



GREEN MARKETING: CHALLENGES AND STRATEGY IN THE CHANGING SCENARIO

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Abstract: *The paper examines the notion of 'green marketing' and the challenges which are associated with different aspects of green marketing in the present scenario. It also includes the strategies which are to be employed, so that the green marketing can be expedited and pave the way to make the 'green products' more 'ecological viable' as well as 'economical viable for the consumers belong to different hierarchy.*

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INTRODUCTION

The term Green Marketing came in the late 1980s and early 1990s, began in Europe in the early 1980s when certain products were found to be harmful to the environment and society as a whole. Consequently new types of products were created, called “Green product” that would cause less damage to the environment.

According to Peattee (2001), the evolution of green marketing can be divided into three phases; first phase was termed as “Ecological” green marketing, to help solve the environment problems through remedies. Second phase was ‘Environmental’ Green Marketing with focus on clean technology that involved designing of innovative new products, when take care of pollution and waste issues. Third phase was “Sustainable” where it becomes essential for companies to produce environment friendly products as the awareness for such products in on the rise as customers are demanding eco-friendly products and technologies. In this context, Narayan Lakhmi Vermuri (2008) has discussed multifaceted views on ‘Green Marketing ‘its new hopes and challenges in the current scenario. The authors have tried to establish the ‘ cause-effect relationships’ of ‘Green Marketing’ at a global level. As ‘The Times ‘reported. As the authors comment that the air pollution damages to people, crops and wild life in U.S total tens of billions each year. The authors examine the ‘Marking mix’ of ‘Green Marketing ‘too. Commenting the ‘Green Marketing’ the authors have highlighted the reasons of venturing the ‘Green-Marketing’ the reasons are opportunity, social responsibility, government pressure and competitive pressure. They mention some of problematic areas of ‘Green Marketing’ too.

Asceem Prakash (2002) has tried to co-relate the phenomenon of ‘Green –Marketing’ with public policy and managerial strategy to get some of desired results of ‘Ecological Viability ‘at the ‘cost-effective’ rates of ‘eco-friendly’ products. He discusses the ‘Green-Marketing’ as ‘Supreme greening products’ as well as ‘greening firms.’In addition to manipulating the 4Ps (Product, price, place and promotion) of the traditional marketing mix, it requires careful understanding of public policy processes. This paper focuses primarily on promoting products by employing claims about their environmental attributes or about firms that manufacturer and/or sells them. Secondly, it focuses on product and pricing issues. Drawing on multiple literature, it examine the issues such as what needs to be greened (product, system products and how firm should think about information disclosure strategies on



environmental claims. Toby M. Smith (1998) have examined the myth of 'Green Marketing' by giving his analytical views on the notion

'Green Marketing' meaning thereby, the situation, when the influencing factors which has led to some of 'fallacious views' on the concept of 'Green Marketing' in this context, Martin Charter and Michal Jay Polonsky (1999)

Have put forwarded the analytical view point on 'Global perspective' on 'Green marketing practices' in the changing scenario. They have mentioned some of feasible points which operate behind the process of 'Green Marketing' in the present changing scenario. Similarly, Speer Tibbett (1977) has highlighted some of factors which affect the growth and development of 'Green Marketing' since 1970s period, initiated by some of manufacturers and market researchers of this period. It was the "take off stage" and subsequently the notion of 'Green marketing' caught momentum. Same factors have by highlighted by John Grant (1977) who has presented this notion in the form of his 'manifesto' among his contemporaries. In the recent past Am in Asadllahi (2011) has discussed the role of green marketing in the recycling of electronics waste. In his PhD Thesis he has carried out a study on the waste computers and hand sets (mobiles) in Iran. On the basis of his case study, he has drawn some of vital inferences from the recycling of this 'electronic waste' which has been proved conducive to keep the environment 'eco-friendly and boosted the esteem of 'Green marketing of their electronics products.

CONCEPTUAL FRAMEWORK

According to the American Marketing Association, green marketing is the marketing of product that are presumed to be environmentally safe. Thus green marketing in corporate a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising. It is a complex combination which includes varying social, environmental and retail definitions attached to this term. Thus "Green Marketing" refers to holistic marketing concept wherein the production, marketing consumption that is detrimental to the environment with growing awareness about the implication of global warming, non-biodegradable solid waste, harmful pollutants etc.

Necessity of Green Marketing:

Growing deteriorating environment due to air and water which has given rise to given pernicious effects on people, crops and wildlife in the developed as well as developing



countries of the world. More than 12 other studies in the US, Brazil, Europe, Mexico, South Korea and Taiwan have tried to correlate between air pollutants and low birth weight premature birth still birth and infant death.”

As resources are limited and human wants are unlimited, that is why, it s an imperative to make a judicious used of resources available, as well as to achieve the desired objectives of organization. So green marketing is quite inevitable, so that may make the best use of available natural and man made resources.

Growing interests among the consumers all over the world, regarding protection of environment which tends to establish a reciprocal relationship between man and environment. As a result, green marketing notion has been given a third dimension to man and environment relationship. It includes sustainability and socially responsible products and services, rendered for human being, living on this earth. That is why green marketing has been widely adopted by the firms world wide and the following are the reason for widely adoption of this conception. There are basically five reasons for which a marketer should go for to adoption of green marketing-

1. Opportunities or Competitive advantage
2. Corporate social responsibility (CSR)
3. Government pressure
4. Competitive pressure
5. Cost or Profit issues

Various Indian and foreign authors have put forwarded a rich literature on green marketing. The review of literature indicate that the various authors have been high lighted the Green Marketing and its associated problems, strategies and challenges from local to world level. In this context, Jacquelyn Atunities for innovation for green marketing, which provides an enlightening look at the importance for the environmental perceptions to market place consumers? It requires an investment, so that the environment pays solid divided in improved customer loyalty. Amitabha Ghosh (2008) has examined the strategies in Green Marketing Ghosh highlights the history, growth and challenges of Green Marketing in India and abroad. He also mentions some of innovative techniques of regulation on corporate environmental planning at various levels. Other coverage of this book on green marketing are integration of environmental Management, price premiums hold on as US organic



produce market expands, retailing of organic products, challenges and opportunities, India's New approach on the trade of environmental goods and services etc. Suresh K (2006) has discussed the conceptual framework of Green Market green product design, supplier environmental management green food claims, the Indian scenario of green marketing attitudinal and behavioral analysis of Indian consumers of green marketing and other related to pics. Ottman, J.A. (1993) has made an analytical study on Green marketing which major challenges faced by the green marketing. It also covers the internal and external opportunities which could be helpful to expedite the expansion of green marketing. Similarly, Porter, M.E., Vander Linde (1995) have highlighted the competitive features of green marketing of various products in the world. He also mentions some of limitations of green marketing of various products and services in the world market. Smithe, T (1998) has mentioned some of myths which have associated with green marketing. Smithe also discuss some of fallacious notion which give a pernicious effects green marketing. Wong, V., Turner, W; Stoneman P. (1996) have made a comprehensive review of different marketing strategies and market prospects for environmentally friendly consumer products" He has tried to correlate the cause-effect relationship of marketing strategies and market prospects potential of some of specific areas of the world.

As it is defined by American Marketing Association, Green Marketing of products that are presumed to be environmentally safe. Thus green marketing incorporates a broad range of activities, which cover Product modification change to the production processes, packaging changes as well as modifying advertising.

OBJECTIVES OF GREEN MARKETING:

The Green Marketing is aimed at following objective.

1. Eliminate the concept of waste;
2. Reinvent the concept of product;
3. Make environmentalism profitable;
4. Bringing out product modification;
5. Changing in production processes;
6. Packaging changes;
7. Modifying advertising.



CHALLENGES IN GREEN MARKETING:

There is sizable numerical strength of organizations which would like to turn green, as an increasing number of consumers' want to associate themselves with environment-friendly products. There is wide spread confusion among the consumers regarding products. In particular, where one often finds erosion of creditability of green product. 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.

There is large number of challenges in the field of green marketing which may be sum up as follows:

Need for standardization of the products: it has been observed that very loss proportionate of the marketing message from "Green" campaigns is true to requisite standard and reflect the authenticity which they claim. There is no 'yard stick' currently, from where we could certify that the product as organic. Until or unless some of regularly bodies are involved in providing the certifications, which can be proved helpful to verify the authenticity of the product's characteristics. A standard quality control board needs to be in place for such labeling and licensing.

New notion: The consumers of different rural and urban hierarchy are gradually becoming aware of the merits of green products. But it is still new notion or concept for the masses. It is therefore, become imperative to educate the people about growing menace of deteriorating environment. The new green movements and advocacy programmes need to reach the masses and that will be a time consuming process. Indian aurvedic heritage can help to boost up the green marketing for beauty products. Indian consumers have an extensive exposure to healthy living life style such as yoga and natural food taking habits; can be helpful to make out the concept of green marketing thoroughly.

LONG GESTATION PERIOD REQUIRE PATIENCE PERSEVENCE It has been observed that the inventers and corporate need to view the environment as a long-term investment opportunity. It is because of the projects related to 'Green Marketing' have a long-gestation period. It require a lot of patience to get the desired results.

AVOIDING GREEN MYOPIA: The first principle of green –marketing is focusing the customer benefits. i.e that is why consumers buy particular goods and services in their first priority. Is



it a right approach and motivate the customers to buy particular brands or even pay a premium for a 'greener' surrogate products. It will be futile practice, if a product is produced which is absolutely green in various aspects but does not hold good upon the satisfactory criteria of the customers, and it will lead to '**green myopia**'. If green product not economical viable, as a result, it will reduce the market acceptability.

Other challenges, associated with 'Green Marketing' are green products which require renewable and recyclable material at the cost effective. It require a modern technology which again huge cost in Research and Development. In order to inculcate the 'Concept of Green Marketing' in to the masses, it requires a systematic advocacy and campaigning programs, so that the people may be ready to pay a premium for green products.

STRATEGIES TO BE EXECUTED FOR GREEN MARKETING

In order to expand the market of green products it require some of strategies which can be conducive to boost up the market of the green products. Those strategies can be implemented as follows:

1. Product Differentiation: it is a paramount need to make continuous efforts which can be helpful to differentiate then products and services using green marketing practices. There is a wide range of markets which includes retailing etc. the manufactures have used eco-performance to differentiate and to compete. It has been observed that the product with poor eco-performance can become target for new substitution, as a result of this many organization are products from the competitors.

2. Value positioning of consumer: the organization can design environmental products to perform as promoting and delivering the customer's desired value of environmental products and target relevant customer market segment can be proved conducive to organization to differentiate.

3. Designing of bio-degrading prone packaging: it has been observed that promotion of green products have been strongly influenced by the design making of the customers. Thus it indicates that bio-degradable packing will affect in a strong and moderate on their decision making.

It is therefore, an imperative to the personnel's associated with green marketing should modify the product packaging by making use of recycle as well as hand made paper in



packaging rather than using more mechanized material. The manufacturers, who are using plastic for packaging should meet some of requisite standard.

4. Product strategy for green marketing: in order to promote marketing for green marketing it is an urgent need to identify customer's environmental necessities and develop the products accordingly. It includes more environmentally responsible packages which ensure that products meet or exceed the quality expectation of the consumers; so that the marketers may charge higher price with highlighting the eco-logical viability of the products.

Distribution strategy of green marketing: in this strategy of green marketing, it is very essential to take customer support. In this case, the location must be differentiated from the competitors. It can be achieved by promoting the in-store activities like recycling of materials to focusing the environmental and other related benefits.

Life cycle analysis of green marketing: Product brand is a vital aspects, which can help to formulate plans for green marketing. It is a best tool for performing life cycle analysis complex assessment which can make available the vital statistics on social, environmental and economic impact of products through the supply chain production process and after the purchase. Life cycle analysis can inform a brand requirement to go before it claims to be sustainable. The consumers do not expect perfection when it shapes to sustainability but they would like to see that brands make out the levels of probe, formulate a plan and in the executing process.

In addition, different commercialization programmes and incentives could be proved conducive to acquire new technologies introduced of citing the examples included fleet programme to cultivate strategic niche markets and by rendering services for financial services e.g. advanced vehicle tax credit proposal in case of vehicle purchase.

CONCLUSION:

Green marketing is relatively a new notion to the most of the consumers. However, the green marketing is the marketing of product that are presumed to be environmentally safe. Therefore, it become very essential to understand the dualism between green marketing and the growing price of the green product, so that the green product can be within the reach of the consumers of different hierarchy. Green Marketing is posing some of challenges which require innovative technology so that the 'green products' can fetch wider market at domestic and international levels. It require a periodic review of the 'green product', so that



the products may become '**ecological viable**' as well as '**economical viable**' for the consumers, especially belong to middle and low income groups. Finally, consumers, industrial buyers and supplier need to pressurize effects on minimize the negative effect on the environment-friendly. Green marketing assumes even more importance and relevance in developing countries like India.

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