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AN ADOPTION OF GREEN MARKETING PRACTICES IN THE ORGANISATIONS AND SOCIETY- A CRITICAL ANALYSIS

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ABSTRACT

Although environmental concerns influence all human activities, few academic disciplines have integrated green issues into their literature. This is especially true of marketing. As society becomes more concerned with the natural environment, businesses have begun to modify their behavior in an attempt to address society's "new" concerns. Some businesses have been quick to accept concepts like environmental management systems and waste minimization, and have integrated environmental issues into all organizational activities. Green marketing is the marketing of products and services attention completely on eco friendly environment. Many journals such as "Business Strategy and the Environment" and "Greener Management



International", which are specifically designed to disseminate research relating to business environmental behavior. One business area where environmental issues have received a great deal of discussion in the popular and professional press is eco friendly marketing. Recently the terms such as "Green Marketing" and "Environmental Marketing" appears frequently in the popular media. Many governments around the world have become so concerned about green marketing activities that they have attempted to regulate them (Polonsky 1994a). 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 [Carlson, Grove and Kangun 1993, Davis 1992, Davis 1993], it comes from divergent perspectives. The objective of this paper focuses on the terms and conceptual framework on green marketing; the need for green marketing; specify the various opinions and intricacies that are relevant in adopting a green marketing philosophy among the society in general; indication of challenges encountered by the organization and society while adopting the

green marketing products and services.

KEYWORDS: Human activities, Natural environment, Waste minimization, Eco-friendly environment.

DEFINITION AND CONCEPTUAL FRAMEWORK ON GREEN MARKETING:

According to the American Marketing Association, "Green Marketing is the marketing of products that are presumed to be environmentally safe". Green marketing includes a entire range of activities, including product modification, making the changes in the production process, modifying of packages, as well as modifying the form of advertising.

"Environmental Marketing" and "Ecological Marketing" are interchangeably used for Green marketing. Hence "Green Marketing" refers to holistic marketing concept

wherein the manufacturing, marketing, consumption and disposal of products and services happen in a manner that is safe to the environment with growing awareness about the implications of global warming, non-biodegradable solid waste, harmful impact of pollutants etc. Nowadays both marketers and consumers are becoming increasingly sensitive to the need for adopting to green products and services. While the shift to "green" may appear to be expensive in the short term, it will prove to be indispensable and advantageous, cost-wise too, in the long run. Due to extreme level of pollution has provoked the nature and the nature starts behaving in unnatural ways (in form of global warming v/s global cooling, heavy rains v/s draught, and other natural calamities like frequent earthquakes and tsunami, cyclones, epidemics, and so on). Economic growth via production and consumption threatens peaceful life of human being on the earth. Green marketing is an excellent opportunity in order to protect consumer welfare and environment (the nature) through production, consumption, and disposal of eco-friendly products. Many associations such as World Bank, SAARC, UNO, WHO, and other globally renowned organizations have started their efforts to promote and practice of implementing the green marketing initiatives. In order to increase the awareness on Green marketing, the government is declared 'World Environment Day' on 5th June every year.

NEED FOR GREEN MARKETING:

Due to increasing production and business activities which are polluting the people's health, damaging of crops and the wild life as well in different parts of the world. As resources are limited and human wants are unlimited, it is important for any marketers to be careful while using the resources efficiently, so that organizational objectives are achieved without wastage of any resources. So green marketing is inevitable for any organization to withstand successfully in the market place. Recently there is growing interest among people around the world regarding the safeguard of natural environment. All set of society are getting more concern for environment and changing their behaviour are also getting changed for the protection of environment. As a result of this, the term "Green Marketing" has emerged. Hence, marketers are feeling their more responsibility towards environment and giving higher importance to implementation of green marketing products and services. Besides marketers, even consumers are also concerned about the environment, and consumers are also changing their purchase/ consuming behaviour pattern. Both domestic as well as industrial consumers are becoming more clear about adopting eco-friendly products.

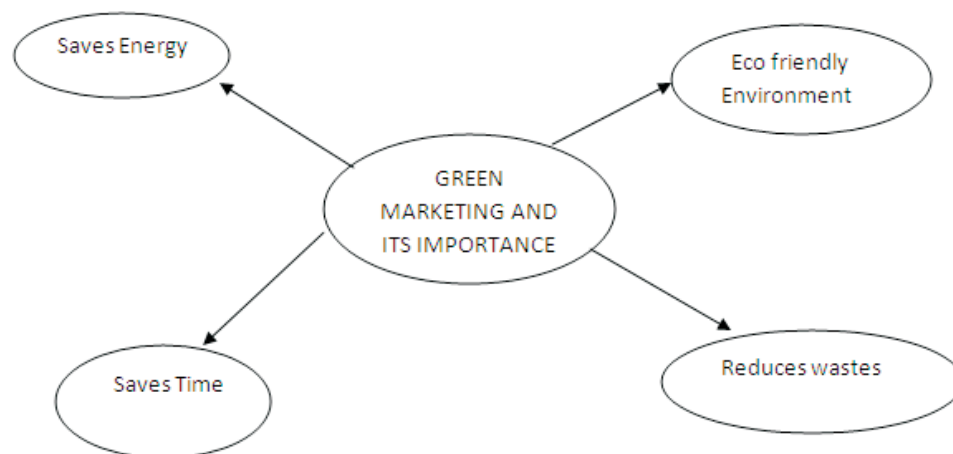


Figure: Importance of Green Marketing Environment

Based on above, it is clear that green marketing helps in eco friendly environment, saves considerable amount of time and energy, reduces wastes etc. For successful implementation of green marketing, an organization needs to follow 3 R-s Viz., Reduce, Reuse, and Recycle. (Reduce the amount of waste you produce,

Reuse old items, donate to the unfortunate repair if broken and Recycle as much as possible, buy recycled products to support recycling), Examples of Recycle such as batteries, building materials, cars, clothing, electrical equipment, furniture, glass, metals, mobile phones, paint, oils, paper, plastic, printer cartridges, wood etc.

APPLICATION OF GREEN MARKETING IN 7 P'S FRAMEWORK

Product Element:

The eco-friendly objectives in proper planning of products that leads to reduce resource consumption, pollution and to emphasis of raising the conservation of scarce resources to a greater extent.

Price Element:

Price is what the seller agrees to sell and what the buyer agrees to buy. In marketing mix, second element namely "price" is predominant factor for successful marketing of products and services. This is quite applicable for green marketing as well. In present scenario, almost all consumers ready to pay for their product's price if there is a perception in their minds of 'some additional product value'. This may in the form of enhancing the performance, operations, design, aesthetic appeal, taste and preference etc. Therefore Green marketing should carefully look into all these facts into consideration at the time of charging a premium price.

Place Element:

The choice of location like where and when to make a product available have greater impact on the mindset of customers. With respect to green marketing adoption, very few customers are ready to go out of their way and involve themselves to buy eco friendly products and services. This is really a challenging task for any organization and thereby implementing unique strategy is need of the hour by successful operations of green marketing principles in any organization.

Promotion Element:

In present scenario, in both public and private organizations taking strenuous steps for promotion of eco-friendly environment. For the purpose of achieving environmental credibility, smart green marketers need to use sustainable marketing and communication tools and practices. Besides ads also been by the various organizations with the objective of corporate image of environmental responsibility through green lifestyle by highlighting a product or service.

People Element:

People are those who are interested in establishment and users of green services/products. The manufacturer as well as any marketers should keenly focus on what are all the ways and means about the implementation of green marketing in their organization.

Process Element:

In this element, the process indicates the methodology of which the services will be provided to the society. It should be given a proper attention, so that the process can be executed in the right way with the achievement of eco-friendly environment.

Physical Evidence Element:

The physical evidence must ensure that the implementation of Green and eco-friendly environment in every part of system such as green labels, packages etc. and considered from holistic point of view by any organization and society as well.

SWOT ANALYSIS FOR GREEN MARKETING PRACTICES

<p style="text-align: center;">STRENGTHS</p> <ul style="list-style-type: none"> • Easy accessing of new markets • Possibility of charging 'Premium price' for organization • Socially responsible organization (CSR). • Higher Indian governmental support for promotion of green marketing initiatives & research. • Builds brand loyalty. • Wins brand equity. • Environmental Protection. • Clean and healthy green eco-friendly products for the society. • More possibility of Sustainable future. 	<p style="text-align: center;">WEAKNESSES</p> <ul style="list-style-type: none"> • Dominance of satisfaction of personal needs rather environmental care by the humans. • Not that much aesthetic appeal in packing design compared with MNC's. • Underleveraged USP about the concept by Organisation. • More emphasis on greenness rather customer needs by organization as presumed by society. • Insufficient attention on display of green products by the marketers in shopping malls in par with MNC's products. • Higher price of Green products/services compared with MNC's products. • Low reachability & awareness with poor/illiterate people on green products. • Not taking that much care on advertising of green products.
<p style="text-align: center;">OPPORTUNITIES</p> <ul style="list-style-type: none"> • Favourable changing mindset by society on eco-friendly environment. • Uniqueness in approach by organization due to more health conscious by society. • Flourishing innovative business opportunities. • Easy mode of achieving competitive advantage by organization in turbulent present market condition. 	<p style="text-align: center;">THREATS</p> <ul style="list-style-type: none"> • Uncertainty to the environmental influence of current activities. • •

TOP 10 COMPANIES ADOPTING GREEN MARKETING PRACTICES

Due to rapid development in the field of industrialization, more concerns have also been made by various sections of environmentalists about the repercussions on the environment. Many companies themselves are now more conscious about the ways and means in which their factories often affect the ecosystem and have taken initiative for a greener path to competitive success. The following are the top ten green companies in India for the year 2016.

LG:

LG India has been a pioneer in manufacturing electronic appliances with the focus on eco-friendly environment. Recently, it has launched a LED E60 and E90 series monitor for the Indian market. LG's USP is that it consumes 40% less energy than conventional LED monitors. Also, they hardly used halogen or mercury, trying to keep down the use of hazardous materials in their products.

HCL:

HCL is another brand that is also trying to introduce eco-friendly products in the market and it has recently launched the HCL ME 40 notebooks. These notebooks do not use any polyvinyl chloride (PVC) material or other harmful chemicals and it is also certified with five star rating by the Bureau of Energy Efficiency.

HAIER:

Eco branding is a part of Haier's new green initiative and they have launched the Eco Life Series. The company has semi automatic and automatic refrigerators and washing machines, split and window air conditioners and a lot more.

SAMSUNG:

Samsung India has always had a roaring range of LED TV screens and recently the company has come up with eco- friendly LED backlight. They use 40% less electricity have also no harmful chemicals like mercury and lead.

TATA CONSULTANCY SERVICES (TCS):

TCS has a globally recognized Sustainability practice and has already topped the Newsweek's top World's Greenest Company title. It also has a global green score of 80.4% and this has mainly achieved by due their initiative of creating more advanced technology for agricultural and benefits of community at large.

OIL AND NATURAL GAS CORPORATION (ONGC):

ONGC, India's largest oil producer is all set to change the way with the invention of green crematoriums, that would serve better manner and as a perfect replacement for the funeral pyres that emit so much smoke and uses up excess oxygen.

INDUSTRIAL BANK:

One of the pioneer banks in India to discourage the use of paper for the counterfoils in ATM's, and sending electronic messages, it has contributed a lot towards saving paper, reducing deforestation and emphasis on more eco-friendly environment.

ITC:

ITC has adopted a Low Carbon Growth Path with the focus on a Cleaner Environment Approach and has already initiated ozone treated elemental chlorine free bleaching technology that has improved the lives of millions worldwide.

WIPRO:

Wipro has not only helped in the creation of technology but also immensely helps in saving energy and preventing wastes. Its corporate headquarters in Pune is the most eco friendly building in this sector all over India.

MRF TYRES:

New launch by MRF, ZSLK series and this is about creating eco- friendly tubeless tyres manufactured from unique silica- based rubber and it also provides extra fuel efficiency to those who drive their vehicles.

REASONS FOR SLOW GROWTH OF GREEN MARKETING IN INDIA

- By comparing with green products, people more are inclined towards foreign products due to factors like low price, proximity, high quality etc.
- Many organizations are hesitating in producing herbal products because of mediocre or least preference by society.
- People are unaware of the benefits sought in green marketing initiatives.
- Green marketing products price are comparatively very high.

SUGGESTIONS

Green marketing products and services presently is still in its infancy stage and a lot of research are on the way in order to fully unleash its potential. There are few suggestions that an organizations need to consider for catering the threats and successful execution of green marketing.

- Consumer needs to be made more aware about the merits of Green products. It is still a new and many sections of people in our country are still unfamiliar about the concept of green, eco friendly marketing. The consumer needs to be educated and made more aware of the environmental threats.
- Convening of green marketing campaigns, more focus by organization on advertising relevant to green products and services etc are some of the better step toward it. Consumers must be well motivated to switch over brands or even pay a premium price for the greener alternative for sustainable future. The consumers also

feel that they can make a difference called "Empowerment" through successful in executing green products initiatives.

- More steps to be taken in order to maintain the promise, legitimacy and trust worthiness by the organization towards green products initiatives. For any reason, product quality and its purpose should not give retrospective effect in the name of the environment.
- For effective and efficient implementation of this concept of Green Marketing, stringent laws and regulations have to be formulated and implemented by the government. This is due to the fact that the Consumer, the Organization and the Government works towards the same goal of minimizing the detrimental environmental impact of their activities, create eco-friendly environment and make our country a better place to live in. Besides leading players need to realize that consumer expectations have changed drastically. Therefore it is not suffice for an organization to green its products; consumers also expects that the products what they purchase have to be pocket friendly and also immensely helps to reduce the environmental impact in their own lives too.
- In present competitive scenario, consumers are becoming well educated, more and more conscious about the protection of environment and are also becoming socially responsible citizens. Hence, organizations should also become responsible to consumers' expectations and aspirations as well. The practices of green marketing initiative is comparatively limited on the agenda of many business organizations and care to be taken properly by higher level management authorities in this regard to make a difference.

CONCLUSION

"Save Environment- Save Life"

With the popularity of eco-friendly environment in all walks of our life, marketers need to well conscious about the economic aspects and its implications of green marketing for sustainable future. It is clear that green marketing also takes positively about organizations image in the mind of consumers who are more proactive with the environmental behavior and have positive attitude towards green advertisements. Green marketing revolution happens when the consumers expects a cleaner environment and are willing to "pay" for it, possibly through higher priced products, modified individual lifestyles, or even governmental intervention. Thus green marketing should look at minimizing environmental harm, not necessarily eliminating it. Organizations need to educate the society through proper campaigns on green marketing which leads to enhance and strengthen customer's loyalty for the sustainable future at large.

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