

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT

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IMPACT OF GREEN MARKETING ON CONSUMER BUYING DECISION (WITH SPECIAL REFERENCE TO BANGALORE CITY)

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ABSTRACT

The study finds out that the Green Marketing concepts and products can be easily accepted by the people in Bangalore. Even they are willing to pay more for the green products. People are ready to accept but the entrepreneurs and the Government has to take initiative for promoting and implementing the concept of green marketing and green products. Companies such as Tata Motors, Maruti Suzuki, Canon, Toyota, Philips, NTPC and McDonald's follow green marketing. Green marketing should not neglect the economic aspect of marketing. Marketers need to understand the implications of green marketing. Green marketing should not be considered as additional approach to marketing. It has to be implemented in all products as it has environmental and social impact. With global warming looking largely, it is important that green marketing becomes the norm rather an exception, or just a fad.

KEYWORDS

green marketing, green products, environment safety.

INTRODUCTION

Bangalore is a vast city, where people from many places come and settle down in Bangalore. Every day many new products come into the market, will have many competitors for the product, it is the duty of every producer to produce products which is environmental friendly and bio degradable.

Green marketing is the concept which provides guidelines to producer to produce eco-friendly products, by adopting innovations in production strategy. Even today, people through wastes/thrash to vacant sites nearby, there by polluting the environment which makes very uncomfortable for people living nearby. By adopting green marketing atleast to some extent the pollution can be reduced.

As society becomes more concerned with the natural environment, businesses have begun to modify their behaviours in an attempt to address society's new concerns. Some businesses have been quick to accept concepts such as environmental management systems and waste minimization, and have integrated environmental issues into all organizational activities.

RESEARCH METHODOLOGY

It is a conceptual study, based on secondary data.

GREEN MARKETING

Green marketing is environment friendly, sustainable and socially responsible. According to the American Marketing Association, 'green marketing is the marketing of products that are presumed to be environmentally safe'.

Consumer's attitude towards green marketing is high, as far as green branding is concerned the consumers strongly expressed that they are familiar with green products and shown interest to know more about green products. In India, at present situation is concerned the transition from regular marketing to green brand is difficult. Most of the consumers realize the importance of green branding which means that there is a positive sign for betterment of the environment as well as for business. This exploration in to green marketing or eco-friendly marketing is a positive sign for transition from India to a greener and greater India.

WHAT IS THE NEED FOR GREEN MARKETING?

Green marketing covers a wide array of ideas, as well as applications, including the use of green technology, the study and application of converting older models of technology into thoroughly 'greener' versions, as well the overall trend of encouraging environmentally friendly ideas.

One of the more important aspects of 'going green' is green marketing.

Green marketing is important because it, essentially, has the task of making green technologies an acceptable, and viable, alternative – at least in the eyes of the public. And this isn't an easy task.

With the majority of the world still happily using fossil fuels to power their homes and cars, it's difficult for the green industry – which includes renewable energy technologies – to gain much of a financial hold.

Other terms for green marketing are environmental marketing and ecological marketing.

GREEN PRODUCTS AND ITS CHARACTERISTICS

The products those are manufactured through green technology and that caused no environmental hazards are called green products. Promotion of green technology and green products is necessary for conservation of natural resources and sustainable development. 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.

KEY POINTS WHICH CONSTITUTE GREEN MARKETING

- Environmental protection is advanced through the private sector (compared to the public sector).
- Green marketing is based on the assumption that the environmentally conscious consumer is an untapped marketplace.
- Involves the advertising of consumer goods, industrial goods and services in a way that convinces the consumer that a specific product is green.

GREEN MARKETING STATISTICS IN USA

- 12% of the population in the United States consider themselves consumers who seek green products.

- 68% consider themselves as consumers who will buy green products occasionally. Usually, these type of consumers will only buy a green product if they are purchasing an item that they previously have never bought.
- Although, on a grander scale, a customer might not notice that the instructional manual, for the product they bought, is made of biodegradable paper. However, some might.

It's the little things that build up the integrity of a company, as well give the company solidarity within the green market place.

The main idea of green marketing is that, when given two identical products, the consumer will always choose the product which is more environmentally friendly.

- **Be technology friendly.** This is already the norm for most businesses in the world but there are still some businesses, for example, that send pamphlets instead of emails. Being technologically current within the marketplace is the best way to stay on top of green marketing trends.
- **Be environmental friendly.** This involves in the materials you use, do you use a lot of recycled materials, do you use chemicals, do you carry tests on live animals? Do you purposely set up a department or have key people to ensure your manufacturing process is environmental friendly.
- **Open to green auditing.** One new industry created by the green industry is green auditing. You can see inclusion of green index, or carbon conscious index, sometimes these are included in annual reports, sometimes they are done by independent reviews or industry reports. For example, one cruise line was rated badly in environmental rating, because they do not use renewable energy for their cruises; this has impacted on their overall rating and customer satisfaction.
- **Investing in other greentech and opportunities.** Conglomerates have been promoting themselves as "Green citizens" through investments. Good examples are the oil & gas companies, which are also major investors in the renewable energy projects, many conglomerates in the chemicals and manufacturing industries are also major investors in the cleantech opportunities (GE, BASF, DuPont are all examples).

Some of the mining companies have allocated part of their company pension funds into environmental opportunities such as co-investing in new cleantech venture capital funds or forestry management investments.

ADVANTAGES OF GREEN MARKETING

- It ensures sustained long-term growth along with profitability.
- It saves money in the long run, although initial cost is more.
- It helps the companies to market their products and services keeping the environment aspects in mind. It helps in accessing the new markets and enjoying competitive advantage.
- Most of the employees also feel proud and responsible to be working for an environmentally responsible company.
- It promotes corporate social responsibility.

CHALLENGES OF GREEN MARKETING

- Green products require renewable and recyclable material, which is costly.
- Problems of deceptive advertising and false claims.
- Requires a technology, which requires huge investments in research and development.
- Majority of the people are not aware of green products and their uses.
- Majority of the consumers are not willing to pay a premium for green products.
- Educating customers about the advantages of green marketing.

RESULTS

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 ayurvedic 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.

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 to 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 transactions 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. LEAD FREE PAINTS FROM KANSAI NEROLAC

Kansai Nerolac has worked on removing hazardous heavy metals from their paints. The hazardous heavy metals like lead, mercury, chromium, arsenic and anti-mony can have adverse effects on humans. Lead in paints especially poses danger to human health where it can cause damage to Central Nervous System, kidney and reproductive system. Children are more prone to lead poisoning leading to lower intelligence levels and memory loss.

5. 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.

WAYS TO REDUCE ENVIRONMENT POLLUTION THROUGH GREEN MARKETING

- Using eco-friendly products
- Regular vehicular pollution check ups
- Avoid using plastic
- Gather and spread environmental information
- Tree plantation
- Enforcement of law
- Water harvesting
- Proper treatment and disposal of industrial and household waste
- Improve public transport system
- NGO should come forward for environmental protection
- Recycling scrap

CONCLUSION

From the study it can be concluded that Green Marketing concepts and products can be easily accepted by the people in Bangalore. Even they are willing to pay more for the green products. People are ready to accept but the entrepreneurs and the Government has to take initiative for promoting and implementing the concept of green marketing and green products

Companies such as Tata Motors, Maruti Suzuki, Canon, Toyota, Philips, NTPC and McDonald's follow green marketing. Green marketing should not neglect the economic aspect of marketing. Marketers need to understand the implications of green marketing.

Green marketing should not be considered as additional approach to marketing. It has to be implemented in all products as it has environmental and social impact. With global warming looking largely, it is important that green marketing becomes the norm rather an exception, or just a fad.

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