

Green Marketing - A Review

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Abstract

With the development of countless issues everywhere throughout the world, there arises a need to preserve and protect the earth's natural environment and finite resources. Both the marketers and the consumers are nowadays focusing on green products and services. Consumers are also aware of the environmental issues like; global warming and the impact of environmental pollution. Green marketing is a phenomenon which has developed particular importance in the modern market and has emerged as an important concept. It is viewed as a vital technique of encouraging maintainable improvement. This paper incorporates the idea of green marketing, why it is critical, Process of Green Marketing, reasons why organizations are receiving green promoting logic, Challenges and eventual fate of green marketing.

Keywords: Green Marketing, Green Product, Process of Marketing, Challenges in Green Marketing.

Introduction

The key challenge for companies and customers today is to safeguard and secure the earth's regular habitat and limited assets. Production and consumption of goods all over the world has led to the emergence of a large number of environmental problems. As a result, companies are focusing on green marketing and are producing eco-friendly or green products that have less harmful effects on the environment, than the conventional products. Moreover, consumers are becoming more and more aware of the environmental problems and are actively trying to reduce their impact on the environment by purchasing green products and moving towards a greener lifestyle. "Green Marketing" refers to holistic marketing concept wherein the production, marketing consumption and disposal of products and services happen in a manner that is less detrimental to the environment with growing awareness about the implications of global warming, non-biodegradable solid waste, harmful impact of pollutants etc., both marketers and consumers are becoming increasingly sensitive to the need for switch in to green products and services. Green marketing is also termed as environmental marketing or ecological marketing. The growing consumer awareness about the origin of products and the concern over impending global environmental crisis there are increasing the opportunities to marketers to convince.

Definitions of Green Marketing:

Polonsky (1994) defines green marketing as .all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment.

Elkington (1994: 93) defines green consumer as 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 unnecessary waste; use materials derived from threatened species or environments; involve unnecessary use of, or cruelty to animals; adversely affect other countries.

Pride and Ferrell (1993) Green marketing, also alternatively known as environmental marketing and sustainable marketing, refers to an organization's efforts at designing, promoting, pricing and distributing products that will not harm the environment.

Green Product

The terms “green” or “sustainable” often refer to products, services or practices that allow for economic development while conserving for future generations. We prefer to describe a green product as one that has less of an environmental impact or is less detrimental to human health than the traditional product equivalent Advancement of green innovation and green items is fundamental for protection of normal assets and manageable improvement.

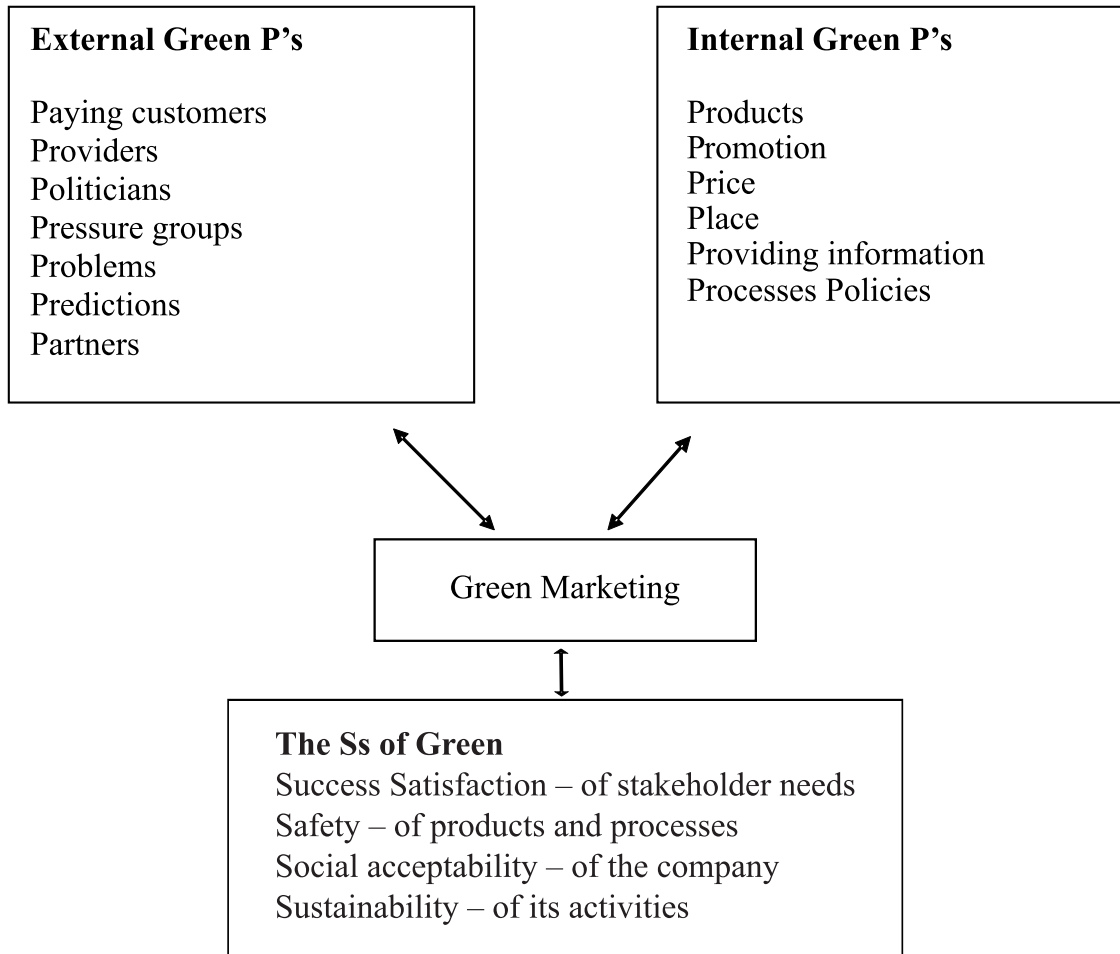
Some Characteristics of Green Products are:

- Products those are originally grown.
- Products those are recyclable, reusable and biodegradable.
- Products with natural ingredients.
- Products containing recycled contents, non-toxic chemicals.
- Products contents under approved chemical.
- Products that do not harm or pollute the environment.
- Products that will not be tested on animals.
- Products that have eco-friendly packaging i.e. reusable, refillable containers etc.

In this manner green item implies any item, which is not risky for environment and client too, and it additionally acts as a future cure of negative effect of an item.

The Process of Green Marketing :Internal Green P's

Partners Green marketing process comprises with external and internal Ps. After integrating external and internal Ps, green success will automatically come through four Ss.



Source: (Peattie (1992), p. 104)

Challenges in Green Marketing:

1. Green products require renewable and recyclable material, which is costly.
2. Requires a technology, which requires huge investment in R & D.
3. Water treatment technology, which is too costly.
4. Majority of the people are not aware of green products and their uses.
5. Majority of the consumers are not willing to pay a premium for green product.

Why are Firms Using Green Marketing?

While looking through the literature there are several suggested reasons for firms increased use of Green Marketing. Five possible reasons cited are:

1. Organizations perceive environmental marketing to be an opportunity that can be used to achieve its objectives [Keller, 1987; Shearer, 1990].
2. Organizations believe that they have a moral obligation to be more socially responsible [Davis,1992; Freeman and Liedtka,1991; Keller,1987; McIntosh, 1990; Shearer, 1990;]
3. Governmental bodies are forcing firms to become more responsible [NAAG, 1990;]
4. Competitors environmental activities pressurize firms to change their environmental marketing activities [NAAG,1990;] and
5. Cost factors associated with waste disposal or reductions in material usage forces firms to modify their behavior [Azzone and Manzini,1994;].

Green Marketing in India:

1. Digital Tickets by Indian Railways.
2. No Polythene carry bags for free
3. Green IT Project: State Bank of India.
4. Lead Free Paints from Kansai Nerolac.
5. Wipro's Green Machines.

Conclusion:

Green marketing is based on the premise that has a responsibility to satisfy human needs and desires while preserving the integrity of the natural environment. Today's customer is well aware of social, economic and environmental responsibilities. Customers of today want products which have good quality and safe to use for them and their families. And companies also want to increase sales and get some new and innovative product that will facilitate customer's life. With the risk of an unnatural weather change posing a potential threat, it is critical that green promoting turns into the standard as opposed to an exemption or only a craze. Green products are such items which are environmental friendly and safe for customer to use.

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 on minimize the negative effects on the environment-friendly.

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