

A STUDY ON GREEN MARKETING ADAPTATION

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Abstract: Environmentally-responsible or "green" marketing is a business practice that takes into account consumer concerns about promoting preservation and conservation of the natural environment. Green marketing is the marketing of products that are presumed to be environmentally safe. The term Green Marketing came into prominence in the late 1980s and early 1990s. Green marketing incorporates a broad range of activities, including product modification; packaging production process as well as advertising, and it also increased the energy efficiency of the product in use, reduced use of chemicals in farming, or decreased release of toxic emissions and other pollutants in production. Thus green marketing refers to the holistic marketing concept that affects less to the environment. Therefore, Both marketing and consumers switch into green products and services. This paper is discussed about the usage of green marketing or environmental marketing in the marketing concepts.

Consumers encounter with terms such as ozone-friendly, environment-friendly and recyclable products in green marketing. Green marketing is a much wider concept of marketing activity which can be applied to consumer goods, industrial goods and even to services. It serves two purposes viz., to develop goods that can appeal to the consumer at reasonably affordable prices and environment-friendly products causing minimal damages. Companies are now becoming socio-economic entities, that they remain more responsive to the "Environmental Awareness" that may direct consumer behaviours.

1. INTRODUCTION:

Definition:

Green or Environmental Marketing consists of all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment. [Polonsky 1994b, 2]

Thus "Green Marketing" refers to holistic marketing concept wherein the production, marketing consumption and 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 for switch in to green products and services. 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.

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marketing or environmental marketing in the marketing concepts.

2. GREEN CONSUMER:

The green consumer is generally defined as one who adopts environmentally friendly behaviours and/or who purchases green products over the standard alternatives. Green consumers are more internally-controlled as they believe that an individual consumer can be effective in environmental protection. Consumers feel that the job of environmental protection should not be left to the government, business, environmentalists and scientists only; they as consumers can also play a part.

3. OBJECTIVES OF THE STUDY

1. To study the usage of digital in green marketing methods.
2. To study and compare mode of purchase and information search of consumers for the products.
3. To analyze and compare the influence of advertisement and promotional offers on the shopping patterns of consumers towards green products.

4. GREEN PRODUCTS AND ITS CHARACTERISTICS

The products those are manufactured through green technology and that caused no environmental hazards are called green products. We can define green products by following measures:

- Products those are originally grown,

- Products those are recyclable, reusable and biodegradable,
- Products with natural ingredients,
- Products containing recycled contents, non-toxic chemical,
- Products contents under approved chemical,
- Products that do not harm or pollute the environment,
- Products that will not be tested on animals,
- Products that have eco-friendly packaging i.e. reusable, refillable containers etc.

5. CHALLENGES IN GREEN MARKETING

1. Need for Standardization

It is found that only 5% of the marketing messages from “Green” campaigns are entirely true and there is a lack of standardization to authenticate these claims. There is no standardization to authenticate these claims. There is no standardization currently in place to certify a product as organic. Unless some regulatory bodies are involved in providing the certifications there will not be any verifiable means. A standard quality control board needs to be in place for such labeling and licensing.

2. New Concept

Indian literate and urban consumer is getting more aware about the merits of Green products. But it is still a new concept for the masses. The consumer needs to be educated and made aware of the environmental threats. The new green movements need to reach the masses and that will take a lot of time and effort. By India's Ayurveda heritage, Indian consumers do appreciate the importance of using natural and herbal beauty products. Indian consumer is exposed to healthy living lifestyles such as yoga and natural food consumption. In those aspects the consumer is already aware and will be inclined to accept the green products.

3. Patience and Perseverance

The investors and corporate need to view the environment as a major long-term investment opportunity, the marketers need to look at the long-term benefits from this new green movement. It will require a lot of patience and no immediate results. Since it is a new concept and idea, it will have its own acceptance period.

4. Avoiding Green Myopia

The first rule of green marketing is focusing on customer benefits i.e. the primary reason why

consumers buy certain products in the first place. Do this right, and motivate consumers to switch brands or even pay a premium for the greener alternative. It is not going to help if a product is developed which is absolutely green in various aspects but does not pass the customer satisfaction criteria. This will lead to green myopia. Also if the green products are priced very high then again it will lose its market acceptability.

6. EXAMPLES OF GREEN MARKETING IN INDIA:

1. **Digital Tickets by Indian Railways.** : - Recently IRCTC has allowed its customers to carry PNR no. of their E-Tickets on their laptop and mobiles. Customers do not need to carry the printed version of their ticket anymore.
2. **No Polythene carry bags for free** :-Forest & Environmental Ministry of India has ordered to retail outlets like Big Bazar ,More,Central,D-Mart etc. that they could provide polythene carry bags to customers only if customers are ready for pay for it.
3. **Green IT Project: State Bank of India**:-By using eco and power friendly equipment in its 10,000 new ATMs, the banking giant has not only saved power costs and earned carbon credits, but also set the right example for others to follow. SBI is also entered into green service known as “Green Channel Counter”. SBI is providing many services like; paper less banking, no deposit slip, no withdrawal form, no checks, no money transactions form all these transaction are done through SBI shopping & ATM cards. State Bank of India turns to wind energy to reduce emissions. The wind project is the first step in the State Bank of India's green banking program dedicated to the reduction of its carbon footprint and promotion of energy efficient processes, especially among the bank's clients.
4. **Wipro's Green Machines**:-Wipro Infotech was India's first company to launch environment friendly computer peripherals. For the Indian market, Wipro has launched a new range of desktops and laptops called Wipro Greenware. These products are RoHS (Restriction of Hazardous Substances) compliant thus reducing e-waste in the environment

7. BEHAVIOR PATTERN OF GREEN MARKETING:

- Purchasing products, such as detergents, that have a reduced environmental impact;
- Avoiding products with aerosols;
- Buying organic products available in online.
- Reduces pollution;
- Buying locally produced foods;
- Purchasing from a digital store;
- Buying fairly traded goods;
- Looking for products online

8. CONCLUSION:

Green marketing covers more than a firm's marketing claims. While firms must bear much of the responsibility for environmental degradation, ultimately it is consumers who demand goods, and thus create environmental problems. As result of the study, as environment consciousness, green product features, green promotion and green price increase, green purchasing behavior increases as well. In most of the studies conducted until today, a negative relation between green price and purchasing behavior has been observed. Nevertheless, the result of our study shows that people are now willing to pay more for environment-friendly product against

environmental pollution that threatens our world together with developing technology and industrialization.

Today's consumer, price difference in environment-friendly products has disappeared to be a negative factor now and promotion has become important for consumers. When companies take these into consideration and determine marketing strategies accordingly, they can reach their goals by considering needs and demands of the consumers and by responding them in the most appropriate way. Therefore, tendency to environmental-friendly product shall exhibit gradual increase.

Marketing managers should pay also attention to demographic features in separation of consumers in the target mass to the segments and digitalize it. It is required that consumers have environmental awareness in the name of protecting the environment by non-governmental organization, governments, companies and individuals. Moreover, companies should especially pay attention to promotion activities and should increase their activities in this direction and should develop their contents. Promotion, price and product features should be directed as of demographic properties.

Implication of marketing procedure through online and there promotional activities should be digitalized to save the environment. I would like to conclude that the marketing procedures should be implied digitally and environmental friendly.