



GREEN MARKETING

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Abstract

As the name suggest GREEN MARKETING means green, meaning environment friendly/eco-friendly i.e. the production & marketing is done in an eco friendly environment . Green marketing is the marketing of products that are presumed to be environmentally safe. It refers to holistic marketing concept wherein the production, marketing consumption an disposal of products and services happen in a manner that is less detrimental to the environment. Marketing products that benefit the environment. The ecological properties of properties of products are important in order that companies produce ecologically safer products, including recyclable and biodegradable packing. Better pollution control and more energy efficient production process and product performance also form a part of green marketing. The development of Green Marketing has opened the door of opportunity for companies to co-brand their products into separate line, landing the green friendliness of some while ignoring that of others.

Key words :- Green Marketing , Environment Awareness, Eco-Friendly ,Green Products & Biodegradable.



5 P's of Green Marketing



	Tactical greening	Quasi-strategic greening	Strategic greening
Targeting	Ads mentioning green features are run in green-focused media.	A firm develops a green brand in addition to its other brands.	A firm launches a new Strategic Business Unit (SBU) aimed at the green market.
Green design	A firm switches from one raw material supplier to another with more eco-friendly processes.	Life-cycle analysis is incorporated into the eco-design process to minimize eco-harm.	E.g. FUJI XEROX develops its Green Wrap paper to be more eco-friendly from the ground up.
Green positioning	E.g. a mining company runs a Public Relations (PR) campaign to highlight its green aspects and practices.	E.g. British Petroleum (BP) AMOCO redesigns its logo to a sun-based emblem to reflect its view to a hydrogen/solar-based future of the energy industry.	E.g. the BODY SHOP pursues environmental and social change improvements and encourages its consumers to do so as well.
Green pricing	Cost-savings due to existing energy-efficiency features are highlighted for a product.	E.g. a water company switches its pricing policy from a flat monthly rate to a per-unit-of-water-used basis.	A company rents its products rather than selling; consumers now pay only for use of the product.
Green logistics	A firm changes to a more concentrated detergent, which.	Packaging minimization is incorporated as a part of a firm's manufacturing review process.	A reverse logistics system is put into place by FUJI XEROX to reprocess and remanufacture copiers.
Marketing waste	A firm improves the efficiency of its manufacturing process, which lowers its waste output.	E.g. TELSTRA (a phone company) has internal processes so that old telephone directories (waste) are collected and turned into cat litter products by other companies.	E.g. a Queensland sugar-cane facility is rebuilt to be cogeneration based, using sugar-cane waste to power the operation.
Green promotion	An oil company runs a PR campaign to highlight its green practices in order to counter an oil spill getting bad press coverage.	A company sets a policy that realistic product eco-benefits should always be mentioned in promotional materials.	As a part of its philosophy the BODY SHOP co-promotes one or more social/eco campaigns each year with in-shop and promotional materials.
Green alliance	A company funds a competition (one-off basis) run by an environmental group to heighten community awareness on storm water quality issues.	E.g. SOUTHCORP (a wine producer forms a long-term alliance with the Australian Conservation Foundation to help combat land-salinity issues.	A company invites a representative of an environmental group to join its board of directors.

Table-01



INTRODUCTION:

Taking into consideration that companies are socio-economic entities, it can't be expected that they remain unresponsive to the "Environmental Awareness" that may direct consumer behaviors. Particularly marketing managers encounter with consumers sensible to environmental issues. The old perception on how businesses are establishments with no other objective but to profit leaves its place rapidly to a new perception which defines companies as establishments that are sensible to social problems. Apart from producing environment-friendly products and selecting environment-friendly markets, essentially understanding of 'Environmentally Friendly' is required to be integrated into the corporate culture. Consumers encounter with terms such as ozone-friendly, environment-friendly and recyclable products in green marketing. However, green marketing isn't limited to these terms but is a much wider concept of marketing activity which can be applied to consumer goods, industrial goods and even to services.

Green marketing term was first discussed in a seminar on "ecological marketing" organized by American Marketing Association (AMA) in 1975 and took its place in the literature. In this seminar where the impact of marketing on natural environment was analyzed with the contribution of academicians, bureaucrats and other participants, ecological marketing concept was defined as follows: Studies regarding adverse or positive impacts on environmental pollution, energy consumption and consumption of other resources as result of marketing.

In order to develop goods that can appeal to the consumer, reasonably affordable prices and environment-friendly products causing minimal damage are required. In order to reflect an image of high quality, environmental sensitivity and hence production of products compatible with environment are required.

Businesses and Green Marketing

There are serious changes for awakening in the business world regarding the responsibility towards the environment and the society. Strategies targeting not only making a profit for the day but also for long-term profitability and environmentally friendly sustainability have started to become agendas of the companies. Corporate ethical code of the 21st century is being green. The ideology of "always me, always me" of profit-making companies has no longer any effect. Of course, the primary objective of companies is profitability but it is too hard for companies with the sole objective of making profit to obtain sustainability. Companies should be aware of their responsibilities towards the environment and the society in the same way as towards clients, shareholders and employees. Climate change, environmental issues and social problems will challenge the leaders of future generation for taking efficient and comprehensive decisions. In the process of taking these decisions, the priority of business people should be based on the principal of protecting the environment rather than profitability of the business. The opinion of Rakesh Khurana and Nitin Nohria, professors of business administration at Harvard, is such that priority should take its place in the professional literature with an oath similar to the Hippocratic Oath. The concept of creative capitalism defined by Bill Gates underlines that the



leaders of future generations are responsible not only for obtaining desired results but also for the impacts of their decisions on elements other than their own companies and markets.

Green Consumer

The green consumer is generally defined as one who adopts environmentally friendly behaviors 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. Thus, they 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. They are also less dogmatic and more open-minded or tolerant toward new products and ideas. Their open-mindedness helps them to accept green products and behaviors, more readily. According to the consumption report of the EU (Consumers in Europe), it is found that ten percent of the consumers recognize the ecological product labels or green energy labels on the products sold in the supermarkets. Although the companies in our country progress with significant speed in terms of the environment, it is not possible yet for us to say that they have reached the same level regarding consumer sensitivity. In Western implementations, environmental awareness and the “green policy” in business organizations are reflected in the business as result of the environmental awareness of the consumers. The most recent and classical example regarding this subject is airline transportation industry. In airline transportation, large amount of carbon emission released by the planes into the environment is a matter in question.

Making an environmentally friendly product is not enough by itself for a sustainable world. Environmental awareness is also needed in matters regarding consuming. Consumers also have important tasks in this matter as well as the people managing the marketing operations of the businesses. Consumers have started to support the environment by using their purchasing power and with their post consuming responsibilities. The trend to use environmentally friendly products containing materials which are not harmful to environment and human health (i.e. green products) has become popular among consumers thanks to this environmental awareness. Within this context, the people who aim to protect themselves and the environment with their purchasing power are identified as “green consumers”.

Environmental Awareness and Purchasing Green Product

A consumer with environmental awareness can be defined as “an ecologist who had grasped his/her self-efficacy against environmental pollution and how has a sense of responsibility with respect to future generations and the whole humanity in his/her use of resources. Conscious consumers with environmental awareness can assess the presence of environmental resources, their cost of use as well as the impact of this use to the environment and to themselves.



Green Product and Purchasing Green Product

Environmental pollution increasing rapidly throughout the industrialization period leading to a great reaction was born against products hazardous to the environment. When the hazardous contents of a product became one of the factors influencing the purchase decisions of consumers, businesses started to manufacture environmentally friendly or in other words green products and to create green product policies.

Grail Research conducted a survey on 520 US Green consumer in June 2009. Target individuals include respondents between the ages of 18- 65 years old, who are aware of green products and who have purchased green products in the past. According to this study, Consumers think of green products as those that minimize the impact on the environment (e.g energy-efficient, recyclable, natural or organic). Only 30% of consumers consider reducing water usage to be a green practice Product labels and word of mouth are the primary sources of information about green products and companies for consumers.

Green Price and Purchasing Green Product

A lower price caused by cost saving will encourage consumers to buy environmentally friendly products. When the demand for a product is price responsive, a lower price will be a more successful strategy for the company. When the price is held at the same level, positive properties of the product about the environment can be used as a competitive advantage element. In case the price of the product is higher, importance should be given to promotion of differentiated green product and also there should be consumers ready to overpay for the product. In this case, important thing is level of price.

Green Promotion and Purchasing Green Product

A good presentation provides the opportunity for the consumer to get together with businesses showing environmental responsibility. The presentation policy aims to create an “environmentally friendly business firm” image in the eye of the consumer and give environmental messages to consumers about the product. To achieve this goal, advertising campaigns, promotion, public relations and other marketing tools are adopted. This requires both internal and external communication.



CONCLUSION:

With industrialization and development and progress of technology, diversification in human needs has increased. As result of increase in diversification in the needs, our world has faced with the devastation and pollution of its natural resources. As result of use of natural sources, environmental devastation and pollution affect human life negatively. Humans have been in the search for ensuring their futures and sustaining their life in appropriate conditions. Consumers, by not remaining insensitive to environmental problems such as environment pollution and global warming, they have started to consider whether the products they purchase is environment-friendly or not apart from price and quality features of the products. With environment and environmental problems gaining importance for people, companies have started to change their production, goods or service generation, and hence marketing strategies accordingly. They have started to produce environment-friendly products and have tried to reach `Green Marketing` concept to the consumers.

The aim of this study, by analyzing the impact of environmental awareness, green product features, green product prices, green product advertisement and demographical features of consumers on purchasing behaviors of consumers, is to determine whether there is a significant relationship between them and if there is, to reveal direction and level of this relationship and hence to give advices to companies producing environment-friendly products.

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.

As shown also in the results, for 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. 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.

Green marketing Examples

- CFL light bulb :-Phillips ,Havells,Crompton -greaves.
- Car sharing services :- Car-sharing services address the longer-term solutions to consumer needs for better fuel savings and fewer traffic tie-ups and parking nightmares, to complement the environmental benefit of more open space.
- Products and services
- Now companies are offering more eco-friendly alternatives for their customers. Recycled products for example, are one of the most popular alternatives that can benefit the environment. These benefits include sustainable forestry, clean air, energy efficiency, water conservation, and a healthy office. One example is the E-commerce business and office supply company shop let which offers a web tool that allows you to replace similar items in your shopping cart with greener products.
- Introduction of CNG in Delhi
- NEW DELHI capital of India, was being polluted at a very fast pace until Supreme court of India forced a change to alternative fuels. In 2002, a directive was issued to completely adopt CNG in all public transport systems to curb pollution.

Cutlery & utensils

Greening your business can start with something as simple as changing the type of utensils and cutlery you offer. Conventional disposable utensils are made of plastics that can take hundreds of years to decompose in a landfill. Choosing recycled or compostable cutlery means reducing waste and protecting the earth. Make your business more sustainable and eco-friendly with cutlery and utensils made with natural and renewable resources that are 100% biodegradable. You can also get utensils made of recycled plastic, so less plastic gets sent to the landfills. Using recycled and compostable tableware is one way you can green your business today.

LED Lights

Looking to decorate your business for the holidays or simply make things more bright or festive? Holiday LED lights are a great way to add festive flair to your workplace. LED lighting can also be a way to attract interest and highlight your business.

- LED lights use 90% less energy than conventional holiday lighting, making it a much more economical choice. LED lights are also much safer, as they don't get hot like other lights do. You'll find that LED lights are brighter and prettier than other lights as well,



so you can really make your business shine. Syska LED Lights :-Light Emitting diode is the latest example in green marketing

Bed & bedding

Your bedroom is your haven; a place of retreat. The bedroom is also where you sleep and recharge your battery. To experience quality sleep and renewed health, you want your sleeping environment to be healthy and comfortable. That's why Green Home offers organic and non-toxic bedding options that won't irritate your skin or cause any allergies. We know a good night's rest is important. You can choose healthy options in the bedroom such as organic cotton bedding, sustainable wood furniture, and organic mattresses. These products will help you sleep well at night, and you'll have the added bonus of knowing your bedroom uses sustainable materials that are easy on the environment.

Bath & spa

Are you ready to go green in your bathroom? Luxurious towels, robes, and bath mats are made of the softest organic cotton and bamboo. You can feel pampered and lavish in the bathroom while also reducing your impact on the environment. Our bath products are also free of the toxins and chemicals you might find in traditional bathroom products, so you can protect your body as well. We sell towels, shower curtains, water filters, bathroom cleaners, personal care items, and many other products, so you can stock your bathroom with all the eco-friendly supplies you need.

Non-toxic cleaning

We all want a clean, attractive home, but there's no reason to use chemical-laden cleaning products when our natural, non-toxic cleaning products work just as well as (and often even better than) conventional cleaning products. Our products are free of chemicals and harsh detergents, protecting your skin from allergens and irritants. When using our cleaning products, you can rest assured that your home will sparkle and shine with ingredients that are biodegradable and 100% non-toxic. Whether you're doing laundry, cleaning your kitchen, the bathroom, or the floors, choose our natural products that are better and safer for you and the environment.

Paper products

There are times when you just need the convenience of paper towels and napkins. Whether you're traveling, camping, or simply need the ease and convenience at home, you can still give trees a break by using paper towel and napkin products that are made of post-consumer



content. If you use paper towels or napkins, we recommend using products that were processed without chlorine and that use a high level of post-consumer content. We offer napkins and paper towels that meet our high standards of eco-consciousness. Next time you need paper products in the kitchen, try any of these items.

Reusable bags & totes

Shop in style and reduce the burden on our planet at the same time with these reusable bags and trendy totes. Not all bags are created equal; especially when you're out to save the planet! Our eco-friendly bags are made of durable recycled materials that are sassy, chic and have the added value of minimizing your carbon footprint. You'll find bags made of recycled materials such as sailcloth, plastic bottles, or rubber, as well as natural products like organic cotton and hemp. Use (and reuse) our bags as a purse, tote, beach bag, or to carry your groceries. Look stylish and feel good about using earth-friendly products.

People recognize that the planet is in trouble :the continuous run of high- intensity natural disaster in the past decade make it painfully obvious .Be part of the trend Go Green do your part in saving the planet .

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