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## Green Marketing: “Eco-Friendly Approach”

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### **Abstract:**

*This paper is an attempt to discuss the some of the key issues of green marketing. Now the corporate people as well as consumers have become more concern with the issues of green marketing at various levels. Green marketing emerged as an umbrella of marketing which incorporate all the activities related to marketing, like production, packaging, etc. The paper aims to discuss the challenges and organizations' efforts in Indian market.*

**Key words:** Green marketing, evolution, characteristics, challenges, initiatives

### **1. Introduction**

In the modern era of globalization, it has become a challenge to keep the customers as well as consumers infold and even keep our natural environment safe and that is the biggest need of the time. Environmental pollution is a buzz word in today's business environment. Consumers are also aware of the environmental issues like; global warming and the impact of environmental pollution. Green marketing is a phenomenon which has developed, particularly important in the modern market and has emerged as an important concept in India as in other parts of the developing and developed world, and is seen as an important strategy of facilitating sustainable development.

“Go Green” is now not a new a new term. In the past few years the terms like ‘Go green’, ‘Think Green’, and ‘Eco- Friendly’ has come into limelight. This is because in the past decades the economic growth had resulted in large scale industrialization. This in turn resulted in the exploitation of natural resources as well as deterioration of the natural resources.

This destruction of natural resources has raised an important question from not only oneself, but also to others on environmental protection, which in turn has created eco – friendly consumption called “green – consumerism”. Manufacturer as well as marketers has also started to respond to the environment and developing eco – friendly products. This consciousness of consumer for eco – friendly products is also leading towards a separate consumer class. For making the company more competitive in the industry and finding a higher position as a best corporate performer, the company cannot ignore the impact of green marketing.

Thus, starting from the very beginning when the product takes shape in one's mind that is idea generation and till meeting the end consumers' needs, the manufacturer has to interact with different ecological environment at various stages. Therefore, it has become necessary to maintain a balance between give and take with our ecology and also environmental friendly strategies in all the stages of the value chain.

### **2. Concept of Green Marketing**

Different researches had defined green marketing differently. In the words of Polonsky (1994) “Green or environmental consist of all activities designed to generate and facilitate any exchanges intended to satisfy human needs and wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment”. Peattie (1995) said “the holistic management process responsible for identifying and satisfying the requirements of consumers and society, in a profitable and sustainable way”. As described by American Marketing Association (AMA) “Green Marketing is the marketing of products that are presumed to be environmentally safe”.

### **3. Evolution of Green Marketing**

The green marketing has evolved over a period of time. According to Peattie (2001) evolution of green marketing has three phases:

- Termed as ‘Ecological’ Green Marketing – During this period all marketing activities were concerned to help environment problems and provide remedies for environmental problems. The main focus of the first phase was on those industries and product that have direct impact on the environment. (Oil, chemical industry and mining etc.)

- Termed as 'Environmental' Green Marketing – In this the focus shifted on green technology that involved designing of new innovative products, which take care in waste issues and pollution. The focus shifted on product generally used in homes. (Carpets, papers and cleaning goods etc.)
- Termed as 'Sustainable' Green Marketing – Now the marketing discipline had started to take shape and being address as green marketing. It came into provision in late 1990s and early 2000.
- It can be said that green marketing is a holistic concept in which involve eco – friendly practices at all the stages such as the production, designing, marketing and selling.

#### 4. Green Product Characteristic

Green products are made through green technology and do not cause any damage to our ecology system. It has some characteristic also.

- Product with natural ingredients.
- Product containing non – toxic chemicals and are of recycle nature.
- Products having eco friendly packaging.
- Products whose ingredients are under approved chemicals.
- Products originally grown.

#### 5. Challenges for Going Green

- Perseverance and Patience; the manufacturers, corporate people and investors must need to understand the green market as a long term investment. They should view the market as a bundle of opportunities, but this required lot of patience with no immediate result.
- New concept for people; although in India literate and urban consumer are much aware about this concept, but still it has to go on a long road. Still, there is a need to educate the customers about the environment and aware them about the environmental threat.
- To make customer – oriented; the first rule of green marketing is to focus on customer benefit. Why the customer should buy certain products in the first place. Thus, if the price of green product is very high, then again it will lose its market acceptability.

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Table 1: Top 10 Green Brands in India

#### 6. Steps taken by the Organizations

Some organizations have taken their first step in this green revolution like digital tickets by Indian railways. Recently IRCTC has allowed its customers to carry PNR number of their e – tickets on their mobiles and laptops. Forest and Environment Ministry of India has ordered to some retail outlets like Big Bazaar that they should provide polythene carry bags to those customers only that are ready to pay a price for it. State Bank of India has also taken a crucial step and set examples for others by starting eco and power friendly equipment in its 10,000 ATMs and by establishing the Wind project. Fro the Indian markets Wipro have launched a new range of desktop and laptop called Wipro Greenware. These products are ROHS (Restriction of Hazardous Substance), reducing e - waste in the environment. I

#### 7. Conclusion

The green marketing has now increased its importance in the human being's life. In the day – today's busy schedule the consumer has bound him in the jungle of concrete. But still he tries to avoid this boundary, for which go-green is a good source. Now the corporations as well as the customers both are showing their concern for green products and eco – friendly environment. The corporate have accepted the green production as they have seen the interest of customer is positive with these green products. So to sustain them in this competitive environment corporate have to move towards the eco – friendly environment. Therefore green marketing has become necessary for the society, so that we can save our environment, fully utilize our natural resources and make earth a healthy planet to live in.

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