



Challenges in marketing: Reasons for the existence of green marketing

Dr. Rashmi Gujrati

Professor, Guru Gobind Singh Indraprastha University, New Delhi, India

Abstract

Green marketing is one of them, which attempts to harmonize environmental and individual interests. Those who want to save up with development and with social prospects, too need to get to know green marketing and its opportunities in the 21st century deeper. Green marketing is booming and there are lots of high outline companies and little people determined to make a change with their green-driven promise to save the earth.

Green marketing is creation its mark. It includes the marketing of environmentally safe products, comprises a host of activities that has prejudiced product alteration and promotion. Truth to tell, there is no exact definition for green marketing, ecological marketing or atmosphere marketing. Green marketing has impressed people' views on environmental worries yet there is much work to do earlier the entire world goes green

This paper present What You Should Do?

If you are into Green Marketing, you are unmoving certain by the code of morals of responsible selling and publicity. You should be a green-rounded businessperson, significance you know your products and how these can be used in homes and industrial or business sites. It is not essential to be a green guru to move possible customers. In this business, honesty is still the best policy - as people are still taking in the enormity of the change happening now, changes leading to their participation trendy green living.

Keywords: green marketing, green trade & development, green environment

1. Introduction

Green marketing is a way to use the environmental welfares of a product or service to promote sales. Many consumers will select products that do not harm the environment over less ecologically friendly products, even if they cost more. With green marketing, publicists focus on environmental benefits to sell products such as recyclable diapers, energy-efficient light tubers, and environmentally safe cleaners.

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The understandable statement of green marketing is that possible consumers will view a product or service's "greenness" as an advantage and base their buying choice therefore. The not-so-obvious supposition of green marketing is that consumers will be eager to pay more for green harvests than they would for a less-green similar another product - an assumption that, in my estimation, has not been proven decisively.

While green marketing is growing greatly as cumulative numbers of consumers are willing to back their ecological consciousnesses with their dollars, it can be unsafe. The public inclines to be cynical of green claims to begin with and companies can extremely damage their brands and their sales if a green claim is exposed to be false or denied by a

company's other products or practices. Awarding a product or service as green when it's not is called green washing.

According to the American Marketing Association, "green marketing is the marketing of products that are presumed to be environmentally safe." Thus green marketing includes a comprehensive range of activities, counting product alteration, changes to the production process, wrapping changes, as well as adapting advertising. Yet important green advertising is not a simple task where frequent meanings intersect and reverse each other; an example of this will be the presence of varying social, environmental and retail definitions attached to this term. Other similar terms used are Environmental Marketing and Ecological Marketing.

The legal inferences of marketing claims call for caution. Misleading or overstated claims can lead to regulatory or civil challenges. In the USA, the Federal Trade Commission provides some guidance on environmental marketing claims

2. Objective

- To study the green marketing
- To study to move to green marketing
- To study to save the environment
- To study the awareness of green marketing

3. Research Methodology

- The present study is based on Primary & Secondary study.
- The date was collected through personal interview.
- The data was collected through Journals, Books, Magazines and internet, Newspaper etc.

4. Literature Review

Green marketing was given fame in the late 1980s and 1990s after the proceedings of the first workshop on Ecological marketing held in Austin, Texas (US), in 1975. Several books on green marketing began to be published thereafter. According to the Joel makeover (a writer, speaker and strategist on clean technology and green marketing), green marketing faces a lot of challenges because of lack of standards and public consensus to what constitutes "Green." Green marketing is a vital essential of the holistic marketing concept. It is primarily applicable to businesses that are directly dependent on on the physical environment; for example, industries like fishing, processed foods, and travel and adventure sports. Changes in the physical environment may pose a threat to such industries. Many global players in diverse businesses are now successfully applying green marketing practices.

5. Why Green Marketing

As capitals are limited and human wants are infinite, it is important for the marketers to exploit the capitals professionally without waste as well as to achieve the organization's objective. So green marketing is unavoidable. There is growing interest among the patrons all over the world regarding protection of environment. Worldwide indication indicates people are concerned about the environment and are changing their behavior. As a result of this, green marketing has appeared which speaks for growing market for sustainable and socially responsible products and services.

Green marketing is the process of emerging products and services and encouraging them to satisfy the customers who prefer products of good quality, presentation and suitability at reasonable cost, which at the same time do not have a harmful impact on the environment. It includes a broad range of activities like product alteration, changing the production process, modified publicity, change in packaging, etc., aimed at dropping the harmful impact of products and their feasting and removal on the environment. Businesses all over the world are determined to reduce the impact of products and services on the weather and other environmental parameters. Marketers are taking the cue and are going green.

Thus the growing consciousness among the consumers all over the world concerning defense of the setting in which they live, People do want to leave a clean earth to their descendants. Various studies by ecologists designate that people are worried about the setting and are changing their behavior pattern so as to be less aggressive towards it. Now we see that most of the consumers, both individual and industrial, are becoming more worried about environment-friendly products. Most of them feel that environment-friendly products are safe to use. As a result, green marketing has appeared which aims at marketing maintainable and socially-responsible products and services. Now is the era of ecological, non-toxic and environment-friendly goods. This has become the new mantra for dealers to satisfy the needs of consumers and earn better profits

6. How the green marketing can be effective?

For green marketing to be operative, you have to do three things; be genuine, educate your customers, and give them the

occasion to participate.

- i) Being genuine means that
 - a) That you are actually doing what you right to be doing in your green marketing movement and
 - b) That the rest of your business policies are reliable with whatever you are doing that's environmentally friendly. Both these circumstances have to be met for your business to found the kind of environmental identifications that will allow a green marketing campaign to succeed.
- ii) Educating your clientele isn't just a matter of hire people know you're doing whatever you're doing to defend the environment, but also a matter of letting them know why it matters. Otherwise, for a important portion of your target market, it's a case of "So what?" and your green marketing campaign goes nowhere.
- iii) Giving your customers and chance to participate means personalizing the welfares of your environmentally friendly actions, normally through hire the customer take part in optimistic environmental action.

7. Evolution of Green Marketing

The green marketing has changed over a period of time. According to Peattie (2001), the evolution of green marketing has three phases. First phase was termed as "Ecological" green marketing, and during this period all marketing activities were worried to help environment problems and provide medicines for environmental problems. Second phase was "Environmental" green marketing and the focus removed on clean technology that complicated scheming of innovative new products, which take care of pollution and waste issues. Third phase was "Sustainable" green marketing. It came into prominence in the late 1990s and early 2000.

Challenges Ahead

- Green products require renewable and recyclable material, which is costly
- Requires a technology, which requires huge investment in R & D
- Water treatment technology, which is too costly
- Majority of the people are not aware of green products and their uses
- Majority of the consumers are not willing to pay a premium for green products Some Cases
- McDonald's restaurant's napkins, bags are made of recycled paper.
- Coca-Cola pumped syrup directly from tank instead of plastic which saved 68 million pound/year.
- Badarpur Thermal Power station of NTPC in Delhi is devising ways to utilize coal-ash that has been a major source of air and. Water pollution

8. Green Industry Marketing

Marketing green businesses, biological products and ecologically friendly services are one of our specialisms. Our green internet marketing team is knowledgeable in marketing green businesses, including those connected to the green building industry, eco-friendly products, recycling companies, green technologies, organic skincare, cosmetics, and other organic products. We also specify in green energy marketing.

Due to our years of knowledge in marketing green industry-related activities, we are careful green industry marketing authorities. We have recognized relationships in the eco-friendly marketplace and are devoted to the green movement and a greener future.

9. Marketing Green Companies

Marketing green companies are dedicated to the energy for a greener future. They fully comprehend the importance of green or advanced products and technologies that could have a positive impact on the environment and the human race. With that being said their role in the green undertaking is getting our clients important green products and green services the acquaintance it merits.

10. Why is Green Marketing chosen by most marketers?

Most of the companies are offering into green marketing because of the following reasons:

a) Opportunity

In India, around 25% of the consumers favor environmental-friendly products, and around 28% may be careful healthy mindful. There fore, green marketers have miscellaneous and fairly generous sections to cater to. The Surf Excel detergent which saves water (advertised with the message—"do bucket paani roz bachana)" and the energy-saving LG consumers durables are examples of green marketing. We also have green structures which are well-organized in their use of energy, water and building materials, and which decrease the influence on human health and the environment through better design, building, operation, upkeep and waste removal. In India, the green building movement, fronted by the Association of Indian industry (CII) - Godrej Green business Center, has gained marvelous motivation over the last few years. From 20,000 sq ft in 2003, India's green building footprint is now over 25 million sq ft.

b) Social Responsibility

Many companies have started realizing that they must behave in an environment-friendly style. They believe both in attaining environmental objectives as well as profit connected objectives. The HSBC became the world's first bank to go carbon-neutral last year. Other examples include Coca-Cola, which has capitalized in various reprocessing activities. Walt Disney World in Florida, US, has an extensive waste management program and infrastructure in place.

c) Governmental Pressure

Various guidelines are enclosed by the government to protect consumers and the society at large. The Indian government too has developed a framework of legislations to reduce the production of harmful goods and by products. These decrease the industry's production and consumers' consumption of harmful goods, counting those harmful to the environment; for example, the ban of plastic bags in Mumbai, prohibition of smoking in public areas, etc.

d) Competitive Pressure

Many companies take up green marketing to preserve their competitive advantage. The green marketing creativities by

niche companies such as Body Shop and Green & Black have encouraged many mainline participants to follow suit.

e) Cost Reduction

Reduction of harmful waste may lead to considerable cost savings. Sometimes, many companies develop interdependent relationship whereby the waste produced by one company is used by additional as a cost-effective raw material. For example, the fly ash produced by current power plants, which would otherwise paid to a enormous dramatic of solid waste, is used to manufacture fly ash elements for const quarrel purposes.

11. Advantages of Green Marketing

Companies that grow new and better-quality products and services with environment inputs in mind give themselves access to new markets, increase their profit sustainability, and appreciate an inexpensive advantage over the companies which are not troubled for the environment.

Today's consumers are becoming more and more aware about the situation and are also becoming socially responsible. Therefore, more companies are accountable to consumers' ambitions for ecologically less harmful or impartial products. Many companies want to have an early-mover advantage as they have to finally move towards becoming green. Some of the advantages of green marketing are,

- It ensures sustained long-term growth along with profitability.
- It saves money in the long run, though initially the cost is more.
- It helps companies market their products and services keeping the environment aspects in mind. It helps in retrieving the new markets and liking competitive advantage.
- Most of the employees also feel proud and accountable to be working for an ecologically responsible company.

12. Problems Coming In Green Marketing

Many organizations want to turn green, as an increasing number of consumers' want to associate themselves with environmental-friendly products. Alongside, one also witnesses confusion among the consumers regarding the products. In particular, one often finds distrust regarding the credibility of green products. Therefore, to ensure consumer confidence, marketers of green products need to be much more transparent, and refrain from breaching any law or standards relating to products or business practices.

13. How companies are promoting Green marketing.

Green marketing contains focusing on endorsing the consumption of green products. Therefore, it becomes the obligation of the enterprises to adopt creativity and perception, and be dedicated to the development of environment-friendly products. This will help the society in the long run. Companies which board on green marketing should accept the following principles in their path towards "greenness."

- Adopt new technology/process or modify existing technology/process so as to reduce environmental impact.
- Establish a management and control system that will lead to the adherence of stringent environmental safety norms.

- Using more environment-friendly raw materials at the production stage itself.
- Explore possibilities of recycling of the used products so that it can be used to offer similar or other benefits with less wastage.

Many companies have adopted various innovative ideas to promote green marketing such as:

1. Banking used to be entirely paper based and then it moved onto ATMs. This was one of the most important green creativities in the sector. Now e-banking has caught on where people bank using the internet. This has helped decrease the carbon footprint as there is no travel compulsory and there is lesser fuel feasting for the same. Also paper work is done away with.
2. Many companies are now providing their annual report online;
3. Banks in its place of sending the account declarations by post, now adopting the method of sending the statements via e-mail.
4. ACs are running at 24 degree Celsius, the 'green temperature' which reduces electricity consumption;
5. Wherever possible natural lighting is used in the offices
6. There are teams in the organizations which safeguard that employees switch off all lights, ACs, laptops, and PCs. If the employees leave any device on, a reminder note is put on their desks as well as on their team head's desk.
7. Factories have double-gazed windows that allow for maximum natural lighting.
8. A rainwater gathering has been connected in many organizations for effectual use of water.
9. Employees are usually asked to switch off computers when leaving the office.
10. A separate air conditioning for each department is provided, so if there are no employees in a section, the AC can be switched off.
11. Companies evade taking printouts for internal message; even most of outside message is done through e-mail.
12. At a higher level, companies have connected to their employees to switch off monitors when not in front of the computer; this helps us save electricity.
13. In various companies Systems in the office have LCD screens which again donate to saving electricity. Consequently companies favor to give laptops to employees for this reason, besides the advantages of movability. We have gesture sensors that switch off lights when no one has been in the room for more than ten minutes. We don't have Desktop computers at Intel-laptops devour less electricity, which again is good for the environment.

14. Conclusion

A clever marketer is one who not only persuades the consumer, but also includes the consumer in advertising his product. Green marketing should not be careful as just one more method to marketing, but has to be followed with much better vigor, as it has an ecological and social measurement to it. With the threat of global warming looming large, it is extremely important that green marketing becomes the norm rather than exclusion or just a fad. Reprocessing of paper,

metals, plastics, etc., in a safe and ecologically harmless way should become much more schematized and universal. It has to become the overall norm to use energy-efficient lamps and other electrical goods.

Marketers also have the concern to make the consumers understand the need for and welfares of green products as associated to non-green ones. In green marketing, consumers are enthusiastic to pay more to maintain a cleaner and greener environment. Finally, consumers, manufacturing buyers and suppliers need to pressurize effects on minimize the negative effects on the environment-friendly. Lime marketing undertakes even more importance and significance in developing countries like India. Green marketing should not negligence the economic aspect of marketing. Marketers need to understand the inferences of green marketing. If you think customers are not worried about environmental issues or will not pay a best for products that are more eco-responsible, think again. You must find an opportunity to improve you product's presentation and reinforce your customer's loyalty and knowledge a higher price. Green marketing is still in its beginning and a lot of research is to be done on green marketing to fully travel its probable.

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