

Emerging Trends In Green Marketing

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Abstract--- *The concept of environmental protection and green consumption has emerged as important issues for concern among the public. Green marketing comprises a broad range of actions containing product variation, variations to the, adjusting advertising, packaging alterations and production process. The concept of Green and eco-friendly has become currently an integrated part of the marketing literature. Major corporate have evolved with a new perspective of launching green marketing concept in their business strategy. These organizations have merged environment protection and waste reduction in their policy. The role of Government in maintaining the purity of environment is clearly understood through the laws and regulations that are imposed on the business firms towards this aspect. At present to survive and grow in the competitive business scenario organizations have to implement various environment protection policies in their operations. Hence it is mandatory for the firms globally to use the resources competently and avoiding wastage. Green marketing is predictable as the arcade for informally accountable produces is cumulative rapidly in the society. The contemporary article deliberates the importance of green marketing from the public and corporate perspectives respectively. This article also attempts to identify the occasions and experiments in green marketing.*

Keywords--- *Government, green marketing, reasons for going green, sustainable development.*

I INTRODUCTION

Green marketing has developed substantially in the modern decade. This has led to the emergence of recycling and packaging of existing products. It has also provided opportunity for the firms to promote their products in this context. These efforts of the organizations enable consumer protection. Much importance had been given to preserving the environment from harmful chemicals and particles. As such the role of green marketing has become crucial in any business firm's operation and success. Corporates can gain competitive advantage through environment safety measures. Consumers pay attention towards the purchase of environmental pleasant products. As assets are restricted and human desires are inexhaustible, it's vital for the marketers to variety use of the sources efficaciously without unused in addition to to reap the business enterprises impartial. It is very essential for marketer to remember the fact that given the restricted resources, the organizations' objectives have to be effectively achieved. Green marketing provides optimal solution in this regard. It is about developing socially responsible products and services. In this era of globalization, Company obligation is now not involved simply about neighbourhood labour troubles, pollution manipulate, or energy efficiency. 'Sustainable organizations are the ones which can be helping discover international solutions to our maximum urgent environmental and social troubles'. -Ed

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Barker, Director of Corporate Partnerships at Earth watch. Many companies consider that capitalizing in environmentally desirable products and technologies can be a source of invention. Green marketing practices has gained the attention of many business conglomerates today. This concept has become crucial due to the emergence of various environmental issues on global warming, climate change, environmental pollution etc. Green marketing can be considered as environmental friendly, sustainable and social responsible marketing. Green marketing hence includes emerging respectable eminence produces which can see consumer desires and requirements by converging on the pricing, presentation, quality and expediency in an environmental-friendly way. It can save the environment from harmful industrial wastes and pollution of any kind.

II DEFINITIONS OF GREEN MARKETING

According to American Marketing Association (AMA), Green or Environmental Marketing is composed of all events considered to produce and simplify any interactions supposed to meet human wishes or needs, such that the delight of these requirements and requirements happens, with minimal detrimental effect at the natural surroundings. Green marketing is described as "Green or Environmental Marketing includes all actions premeditated to produce and simplify any interactions projected to fulfil human desires or requirements, such that the pride of those wants and needs takes place, with minimal unfavourable impact at the natural surroundings. Polonsky (1994) describes inexperienced advertising as .All accomplishments considered to produce and simplify any interactions meant to gratify human desires or requirements, such as that the pleasure of these wants and needs transpires, with minimum unfavourable effect on the herbal surroundings. Elkington (1994: 93) describes green purchaser as one who circumvents produces that are likely to endanger the health of the purchaser or others; reason huge harm to the surroundings at some point of production, usage or discarding; devour an inconsistent amount of strength; source useless waste; use substances resulting from susceptible classes or environments; include useless custom of, or unkindness to animals; harmfully affect other international locations. Green marketing mentions back to the procedure of retailing merchandise and/or offerings based on their environmental blessings. Such a services or products can be ecologically pleasant in it or twisted and/or parcelled in an environmentally responsive manner. Green advertising has a wide variety of activities including modifying the products' attributes, its packaging in order to defend the environment. Organizations that expand new and stepped forward produces and facilities with inputs in thoughts provide themselves get admission to new markets, boom their earnings sustainability, and experience an inexpensive gain over the businesses which are not involved for the environment.

III EVOLUTION OF THE CONCEPT

Green marketing includes environment-friendly services and products and also ensures pricing, customer satisfaction, and value. The concept of green marketing gained popularity in the late 90s. Jacquelyn A Ottman and others have designated green marketing at 3 levels:

- Marketing: Development of latest technology, new method and innovative produce and speaking the similar to the client. Invention is an essential fragment of it. New system and technology to broaden environment-pleasant products and services.

- Holistic Nature: All stake holders want to be part of this initiative-marketer, contractor, store, educator, communal member, regulator, NGO -indeed they all.
- Environmental Issues: Need to be composed with number one customer requirements. There are numerous methods wherein alongside making profits, entrepreneurs can cope with environmental issues.

IV GREENPRODUCTS ANDITS CHARACTERISTICS

The products those are synthetic via green technology and it brought about no environmental hazards are named inexperienced merchandise. We can describe green merchandise with the aid of following procedures:

- Products those are formerly grown,
- Products those are recyclable, returnable 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.

V NEED FOR GREENMARKETING

Green advertising gives organisation backside line inducements and top line Growth potentials. While amendment of organisation or construction techniques might also additionally contain start-up costs, it'll keep coins within the long time. For instance the charge of putting in solar strength is aspeculation in upcoming energy fee monetary investments. Corporations that make bigger new and advanced produces and offerings with focus on environmental problems are found to experience aggressive advantages over the ones marketing Non-environmentally responsible options.Green advertising is involved with developing greenProductsandtherebyinformingthepublicabouttheorganizationsenvironmentalconcerns. Thisleadsto effective usage of the firm's surplus profits and also sustaining social responsibility. The following importance of GreenMarketing isasfollows:

- Gain competitive advantage
- Leverage the benefitsofpracticing corporate social responsibility(CSR)
- Copeup with Government policies

Green Marketing consists of wide range of activities like product development and modification, Packaging, advertising, pricingetc. The concept of Green Consumers' first evolved in the US followed byothernations.Greenmarketingbeenpracticedbymanyorganizationsduetoitshugebenefitstothe

Society. The importance of green marketing is realized by National and State Governments the outcome of which various environment -friendly policies are introduced. Green marketing strategies are adopted due to various other factors such as corporate governance, government pressure, competitive pressure etc.

VI PHASES IN GREEN MARKETING

- The primary segment used to be referred to as the ecological section. In this section, all of the advertising events were implemented to be able to assist the environmental complications and provide resolutions for these issues.
- The second phase is the environmental phases have been the complete centre of attention was on the implementation of cleaner applied sciences. This has additionally ended in the invention of products that would facilitate environmental safety.
- The third section is termed as sustainable segment of inexperienced advertising which came into existence via the late Nineties.

VII PRINCIPLES OF GREEN MARKETING

The important rule of green marketing is to create environment friendly products and deliver to the customers. The basic areas to be understood by organizations while implementing green marketing are:-

- Creation of awareness among the customers about green marketing issues.
- Make customers to know the importance of maintaining and protecting the environment.
- To 'go green' is to develop environmental protection measures which will in turn safeguard the customers and society as a whole.

VIII CHALLENGES IN GREEN MARKETING:

Green marketing wider perception can be functional to consumer goods, developed goods and also for facilities. The major problem is with firms using that it ought to make certain their events are now not deceptive to customers or productiveness, and do no longer fissure any of the procedures or legal guidelines selling with environmental advertising and marketing. Inexperienced advertising issues should adequately reflect the environmental benefits. In India the challenges in finding the right balance between aping the additional resources required to raise the standards of people Below Poverty Line and conserving the environment.

IX GREEN MARKETING STRATEGIES

Green marketing issues should focus on the following aspects:

- Obviously state environmental benefits;
- Explain environmental appearances;
- Explain how benefits are accomplished;

- Ensure comparative differences are defensible;
- Ensure negative factors are taken into contemplation; and
- Only use expressive terms and pictures. It is crucial to guarantee that such produces chance or surpass the quality opportunities of consumers and is carefully established.
- Organizations practicing green marketing have to ensure that their activities do not violate the rules and regulations of environmental protection. The benefits of green marketing have to be clearly depicted to the customers by which they would be willing to adopt the same. Organizations tend to adopt unfair practices sometimes to cut costs. Firms should ensure social responsibility while practicing green marketing aspects. Green marketing strategies involve huge cost for the organizations. It requires recycling of wastes which are quite expensive. As such green marketing can succeed only by cutting off additional costs incurred. Research and Development is crucial for developing eco-friendly products. In many developing and under-developed countries it is a major challenge for the organizations to create awareness in this perspective. Customers would be enthusiastic to pay price premiums for green products only if they are fully aware of the holistic benefits of using them.

X BENEFITS OF GREEN MARKETING

There are a few submitted factors for companies extended usage of green marketing. Four potential factors are as follows:

- Firms understand environmental marketing to be an opportunity that can be used to reap its targets
- Companies consider they have an ethical responsibility to be extra socially in charge Governmental our bodies are compelling companies to end up more liable
- Adversaries' environmental events pressure organizations to vary their environmental marketing hobbies
- Rate factors related with surplus discarding, or discounts in fabric utilization services organizations to switch their behaviour

XI OPPORTUNITIES

Customers are increased Aware of the advantages of green advertising. As such organizations marketing items with environmental features have understood an inexpensive skills over organizations marketing non-environmentally dependable replacements. There are few instances of companies who've attempted to end up extra environmentally liable like McDonald's, CocaCola, Xerox, Kodak etc.

XII SOCIAL RESPONSIBILITY

Organizations have realized the importance of being a member of the society to whom they serve their goods or services. This helps the organization to reach its objectives successfully. Being in line with the society and its expectations firms can achieve its goal easily. Hence green marketing is a reconsidered to be a part of the company's culture. Firms can therefore either make people aware that are environmentally blameable as a marketing tool or they can develop guilty without endorsing this aspect.

XIII GOVERNMENTAL PRESSURE

Governmental guidelines connecting to environmental marketing are considered to defend regulars in numerous ways like reducing the manufacture of detrimental goods and creating awareness about the adverse effects of using certain harmful products to the society and the environment. The government regulations are formulated to control the production of harmful trashes by the organizations. By issuing environment all licenses the Government tries to control the production of hazardous wastes and thereby protecting the environment.

The government has issued guidelines for establishing control of green marketing Claims. These include the US Federal Trade Commission's (FTC) "Guides for the Use of Environmental Marketing Claims". These guidelines would be helpful for the consumers to evaluate the organizations' environmental protection operations. The government regulations in this perspective create awareness to the consumers as to the firms' environmental practices and there by safeguarding their interests.

XIV COMPETITION

In the present scenario corporate exhibit interest to gain competitive advantage for sustenance. It becomes inevitable for organizations to cope up with the industrial sectors' strategies. Many organizations formulate their strategies in this purview to safeguard the interests of not only their consumers but the society in general.

XV COST/PROFIT ISSUES

The organizations realize the green marketing activities from cost or profit perspectives. It is found that disposal of harmful wastes

are comparatively expensive and complicated. As such it becomes crucial for the firms to take corrective steps without delay in this regard to protect the environment. By adopting latest technology and production processes firms could try to enhance the production processes in such a way that industrial and harmful wastes are substantially reduced. This would lead to economies of scale as the wastes are substantially reduced.

Presently firms find different ways of disposing wastes. In this instance it is note worthy to mention that organizations try to recycle the industrial wastes in such a manner that it is effectively used as raw material by other firms. These way organizations could make trade-off between cost and profits effectively. In this perspective new businesses can emerge by recycling the wastes through indigenous technology. This can produce employment opportunities in the economy through which the standard of living of needy can be improved.

XVI FEW CASES OF GREEN MARKETING EFFORTS OF ORGANIZATIONS

DELL COMPUTERS: It has propelled the 'plan tree for me' campaign in partnership with 'the Conservation Fund' and Carbonfund.org. General Motors has launched a light-

hearted advertisement on The TV that begins with 'Dear Oil'. The objective of this campaign is to make people understand its effort to change elsewhere oil as the source of energy and expression to other selections.

CNG IN DELHI: In the year 2002, The Supreme Court of India passed a decision to totally adopt Compressed Natural Gas for all public transportation systems in India to eradicate pollution. This stage though initially was objected by the transporters in due course it was effectively applied.

TATA GROUP OF COMPANIES: Tata automobiles Ltd. Is setting up an eco-friendly store the usage of herbal fabric for its flooring and strength efficient lighting fixtures. The Taj chain is within the method of generating eco-rooms which own natural mattress linen and napkins made up of recycled articles.

HEWLETT PACKARD: It is one of the main technology businesses involved in generating computers other technological merchandise for home, enterprise and government use. HP affianced in eco-advertising with its "Motherboard advert," which vehicles the business enterprise's significances of sustainability and power performance. The motive for this form of promotion, consistent with Gary Elliot, HP Vice President of Brand Marketing, is that the agency feels its clients are informally and environmentally cognisant and might pick to shop for from an agency that demeanours enterprise in a accountable manner.

TOYOTA: Toyota one in all the chief automobile manufacturers in the globe. Toyota additionally engages in green advertising to sell its environmentally friendly photo. An example of Toyota's eco-marketing got here through a business that ventilated at some stage in the 2007 Super Bowl, showcasing Toyota's Hybrid Synergy Drive. This machine permits the motive force to continuously display the quantity of energy haggard from its electric motor.

XVII CONCLUSION

Green marketing is essentially a part of the firms' integrated marketing strategies. It involves in creating awareness and control towards protecting the environment and the society as a whole. Consumers' role in safeguarding the environment is vital. It is the responsibility of the Government to impose Regulations in this regard and make it crucial for the organization's to adhere with it. Through Appropriate green marketing strategies firm scan gain competitive advantage and could enjoy Price premiums for their products. In turn the profits thus generated can be ploughed back in environment protection measures. Therefore green marketing efforts should be considered as a part of the organizations' culture thereby ensuring the employees' and stakeholders' commitment towards this perspective.

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