“Green Marketing - Challenges and Opportunities for Greener Today and Tomorrow” Being Green and Clean Is Not Just an Aspiration but an Action.-Christine Pelosi

Dr.Chetan K.Jiwani

Abstract: In The Modern Era Of Globalization, It Has Become A Challenge To Keep The Customers As Well Asconsumers In Fold And Even Keep Our Natural Environment Safe And That Is The Biggest Need Ofthe Time. Consumers Are Also Aware Of The Environmental Issues Like; Global Warming And Theimpact Of Environmental Pollution. Green Marketing Is A Phenomenon Which Has Developedparticular Importance In The Modern Market And Has Emerged As An Important Concept In Indiaas In Other Parts Of The Developing And Developed World, And Is Seen As An Important Strategy Of Facilitating Sustainable Development. In This Research Paper, Main Emphasis Has Been Made Of Concept, Need And Importance Of Green Marketing. Data Has To Be Collected From Multiplesources Of Evidence, In Addition To Books, Journals, Websites, And News Papers. It Explores Themain Issues In Adoption Of Green Marketing Practices. The Paper Describes The Currentscenario Of Indian Market And Explores The Challenges And Opportunities Businesses Have Withgreen Marketing. Why Companies Are Adopting It And Future Of Green Marketing Andconcludes That Green Marketing Is Something That Will Continuously Grow In Both Practice Anddemand.

Keywords: Environmental Pollution, Green Marketing, Globalization, Global Warming, Sustainable Development.

I. Introduction:

According To The American Marketing Association,(Ama) Green Marketing Is The Marketing Of Products That Are Presumed To Be Environmentally Safe. Thus Green Marketing Incorporates A Broad Range Of Activities, Including Product Modification, Changes To The Production Process, Packaging Changes, As Well As Modifying Advertising. Yet Defining Green Marketing Is Not A Simple Task Where Several Meanings Intersect And Contradict Each Other; For An Example Of This Will Be The Existence Of Varying Social, Environmental And Retail Definitions Attached To This Term. Other Similar Terms Used Are Environmental Marketing And Ecological Marketing.

Thus “Green Marketing” Refers To Holistic Marketing Concept Wherein The Production, Marketing Consumption An 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. While The Shift To “Green” May Appear To Be Expensive In The Short Term, It Will Definitely Prove To Be Indispensable And Advantageous, Cost-Wise Too, In The Long Run.

Pride And Ferrell (1993) Sustainable Marketing, Refers To An Organization's Efforts At Designing, Promoting, Pricing And Distributing Products That Will Not Ha

Polonsky (1994) Exchanges Intended To Satisfy Human Needs Or Wants, Such That The Satisfaction Of These Needs And Wants Occurs, With Minimal Detrimental

Objective And Methodology

- One Of The Biggest Problems With The Green Marketing Area Is That There Has Been Little Attempt To Academically Examine Environmental Or Green Marketing. While Some Literature Does Exist, It Comes From Divergent Perspectives.
- It Is Also Descriptive Where The Focus Is On Fact- Finding Investigation With Adequate Interpretation. For This Purpose Secondary Data Were Collected.

**Review Of Previous Studies**


Donaldson (2005) In His Study Realized In The Great Britain Initially Concluded That In General The Ecological Attitude Of Consumers Changed Positively. This Study Reported The Strong Faith Of Consumers In The Known Commercial Brands And In The Feeble Behaviour Referring To The "Green" Claims, Which Was The Main Cause Behind The Consuming Failure To Interpret Their Concerns Beyond The Environment In Their Behavior.


**What Is Green Marketing ?**

Of A Product Based On Its Environmental Performance Or An Requirements Of Customers And Society, In A Profitable

Green Marketing Consists Of 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. It Is Sorry To Say, A Greater Part Of People Believe That Green Marketing Refers Solely To The Promotion Or Advertising Of Products With Environmental Characteristics. Terms Like Phosphate Free, Recyclable, Refillable, Ozone Friendly, And Environmentally Friendly Are Some Of The Things Consumers Most Often Associate With Green Marketing.


Thus Green Marketing Incorporates A Broad Range Of Activities, Including Product Modification, Changes To The Production Process, Packaging Changes, As Well As Modifying Advertising. Yet Defining Green Marketing Is Not A Simple Task. Indeed The Terminology Used In This Area Has Varied, It Includes: Green Marketing, Environmental Marketing And Ecological Marketing. This Early Definition Has Three Key Components, Such As It Is A Subset Of The Overall Marketing Activity; It Examines Both The Positive And Negative Activities; And Narrow Ranges Of Environmental Issues Are Examined.
Green Marketing - Challenges And Opportunities For Greener Today And Tomorrow

Figure 1 - The Many Meanings Of Green

- ECOLOGICAL
- POLITICAL
- CORPORATE
- SOCIAL
- RESPONSIBILITY.
- FAIR TRADE
- CONVERSION
- NON-PROFIT
- NEW CONSUMERISM
- SUSTAINIBILITY
- EQUALITY
- HUMANITARIAN


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, As Voluntary Exchange Will Not Take Place Unless Both The Buyer And Seller Mutually Benefit. There Are Two Slogans Like "Less Environmentally Harmful" And "Environmentally Friendly", Thus Green Marketing Should Look At Minimizing Environmental Harm, Not Necessarily Eliminating It. The Green Consumer

The Green Consumers Are The Driving Forces Behind The Green Marketing Process. It Is They Who Drive Consumer Demand, Which In Turn Encourages Improvements In The Environmental Performance Of Many Products And Companies. Thus, For A Marketer It Is Important To Identify The Types Of Green Consumers.


It Is Thus Not Efficient To Say That The Green Consumer Is One Who Engages In Green Consumption, Specifically, Consumes In A More Sustainable And Socially Responsible Way. A Consumer Acquires Bundle Of Wants And Needs And This Is Also True For The Green Consumer. To Satisfy Those Needs Businesses Have To Break Down The Market Into Different Groups Of Consumers That Differ In Their Responses To The Firm's Marketing Mix Program. The Segments Arrived At Should Preferably Have The Following Features:

1) Measurable 2) Sizeable 3) Accessible 4) Actionable 5) Competitive Intensity 6) Growth Potential


- Is Inconsistent
- Is Confused
- Is Generally A Woman And Men
- Is Adults Who Are Likely To Be More Concerned About The Environment.

Green Product

Green Product Stresses The Straight And Tangible Benefits Provided By Greener Design, Such As Energy Efficiency Or Recycled Content, Rather Than Stressing The Environmental Attributes Themselves. Reducing The Environmental Impact Of A Product Improves The Product's Overall Performance And Quality In Ways That Are Important, Not Just For The Most Dedicated And Loyal Green Consumer, But To All Consumers. For Example, CNG (Converted Natural Gas) Use In The Vehicles, Super-Concentrated Laundry Detergents Not Only Save Energy And Packaging, They Save End Space, Money And Effort. Organicity Grown Food Not Only Better Preserves Soil And Reduces The Amount Of Toxins In The Water Supply; They Have Superior
Taste And Health Benefits Compared To Their Counterparts. Therefore Green Product Means Any Product, Which Is Not Hazardous For Environment And Customer As Well, And It Also Work As A Future Remedy Of Negative Impact Of A Product.

**Green Marketing Process**

Green Marketing Process Comprises With External And Internal Ps. After Integrating External And Internal Ps, Green Success Will Automatically Come Through Four Ss. Here External 7 Ps Consists Of Paying Customers, Providers, Politicians, Pressure Groups, Problems, Predictions And Partners; Internal 7ps Consists Of Products, Promotion, Price, Place, Providing Information, Processes And Policies. After Integrating External And Internal 7ps, We Can Find Out The Green Successes Through 4 Ss Such As Satisfaction – Of Stakeholder Needs, Safety – Of Products And Processes, Social Acceptability – Of The Company And Sustainability – Of Its Activities.

**Figure 2**: The Green Marketing Process

<table>
<thead>
<tr>
<th>External Green P’s</th>
<th>Internal Green P’s</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paying customers</td>
<td>Products</td>
</tr>
<tr>
<td>Providers</td>
<td>Promotion</td>
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<tr>
<td>Politicians</td>
<td>Price</td>
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<tr>
<td>Pressure groups</td>
<td>Place</td>
</tr>
<tr>
<td>Problems</td>
<td>Providing information</td>
</tr>
<tr>
<td>Predictions</td>
<td>Processes</td>
</tr>
<tr>
<td>Partners</td>
<td>Policies</td>
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</tbody>
</table>

➢ Satisfaction Of Stakeholder Needs
➢ Safety Of Products And Processes
➢ Social Acceptability Of The Company
➢ Sustainability Of Its Activities

*Source: (Peattie (1992), P. 104)*

**Importance Of Green Marketing**


When Looking Through The Literature There Are Several Suggested Reasons For Firms Increased Use Of Green Marketing. **Five Possible Reasons Are As Follows**:

1. Organizations Perceives Environmental Marketing To Be An Opportunity That Can Be Used To Achieve Its Objectives.
2. Organizations Believe They Have A Moral Obligation To Be More Socially Responsible.
3. Governmental Bodies Are Forcing Firms To Become More Responsible.
4. Competitors’ Environmental Activities Pressure Firms To Change Their Environmental Marketing Activities.
5. Cost Factors Associated With Waste Disposal, Or Reductions In Material Usage Forces Firms To Modify Their Behaviour.

**Challenges In Green Marketing**

**Need For Standardization**

And There Is A Lack Of Standardization To Authenticate These Claims. There Is No Standardization To Authenticate These Claims. There Is No Standardization Currently In Place To Certify A Product As Organic. Unless Some Regulatory Bodies Are Involved In Providing The Certifications There Will Not Be Any Verifiable Means. A Standard Quality Control Board Needs To Be In Place For Such Labelling And Licensing.

**New Concept**


**Patience And Perseverance**

The Investors And Corporate 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. Since It Is A New Concept And Idea, It Will Have Its Own Acceptance Period.

**Avoiding Green Myopia**


**Golden Rules Of Green Marketing**

4. Reassure The Buyer: Consumers Must Be Made To Believe That The Product Performs The Job It's Supposed To Do-They Won't Forego Product Quality In The Name Of The Environment.
7. Thus Leading Brands Should Recognize That Consumer Expectations Have Changed: It Is Not Enough For A Company To Green Its Products; Consumers Expect The Products That They Purchase Pocket Friendly And Also To Help Reduce The Environmental Impact In Their Own Lives Too.
Green Marketing – Adopts By The Farms

Green Marketing Has Been Widely Adopted By The Firms Worldwide And The Following Are The Possible Reasons Cited For This Wide Adoption:

1. Opportunities - As Demand Changes, Many Firms See These Changes As An Opportunity To Exploit And Have A Competitive Advantage Over Firms Marketing No Environmentally Responsible Alternatives. Some Examples Of Firms Who Have Strived To Become More Environmentally Responsible, In An Attempt To Better Satisfy Their Consumer Needs Are:

   Introduced A "High Quality" Recycled Photocopier Paper In An Attempt To Satisfy The Demands Of Firms For Less Environmentally Harmful Products.

2. Government Pressure - As With All Marketing Related Activities, Governments Want To "Protect" Consumer And Society; This Protection Has Significant Green Marketing Implications. Government Regulations Relating To Environmental Marketing Are Designed To Protect Consumers In Several Ways,

   1.Reduce Production Of Harmful Goods Or By-Products. Modify Consumer And Industry's Use And/Or Consumption Of Harmful Goods
   2.Ensure That All Types Of Consumers Have The Ability To Evaluate The Environmental Composition Of Goods. Government Establishes Regulations Designed To Control The Amount Of Hazardous Wastes Produced By Firms.

3. Competitive Pressure - Another Major Force In The Environmental Marketing Area Has Been Firms' Desire To Maintain Their Competitive Position. In Many Cases Firms Observe Competitors Promoting Their Environmental Behaviors And Attempt To Emulate This Behaviour. In Some Instances This Competitive Pressure Has Caused An Entire Industry To Modify And Thus Reduce Its Detrimental Environmental Behaviour. For Example When One Tuna Manufacture Stopped Using Driftnets The Others Followed Suit.

4. Social Responsibility - Many Firms Are Beginning To Realize That They Are Members Of The Wider Community And Therefore Must Behave In An Environmentally Responsible Fashion. This Translates Into Firms That Believe They Must Achieve Environmental Objectives As Well As Profit Related Objectives. This Results In Environmental Issues Being Integrated Into The Firm's Corporate Culture. There Are Examples Of Firms Adopting Both Strategies.

   An Example Of A Firm That Does Not Promote Its Environmental Initiative Is Coca-Cola. They Have Invested Large Sums Of Money In Various Recycling Activities, As Well As Having Modified Their Packaging To Minimize Its Environmental Impact. While Being Concerned About The Environment, Coke Has Not Used This Concern As A Marketing Tool. Thus Many Consumers May Not Realize That Coke Is A Very Environmentally Committed Organization.

5. Cost Of Profit Issues

   Firms May Also Use Green Marketing In An Attempt To Address Cost Or Profit Related Issues. Disposing Of Environmentally Harmful By-Products, Such As Polychlorinated Biphenyl (Pcb) Contaminated Oil Are Becoming Increasingly Costly And In Some Cases Difficult. Therefore Firms That Can Reduce Harmful Wastes May Incur Substantial Cost Savings. When Attempting To Minimize Waste, Firms Are Often Forced To Re-Examine Their Production Processes. In These Cases They Often Develop More Effective Production Processes that Not Only Reduces Waste, But Reduces The Need For Some Raw Materials.

   This Serves As A Double Cost Savings, Since Both Waste And Raw Material Are Reduced. In Other Cases Firms Attempt To Find End - Of - Pipe Solutions, Instead Of Minimizing Waste. In These Situations Firms Try To Find Markets Or Uses For Their Waste Materials, Where One Firm's Waste Becomes Another Firm's Input Of Production.

Some Problems With Going Green

   Although A Large Number Of Firms Are Using Green Marketing, There Are A Number Of Potential Problems Which Need To Be Addressed. One Of The Main Problem Is That Firms Using Green Marketing Must Ensure That Their Activities Are Not Misleading To The Consumers Or The Industry, And Do Not Breach Any Of The Regulations Or Laws Dealing With Environmental Marketing. In Short, Green Marketing Claims Of A Firm Must:

   Clearly State Environmental Benefits;
   Explain Environmental Characteristics;
   Explain How Benefits Are Achieved;
   Ensure Comparative Differences Are Justified;
   Ensure Negative Factors Are Taken Into Consideration; And
   Only Use Meaningful Terms And Pictures.
Furthermore, as many firms have tried to modify their products due to increased consumer concern, are misled with the fact that consumers' perceptions are always correct. Take for example the McDonald's case where it replaced its clam shells with plastic coated paper. There is on-going scientific debate which is more environmentally friendly. Some scientific evidence suggests that when taking a cradle-to-grave approach, polystyrene is less environmentally harmful. If this is the case, McDonald's bow to consumer pressure, has chosen the more environmentally harmful option.

II. Conclusion

Change in the world of business if all nations will make strict roles because green marketing is essential to save world from pollution. From the business point of view because a clever marketer is one who not only convinces the consumer, but also involves the consumer in marketing his product.

Green marketing should not be considered as just one more approach to marketing, but has to be pursued with much greater vigor, as it has an environmental and social dimension to it. With the threat of global warming looming large, it is extremely important that green marketing becomes the norm rather than an exception or just a fad. Recycling of paper, metals, plastics, etc., in a safe and environmentally harmless manner should become much more systematized and universal. It has to become the general norm to use energy-efficient lamps and other electrical goods.

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 to minimize the negative effects on the environment-friendly, green marketing assumes even more importance and relevance in developing countries like India. Thus an environmental committed organization may not only produce goods that have reduced their detrimental impact on the environment, they may also be able to pressure their suppliers to behave in a more environmentally "responsible" fashion.

Final consumers and industrial buyers also have the ability to pressure organizations to integrate the environment into their corporate culture and thus ensure all organizations minimize the detrimental environmental impact of their activities.

In a nutshell

About systemic change in society that includes consumers, producers and the general commercial structure within which they negotiate, the meaning of green, relevant actors will have an economic incentive to pursue green product development.

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