GREEN MARKETING: - NECESSITY AS WELL AS OPPORTUNITY FOR INDUSTRIES IN CURRENT ERA.

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ABSTRACT: - “Man is a complex being: Makes deserts bloom and let lakes die”.
Although industrialization and developmental activities has provided all ease and luxury to human beings but it has done so far at the cost of our environment. The production of goods and execution of service has created many environmental issues and therefore, The Indian industry today strongly faces the challenges of controlling environmental impact of their business. The degrading environment has raised many questions and has demanded for urgent action or else their own existence will be at stake.
This paper begins with an introduction about the history of the concept and it further explores and analyses the various aspects of green marketing. The paper highlights the present trends in green marketing in India and the problems ahead in the mission of GO GREEN, particularly in Indian market and further discusses different Green marketing initiatives. It also cites some prominent examples of successful green marketing initiatives in the corporate world.
Keywords: - Green Environment, Green Marketing, Green Products, Green Initiatives

INTRODUCTION
Sickening and facing health issues comes across as the most useless activity on which we lose our precious time. And it isn’t just about wasting time, but also giving away a huge amount from one’s hard earned money. Questioning why? Well, the answer is simple. Health facilities aren’t cheap in India, when compared with the pocket size of the non-elite segment of the society. Thus there arises the need to have products in the market which are consumer friendly, easy to use, and effective even in terms of their quality. Hence, it’s not wrong to say that “Green products” play an instrumental role in making one’s life easier. As consumers express their need for green products, companies meet their demands by launch several health-friendly and non-chemical products. These Green products are made available to the public by a marketing process which is known as green marketing. However, green marketing is not just restricted to marketing of green or environment
friendly products. Considering that it is relatively a newer concept, a lot needs to be done to make it appealable to masses.

A 2008 survey by the National Geographic Society and GlobScan on consumer choice and the environment reported on current behavior in fourteen countries (including Canada, China, France, Germany, India, Mexico, Russia, the UK and the US). The study found signs that consumer in all countries “feel empowered when it comes to the environment and are taking some action in their daily lives to reduce consumption and waste.” A global Synovate survey conducted in 2007 in association with Aegis, and repeated in 2008 in association with BBC World, also found that consumers in most countries are becoming more aware and willing to act on environmental concerns.

RESEARCH METHODOLOGY
The paper searches the various dimensions attached to the concept of green marketing. It looks into some of initiatives taken in India, and the challenges ahead. This paper is a descriptive study, where examples are cited based on the references from some secondary material available and some from the personal experiences of the authors. The study suggests some measures that can help make green marketing a household concept.

RESEARCH OBJECTIVE
The primary objective of taking up this study is to analyse various aspects of green marketing in India and analysis of the present state of affairs, its contribution to the environment and difficulties ahead. The objective also involves putting forth some recommendations, to help spread green marketing reach every niche and corner of the country. To put forward basic recommendations and steps that makes green marketing more viable option for the masses.

GREEN ENVIRONMENT
Environment is simply our surrounding. The mankind has seen huge economic progress so far and has made a long journey through time. However, in the search for development mankind has also given invitation to enormous side effects i.e. impacts of development such as, loss of biodiversity, climate change, environmental damage, etc.

The increased awareness on environmental issues is as a result of increased publicity on the media on issues such as, the warring off of the ozone layer and increased pollution of the environment by industries. Customers have become concern about their everyday habit and the impact it has on their environment.

There are many laws on environmental safety that have made companies liable to any wrongdoings. These laws cover areas such as, harmful pollution, managing of hazardous materials and soon. As a result, several hazard controls, pollution control and prevention programs are held in different parts of the world on emergency procedures, contingency planning and employee training.

Similarly, many regulatory bodies and acts are set to ensure environmental safety and protection, some of which include:

- OSHA (Occupational Safety and health Act),
- CERCLA (Comprehensive environmental Respond Compensation liability Act),
- TSCA (Toxic Substance Control Act),
- HMTA (The Hazardous Material Transportation Act),
Environmental Safety is not an easy task to implement. EH&S (Environmental Health and Safety) regulatory compliance and CSR (Cooperate Social Responsibility) initiative throughout the supply chain can help, promote and sustain ongoing improvement within an organization. These improvements will help the company achieve regulatory compliance and position itself as a socially responsible company.

GREEN MARKETING

Green marketing has been defined in many ways since the term first originated in 1970s and took its actual journey in the late 1980s. The American Marketing Association (AMA) held the first workshop on ecological marketing in 1975. 1980 was the first time when green marketing came into existence.

The first definition of green marketing was given by Henion (1976) which stated “the implementation of marketing programs directed at the environmentally interest of people towards the environment and green conscious market segment”.

AMA defines green marketing as the marketing of products that are presumed to be environmentally safe; it incorporates several activities such as product modification, changes to production processes, and packaging, advertising strategies and also increases awareness on compliance marketing amongst industries.

Business Dictionary defines green marketing as promotional activities aimed at taking advantage of changing consumer attitude towards a brand. These changes are increasingly being influenced by a firm’s policies and practices that affect the quality of the environment and reflect the level of its concern for the community. It can also be seen as the promotion of environmentally safe or beneficial products.

Polonsky (1994) has stressed on satisfying of human needs and wants but causing minimum harm to the national environment. Similarly, Peattie (1995, 1999) has defined in terms of customer satisfaction; Charter (1992) looks at the strategic dimension of the activities that will have long-term effects; Pride and Ferrel (1993) has stressed on the need for sustainable development; Welford (2000) talks about the management process that looks into the requirements of customers and society in a profitable and sustainable way. Thus, several definitions can be seen from in the literature the central meaning of all however, remains the same viz. protecting the environment.

Green marketing has now become global concept for safeguarding the earth from the damage it has been seeing for so long. Earth has limited resources and it is our duty to make judicious use of it. By implementing green marketing measures to save the earth’s resources in production, packaging, and operations, businesses are showing consumers they too share the same concerns, boosting their credibility. Divergent aspects of green marketing include ecologically safer products, recyclable and biodegradable packaging, energy-efficient operations, and better pollution controls. Advances produced from green marketing include packaging made from recycled paper, phosphate-free detergents, refillable
containers for cleaning products, and bottles using less plastic.

The question of why green marketing has increased in importance is quite simple and relies on the basic definition of Economics: “Economics is the study of how people use their limited resources to try to satisfy unlimited wants.” Mankind has limited resources on the earth, with which he/she must attempt to provide for the world’s unlimited wants. In market societies where there is “freedom of choice”, it has generally been accepted that the individuals and the organizations have the right to attempt to have their wants satisfied. As the firms face the limited natural resources, they must develop new or alternative ways of satisfying these unlimited wants. Ultimately, green marketing looks at how marketing activities utilize these limited resources, while satisfying consumers’ wants, both of individuals and industry, as well as selling the organization’s objectives.

CHALLENGES IN GREEN MARKETING

The concept of Green Marketing promises to create a better environment, however it faces some challenges. These challenges are:-

1) The GO GREEN and Green Marketing are comparatively new concepts; hence it will take some time for the masses to accept it. There is a need to create a lot of awareness about this concept. The message needs to be spread intensively among the masses to ensure every person is aware of green marketing and GO GREEN initiatives. This will make it easier for the masses to be a part of this initiative.

2) Lack of standards or benchmarks to measure the authenticity of messages from green
campaigns, dampens the long term benefits of green marketing.
3) Green products require renewable and recyclable material, which is costly.
4) Requires a technology, which requires huge investment in R & D.
5) Water treatment technology, which is too costly.
6) Majority of the people are not aware of green products and their uses.
7) Majority of the consumers are not willing to pay a premium for green products.

FIG:- 3:- Challenges in Green Marketing

Green marketing has certain objectives to be fulfilled for its inclusion in the business arena to be meaningful. Green marketing is faced with several specific challenges depending on factors such as the variability of demand, unfavourable consumer perception and high costs. Though there are several challenges and of different nature in its effective implementation the world over, with proper planning and strategy one can definitely stand on the winning seat. All this can be understood from the success stories of many companies. In fact, it can be realized that this green marketing has come up as a saviour for the developing countries and it can be truly said that it provides an opportunity for them to prove themselves and carve a niche for themselves.

EXAMPLES OF WORLD WIDE GREEN MARKETING PRACTICES

CASE – I: PHILLIPS'S "MARATHON" CFL LIGHT BULB
Philips Lighting's first shot at marketing a standalone compact fluorescent light (CFL) bulb was Earth Light, at $15 each versus 75 cents for incandescent bulbs. The product had difficulty climbing out of its deep green niche. The company re-launched the product as "Marathon," underscoring its new "super long life" positioning and promise of saving $26 in energy costs over its five-year lifetime. Finally, with the U.S. EPA's Energy Star label to add credibility as well as new sensitivity to rising utility costs and electricity shortages, sales climbed 12 percent in an otherwise flat market.

CASE-II: PONDS The 355cr brand ponds of HLL, tied up with United Nations Development Fund for Women. For every flap of ponds cold cream mailed by the consumers, the company would contribute 2/- to the fund to fight domestic violence. Even though the proportion of adspends from its 1000cr advertising and promotion budget have been minimal, HLL says most of its brands will look for long term strategic linkage with social causes.
CASE – III: CAR SHARING SERVICES
Car-sharing services address the longer-term solutions to consumer needs for better fuel savings and fewer traffic tie-ups and parking nightmares, to complement the environmental benefit of more open space and reduction of greenhouse gases. They may be thought of as a "time-sharing" system for cars. Consumers who drive less than 7,500 miles a year and do not need a car for work can save thousands of dollars annually by joining one of the many services springing up, including ZipCar (East Coast), I-GO Car (Chicago), Flex Car (Washington State), and Hour Car (Twin Cities).

CASE – IV: ELECTRONICS SECTOR:
The consumer electronics sector provides room for using green marketing to attract new customers. One example of this is HP's promise to cut its global energy use 20 percent by the year 2010. To accomplish this reduction below 2005 levels, The Hewlett-Packard Company announced plans to deliver energy-efficient products and services and institute energy-efficient operating practices in its facilities worldwide.

CASE-V: BANK OF AMERICA:
Bank of America is proving that eco-friendly operations can coexist with business growth. According to their corporate website, the company reduced paper use by 32% from 2000-2005, despite a 24% growth in their customer base! Bank of America also runs an internal recycling program that recycles 30,000 tons of paper each year, good for saving roughly 200,000 trees for each year of the program’s operation. As if that weren’t enough, the company also offers employees a $3,000 cash back reward for buying hybrid vehicles.

CASE-VI: MCDONALDS:
McDonald's restaurant's which have worldwide franchise use napkins and bags that are made of recycled paper.

PRESENT TRENDS IN GREEN MARKETING IN INDIA
Firms have realized that customers prefer products that do not harm the natural environment as also the human health. Firms, marketing such green products are preferred over the others not doing so and thus develop a competitive advantage, simultaneously meeting their business objectives. Organizations are Perceiving Environmental marketing as an Opportunity to achieve its objectives. Organizations believe they have a moral obligation to be more socially responsible. Many companies are adopting green for capturing market opportunity of green marketing. Some Examples are:-

EXAMPLE 1: Best Green IT Project: State Bank of India: Green IT@SBI
By using eco and power friendly equipment in its 10,000 new ATMs, the banking giant has not only saved power costs and earned carbon credits, but also set the right example for others to follow. SBI is also entered into green service known as “Green Channel Counter”. SBI is providing many services like; paper less banking, no deposit slip, no withdrawal form, no checks, no money transactions form all these transaction are done through SBI shopping & ATM cards. State Bank of India turns to wind energy to reduce emissions: The State Bank of
India became the first Indian bank to harness wind energy through a 15-megawatt wind farm developed by Suzlon Energy. The wind farm located in Coimbatore uses 10 Suzlon wind turbines, each with a capacity of 1.5 MW. The wind farm is spread across three states – Tamil Nadu, with 4.5 MW of wind capacity; Maharashtra, with 9 MW; and Gujarat, with 1.5 MW. The wind project is the first step in the State Bank of India's green banking program dedicated to the reduction of its carbon footprint and promotion of energy efficient processes, especially among the bank's clients.

EXAMPLE 2: Lead Free Paints from Kansai Nerolac
Kansai Nerolac Paints Ltd. has always been committed to the welfare of society and environment and as a responsible corporate has always taken initiatives in the areas of health, education, community development and environment preservation. Kansai Nerolac has worked on removing hazardous heavy metals from their paints. The hazardous heavy metals like lead, mercury, chromium, arsenic and antimony can have adverse effects on humans. Lead in paints especially poses danger to human health where it can cause damage to Central Nervous System, kidney and reproductive system. Children are more prone to lead poisoning leading to lower intelligence levels and memory loss.

EXAMPLE 3: Indian Oil's Green Agenda
Green Initiatives
• Indian Oil is fully geared to meet the target of reaching EURO-III compliant fuels to all parts of the country by the year 2010; major cities will upgrade to Euro-IV compliant fuels by that time.
• Indian Oil has invested about 7,000 crore so far in green fuel projects at its refineries; ongoing projects account for a further 5,000 crore.
• Motor Spirit Quality Improvement Unit commissioned at Mathura Refinery; similar units are coming up at three more refineries.
• Diesel quality improvement facilities in place at all seven Indian Oil refineries, several more green fuel projects are under implementation or on the anvil.
• The R&D Centre of Indian Oil is engaged in the formulations of eco-friendly biodegradable lube formulations.
• The Centre has been certified under ISO-14000:1996 for environment management systems.

GREEN FUEL ALTERNATIVES
In the country's pursuit of alternative sources of energy, Indian Oil is focusing on CNG (compressed natural gas), Auto gas (LPG), ethanol blended petrol, bio-diesel, and Hydrogen energy.

EXAMPLE 4: India's 1st Green Stadium
The Thyagaraja Stadium stands tall in the quiet residential colony behind the Capital's famous INA Market. It was jointly dedicated by Union Sports Minister MS Gill and Chief Minister Sheila Dikshit on Friday. Dikshit said that the stadium is going to be the first green stadium in India, which has taken a series of steps to ensure energy conservation and this stadium has been constructed as per the green building concept with eco-friendly materials.

EXAMPLE 5: Introduction of CNG in Delhi
New Delhi, capital of India, was being polluted at a very fast pace until Supreme Court of India forced a change to alternative fuels. In 2002, a directive was
issued to completely adopt CNG in all public transport systems to curb pollution.

**EXAMPLE 6: Eco-friendly Rickshaws before CWG**
Chief minister Shiela Dikshit launched on Tuesday a battery operated rickshaw, “E-rick”, sponsored by a cellular services provider, to promote eco-friendly transportation in the city ahead of the Commonwealth Games.

**EXAMPLE 7: Wipro Green It.**
Wipro can do for you in your quest for a sustainable tomorrow - reduce costs, reduce your carbon footprints and become more efficient - all while saving the environment.

**Wipro's Green Machines (In India Only)**
Wipro Infotech was India's first company to launch environment friendly computer peripherals. For the Indian market, Wipro has launched a new range of desktops and laptops called Wipro Greenware. These products are RoHS (Restriction of Hazardous Substances) compliant thus reducing e-waste in the environment.

**EXAMPLE 8: Agartala to be India's first Green City**
Tripura Sunday announced plans to make all public and private vehicles in Agartala run on compressed natural gas (CNG) by 2013, thus making the capital “India's first green city”. Tripura Natural Gas Co Ltd (TNGCL), a joint venture of the Gas Authority of India Ltd (GAIL) and the Tripura and Assam governments, has undertaken a project to supply CNG to all private and government vehicles. CNG will also be available to those now using electricity, petrol and diesel to run various machineries.

TNGCL chairman Pabitra Kar told reporters. He said: “The Company will soon provide PNG connections to 10,000 new domestic consumers in the city and outskirts. Agartala will be the first city in India within the next three years to become a green city.

**EXAMPLE 9: Going Green: Tata's new mantra**
The ideal global benchmark though is 1.5. Tata Motors is setting up an eco-friendly showroom using natural building material for its flooring and energy efficient lights. Tata Motors said the project is at a preliminary stage. The Indian Hotels Company, which runs the Taj chain, is in the process of creating eco rooms which will have energy efficient mini bars, organic bed linen and napkins made from recycled paper. But there won't be any carpets since chemicals are used to clean those. And when it comes to illumination, the rooms will have CFLs or LEDs. About 5% of the total rooms at a Taj hotel would sport a chic eco-room design.

One of the most interesting innovations has come in the form of a biogas-based power plant at Taj Green Cove in Kovalam, which uses the waste generated at the hotel to meet its cooking requirements. Another eco-friendly consumer product that is in the works is Indica EV, an electric car that will run on polymer lithium ion batteries. Tata Motors plans to introduce the Indica EV in select European markets this year.

**EXAMPLE 10: Digital Tickets by Indian Railways.**
Recently IRCTC has allowed its customers to carry PNR no. of their E-Tickets on their laptop and mobiles. Customers do not need to carry the printed version of their ticket anymore.
EXAMPLE 11: No Polythene carry bags for free.
Forest & Environmental Ministry of India has ordered to retail outlets like BigBazar, Central-Mart etc. that they could provide polythene carry bags to customers only if customers are ready for pay for it.

CONCLUSION
Our environment is the real wealth that the human being possesses. More so, there is only one earth that needs our care and attention for it to provide services to the mankind forever. This requires an effort from every human being living on this beautiful planet to strive for a better and safer earth. Consumers today are much more concerned about climatic changes than they were even few years ago. Moreover, they are expecting their favorite brands not only to share their concern but to take action (or enable their consumers) to mitigate it.

“Green Marketing” is slowly spreading its wings and getting noticed and accepted gradually. It is a tool for protecting the environment for the future generation. It has a positive impact on environmental safety.

Green marketing is not just another approach of marketing; rather it is a philosophy in itself. Considering the benefits that green marketing brings with itself, it needs to be followed with much more commitment and vigour. Due to changing climatic conditions resulting from global warming and harmful effects caused by the hole in ozone layer, adopting green marketing practices becomes inevitable. Across globe, green marketing must become a mandatory norm to be adhered to both by individuals and institutions.

Reuse, Recycling and Reinventing is the key to sustenance. In case green products cost slightly more than the non-green products, consumer awareness must be created about the benefits of such products. A justification about the high price of these goods must be given to the end consumer along with the long term benefits that use of such products create. This cost benefit analysis will help promoting the use of green products and adopting green practices becomes much easy.

Green marketing is still in infancy stage & lot of research needs to be done by the companies to project a green Corporate Image rather than focusing on the environmental benefits. In future only those companies will reap the greatest reward that innovates with new products, materials, technologies which are eco-centric and address the challenge by walking their talk.

References


