

Green Marketing: A Study on How Industries Transform into Green Business Industries

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Abstract—Green Marketing is the concept in which manufacturer markets the products that is presumed to be environmentally safe. In recent years the term green or eco marketing have reflect a growing concern at all the levels and shows its impact on increased consumptions on physical environment. Environmental benefit and sustainability are the two important characteristics of green business. Now –a-days both manufactures and customers understood the importance of environment and the reason for the deterioration of the environment.

Purpose: The purpose of this study is to investigate issues that determine the long term efficiency of green marketing. A number of companies are starting to explore environmental policies based on products rather than process. The desire to protect the environment and to maintain its sustainability significant efforts should be made to make environment green.

Design and Methodology: This research paper is based on secondary data collected through several literature studies. The recent achievements within each of these research streams are briefly reviewed.

Implication: The solutions that green marketing concept provide for the problems, that environment face is that – Judicious use of resources, waste management. These solutions are adopted by the companies to promote their product in the market. So it has been conclude that the concept of Green Marketing has become the need for the today’s manufactures for their survival in today’s competitive world and to achieve their ultimate target that is “Profit”.

Keywords- Green Marketing, Judicious, Environment, Sustainability

I. INTRODUCTION

Indian environment has been deteriorated remarkably in the past 50 years due to rapid increase in population, as standard of living rise, it also gives rise to increase in use of technology, Depletion of forests, vehicular emissions, use of hazardous chemicals and various other undesirable human activities which give birth to many environmental problems. Green Marketing means selling of goods and services with aim of providing benefit to environment, or we can say that to protect the environment. The word ‘Green’ is associated with purity. If we take an example of Green Advertising its means advertise the product without showing its adverse impact on the environment. Green Marketing concerned with the protection of ecological environment. Due to rapid increase in population these companies bring new ideas to promote their product in the market and attract new customers, but due to this they somewhere harm the environment a lot. This is not negligible. As we all know that modern marketing concept creates a lot of problems. Growth

in marketing activities leads to rapid economic growth, increase in mass production due to advance technology applied by manufacturers, the result is the unhealthy tactics use by manufacturers lead to adverse impact on the environment and society. The recent example of green marketing is Clothing company Timberland is famous for its hiking boots and outdoor wear, so it's no surprise that their "Earth keepers" campaign was designed with green in mind. Not only is the Earth keepers line environmentally friendly, but it tries to "motivate environmental behaviour change," according to its website. The products in the collection feature items made with recycled materials (including up to one-and-a-half plastic bottles in each pair of boots!). So basically Green Marketing stands on three aspects: -

- 1) Promotion and production of pure/safe quality of goods and services.
- 2) Protection of ecological environment.
- 3) Fair and just dealing with customers and society.

Green marketing refers to the process of selling products and/or services based on their environmental benefits. Such a

product or service may be environmentally friendly in itself or produced in an environmentally friendly way, such as:

- The products must manufacture in a sustainable way.
- The products do not contain in harmful toxics or chemical which will affect the environment.
- The products must be manufactured in a way that it can be recycle or reuse easily.
- The products must be made of any renewable resources.
- The products must be made in a way that it can be easily repairable without any “Throw away”.

Importance of Green Marketing in today's era

There is a question that why green marketing is important in today's era, the result is present in front of our eye. Due to rapid increase in population and increase consumption of things the manufacturers have to use new and advance technology to fulfil the demand of fast growing population, but with this they are ignorant that they also harm the environment. As the mankind has limited resources on earth so it is most important to save and protect the environment. Issues like global warming, ozone layer depletion are the basic reason for healthy survival. In recent years, concern about the environment has been highlighted in many areas of life. People are trying to reduce their impact on environment. It has been seen that the people are shifting more towards eco-friendly product. Organizations and company have seen this change in consumer attitude and are trying to gain an edge in the competitive market by exploring the concept of Green marketing. In the modern era of globalization, it has become a challenge to keep the consumers in fold and even keep our environment safe. Most of the companies avoid environment aspect while achieving consumer folds. But if a company wants to sustain in market it has to keep in mind the importance of environment and its safety.

Benefits of Green Marketing

Green marketing provides many benefits to business, being green or sustainable encompasses many elements such as: energy efficiency, use of renewable or recyclable resources, water conservation, cycling and waste management, eco-friendly apparel and much more. Let's take a look on the benefits of green marketing:

A company can enter new markets when it brings attention to positive environmental impact – Green Marketing put light on the positive side of products and services that bring about they have the possibility of piercing new target markets. For example residents that never considered the idea of using solar power might switch to solar panels if the information is clear, concise and targets their needs.

Business gain more profit from green marketing- As the term “Green” means pure and natural and it give a sense of satisfaction to the customer that they are using a product which is harmless and eco-friendly in nature and They are willing to pay more for products and services seen as

sustainable or with a positive social impact. Customers are reassured when their products are chemical-free and made with recyclable materials that do not harm the environment.

Green Marketing brings a competitive advantage- When we talk about green marketing; we become more conscious and responsible leader about environmental issue. This is true in case of customers also that they do not compromise with environmental issues. It also creates a wider choice of marketing points that we can promote and discuss with our customers, which go beyond traditional strategies such as having the lowest price, durability and style. Focus on your product's environmental and social benefits instead of solely marketing the price and value.

Provide Productivity - Providing productivity in terms of environment decreases the production costs. Businesses can decrease their cost by decreasing the waste, saving the energy and reusing the materials. Today so many consumers demand eco-friendly products, packaging, and management styles. These consumers prefer more environment conscious businesses.

II. RELATED WORK

Oyewole,P.(2001) in his paper presented a conceptual link among green marketing, environmental justice and industrial ecology. It argues for greater awareness of environment justice in the practice for green marketing. A research agenda is finally suggested to determine consumer awareness of environment justice and their willingness to bear the costs associate with it.

Paco & Raposo (2009) his conclusion is based on a survey to identify the characteristics of green consumers. The factors considered are environmentally friendly products, environmental activism, environmental knowledge, environmental concern, recycling, perception, resource saving, economic factor and skepticism towards environmental standards. The lack of awareness about green products, negative perceptions of green products, can be resolved by educating customers and building better products respectively (Bonini & Oppenheim, 2008). The responsibility of educating consumers is not sole responsibility of businesses but the government should play a prominent role in encouraging the consumers to adopt for eco-friendly products.

Green consumerism was described as a form of pro-social consumer behavior (Weiner & Doeshier,1990). Oyewole, P. (2001),indicated In his research paper he presented a conceptual link among green marketing, environmental justice, and industrial ecology. It argues for greater awareness of environmental justice in the practice for green marketing. A research agenda is finally suggested to determine consumers' awareness of environmental justice, and their willingness to bear the costs associated with it.

Joseph & Rupalikorlekar(2012) (Joseph & korlekar, 2012), in his research paper he concluded in-depth studies

on green marketing should be conducted in developing countries like India to understand consumer perception and attitude towards green marketing and green products.

Dr. Navreen Tariq (2018) in his study, he indicated that environmental impacts are a function of the way services are provided and the way goods are produced, delivered, used and disposed off. Moreover, the large number of consumers is aware about green marketing but this awareness is not equally distributed across different attitude levels of the consumers regarding green products. And importance attribute received higher appreciation, as compared to the attributes like appearance and promotion, in conveying the eco-friendliness of the products.

Kavita Kumara (2017) in her research paper, she focused on the importance of green marketing. Data has collected from secondary sources. She considers the main issues in adoption of green marketing practices. The paper explains the context of Indian market and explores the challenges with green marketing. Green marketing is used for environment friendly products that are considered to be green like low power consuming electrical appliances, organic foods, lead free paints, recyclable paper and phosphate free detergents.

III. METHODOLOGY

Know your customer- If you want to sell a greener product to consumers, you first need to make sure that the consumer is aware of and concerned about the issues that your product attempts to address. Whirlpool is just one company that learned this lesson the hard way. Even after winning a \$30 million "golden Carrot" prize for being first to market with a CFC-free fridge, they discovered that consumers wouldn't pay the premium because they didn't know what CFCs were - and there were no other value-added benefits.

Empowers Consumer- Make sure that consumers feel, by themselves or in concert with all the other users of your product, that they can make a difference. This is called "empowerment" and it's the main reason why consumers buy greener products. This powerful principle underlies so many campaigns laden with tips.

Be Transparent- Consumers must believe in the legitimacy of your product and the specific claims you are making. Caution: There's a lot of scepticism out there that is fuelled by the raft of spurious claims made in the "go-go" era of green marketing that occurred during the late 80s-early90s - one brand of household cleaner claimed to have been "environmentally friendly since 1884"!

Reassure the buyer- Consumers need to believe that your product performs the job it's supposed to do. They won't forego product quality in the name of the environment. (Besides, products that don't work well will likely wind up in the trash bin, and that's not very kind to the environment.)

Consider the pricing- If you're charging more for your product - and many environmentally preferable products cost more due to economies of scale and use of higher-quality

ingredients - make sure that consumers can afford the premium and feel it's worth it. Many consumers, of course, cannot afford premiums for any type of product these days, much less greener ones, so keep this in mind as you develop your target audience and product specification

Objective Of The Study

- The primary objective of this research is to present how Indian industries can transform into green business industries with the aim to protect the environment.
- To evaluate the steps taken by the industries for green marketing in their core business values.
- To initiate the use of eco-friendly product with the view to save the environment, which is also a part of CSR (Corporate Social Responsibility)
- To help the business to properly utilize the resources to its judicious and efficient way.

IV. RESULTS AND DISCUSSION

According to data based on secondary survey there are many brands that are turned into Green Marketing campaign:

LG: LG now taken up the initiative to make the gadgets that are eco-friendly in nature. Recently, it has launched a LED E60 and E90 series monitor for the Indian market. Its 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: It is another brand that trying to produce eco-friendly product in the market and it has recently launched HCL ME 40 notebooks. These notebooks do not use any polyvinyl chloride (PVC) material or other harmful chemicals and the Bureau of Energy Efficiency already given, it a five star rating.

Samsung: Samsung India has always had a roaring range of LED TV screens and now they have 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 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 happened due their initiative of creating technology for agricultural and community benefits.

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

WIPRO: Wipro InfoTech was India's first company to launch eco friendly computers devices for the Indian market . Wipro launch a new range of desktop and laptop called Wipro green ware. These products are ROHS (Restricted of

Hazardous Substances) complaint thus reduce e-Waste in the environment.

V. CONCLUSION AND FUTURE SCOPE

The green marketing becomes the platitude for today's marketing practices throughout the world. Due to increase in environmental issues, the marketers and customers now show their concern towards the environment by purchasing eco-friendly products, chemical free products and much more. And other thing is that if the marketers want to survive in this competitive environment then they also move towards eco-friendly concept. This is not an easy to implement, its requires a lot of efforts to find out the customer response towards eco-friendly products. Green marketing is still in a growing stage in the Indian companies, today lots of opportunities are available so it is the right time for the manufacturer to bring the concept of green marketing in the environment. With the threat of global warming , green marketing is not an second option , but it is an primary option or norm that should now be adopted in order to protect the environment from depletion.

Consequently, within the scope of rapidly-developing technology and changing world, businesses have important responsibilities about protecting the environment and producing eco-friendly green products. The business which fulfils that duty is going to be one that can survive in the future.

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