

# The Changing Trends In Green Marketing

Prof. Meghana Sachin Mane. Assistant professor, S.N.B.P. College of Arts, Commerce, Science & Management Studies, Pimpri, Pune, Maharashtra, India. meghamdhole@gmail.com

**Abstract:-** The new generation in the society now understands the concept of environment awareness. And due to which they are using lots of techniques and things in the routine life and in their business also. The global warming and the pollution are always in a reason of concern to each and every country. Every nation trying to reduce these by many ways and one way is the use of green product and green marketing. The word “Green” itself explains that it gives eco-friendly approach to the business and the customers but need to grow. Green Marketing refers to the process of selling products and /or services based on their environmental benefits There are lots myths about these green products such as about the price or about the branding, but the companies are trying to reduce these myths as well as trying to produce these kinds of products. This study focuses on, what exactly green marketing covers like green packaging or paperless working, adopting sustainable business practices or focusing on messages that communicate a products green benefit. And the businesses which are adopting green techniques. The study also gives the future, scope and challenges regarding the green marketing.

**Keywords —** green marketing, sustainable environment, environmental benefits, Green Products.

## I. INTRODUCTION

In early days there are lots of myths about the marketing. There was the only mass production approach then the concept of selling emerges and in recent years there is a concept of marketing which is totally the consumer oriented and based on consumers' needs and wants. And now it the marketing is concerned with the societal approach, like the CSR. The corporate social responsibility is the responsibility of the organization towards the society either in the sense of donations or in concern with awareness towards the environment. And in that the one way is Green Marketing. the name “Green” itself explains the benefits to the environment by using marketing techniques such as the paperless working or the green packaging or controlling the air and water pollution or even the saving electricity and water. Green marketing also called as environmental or ecological marketing consists of all activities designed to generate and facilitates any exchanges aiming to satisfy human needs or wants such that the satisfaction of these needs and wants occurs with minimal harmful impact on the natural environment [6]. It raises the voice against production, consumption and disposal of such products that harms the society and the environment. The sustainable marketing is totally oriented towards the future. It always

believes in the conservation of the non-renewable energy sources which are limited in today's world.

e.g. Restaurants that promote locally sourced meats, vegetables, wines etc.

## II. BRIEF HISTORY OF GREEN MARKETING

Since the late sixties & early seventies of the society is faced with issues such as clean air, climate changes, the disappearance of green areas, degradation of lands.

Polonsky (1994) argues that, the idea of sustainability, social responsibility, as well as green marketing is based on the core issues of economics. The first ware of green marketing occurs in the 1980's. under the concept one should considers a whole set of activities, which in addition to the traditional meaning of marketing, including changes in the production process, product modification , distribution and promotion. Piattie (1995) under the concept of green marketing includes holistic management process responsible for identifying, anticipating and meeting the demands of customers & society is profitable & sustainable way. A sustainable environmentally responsible business operation is both challenges and goal for management. Milosavljevic (2012) pointed out the idea of CSR and that it was introduced by smith in his wealth of nations because

profit as the motivation & a well-functioning market ensures socially acceptable business behavior.

### III. OBJECTIVE OF THE STUDY

1. To know what exactly green marketing means.
2. To study the scope of green marketing in concern with organization / business coming years.
3. To analyze the challenges before green marketing.
4. To know the examples of companies which are using the green marketing techniques

### IV. THE 4 P'S OF GREEN MARKETING

**Product:** - companies who wish to make the most of green marketing have to identify the customers having environmental concerns and adjust their products to address these needs and develop green products that can give a company, a competitive advantage. Green products should be constructed in a way that they can be recycled and reused. And product wastes shall not be damaging to the environment and society. Mostly the products should be repair, reconditioned, remanufactured, reused, recycled, reused and reduced.

For example, Nike has introduced new Air Jordan shoes that are ecologically safe as they are not using the harmful glue adhesive.

**Price:** - most customers are willing to pay premium prices if they perceive green products to have extra value. The value of green products is decided by the performance, the physical properties of the product (including size, shape, design, usage etc.).

E.g. Big Bazaar and D-Mart are charging consumers for the cloth bags. It also encourages customers to use cloth bags instead of plastic bags by not keeping another option.

**Place:** - the place is where the production took place or the actual selling is done. Most of the customers are not willing to travel far to buy a green product but will rather choose closer alternatives. Marketer aiming to green their products successful should preferably position them broadly in the market place.

e.g. instead of marketing an imported juice in India, it can be licensed for local production. This avoids shipping of the product from far away this reduce shipping cost.

**Promotion:** - the company uses green washing when promoting themselves and this includes the green packaging also. One of the most difficulties is in the communication. How company communicate the green information with the customers.

e.g. Indian Tobacco Company has introduced environment friendly papers and boards which are free from elemental chlorine.

### V. SCOPE OF GREEN MARKETING IN TODAY'S WORLD

According to scientists, the world is moving towards an environmental turmoil. The only way to save our planet is to go green on full swing as quickly as possible.

1. The green marketing techniques are always helping in saving the earth from pollution and earths limited resources.
2. It helps companies to improve their brand image by showing that the company is fulfilling their social responsibility towards community and the planet.
3. Green marketing always promotes the idea of saving the planet and its limited resources which is beneficial to create awareness in the consumers or people around us.
4. It gives more thoughtful, responsible corporate image to the company, that the company can make stand out from others [3].
5. When a business uses energy efficient lighting, heating and cooling, reduces its water use, recycles office materials, uses recycled material, go for paperless working and creates less waste, it generates a positive public relation.
6. It encourages production of pure products by pure technology, more use of natural foods instead of processed food and efforts of people, society and government in this regard can be said as a green marketing effort.
7. It means having concern for tomorrows customer in assuring the survival and success of the business, shareholder, employees and the broader world in which they all live.

The following grid gives the importance of green marketing in today in tomorrow's perception.

**Today Greening**

**Tomorrow beyond greening**

<b>Internal</b>	<b>Pollution prevention</b> Eliminating or reducing waste before it is created	<b>New clean technology</b> Developing new sets of environmental skills & capabilities
<b>External</b>	<b>Product stewardship</b> Minimizing environmental impact throughout the product life cycle	<b>Sustainable vision</b> Creating a strategic framework for future sustainability

**The environmental sustainability portfolio**

**Challenges for the green marketing: -**

1. It is observed that few percentages of the marketing things of green marketing run by the company are real. This is because of no standardization of the green products or campaigns. There is no upper level trade mark system for the green marketing [1].
2. There should be the total quality control system for the labeling, packaging or licensing of the product.
3. The educated and the urban people are more aware about the environment so they prefer the green products rather than inorganic things. So, the green products should not reach towards large no. of people because the large population is not aware about these things.
4. For the companies, they have to be more patient for the upcoming benefits. Green marketing always gives the long-term benefits and it has its own acceptance period. Sometimes the green products are failed to reach up to the satisfaction of the consumers that for those organic foods have high price than others. So, companies have to work out on those things.

**Few examples of Green products in India: -**

1. **HCL:** - it has recently launch HCL M 40 notebooks. These do not use any PVC material or other harmful chemicals and bureau of energy efficiency already given it 5-star rating.
2. **TATA Consultancy services:** - TCS is popular for the sustainable policies in this they initiate the

practices related to the agriculture and society benefits.

3. **ITC:** - it has adopted a low carbon growth path and cleaner environment approach and has already introduced ozone treated elemental chlorin free bleaching technology that have improved the lives.
4. **Maruti Udyog:** -the company has remained ahead of regulatory requirement in concern with environment protection and energy conservation at its manufacturing facilities, and in development of products that use fewer natural sources and are environment friendly.it facilitates environment management system (EMS) at its suppliers [4].
5. **State Bank of India:-** SBI initiates all the activities regarding green marketing such as paperless banking, using wind energy or the shopping of the products through app or debit cards (cashless Banking).
6. **Nerolac Paints:** they are taking initiatives in the society and environment development and in the education field also. And their paints do not include the harmful ingredients such as mercury or lead or mercury which give adverse effect on the human health.

**VI. CONCLUSION**

Marketing receives much criticism, some are justified and some are yet to be remained and green marketing is the best solution for these criticisms. Nowadays the Indian companies and the international companies are trying to focus on societal marketing. the sustainable marketing which is used for the future concern and the strategic planning in concern with the current preservation of the energy sources both the things are responsible for the emergence of the Green Marketing. today at the edge of global warming and the environment conservation, one way is to use the green marketing technique to save our planet. But here on the name of green marketer should not get the disadvantage of the customer. He has to give the true service to the customer by not thinking of only his profit but also as the responsibility towards society and the environment. And nowadays marketer is changing his

attitude towards sustainable marketing not as regulation of government but as the responsibility and from the protesting it to the prevention of the environment. It gives strong organization-customer relationship in current and future circumstances.

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