

A STUDY ON ENCOUNTERS & PROSPECTS OF GREEN MARKETING TOWARDS SUSTAINABLE PROGRESS

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ABSTRACT: In the present scenario of globalization, consumers are aware are facing multiple challenges and threats day by day and can be overcome by the knowledge which is to be found with different procedures of green marketing. In detail the truth of such information has not ever been more than in the current ages when all is in the state-run of continuous change. This paper goes on to highlight how one can advantage hugely be working the numerous ideas of green advertising to come out of the altering examples in a way not known beforehand. Today, organizations are searching for new approaches and broader understanding to guide their actions various urbanized exacting. This search makes our learning highly relevant in the modern society to develop innovative methods to safeguard environment

Thus, to face in this rising world the unidentified surfaces of green marketing, howsoever problematic they are, with much comfort and certainty an effort is made to clarify the theme of this paper which would put composed the meaning of eco welcoming and its succeeding impact of handling change in today's world throughout global heating, rivalry, pollution, usage of insecticides. This paper tries to put into viewpoint of various details which have established the value over the course of time as to how face tests in green marketing and why companies should adopt for green advertising for future. In continuance, in coming years it is going to be obligatory as one of the essential constituents for the betterment of one and all.

KEYWORDS: Green promotion, green myopia, Eco-friendly, environment safety, green products

I. INTRODUCTION

According to the American Marketing Association, "Green Marketing is the marketing of product that are assumed to environmentally secure. It involves activities such as corporate broad range of activities, product modification, changes in the methodology of production, changes in packaging as well as adapting advertising with new concepts." Marketing term get attentions of significance late in 1980,s when some products were identified have been being destructive to environment.

Talking about green marketing is not a meek job wherever so many concepts intersects and gainsay to each other. This concept involve producing and promoting goods and services so that easily we can satisfy customer's needs and wants and desires with quality, presentation, affordable pricing and induce with the minimum environmental harm. Companies those are standing out in green marketing also attempting to reap out benefits from different stakeholders for maintaining the better relations.

There are some other similar terms also which used as representative of green marketing are such as Environmental Marketing, Ecological Marketing and many others. Basically the term "Green Marketing" as related to marketing concept where the manufacturing of the goods are produced in such a way that it should be harmless to the environment as well as society with growing attentiveness about the implications of global warming, non ecological waste and etc. in recent time both marketers and consumers are highly vulnerable to satisfy their need that's why they all are switching towards green products and services. The shift towards green marketing can be easily considered following the path to achieve long term goals instead of short run ones.

II. REVIEW OF STUDIES

In fact last four to five decades, firms have also started gaining attention to develop innovative mythology to show their commitment in protecting the environment in order to motivate the other SMEs for following the same. According to Walsh and Lipinski, 2009 and Simpson and Taylor,2002 “ SMEs role and relevance of marketing increased its scope in research and for the survival answering each and every question of consumers”. In turn the quest for developing innovative practices in green marketing is increased in order to survive and win competitive advantage.

Authors have discussed the term Green Marketing with different and new outlook. Prothero cited through numerous papers in totality highlighted on Green Marketing discoursed the need to review going literature on green marketing, an pragmatic study of united states and Australian marketing executives , a explanation of what a green union look like in preparation in great Britain , ecotourism and explanations of green marketing (Prothero, A.(2007))

Green marketing on conceptual basis if managed properly can bring about laurels in the world. Through it can provide justice towards environment and can also maintain balanced at ecosystem. Innovative practices when occurred in green marketing brought about a lot of change from production till packaging. It can be seen at small firms also. Marketing innovations is reflected at internal as well as external levels of the organization. Hart (1995) proposed “Natural resource-based view (NRBV)” theory highlighted the three strategic capabilities in terms of preventing pollution, product stewardship and sustaining the environment through various development processes. Innovation attempted by him through his theory explained how to reduce the wastages, better utilization of waste material, development of the market to achieve long-term goals which as an output able to protect the environment naturally.

III. OBJECTIVE OF THE STUDY

The following are the objectives of present study:-

- ✚ To study the thought of green marketing corner to corner the world and with special reference to India.
- ✚ To highlight the 4ps of green marketing.
- ✚ To know challenges involved in green marketing.
- ✚ To explore the opportunities of green marketing.
- ✚ To analyze the benefits/outcomes of green marketing.

IV. RESEARCH METHODOLOGY

An attempt is made through this paper to focus on the theoretical issues joined with green marketing. The present study in this regard is exploratory in nature to deliver with a rich direction for research in this area. This also sensitive where it emphasis on some element outcome investigation with acceptable enlightenments. For this paper Data is collected as Secondary Data i.e. newspaper, magazines, journals, conference proceedings, government reports and websites and books etc.

V. RULES OF GREEN MARKETING

There are some fair rules of green marketing as follows

- ✚ Recognize Your existing and potential Customers
- ✚ Refining Your existing and potential Customers
- ✚ Support the existing and potential Buyers
- ✚ Give Your Customers an Opportunities To contribute

Ensure that the consumers are well aware and anxious about the various issues about the product. Only providing the information regarding the utility of the product is not enough rather their attention have been converted. They are more eager to know the how much the product is eco-friendly and safe in terms of health, normally through letting the customer participating in positive environmental action.

VI. 4 P's OF GREEN MARKETING

Many Companies comes with latest improvements like environmental friendly products, by assessing new entity, enhancing their shares in the market, and increasing earnings. Just like simple marketing mix we also have 4p's in green marketing too, but they are differing from ordinary marketing mix.



Figure 1: Green Marketing Mix

1. Green Product: The products have to be produced in such a way that requirements of the customers their essential desire is of environmentally friendly products. These types of green products can be prepared from reclined objects or from earlier used goods. These green products not only accumulate water, energy and money, but also decrease destructive effects on the environment and society as well. In order to protect organic, green chemicals, local sourcing, energy and so on, Green chemistry is started focusing on green product development by designing with green market driven trends and considering the request for green products, as instance, Nike is the first among the shoe company to market itself green.
2. Green pricing: The Next P of green marketing mix is green pricing that is considering the people, globe and revenue in order to fit the different stakeholders of the organization such as of employees, communities and insures efficient outputs in terms of production. To benchmark it can be more focused in improving the functionality and accessibility etc., as instance, first recyclable cloth shopping bags revealed by Wal-Mart.
3. Green Place: The third P of Green Marketing mix is green place, which is concerned to the maximum extent how one can think to save the environment by cutting down on moving emissions, dropping the carbon foot print. For example the marketing of mango juice in India can be licensed for local production so that we can avoid the shipping of products from form one place to another place; hence we can reduce the shipping and more importantly, the outcome in the form of carbon emission and other mode of transport could be controlled.
4. Green Promotion: The fourth P of Green Marketing mix is green promotion which confer the different tools of promotion like publicity , marketing equipment ,white paper , websites , audios, videos and presentation by telling people about planets and profits in mind. For example, Tobacco industries in India have initiated environmental friendly papers boards that are basically free of elemental chlorine.

VII. ENCOUNTERS IN GREEN MARKETING

In current scenario many companies want to turn in to green industry themselves with environmental friendly products, but there are some challenges also faced by companies in this regard which are as follows:

Consistency: In many of the research it is found that only around 10% of advertising information regarding green campaign are with actual facts and figures to the some extent requires to authenticate these information. There are no as such any yardsticks or hardcore facts to prove the consistency to confirm this information.

Need of Innovative idea: In India educated and urban consumers are getting more aware in comparison to rural consumers regarding the qualities of green products but still many people thinks it as a new concept. Challenge is to convince the uneducated ones.

Avoid Green Myopia: As green marketing is more emphasizing on customer benefits so that making the consumers as prime concern to buy certain products in the first place. This could be more simplify by motivating consumers to switch form brand or even pay an extra price for the greener alternatives. This may result as consumers' perception that the green products are priced very high compare to general product so there is possibility to lose its market acceptability and will lead to green myopia.

Buyer Attitudes vs. Actions: As consumers awareness have increased to become environment conscious researchers have find it out that consumers are ready to pay extra premium for green products as they prefer green products are best over the traditional product . Around half of the Americans favors environmental labels and switch brands as and when based on environmental friendly, but the scene is different in India, they show concern for the environmental and ecological product and mass consumer market for green products more with that they discuss as an essential need to develop.

Auditing of Green Claims by Society: After viewing Indian political system with other countries, some Indian political parties are rarely interested to implement environment positive events. As Indian state government tried and issued notification banning use of polythene bags, but in practice, it could not be controlled and the polythene bags are still used openly in the market. Thus this really proves that there is need of social auditing by the society.

VIII. MOTIVES WHY FIRMS ADOPTING GREEN MARKETING

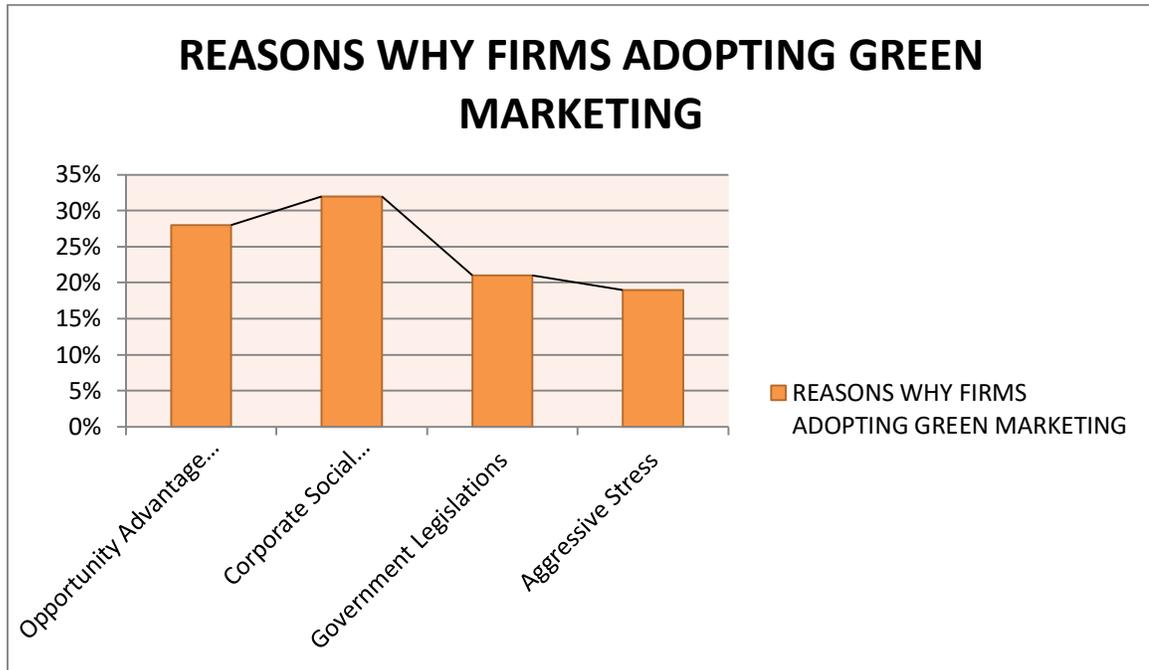
Many of the Companies who industrialized improved products and services with situation ideas in mind give them investigate asses to new market, increase their income sustainability, and enjoy a forceful benefit over the businesses which are not anxiety for the setting. Following are some reasons why dealer should go for the acceptance of green marketing.

1. **Chance Advantage:** In India about 28% of consumer prefers ecological welcoming products, and about 38% may be permitting for strong aware. There for green dealer is having benefit to in cash this opportunity. For the marketers at Indian level, it provides the type of full growth opportunity towards increasing the productivity of the organization.

2. **Corporate Social Responsibility:** around 32% businesses have started sympathetic that they must act in an atmosphere- friendly. They believe both in attaining environmental objectives as well as income related objects and industrial client safe crops. The HSBC developed the world's first bank to go carbon-neutral idea and the other instance such as Coca cola, which has capitalized in numerous recycling movements.

3. **Government Legislations:** As government rules framed by the government to protect consumers and the civilization. The Indian government also has industrialized a outline of rules to reduction in the manufacture of ecological damaging resources. About 21% companies decrease the industrial production and consumer's operation of unhelpful goods which counting decrease to ecological harm, for example, the ban of alcohol in Bihar, ban of smoking in community areas etc.

4. Aggressive Stress: about 19% companies take up green advertising as tool to uphold their modest edge in present time. The green promotion creativities by niche businesses have to indorsed many main line contestants to follow outfits.



IX. BENEFITS OF GREEN MARKETING

Many of companies want to have an early benefit as they have to finally moves towards becoming green marketing company, so some of the rewards of green marketing are:

- ✚ It ensures continuous long term growth along with efficacy.
- ✚ It saves money in the long run, although at starting the cost is more.
- ✚ It helps the companies market their products and services keeping the surroundings in mind.
- ✚ It helps to access the new markets and enjoying the spirited benefit.
- ✚ Workers feel self-righteous and accountable to be working for an environmentally responsible company.
- ✚ All those Companies who urbanized new and enhanced manufactured goods and services with surroundings input with the new market.
- ✚ It also increases their earnings sustainability and enjoying an aggressive benefit over the companies which are not worry about the surroundings.

X. PROBLEMS WITH GREEN MARKETING

Many of companies are facing so many problems in this new concept some of these are as follows:

- ✚ The companies those are using green marketing make certain to consumers or business that their actions will not be confusing.
- ✚ It is found that only some % of marketing message from green movement are completely true and there is lack of consistency to validate these claims
- ✚ The investors and business need to view the surroundings as a major long-term asset opportunity to look at the long- term benefits from this new green progress. It will require a lot of persistence as there will not be instant consequences.
- ✚ Indian consumers are getting more aware about the qualities of green products but it is still a new concept so the consumer needs to be knowledgeable and made alert about the environmental demands.
- ✚ Firm must explain that how benefits are going to be achieved.

- ✚ Firm must ensure any negative factors are taken into consideration.
- ✚ Firm must only use meaningful terms and pictures.

XI. CONCLUSION

To conclude, we can say that most of our firms and organizations know that a seller is not only one who not only connivances the consumer, but also engages the consumer for marketing their products effectively. This research work was an attempt to focus on the aspect that the concept of Green marketing will come with tremendous change in the world of business possibility will increase if all countries will make firm role, because green marketing is an important component to save the world from contamination and other harmful events. Green marketing should not be considered as a threatening factor of marketing, but it can be treated as an influencing factor, as it contains environmental and social dimension to highly extent. Further, it reveals the fact that due to the danger of global warming threatening large, it is enormously important that green marketing has become the set model rather than an exception just of a lighten. Recycling a paper, mettles, plastic etc., in a safe environmentally not dangerous approach should become much more systematized and universal. It has to become the paper norm to use energy proficient lamps and other electrical goods. Marketers also have the responsibility to make the consumer understand the need and benefits of green product. In green advertising, consumers are eager to pay more to uphold a cleaner and greener setting. Finally customers, industrial buyers and providers need to compel belongings on minimalizing the bad effects on the setting. Green advertising will assume even more rank and relevance in emerging republics like India, as the entire nation is moving to environment welcoming. The only aim the current work was approved out and it is wanted that it would help the booklover and realizing the position towards ground-breaking ideas of Green Advertising.

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