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STATEMENT OF THE PROBLEM

OBJECTIVES

HYPOTHESES

RESEARCH METHODOLOGY

RESULTS & DISCUSSION

FINDINGS

RECOMMENDATIONS/SUGGESTIONS

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EMERGING TRENDS AND OPPORTUNITIES OF GREEN MARKETING AMONG THE CORPORATE WORLD

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ABSTRACT

Environmental issues have gained importance in business as well as in public life throughout the world. The term green or eco has a growing concern at all levels. The destruction of forest, the appearance of holes in the ozone layer are widely published and creates a wave of concern about the destruction of our natural environment. Therefore many consumers are in favor of eco friendly products. This has created some impact on marketing. Green marketing involves developing and promoting products and services that satisfy customers want and need for Quality, Performance, Affordable Pricing and Convenience without having a detrimental input on the environment. This paper discusses the characteristics of green products, green marketing Mix , strategies ,Certified eco friendly labels, benefits and problems of green marketing. It concludes that Green Marketing is the urgent need of the hour to save the environment and companies also gain competitive advantage through Green Marketing and by having certified eco friendly labels.

KEYWORDS

Competitive advantage, Eco Friendly, Environmentally safe, Green Product, Recyclable.

INTRODUCTION

According to the American Marketing Association, green marketing is the marketing of products that are presumed to be environmentally safe. It refers to the process of selling products or services based on their environmental benefit. Such a product or service may be environmentally friendly in itself or produced or packaged in an environmentally friendly way. Green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising. 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. Other similar terms used are Environmental Marketing and Ecological Marketing.

**REVIEW OF LITERATURE**

Pride and Ferrell (1993) Green marketing, also alternatively known as environmental marketing and sustainable marketing, refers to an organization's efforts at designing, promoting, pricing and distributing products that will not harm the environment.

Polonsky (1994) defines green marketing as 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.

Elkington (1994) defines green consumer as one who avoids products that are likely to endanger the health of the consumer or others; cause significant damage to the environment during manufacture, use or disposal; consume a disproportionate amount of energy; cause unnecessary waste; use materials derived from threatened species or environments; involve unnecessary use of, or cruelty to animals; adversely affect other countries.

American Marketing Association, (Green Markets International, Accessed 2008) "The marketing of products that are presumed to be environmentally safe" Businessdictionary.com, (accessed 2010) "Promotional activities aimed at taking advantage of the changing consumer attitudes toward a brand.

These changes are increasingly being influenced by a firm's policies and practices that affect the quality of the environment, and reflect the level of its concern for the community"

Pearson Education, (accessed 2010) "Integrating business practices and products that are friendly to the environment while also meeting the needs of the consumers" Pearson Education, (accessed 2010)

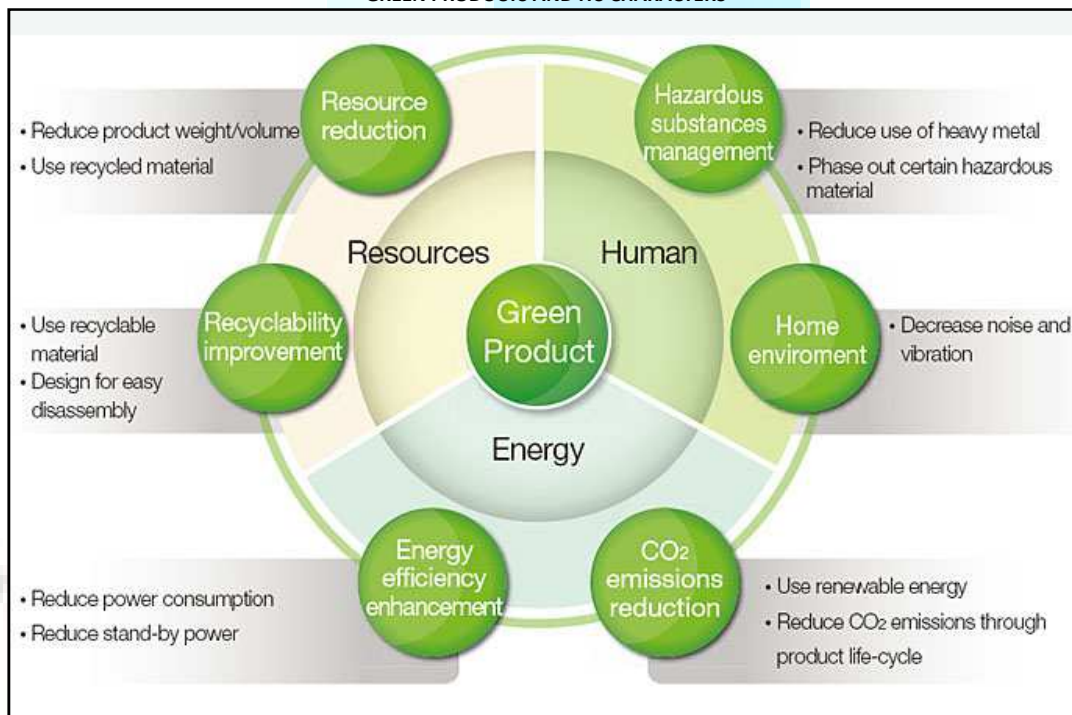
WHY GREEN MARKETING?

Resources are limited and human wants are unlimited, it is important for the marketers to utilize the resources efficiently without waste as well as to achieve the organization's objective. So green marketing is inevitable. There is growing interest among the consumers all over the world regarding protection of environment. Worldwide evidence indicates people are concerned about the environment and are changing their behavior. As a result of this, green marketing has emerged which speaks for growing market for sustainable and socially responsible products and services. Thus there is growing awareness among the consumers all over the world regarding protection of environment.

GREEN PRODUCTS AND ITS CHARACTERISTICS

The products those are manufactured through green technology and that caused no environmental hazards are allied 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 biodegrade.
- 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.

GREEN PRODUCTS AND ITS CHARACTERS**THE GREEN MARKETING MIX**

A model of a green marketing-mix should, of course, contain all 4P's:

Green Product: A producer should offer ecological products which not only must not contaminate the environment but should protect it and even liquidate existing environmental damages. The ecological objectives in planning products are to reduce resource consumption and pollution and to increase conservation of scarce resources (Keller man, 1978)

The products have to be developed depending on the needs of the customers who prefer environment friendly products. Products can be made from recycled materials or from used goods. Efficient products not only save water, energy and money, but also reduce harmful effects on the environment. Green chemistry forms the growing focus of product development. The marketer's role in product management includes providing product designers with market-driven trends and customer requests for green product attributes such as energy saving, organic, green chemicals, local sourcing, etc., For example

- Nike is the first among the shoe companies to market itself as green. It is marketing its Air Jordan shoes as environment-friendly, as it has significantly reduced the usage of harmful glue adhesives. It has designed this variety of shoes to emphasize that it has reduced wastage and used environment-friendly materials.

Green Price: Prices for such products may be a little higher than conventional alternatives

Price is a critical and important factor of green marketing mix. Most consumers will only be prepared to pay additional value if there is a perception of extra product value. This value may be improved performance, function, design, visual appeal, or taste. Green marketing should take all these facts into consideration while charging a premium price

Green pricing takes into consideration the people, planet and profit in a way that takes care of the health of employees and communities and ensures efficient productivity. Value can be added to it by changing its appearance, functionality and through customization, etc.

- Wal Mart unveiled its first recyclable cloth shopping bag. IKEA started charging consumers when they opted for plastic bags and encouraged people to shop using its "Big Blue Bag".

Green Place: A distribution logistics is of crucial importance; main focus is on ecological packaging. Marketing local and seasonal products e.g. vegetables from regional farms is more easy to be marketed "green" than products imported. The choice of where and when to make a product available, will have significant impact on the customers. Very few customers will go out of their way to buy green products

Green place is about managing logistics to cut down on transportation emissions, thereby in effect aiming at reducing the carbon footprint. For example, instead of marketing an imported mango juice in India it can be licensed for local production. This avoids shipping of the product from far away, thus reducing shipping cost and more importantly, the consequent carbon emission by the ships and other modes of transport.

Green Promotion: A communication with the market should put stress on environmental aspects, for example that the company possesses a CP certificate or is ISO 14000 certified. This may be publicized to improve a firm's image. Furthermore, the fact that a company spends expenditures on environmental protection should be advertised. Sponsoring the natural environment is also very important. Ecological products also require special sales promotions.

Green marketer can attract customers on the basis of performance, money savings, health and convenience, or just plain environmental friendliness, so as to target a wide range of green consumers.

Consumer awareness can be created by spreading the message among consumers about the benefits of environmental-friendly products. Positing of profiles related to green marketing on social networks creates awareness within and across online peer groups. Marketing can also directly target the consumers through advertisements for product such as energy saving compact fluorescent lamps, the battery-powered Reva car, etc.

Green promotion involves configuring the tools of promotion, such as advertising, marketing materials, signage, white papers, web sites, videos and presentations by keeping people, planet and profits in mind.

- British petroleum (BP) displays gas station which its sunflower motif and boasts of putting money into solar power.
- Indian Tobacco Company has introduced environmental-friendly papers and boards, which are free of elemental chlorine.
- Toyota is trying to push gas/electric hybrid technology into much of its product line. It is also making the single largest R&D investment in the every-elusive hydrogen car and promoting itself as the first eco-friendly car company.
- International business machines Corporation (IBM) has revealed a portfolio of green retail store technologies and services to help retailers improve energy efficiency in their IT operations. The center piece of this portfolio is the IBM SurePOS 700, a point-of-sale system that, according to IBM, reduces power consumption by 36% or more.
- Retail outlets like "Reliance Fresh", Fresh@Namdhari Fresh and Desi, which while selling fresh vegetables and fruits, transmit an innate communication of green marketing.

There are three types of green advertising: -

- Ads that address a relationship between a product/service and the biophysical environment
- Those that promote a green lifestyle by highlighting a product or service
- Ads that present a corporate image of environmental responsibility

ECOLABEL

It's 33 years since eco-labels appeared they raise awareness and create trust.

eco-label: An independently verified, on-pack label that tells the consumer a product was produced (organic) or can be consumed (nutritional labels or Energy Star) in a more sustainable way. It's a powerful idea that combines sustainability standards-setting and branding, underpinned by the credibility of an independent body.

But 33 years after Germany's Blue Angel, the world's first eco-label appeared, Certainly, many eco-labels have done a great deal to raise awareness and to create trust, to change what we expect from certain product categories, and to build capacity and create a common framework around sustainability.

ECOLABELS AN ESSENTIAL

Most companies pursue ecolabeling and certification for one of four reasons:

- Many companies use them to maintain market share.
- Others achieve them so they can win large institutional contracts.
- Some use them as a way to raise their sustainability profile and green their supply chains.
- Others pursue labels that align with their brand and promote the company's image.

Currently the greatest demand for certification is in the B2B space, where companies are more aware of the advantages of greening their organization. However B2C space is increasing as consumers gradually shift their preferences towards sustainable products.

Eco-labels strive to accelerate sustainable behaviour. Neither consumers nor producers can be expected to do the right thing unless they know what that is, and eco-labels are to be commended for focusing on this need – as are the global companies who are pushing to make effective use of them.

Oeko-TEX LABELS FOR TEXTILES



Oeko-Tex Standard 100

The Oeko-Tex Standard 100 is a globally uniform testing and certification system for textile raw materials, intermediate and end products at all stages of production.

The certification covers multiple human-ecological attributes, including harmful substances which are prohibited or regulated by law, chemicals which are known to be harmful to health.

Oeko-Tex Standard 1000

To complement the product-related Oeko-Tex Standard 100, the Oeko-TexStandard 1000 is a testing, auditing and certification system for environmentally-friendly production sites throughout the textile processing chain.

REASON FOR INTRODUCTION

The Oeko-Tex® Standard 100 was introduced at the beginning of the 1990s as a response to the needs of the general public for textiles which posed no risk to health. "Poison in textiles" and other negative headlines were widespread at this time and indiscriminately branded all chemical across the board used in textile manufacturing as negative and dangerous to health.

The demands we make of modern textile products cannot be realised without the use of specific chemical substances, however. Fashionable colours, easy-care properties, a long life span and many other functional properties are now demanded of textiles, and are essential in some cases, depending on the intended use (e.g. for workwear).

OBJECTIVES

The testing and certification system of the Oeko-Tex® Standard 100 satisfies the many and varied requirements consumers make of modern textile products and at the same time takes into account the complex production conditions in the textile industry: global organisation, a strong tendency towards the international division of labour, different mentalities with respect to the use of potentially harmful substances.

- Manufacturing textile products of all types, ecologically harmless for humans.
- Simplifying and accelerating terms of delivery for manufacturers and retailers who wish to offer their customers textile products which pose no risk whatsoever to health.
- A reliable product label for consumers who specifically aim to buy textiles which are harmless to health.

OTHER ECO LABELS

Ecomark: India



A government operated seal of approval program for environmentally preferable consumer products.

To increase consumer awareness, the Government of India launched the eco-labelling scheme known as 'Ecomark' in 1991 for easy identification of environment-friendly products.

The criteria follow a cradle-to-grave approach, i.e. from raw material extraction, to manufacturing, and to disposal. The Ecomark label is awarded to consumer goods that meet the specified environmental criteria and the quality requirements of Indian Standards.

INDIA ORGANIC - NATIONAL PROGRAMME FOR ORGANIC PRODUCTION (NPOP)



The national programme involves the accreditation programme for certification bodies, norms for organic production, promotion of organic farming. The NPOP standards for production and accreditation system have been recognized by European Commission and Switzerland as equivalent to their country standards. Similarly, USDA has recognized NPOP conformity assessment procedures of accreditation as equivalent to that of US.

NATRUE-LABEL



The Natrue-Label is a guarantee for cosmetic products. Their goal is to promote and protect natural beauty and skin care products. Any product with the Natrue label is intended to be as natural as possible, using natural and organic ingredients, soft manufacturing processes and environmentally friendly practices.



ENERGY STAR

ENERGY STAR is a voluntary government-backed program dedicated to helping individuals protect the environment through energy efficiency. The ENERGY STAR mark is the national symbol for energy efficiency, making it easy for consumers and businesses to identify high-quality, energy-efficient products, homes, and commercial and industrial buildings.



RECYCLED CONTENT

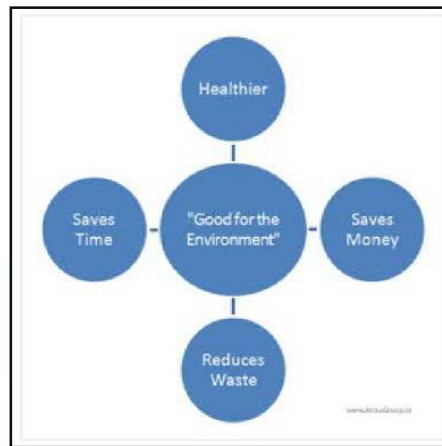
Generic symbol used to show recycled content; also sometimes used to indicate that the product can be recycled. Does not mean that the product has been certified.

BENEFITS OF GREEN MARKETING

Today's consumers are becoming more and more conscious about the environment and are also becoming socially responsible. Therefore, more companies are responsible to consumers' aspirations for environmentally less damaging or neutral products. Many companies want to have an early-mover advantage as they have to eventually move towards becoming green. Some of the advantages of green marketing are,

- It ensures sustained long-term growth along with profitability.
- It saves money in the long run, though initially the cost is more.
- It helps companies 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.

BENEFITS OF GREEN PRODUCT



PROBLEMS OF GREEN MARKETING

Many organizations want to turn green, as an increasing number of consumers associate themselves with environmental-friendly products. Alongside, one also witnesses confusion among the consumers regarding the products. In particular, one often finds distrust regarding the credibility of green products. Therefore, to ensure consumer confidence, marketers of green products need to be much more transparent, and refrain from breaching any law or standards relating to products or business practices.

The report, titled 2011 Global Online Environment & Sustainability survey, polled 25,000 internet respondents in 51 countries and was released by Nielsen on August 31. While the majority of respondents - 83 percent - thought that it was "important for companies to have environmental programs," only 22 percent, less than a quarter, indicated that they would "pay more for eco-friendly products". This is also one important problem in Green Marketing.

PATHS TO GREENNESS

Green marketing involves focusing on promoting the consumption of green products. Therefore, it becomes the responsibility of the companies to adopt creativity and insight, and be committed to the development of environment-friendly products. This will help the society in the long run. Companies which embark on green marketing should adopt the following principles in their path towards greenness.

- Adopt new technology/ Process or modify existing technology/ Process so as to reduce environmental impact.
- Establish a management control system that will lead to adherence of stringent environmental safety norms.
- Explore possibilities of recycling of the used products so that it can be used to offer similar or other benefits with less wastage.
- Using more environment-friendly raw materials at the production stage itself.

GOLDEN RULES OF GREEN MARKETING



1. **Know you're Customer:** Make sure that the consumer is aware of and concerned about the issues that your product attempts to address, (Whirlpool learned the hard way that consumers wouldn't pay a premium for a CFC-free refrigerator because consumers didn't know what CFCs were.).
2. **Educating your customers:** isn't just a matter of letting people know you're doing whatever you're doing to protect the environment, but also a matter of letting them know why it matters. Otherwise, for a significant portion of your target market, it's a case of "So what?" and your green marketing campaign goes nowhere.
3. **Being Genuine & Transparent:** means
 - a) You should do what you claim to be doing in your green marketing campaign
 - b) The rest of your business policies are consistent with whatever you are doing that's environmentally friendly.
 Both these conditions have to be met for your business to establish the kind of environmental credentials that will allow a green marketing campaign to succeed.
4. **Reassure the Buyer:** Consumers must be made to believe that the product performs the job it's supposed to do-they won't forego product quality in the name of the environment.
5. **Consider Your Pricing:** If you're charging a premium for your product-and many environmentally preferable products cost more due to economies of scale and use of higher-quality ingredients-make sure those consumers can afford the premium and feel it's worth it.
6. **Giving your customers an opportunity to participate:**
 Personalizing the benefits of your environmentally friendly actions, normally through letting the customer take part in positive environmental action.
7. **Thus leading brands should recognize that consumer expectations have changed:** It is not enough for a company to green its products; consumers expect the products that they purchase pocket friendly and also to help reduce the environmental impact in their own lives too.

EXAMPLES OF GREEN MARKETING: INDIAN CONTEXT**EXAMPLE 1: BEST GREEN IT PROJECT: STATE BANK OF INDIA: GREEN IT@SBI**

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 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 State Bank of India became the first Indian bank to harness wind energy through a 15-megawatt wind farm developed by Suzlon Energy. The wind farm located in Coimbatore uses 10 Suzlon wind turbines, each with a capacity of 1.5 MW. The wind farm is spread across three states – Tamil Nadu, with 4.5 MW of wind capacity; Maharashtra, with 9 MW; and Gujarat, with 1.5 MW. 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.

EXAMPLE 2: LEAD FREE PAINTS FROM KANSAI NEROLAC

Kansai Nerolac Paints Ltd. has always been committed to the welfare of society and environment and as a responsible corporate has always taken initiatives in the areas of health, education, community development and environment preservation.

Kansai Nerolac has worked on removing hazardous heavy metals from their paints. The hazardous heavy metals like lead, mercury, chromium, arsenic and antimony 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.

EXAMPLE 3 : INDIA'S 1ST GREEN STADIUM

The Thyagaraja Stadium stands tall in the quiet residential colony behind the Capital's famous INA Market. It was jointly dedicated by Union Sports Minister MS Gill and Chief Minister Sheila Dikshit. Dikshit said that the stadium is the first green stadium in India, which has taken a series of steps to ensure energy conservation and this stadium has been constructed as per the green building concept with eco-friendly materials.

EXAMPLE 4: ECO-FRIENDLY RICKSHAWS

Before CWG Chief Minister Shiela Dikshit launched a battery- operated rickshaw, "E-rick", sponsored by a cellular services provider, to promote eco-friendly transportation in the city ahead of the Commonwealth Games.

EXAMPLE 5 : WIPRO GREEN IT

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.

EXAMPLE 6

Agartala to be India's first Green City announced plans to make all public and private vehicles in Agartala run on compressed natural gas (CNG) by 2013, thus making the capital "India's first green city".

Tripura Natural Gas Co Ltd (TNGCL), a joint venture of the Gas Authority of India Ltd (GAIL) and the Tripura and Assam governments, has undertaken a project to supply CNG to all private and government vehicles. CNG will also be available to those now using electricity, petrol and diesel to run various machineries. TNGCL chairman Pabitra Kar told reporters that "The Company will soon provide PNG connections to 10,000 new domestic consumers in the city and outskirts. Agartala will be the first city in India within the next year to become a green city.

EXAMPLE 7: GOING GREEN: TATA'S NEW MANTRA

Tata Motors is setting up an eco-friendly showroom using natural building material for its flooring and energy efficient lights. The Indian Hotels Company, which runs the Taj chain, is in the process of creating eco rooms which will have energy- efficient mini bars, organic bed linen and napkins made from recycled paper. But there won't be any carpets since chemicals are used to clean those. And when it comes to illumination, the rooms will have CFLs or LEDs. About 5% of the total rooms at a Taj hotel would sport a chic eco-room design. One of the most interesting innovations has come in the form of a biogas-based power plant at Taj Green Cove in Kovalam, which uses the waste generated at the hotel to meet its cooking requirements.

CONCLUSION

It's the right time to adopt "Green Marketing". It is essential to save the world from pollution. Recycling of paper, metals, plastics, energy-efficient lamps etc., in a safe and environmentally harmless manner should be followed universally. Marketers also have the responsibility to make the consumers understand the need for and benefits of green products as compared to non-green ones.

The need for customer relationship, trust, confidence and loyalty as a result of satisfaction are important in green marketing. Competitive advantage can be achieved by environment-related activities and by having certified eco labels; it motivates companies to go green to promote ecologically sustainable practices.

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