

Green Marketing and Its Impact on Customer's Attitude

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Abstract: Today Environment issues are seen everywhere in the world. These issues are very crucial in global warming, waste disposal, climate change and pollution etc., and influence our daily life. By this time many corporates are still hesitated to use green marketing practices even after government compulsion. The main reason for this is that firm still thinks that green marketing practice may increase their cost of production and reduce the profit. Some golden rules are also given in the article for the companies going for green marketing. Green marketing is the marketing of goods and services that are presumed to be sold for environment. It involves an entire process of product manufacturing to supplying in market such as raw material used in product, technology, packaging and distribution. It is also called ecological / sustainable / environmental marketing.

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I. Introduction

Green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes as well as modifying advertising that help to save the environment utilization of the resources efficiently as resources are limited and human wants are unlimited. Products are safe to use and consumers view a product or service's "Greenness" as a benefit and base their buying decision accordingly. All activities designed to generate and facilitate any exchanges intended to satisfy human need or wants such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment.

II. Objectives Of Green Marketing

- ❖ Typically durable, nontoxic made from recycling materials or minimally packaged.
- ❖ There are no completely green products, for they all use up energy and resources and create by products and emission during their manufacture, transport to warehouse and stores, usage and eventual disposal.
- ❖ So green is relative, describing products with less impact on the environment than their alternatives.

HISTORY OF GREEN MARKETING

The term Green marketing came into prominence in the late 1980s and early 1990s. According to American Marketing Association (AMA) held the First workshop on "Ecological Marketing" in 1975. The proceedings of this workshop resulted in one of the first books on green marketing entitled "Ecological Marketing".

IMPLEMENTATION OF STRATEGIES IN GREEN MARKETING

- ❖ Partnering for getting Alliance – Businesses are joining with Environmental groups, NGOs, governments and consumers to help prevent further degradation. These campaigns capture public attention and sympathy and polarize consumers on issues.

USE HOLISTIC MARKETING MANAGEMENT

Setting up benefits:

- ❖ The company's marketing exemplifies a holistic scheme that considers these classic main and corollary benefits.
 - ❖ Biodegradable – Break down into carbon dioxide, water and basic minerals.
 - ❖ Renewable – Does not contain petroleum products.
 - ❖ Animal – Friendly – Not tested on animals.
 - ❖ Allergy – Friendly – Will not cause allergic reactions (through dyes and Fragrances)
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STRATEGIES FOR COMMUNICATING

- ❖ Green product attributes are obvious, legitimate and meaningful to a sizable number of consumers.
- ❖ Product's environmental benefits are tangible and can be clearly and simply communicated.

IMPLEMENTING THE FOUR PS OF GREEN MARKETING

- ❖ **Product :**
 - Identifying customer's environmental needs and develop products to those needs.
 - Environmentally responsible products to have less impact than competitors.
- ❖ Products made from recycled goods such as Tetra Pak Panel board made from recycled Tetra pak packages. products that can be recycled or reused.
- ❖ Efficient products which save water, energy or gasoline, save money and reduce environmental impact.
- ❖ **Price :** Environmentally responsible products however are often less expensive when product life cycle costs are taken into consideration.
- ❖ **Place :** Only very Few customers are interested in buying green products merely for the sake of it.
- ❖ **Promotion :**
 - Advertising and direct marketing plays a pre-dominant role in promoting a sale of a particular product.
 - Green lifestyle
 - Environment responses

CHALLENGES IN GREEN MARKETING

- ❖ Costly Technologies
- ❖ Huge investment
- ❖ Lack of awareness among people
- ❖ No willingness among people to pay

REASONS FOR ADOPTING GREEN MARKETING

- ❖ "Going Green" at work or adopting environmentally Friendly business practices – is not just a trend but also a way for socially responsible companies to benefit from a host of advantages.
- ❖ Why is Green Marketing chosen by most marketers.
- ❖ Most of the companies are venturing into green marketing because of the following reasons

OPPORTUNITIES

In India around 25% of the consumer prefer environmental friendly products and around 28% may be considered healthy conscious. 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 buildings which are efficient in their use of energy, water and construction materials and which reduce the impact on human health and the environment through better design, construction, operation, maintenance and waste disposal.

SOCIAL RESPONSIBILITY

Most of the companies realize that they must give importance to an eco- Friendly, in achieving environmental objectives as well as profit related objectives. The HSBC became the world's First bank to go carbon neutral last year. Other examples include Coca-Cola, which has invested in various recycling activities.

GOVERNMENTAL PRESSURE

Various regulations are framed by the government to protect consumers and the society. The Indian government has developed a Frame work of legislations to reduce the production of harmful goods and by products.

Example: The ban of plastic bags in Mumbai, prohibition of smoking in public areas etc.

COMPETITIVE PRESSURE

Many companies take up green marketing to maintain their competitive edge. The green marketing initiatives by niche companies such as Body shop and Green & Black have prompted many mainline competitors to follow suit.

COST – REDUCTION

Reduction of harmful waste may lead to substantial cost savings. Sometimes many firms develop symbiotic relationship whereby the waste generated by one company is used by another as a cost effective raw material.

CHALLENGES IN GREEN MARKETING

❖ **Need for standardization**

It is found that only 5% of the marketing messages from "Green" campaigns are entirely true and there is a lack of standardization to authenticate these claims. There is no standardization currently in place to certify a product as organic.

❖ **New Concept**

Indian literate and urban consumer are getting more aware about the merits of green products. It is a new concept to the people. So the consumer need to be educated and make aware of the environmental threats. New green movement concept reach the masses and it will take a lot of time and effort.

❖ **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 movements.

GOLDEN RULES GREEN MARKETING

❖ Know your customer

❖ Empower Consumers

❖ Be Transparent

❖ Reassure the buyer

❖ Consider your pricing

SIMPLE SECRETS TO SUCCESSFUL GREEN MARKETING

❖ **Products that are good for me Home cleaning, Food and Beveages and personal care :**

Consumers are very much concerned with the safety of the products they use in their home and put in and on their bodies. By actively promoting a product's greener attributes marketers have been able to successfully position their wares as improving a personal environment while also benefiting the global environment.

❖ **Products that are good for my Budget : Appliances, Home Improvement, Automobiles :**

Selling a big ticket item like a dishwasher or car in a tough economy is hard enough. Focusing exclusively on environmental benefits makes it even harder saving the plant takes a back seat to personal finances unless a connection is clearly made between the product and potential further savings. In 2009 there were about 1500 new product launches that featured claims such as sustainable, environmentally friendly and eco-Friendly with all that noise and inevitable confusion, marketers will find success for their green products by concentrating on the personal, rather than global, impact.

EXAMPLES OF GREEN MARKETING IN INDIAN COMPANIES

❖ **Wipro and Infosys :**

Wipro and Infosys are going green Wipro launched desktops, laptops, are known as Wipro Green wares. It was the First Company in India who developed Eco-sustainability in the form of energy, water efficiency, and waste management. Wipro are actively seeking to become a very green company. Wipro has taken various initiatives to be green and the main objective of this is to become a carbon natural, water positive and energy saving in business organization. Wipro designs products and solutions that can minimize hazardous waste. For the purpose of enhancing ecological sustainability, Wipro is continuously offering green products. Wipro has adopted a number of steps for ecological sustainability at its corporate level also. Wipro wants to become fully carbon natural and to achieve Zero carbon emission by balancing the carbon released by the Firm with equaling quantity off set. Wipro, Infosys reduced its per capita consumption of electricity and procured renewable energy. Wipro and Infosys also installed Solar Panel in their Campus. We know that Solar Power is 70% Cheaper than power generated by diesel.

TATA METALIKS LIMITED

This deals in mining and metal Sector. It has given a green view to reduce its carbon Foot Prints. The objective of Tata Metaliks limited is to increase the green cover through plantation, ground water, Power generation, and use of natural Fertilizers etc. The major green initiatives of this company is related to water utilization. It depends entirely on the ground water or no municipal supply and it will perform a complete water natural operations.

SUZLON ENERGY

Suzlon energy is also going green. Suzlon is the world's 4th largest wind power company among the greenest and best company in India. It is a renewable company manufacturer and produce wind Turbines, now Suzlon 30% Power of renewable energy in India. It meets the need of present without compromising the capacity of Future generation to meet their needs. Its total revenue was \$4.18 billion in 2011.

ELECTRONICS SECTOR

The consumer electronics sector provides room for using green marketing to attract new customers. 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.

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 system to curb pollution.

MARUTI UDYOG LTD., GREENING OF SUPPLY CHAIN

The company has remained ahead of regulatory requirements in pursuit of environment protection and energy conservation as its manufacturing facilities and in development of products that use fewer natural resources and are environment friendly. The Company credited the Just-in-Time philosophy adopted and internalized by the employees as the prime reason that helped to excel in this direction. The company has been promoting 3R since it inception. As a result the company has not only been able to recycle 100% of treated waste water but also reduced Fresh water consumption. The company has implemented rain water harvesting to recharge the aquifers. Also recyclable packing for bought out components is being actively promoted. The company has been facilitating implementation of Environment management system (EMS) at its supplier's end. Regular training programs are conducted for all the suppliers on EMS. Surveys are conducted to assess the vendors who need more guidance.

III. Conclusion

Green marketing should not neglect the economic aspect of marketing. Marketers need to understand the implications of green marketing. If we think customers are not concerned about environment issues or will not pay a premium for products that are more eco-responsible, think again. We must find an opportunity to enhance our product's performance and strengthen our customer's loyalty and command a higher price. Now-a-days green marketing has become necessary to save the world from environment pollution. From the marketing point of view, a good marketer is not only satisfy the consumer needs but also produce and supply products according to the choice of the consumers. But the business firm should know the benefits of selling green products. Consumers are also ready to pay more amount to maintain a greener and cleaner surroundings. Consumer are also aware about Initiatives taken by corporate about the attributes and use of products that is why they demand for green products. Making Green products have to be achieved through out the complete supply Chain. The firm should work constantly to find out the green material, methods of making green finished product which are commercially viable.

IV. Suggested Solution

- ❖ Environmentally responsible organizations should attempt to minimize their waste.
- ❖ Organization Policy.
- ❖ Employee Awareness programme.

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