

## GREEN MARKETING AND RESPONSIBLE MARKETING

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### ABSTRACT

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#### BACKGROUND

Continuous increasing awareness on the various environmental challenges has led a shift in the way consumers go about their life. There has been a change in consumer behaviour towards a green lifestyle and the environment to encourage innovation for conservation, and the benefits from this source of innovation are certain to outlive our current generation. Consumers are actively trying to reduce their negative impact on the environment. In order to protect the environment and to improve the quality of life, issues that include conservation of natural resources, reducing environmental pollution, protecting endangered species, and control of land use need to be addressed. Organisations have seen this change in consumer behaviour and are trying to gain an edge in the competitive market by exploiting the potential in the green market industry. Companies are finding that consumers are willing to pay more for a green product. The three R's of environmentalism are Reduce, Reuse, and Recycle which are important to consider by many organisations and supports green marketing. In the current era of globalisation, it has become a challenge to keep the consumers in fold and even keep our natural environment safe and that is the biggest need and challenge of the time. Green marketing is a phenomenon which has developed particular importance in the current 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. Green marketing in a broader sense is an ethic and corporate social responsibility because it helps business to become socially responsible as well: to provide better products, improve working conditions and contribute to the community. This paper investigates consumer beliefs and attitude on environment protection and their purchasing behaviour of eco-friendly products. This paper also focuses on the success of efforts put by marketers in bringing green brands awareness in consumer's mind. This paper will attempt: 1. To introduce the terms and concepts of green marketing; 2. To briefly discuss why going green is important; 3. To examine some of the reason that organisations are adopting a green marketing philosophy; 4. To mention some of the problems with green marketing.

#### KEYWORDS

Green Marketing, Consumer's Beliefs, Green Products, Environment, Social Responsibility.

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#### BACKGROUND

Increasing awareness amongst various professionals and environmental activists has led to incorporate conservation products into their portfolio of activities to contribute to biodiversity conservation. A very vast progress has been made in involving communities in good conservation practices, developing such enterprises that are sustainable and that also promotes biodiversity conservation. Green marketing is that concept of marketing of products that are presumed to be environmentally safe. It is a complete marketing concept wherein the product, marketing consumption on disposal of products and services happen in a manner that is less detrimental to the environment with growing awareness about the implications of global warming, non-biodegradable solid waste, harmful impact of pollutants, etc., both marketers and consumers are becoming increasingly sensitive to the need to switch onto green products and services.

In a holistic approach, the green marketing is defined as the concept where in the production, marketing of environmentally safe product and services happened in a

manner that is less detrimental to the environment with growing awareness about the implication of global warming and calamities which is going to happen due to environmental disturbance, non-biodegradable solid waste, harmful impacts of pollution, etc.; both marketers and consumers are becoming increasingly sensitive. While the shift to green may appear to be expensive in the short term, it will definitely prove to be indispensable and advantageous cost-wise too, in the long run. Thus, Green, environmental and eco marketing are part of the new marketing approaches which do not just refocus, adjust or enhance existing marketing thinking and practice, but seek to challenge those approaches and provide a substantially different perspective. In more detail, green, environmental and eco-marketing belong to the group of approaches which seek to address the lack of fit between marketing as it is currently practised and the ecological and social realities of the wider marketing environment.

#### Sustainable Marketing

Green marketing is characterised by a focus on environmental issues and by an emphasis on reducing environmental damage. Sustainable marketing is the next natural step forward, with an emphasis on progress towards greater sustainability. Sustainable marketing is the process of planning, implementing, and controlling the development, pricing, promotion, and distribution of products in a manner that satisfies three criteria: 1) customer needs are met, 2) organisational goals are attained and 3) the process is compatible with the ecosystem.

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### Importance of Green Marketing

The question of why green marketing has increased in importance is quite simple and relies on the basic definition of Economics. "Economics is the study of how people use their limited resources to try to satisfy unlimited wants." Green marketing looks at how marketing activities utilise these limited resources, while satisfying consumer's wants, both of individuals and industry, as well as achieving the selling organisation's objectives.

### Reasons of using Green Marketing

#### Possible Reasons for Firms Increased use of Green Marketing are-

- Organisations perceive environmental marketing to be an opportunity that can be used to achieve its objectives;
- Organisations believe they have a moral obligation to be more socially responsible;
- Governmental bodies are forcing firms to become more responsible;
- Competitors' environmental activities pressure firms to change their environmental marketing activities;
- Cost factors associated with waste disposal, or reductions in material usage forces firms to modify their behaviour.

Government of India is very much particular about building environmental sustainability by encouraging the development of Green companies in India. Now, the question arising in our mind is 'what is green company?' Some of the characteristics of the green companies mentioned below will be helpful for you in understanding the meaning of green company-

- Company that reduces toxic emissions.
- Company that generates electricity from hydroelectric plants.
- Company that uses solar radiation and biomass as a source of renewable energy.
- Company that minimises the use of plastic material.
- Company that uses recyclable energy.
- Company that uses natural gas for boiler fuel.

With these characteristics, you can come to a conclusion that green companies are those companies which use materials that does not cause any harm to the atmosphere.

### Some Indian Companies for Green Marketing

#### MRF Tyres

Product wagon is the Indian tyre manufacturer MRF with its ZSLK series. The premium eco-friendly tubeless tyres MRF ZSLK are made from unique silica-based rubber compounds and promises to offer fuel efficiency for vehicle owners. The tyres have been tested extensively on Indian road conditions with emphasis on endurance, wet and dry braking, the company said in a statement. At present, the ZSLK series are available for models including Honda City/Civic, Ford Fiesta, Hyundai Santro, Maruti SX4, Wagon R, Skoda Octavia, Tata Indica, Nissan Micra.

#### ACC Ltd

India-based cement manufacturer ACC has recently launched its eco-friendly brand, 'Concrete+'. This brand uses fly ash (a hazardous industrial waste) to help conserve natural resources, thus making it an eco-friendly product. The new

product has been designed exclusively to ensure high durability and resistance of structures under extreme climate. Jayanta Datta Gupta, chief commercial officer of ACC Ltd, said that the new product is a result of continuous feedback from customers, influencers and dealers.

#### Fevicol

Fevicol, a leading brand of adhesive in India, has introduced environment friendly synthetic resin adhesive. Claiming to be India's first eco-friendly adhesive, Fevicol AC Duct King Eco Fresh, boasts of being an all-in-one adhesive.

The company says that this water-based adhesive has exceptional bonding strength and spreads smoothly at room temperature without emitting any toxic fumes. It is an ideal adhesive for AC Duct insulation for all residential and industrial projects.

Speaking on the launch, Vishal Malhan, chief-marketing, Fevicol Division at Pidilite Industries said, "We, at Fevicol, were always concerned, and worked towards developing and offering adhesives that contributed immensely to the betterment of health, safety and environment. As market leaders, it becomes our responsibility to take lead in caring and conserving our planet by using strong and secure adhesives."

#### Vivanta by Taj Hotel Resorts & Palaces

Earth friendliness is the hallmark of the Vivanta line, just as it is at all Taj hotels.

The parent company follows guidelines established at a United Nations Earth Summit and endorsed by nearly 200 countries.

These green benchmarks are monitored by a leading worldwide certifier, Green Globe. Taj aims to bring the total of its Vivanta hotels to 30-plus in the next 2 years, totalling 5, 000-plus guest rooms.

So, from LCDs to clothing, every brand is giving you an opportunity to ride the green wave. Go ahead, make a choice and join the green revolution.

### International Companies

#### Dell

Computer equipment has historically been one of the most difficult and costly products to safely dispose of. Fortunately, one of the major leaders in that field has stepped forward to make the task less daunting. Through its "no computer should go to waste" recycling programme, Dell allows customers to return any Dell-branded product back to the company – for free. The company has even gone so far as to establish programmes that accept computers, monitors, or printers from other companies for safe disposal, as well.

#### Honda

According to a CNN Money's "10 Green Giants" piece, Honda has gone above and beyond in its environmental duties. Going so far as to call Honda "the most fuel-efficient auto company in the US", CNN tells the story of how Honda is hard at work on the hydrogen fuel cell powered "FCX." Honda is apparently also taking steps to create an entire infrastructure for hydrogen, looking forward to a day when – hopefully – more cars will be powered by that instead of gasoline. In addition to all of this, Honda did pledge to reduce its carbon dioxide emissions by 5% from 2005-2010, and that's not including that 5% it already achieved in 2000-2005.

### Hewlett-Packard

Another computing company staking its claim to greener pastures is Hewlett Packard. The company has gotten out in front of the computer disposal issue by owning and operating enormous "e-waste" recycling plants that shred discarded, obsolete computer products into raw materials that can be recycled into the industrial food chain. HP has also agreed to take back computer equipment of all brands, and has taken steps to ensure that its own products are 100% recyclable in the manner discussed above. Furthermore, the company has promised to lower its energy consumption a full 20%.

### CONCLUSION

Green marketing should not be neglected. Marketers need to understand the implications of green marketing. They should not think consumers are not concerned about environmental issues or will not pay a premium for products that are more eco-responsible.

Nowadays, green marketing has become necessary to save the world from environment pollution. From the marketing point of view, a good marketer not only satisfies the consumer needs but also produces and supplies products according to the choice of the consumers. But the business firms should know the benefits of selling green products. Consumers are also ready to pay more amount to maintain a greener and cleaner surroundings. Consumers are also aware of initiatives taken by Corporates about the attributes and use of products, which is why they demand for green products. The firms should work constantly to find out the green material, methods of making green finished product which are commercially viable.

### Green Marketing Ensures-

- Sustained longterm growth.
- Profitability.
- Saves money in the long run.
- Helps promoting products in an environment friendly manner.
- Helps in breaking through newer markets for competitive advantage.

### Suggested Solutions

- a. Environmentally responsible organisations should attempt to minimise their waste.
- b. Organisation policy.
- c. Employee Awareness Program.
- d. Effective and transparent Communication.
- e. Constantly Refine the Product and Processes.

Green marketing is still in its infancy and a lot of research needs to be done on green marketing to fully explore its potential. Think of a refrigerator for example. While we may have had to be convinced in the 1950s to buy a refrigerator, we would have wanted the great white box to look cool in the 1970s, but in today's uncertain world, we might ask ourselves about the impact of the chlorofluorocarbons (CFCs) that our refrigerator is emitting and demand a more environment friendly refrigerator. So, if today's successful marketing is about appealing to personal values and delivering consumer empowerment, then surely the time is right to inject

sustainable development into the marketing mix to help address some of the gritty issues currently facing our planet. Green marketing methods produce highly effective results. They apply all of the steps you need to cut costs, raise response rates and increase growth in the most important marketing metric we are all held accountable.

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