

## **Environmental Conservation through Green Marketing: Today's Utmost Necessity**

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### **Abstract:**

Green marketing concept implies eco-friendly approach of business world. Disasters like global warming, air-water-sound and soil pollution not only affecting public health but also balance of nature. Due to climatic changes and population growth agricultural produce is at scanty. The prime need of the society is green marketing adoption. It will not solve all the concerned issues at once, but it will prove mile stone in that direction. Present study focuses on concepts , emergence, strategic insights and problems in green marketing. It highlights various aspects of green marketing mix.

**Keywords:**Green marketing, environmental pollution, resources, greenwashing, energy, products and services.

### **1. Introduction:**

Forty years have passed since the club and Rome sounded an alarm about population growth and environment pollution in its report "The Limits to Growth". Twenty years have passed since the first Earth Summit focused on the environment and sustainable development was held in Rio-de-Janeiro, Kyoto Talks in 1997 which resulted in Kyoto Protocol sets binding obligations on industrialized countries to reduce emission of greenhouse gases but the key to overcome environmental and ecological problem in Green Marketing. Moreover the environment is one of the

levels of prosperity for modern society and the planet and will be one of the priorities of the twenty first century.

Green Marketing is the marketing of products that are presumed to be environmentally preferable to others. In fact green marketing incorporates a broad range of activities, including product modifications changes to product process, sustainable packaging as well as modifying advertising. This approach seeks to address the lack of fit between marketing as it is currently practiced and the environmental, ecological & social realities of the wider marketing environment.

## **2. Objectives:**

This paper aims to focus on various aspects of green marketing, emergence of its practices by addressing the following research aims-

- i) To elaborate the concept of green marketing, its evolution and importance etc.
- ii) To provide conceptual model of green marketing mix and to analyze it with traditional marketing mix.
- iii) To put forward the challenges facing while implementing green marketing.

## **3. Methodology Adopted:**

The present paper is essentially a library work based on published secondary data. Data collected from books, journals, reports, magazines, news papers and various websites. The secondary data obtained from above sources have been reframed, tabulated, logically arranged, and analyzed. On the basis of analysis and interpretation researchers has been arrived at conclusion.

## **4. Conceptual Framework:**

Green Marketing came into existence in the late 1980's and early 1990's. The American Marketing Association (AMA) organised the first workshop on "Ecological Marketing" in 1975. The Proceedings of this workshop resulted in one of the first book on Green Marketing entitled "Ecological Marketing". The green marketing book first by Ken Peattie (1992), in the United Kingdom and other by Jacquadyn A. Ottaman (1993) in the United States of America added their contribution. The concept of green marketing evolved steadily over the period of time.

Polonsky (2011) defined Green Marketing as "The efforts by a company to design, promote, price and distribute products in a manner which promotes environmental protection."

American Marketing Association (1975) defined Green Marketing as "The study of the positive & negative aspects of marketing activities on pollution, energy depletion and non-energy depletion."

Aseem Prakash (2002) has tried to co-relate the phenomenon of Green Marketing with public policy and managerial strategy to get some of desired results of Ecological Viability at the cost effective rates of eco friendly products.

Narayan Lakshmi Vermuri (2008) has discussed multi faceted views on Green Marketing, it's new hopes and challenges in the current scenario. The authors have tried to establish the 'cause – effect relationships' of Green Marketing at global level.

After aggregating all above definitions we can say that Green Marketing is "Satisfying the requirements of customers and other stakeholders more sustainably, through integrated efforts to improve the environmental and social responsibility of the organization, it's products, services and communications."

Thus Green Marketing refers to holistic marketing concept wherein the production, marketing consumption that is detrimental to the environment with growing awareness about the implication of global warming, non-biodegradable solid waste harmful pollutants etc.

Green Marketing implies two aspects, one is a type of marketing & another is a marketing philosophy. As being type of marketing it views marketing of goods & services and is related with green Products. As being Philosophy, green marketing runs parallel to the societal Marketing concept & espouses the view that satisfying customers is not enough and markets should take into account ecological interests of the society as a whole. It is a part of corporate social Responsibility.

### 5. Necessity Of Green Marketing:

The global financial crisis, heightened concerns about climate change and other developments have put us at a crossroads. Instead of striving to maximize profits and growth at the cost of environment harm, we have to follow the healthy way for social and environmental wellbeing

**TABLE I  
KEY CONSIDERATIONS LOOKING TO 2022**

	<b>1987/1990</b>	<b>2007/2011</b>	<b>2022</b>
Ecological Foot print*	1.2 Earths (1990)	1.5 Earths (2007)	1.85 Earths (2022)
Co2 Emissions	20 billion tones (1990)	30 billion tones (2010)	39.6 billion tones (2022)
Population	5 billion (1987)	7 billion (2011)	7.8 billion (2022)

(source: WWF's Living Planet Report 2012)

\*Ecological Foot prints: An index showing how much impact our daily lives have on the environment. Here the ecological Foot Prints Represents number of planets, assuming people worldwide maintains living standards on par with advanced nation.

With such a fearful picture will the human race be able to balance securing food & energy with reducing greenhouse gas emission? The answer is 'Yes' .i.e. Green Management. Today People are very much aware about climate change and environmental issues so instead of loosing loyal and profitable customer & to Project good image as a corporate citizen we need green marketing. Due to growing community & consumer interests green & socially responsible products, increased community pressure on companies to internalize externalities, such as health issues, neighborhood amenity, climate change, environmental and governmental legalizations and initiatives, innovative technologies and approaches of dealing with populations, improved new resource and energy

efficiency and to fulfill customers expectations it is very much urgent to implement friendly customers which ultimately leads to profit & growth.

In India around 25% of the consumer proffers environmental friendly products, and around 28 % may be considered health conscious.

Therefore, green marketers have diverse & fairly sizeable segments to cater to.

## **6. Why companies go for green marketing:**

There are basically five reasons for which a company should go for the adoption of green marketing

- 1) Corporate social responsibility: Many organizations have started to realize that they have a moral obligation to be more socially responsible. This resulted in environmental issues being integrated into the firm's corporate culture
- 2) Government pressure:- various regulations recently framed by the government to protect consumers and the society at large let to the adoption of green marketing as a compulsion rather than a control board & ban on plastic bags etc.
- 3) Opportunities or competitive advantage:- All types of consumers both individual and industrial are the nature environment and have modified their purchasing behavior accordingly so companies have a competitive advantage over firms not adopting green concept
- 4) Competitive Pressure:- many companies take up green marketing to maintain their competitive edge. In many case firms observe competitors promoting their environmental behaviors and attempt to emulate this behavior. In some instances this competitive pressure has caused an entire industry to modify and thus reduce its detrimental environmental behavior.
- 5) Cost of profit issues:- cost factors associated with waste disposal or reduction in material usage forces firms to modify their behavior. Which attempting to minimize waste firms are often forced to – examine their production processes.

In these cases they often develop more effective production processes that not only reduce waste but reduce the need for some raw materials. In other cases firms try to find markets or uses for their waste material, where one firm's waste becomes another firm's input of production.

## **7. Significance of Green Marketing:**

The limited availability of resources and growing population and off course growing demands push ourselves to develop new alternatives. The OECD Report submitted to G20 Summits states that

- Global increase in greenhouse gas emission by year 2050.
- Global water demand is projected to increase by 55% by 2050
- Global terrestrial biodiversity is projected to decline by further 10% by 2050
- Global average temperature rise will be between 1.8 to 4.0 degree Celcius during 21<sup>st</sup> century.

Despite that air and water pollution causes low birth weight, premature birth and infant death.

So, it is important for the marketers to utilize the resources efficiently without waste. having due concern for environment. As a result of this Green Marketing has emerged which speaks for growing market for sustainable and socially responsible products and services.

Some of the advantages of Green Marketing to the companies are

- It ensures sustained long term growth along with profitability.
- It saves money in the long run, though initially the cost is more.

- It helps companies to market their products and services keeping the environment aspects in mind. It helps in accessing the new markets and enjoying competitive advantage.
- Most of the employees also feel proud and responsible to be working for an environmentally responsible company.

### **8.The Greening of Marketing Mix:**

As like conventional marketing mix, Green Marketing also contains 4 P's;

**8.1 Green Products:** The products have to be developed depending on the needs of the customers who prefer environment friendly products. Some general guidelines include that a green product-

- It does not present a health hazard to people or animals.
- It is relatively efficient in its use of resources during manufacture, use and disposal.
- It does not incorporate materials derived from endangered species or threatened environment.
- It does not contribute to excessive waste in its use or packaging.
- It does not rely on unnecessary use of or cruelty to animals.
- It should incorporate recycled materials and the products own recyclability.
- It should be environment friendly at various stages of its life cycle.

### **8.2 Green Pricing:**

Green pricing decisions are based on the premise that goods and services associated with greater environmental damage should cost more.

Price is critical and important factor of green marketing mix. Most consumers will only be prepared to pay additional value if there is a perception of extra product value. This value may be improved performance, function, design, visual appeal or taste. Greener pricing decisions are based on the premise that goods and services, associated with greater environmental damage, emission charges, carbon taxes, degradation or depletion should cost more. Green Marketing should take all these facts into consideration charging a premium price. Green pricing takes into consideration the people, planet and profit in a way that takes care of the health of employees and communities and ensures efficient productivity.

### **8.3 Green Promotion:**

No area of Green Marketing has received as much attention as promotion. Green Promotion involves advertising, marketing, materials, signage, white papers, web sites, on site promotions, videos and presentations by keeping people, planet and profits in mind. Green Marketers will be able to reinforce environmental credibility by using sustainable marketing and communicational claims or establish unrealistic expiations, people trust. In 1980 the Federal Trade Commission (FTC) issued guidelines in this regard. Publicize stories of the company's and employees green initiatives enter environmental awards programs to profile. Environmental certification or labeling programs attempt to increase consumer awareness and knowledge of environmental issues. Marketers use eco-labels to convey information about a product's environmental benefits and to differentiate among competing products. eg. Triangular arrangement of arrows as a recyclable product.

#### 8.4 Green Place:

The decisions regarding where and when to make product available have much importance. Logistics and Transportation costs are coming under greater scrutiny due to rising fuel prices, congested highways and global warming concerns. Instead of marketing imported goods, it can be licensed for local manufacturer. This avoids shipping of the product from far away. Also avoids carbon emission. Package redesign for lighter weight and/or greater recyclability reduces waste while simultaneously reduces costs. Green Marketing strategies are also reducing inventory and production costs. While introducing new green products, due care must be taken to position it in the market place so that it just not appeals a small green niche market.

While considering above discussion we can compare traditional marketing mix with green marketing mix as follows-

**TABLE II**  
**COMPARISON OF TRADITIONAL MARKETING MIX AND GREEN MARKETING MIX:**

Sr. No	Marketing Mix Component	Traditional Marketing Concept	Green Marketing Concept
1	Product	<ul style="list-style-type: none"> <li>* Natural Resources as a basic raw material for production</li> <li>* No Proper channel for waste disposal</li> <li>* No concern about natural non renewable energy sources.</li> <li>* No importance for recycle, reprocess or reuse</li> </ul>	<ul style="list-style-type: none"> <li>* Concern for recycle reprocess &amp; reuse</li> <li>* Environment friendly products</li> <li>* Concern to minimize waste</li> <li>* Biodegradable ingredients for production &amp; packaging.</li> <li>* Priority to renewable energy resources &amp; effective use of non renewable energy sources.</li> </ul>
2	Price	<ul style="list-style-type: none"> <li>* Price determined on the basis of manufacturing cost, tax &amp; profit basis</li> <li>* No provision about environmental damage, carbon taxes &amp; degradation cost etc.</li> </ul>	<ul style="list-style-type: none"> <li>* Price based on purchase power parity mode.</li> <li>* Environmental damage &amp; other costs are considered.</li> <li>* Concern for employees, people and planet.</li> </ul>
3	Promotion	<ul style="list-style-type: none"> <li>* Promotion means like advertising, personal selling, sales promotion and publicity.</li> <li>* Provisions for promotional expenses are made well in advance.</li> </ul>	<ul style="list-style-type: none"> <li>* Reinforcement for environmental credibility</li> <li>* Realistic environmental claims, promises &amp; communications.</li> <li>* Commitment and responsibility towards society and environment.</li> </ul>
4	Place	<ul style="list-style-type: none"> <li>* No concern about factory or production location</li> <li>* Focus on plant expansion &amp;</li> </ul>	<ul style="list-style-type: none"> <li>* Plant location near to market place.</li> <li>* Priority to local manufacturing instead of importing and shipping from apart.</li> </ul>

		new production unit.	*Managing logistic to cut down or transportation emissions.
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**9. Developing Green Marketing Strategy:**

Green Marketing strategy is nothing but designing a proper Green Marketing Mix consistent with the expectations & desires of concerned people. But here we can mention some of the guidelines for successive green marketing strategy.

1. **Knowing the Customer:** Make sure that the consumer is aware and concerned about information that your product attempts to address. It will be key to success, departing proper information about your product or service.
2. **Educate the Customer:** Educate the people need to protect the environment, how environmental damage affects you, so that it will clear the "So what?" or "Does it matter to me?" attitude!
3. **Assurance for the Customers:** Assure the customers about your environmental claim and maintain transparency about how your business policies are in consistent with eco-friendly business. These will ensure the credibility over your green marketing campaign.
4. **Offer Genuine Product:** Maintain customers trust about the product being offered, its fitness to the purpose it is purchases and its genuineness as being eco-friendly.
5. **Pricing for the Customer:** Make sure that price of product or service is affordable and worthwhile for customer. The price level probably goes high due to economics of scale and use of high quality resources.
6. **Give the Customers an Opportunity to Participate:** It means personalizing the benefits of your environment friendly actions, normally through letting the customer to take part in positive environmental action at same time keep in view the changed expectations of the customers.
7. **Green Lifestyle:** Build your brand around a lifestyle. Green consumption is a lifestyle decision and ethical consumers use their purchasing power in creating their identities.

**10. Challenges in Green Marketing:**

Though consumer awareness regarding green marketing is increasing and people prefer green products, there are number of challenges in these areas.

1. **Cost factor:** Green products require renewable, recyclable and disposable raw material, green technology, green energy which requires additional costs. Also continuous R & D efforts are necessary for greening the process and product. These leads to increased price of green products.
2. **Need for standardization of the product:** It is found that few messages from green campaigns are entirely true. There is lack of standardization to authenticate these claims. So there is need of regulatory body for certification and social audit purpose.
3. **Patience Perseverance:** The green marketing projects have a long gestation period. So patience efforts are needed to get the desired result. Hence the business needs to plan for long term rather than short term strategy and prepare for the same while in due course it should avoid unethical practices.
4. **Non co-operation:** The green marketing firms have to convince the stakeholders about the long term benefits of green marketing as compared to short term investment. They are not simply to accept the circumstances arise thereof.

5. Green myopia: It will be a wrong practice, if a product is produced which is absolutely green in various aspects but does not hold good upon the satisfactory criteria of the customer i.e. overemphasizing the environmental quality leads to 'Green Myopia'. If green product not economical viable as a result, it will reduce the market acceptability. This must be avoided by providing much attention at customer expectations.
6. Green washing: Business world is increasingly recognizing the benefits of green marketing, although there is a thin gap between doing so for its own benefit only and for social responsibility reasons. The term 'Greenwashing' refers to all industries that adopt outwardly green acts with an underlying purpose to increase profits. Such practices should be restricted so that green marketing can get its real meaning.

### **11. Indian Scenario:**

Now a day's numbers of business organizations in India are following green marketing philosophy. These companies are integrating their environmental and financial objectives for goodwill and future need. In India around 25% of the consumer prefers environmental friendly product and around 28% may be considered health conscious. Green products are profitable, green policies can reduce costs the only need is acceptance and establishment of green culture. Some of the Indian companies which are mostly succeeded in green marketing initiatives are- AMUL India, Dabur India Ltd., ITC Ltd., Godrej Consumer Products, Wipro Technologies, Infosys Technologies Ltd., Hotel Orchid Mumbai, IndusInd Bank, Maruti Udyog Ltd., Oil & Natural Gas Company, Badarpur Thermal Power Station (NTPC) Delhi etc. The number will definitely grow up in near future to flourish economy and environment of India.

### **Conclusion:**

Resources are limited in nature and human wants are unlimited. The only answer is green marketing and the promotion of responsible consumption. Green marketing is based on the premise that businesses have a responsibility to satisfy human needs and wants while preserving the integrity of the natural environment. Green marketing is not an easy task. It incorporates a broad range of activities that includes- search for energy efficient production, recyclable and biodegradable ingredients & packaging materials, better pollution control and eco-friendly products. There is growing interest among the consumers for green products, they are ready to pay more to make environment greener and the ultimate objective of green marketing is to care for people, profit and planet all together.

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