarding protection of environment. As society becomes more concerned with the natural environment, businesses have begun to modify their behavior in an attempt to address society's new concern. The companies opt various kinds of marketing strategies to promote the products like green marketing, make the products as green product etc. Among these Green marketing is increasingly becoming the mainstream of business marketing strategy. Therefore, considering the need of the hour the study is undertaken to assess the awareness of Green Marketing as a environment protection tool among the consumers and how far Green Marketing has become successful in bringing changes in consumer buying behavior.

Importance for companies in Green Marketing

There are various reasons to 'go green' for the companies, these are as follows:

- Organizations perceive environmental marketing to be an opportunity that can be used to achieve its objectives
- Organizations believe they have a moral obligation to be more socially responsible

- Competitors' environmental activities pressure firms to change their environmental marketing activities
- Governmental bodies are forcing firms to become more responsible
- Cost factors associated with waste disposal, or reductions in material usage, forces firms to modify their behavior.

4. Effective Green Marketing Strategies

In recent decades, sustainability has become a priority for consumers, who are increasingly on the lookout for products that are high-quality, affordable and environmentally friendly. This has led companies to devise green product and marketing strategies. According to a June 2017 65% of global online consumers “are willing to pay more for products and services from companies that are committed to positive social and environmental impact.” In an attempt to leverage increased demand for more sustainable goods and services, companies have employed marketing tactics to assure consumers that their products are green. However, this development has the potential to trigger the green washing phenomenon. Green issues are often complex and highly technical, so consumers are sometimes unknowingly persuaded into buying products that are misleadingly advertised as sustainable or ecologically friendly. Greenwashing can damage a company’s reputation, so it is an ill-advised and risky course of action. Once exposed, deceptive advertising can lead to lawsuits and a loss of consumer confidence. It is extremely important for companies to develop legitimate and effective green product and marketing strategies, which can eliminate the need for green washing and lead to greater profits and consumer patronage. A company that is honest and genuinely committed to sustainability can earn the respect and loyalty of consumers.

1) Green Design

Oftentimes, companies resort to green washing because their products and services are not green to begin with. A take-out bag with a big recycle symbol on the front may actually be made from virgin, and not recycled, paper. A fuel-efficient car that experts are raving about on social media may contain conflict materials. The most important green marketing strategy is to design products and services that are green to begin with. If a product or service is environmentally-friendly from the ground up, there is no need for greenwashing.

2) Green Positioning

A company should explicitly promote its sustainability performance—and those of its products and services—as a key component of its business activities. Everything a company does should reflect its sustainability values. They cannot claim to be sustainable while engaging in unsustainable business practices such as making employees work under sweatshop conditions. Doing so will ruin the company’s credibility with consumers.

3) Green Pricing

A company should highlight how a green product or service can help consumers save key resources. A car company, for instance, can promote its latest vehicle

by emphasizing how it is more fuel-efficient compared with other leading car brands. This allows consumers to actively participate in sustainability. They become aware that their choice is about investing in something that will allow them to save money and resources in the future, rather than making a short-term purchase.

4) Green Logistics

In addition to a product or service being green, its packaging must also be green. Packaging is the first thing that consumers see. Unsustainable packaging has the potential to dissuade consumers from purchasing sustainable products.

5) Green Disposal

An effective green marketing strategy takes into consideration every aspect of a product’s life cycle. From production to disposal, everything must be sustainable. Unsustainable disposal practices can be hazardous to both the environment and human health

5. Impacts of Green Marketing

Now, people are insisting pure products edible items, fruits, and vegetables based on organic farming. The number of people seeking vegetarian food is on rise.

- Reducing use of plastics and plastic-based products.
- Increased consumption of herbal products instead of processed products.
- Recommending use of leaves instead of plastic pieces; jute and cloth bags instead of plastic carrying bags.
- Increasing use of bio-fertilizers (made of agro-wastes and wormy-composed) instead of chemical fertilizers (i.e. organic farming), and minimum use of pesticides.
- Worldwide efforts to recycle wastes of consumer and industrial products.
- Increased use of herbal medicines, natural therapy, and Yoga.
- Strict provisions to protect forests, flora and fauna, protection of the rivers, lakes and seas from pollutions.
- Global restrictions on production and use of harmful weapons, atomic tests, etc. Various organizations of several countries have formulated provisions for protecting ecological balance.
- More emphasis on social and environmental accountability of producers.
- Strict legal provisions for restricting duplication or adulteration.
- Establishing several national and international agencies to monitor efforts and activities of business firms in relation pollution control and production of eco-friendly products.

6. Problems with Green Marketing

- 1) The firms using green marketing must ensure that their activities are not misleading to consumers or industry, and do not breach any of the regulations or laws dealing with environmental marketing.
- 2) It is found that only 5% of the marketing messages from Green campaigns are ensurely true and there is a lack of standardization to authenticate these claims. There is no standardization to authenticate these claims.

- 3) Indian literate and urban consumer is 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.
- 4) The investors and corporate companies 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. The corporate should not expect huge benefit for implementing Green Marketing immediately.
- 5) Green marketing is focusing on customer benefits i.e. the primary reason why consumers buy certain products in the first place. If the green products are priced very high then it lost his marketability.

7. Conclusion

Now more and more companies are willing to join the green bandwagon, as it provides an opportunity to market their eco friendly products. It also helps the companies to become socially responsible and it may happen due to governmental pressure or, due to competitive pressure or, due to cost or profit issues. On the whole, green marketing is going to benefit the consumers ultimately with better products and help the society on the whole, by building a green business ecosystem. As the demand for green products undoubtedly exists, Green Marketing provides an opportunity to the companies to increase their market-share by introducing eco-friendly products. Stricter environmental regulations across the world, growing consumer preference for eco-friendly companies, and the inherent cost advantages in lowering toxic waste, are encouraging industries big and small to clean up. Researcher found that, consumers are not overly committed to improving their environment and may be looking to lay too much responsibility on industry and government. Though it's the responsibility of the firm to produce products, which are having minimum impact on the environment, but ultimately it's the consumer who is having responsibility to use eco-friendly products.

Consumers are not too much concerned about the environment but as they have become more sophisticated, they require clear information about how choosing one product over another will benefit the environment. Consumer education results in their empowerment. Empowered consumers choose environmentally preferable products when all other factors are equal. Marketers should shift themselves from "marketing mix" to "green marketing mix". They should design green products to perform better than other alternatives. They should go for product endorsement or eco-certification from trustworthy party and educate the customers about the reasons behind those endorsement or eco-certifications. Ultimately green marketing requires that consumers Think Green, Think clean, Think Eco-friendly i.e. they want a cleaner environment and are willing to "pay" for it, possibly through higher priced goods, modified individual lifestyles, or even governmental intervention. Until this occurs it will be difficult for firms alone to lead the green marketing revolution.

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