

# Green Marketing : Opportunity and Challenges



**Vinod Kumar Jangir**

Lect. in EAFM  
Govt. N.M.College,  
Hanumangarh,  
Rajasthan



**D.S. Bhullar**

Lect. in Economics  
Govt. N.M.College  
Hanumangarh,  
Rajasthan

## Abstract

Today, green marketing is becoming the most significant and comprehensive concept in the production field. It integrates all the aspects of innovations and communications. It deals with clean technology, designing of innovative new products, best utilization of natural resources, pollution and water issues in the public interest. Green marketing highlights the developing, promoting products and services that satisfy customer needs with regard to Quality, Performance, Affordable pricing and Convenience without having detrimental input on the environment. It is mainly considered environmentally safe and friendly. It gives us more benefits specially to customers, entrepreneurs, government and public. There are number of more opportunities in the green marketing field to remove, reduce, problems and pressures of environment. It leads natural resources. The paper will focus on number of challenges which are faced by it. Problem of E-Waste has been very serious due to increasing electronics product.

“Progress is possible, No-one can stop it,  
But obstacle is there, we have to face it, “

Amartyasen

**Keywords:** CSR, Detrimental input, eco-friendly, marketing audit, CNG, Metro Rail, environmentally safe.

## Introduction

The term Green Marketing came into prominence in late 1980 and early 1990s. The American Marketing Association (AMA) held the first workshop on “Ecological Marketing” in 1975. The Proceedings of this workshop resulted in one of the first books on green marketing on titled “Ecological Marketing”

The first wave of green Marketing occurred in the 1980s. Corporate Social Responsibility (CSR) Reports started with Ice-Cream seller Ben and Jerry’s where the financial report was supplemented by a greater view on the Company’s environmental impact. In view of organization, environmental Consideration should be integrated into all aspects of Marketing new product development and communication, Environmental issues should be balanced with primary customer needs.

## Evolution of Green Marketing

The evolution of green marketing has three phases. First phase was termed as “Ecological” green marketing, and during this period all marketing activities were concerned to help environment problems and provide remedies for environmental problems. Second phase was “Environmental” green marketing and the focus shifted on clean technology that involved designing of innovative new products, which take care of pollution and waste issues. Third phase was “Sustainable” green marketing. It came into prominence in the late 1990s and early 2000.

Green marketing is a golden goose. 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.

## Meaning

Green Marketing refers to the process of selling products and/or services based on their environmental benefits. Such a product or service may be environmentally friendly in it or produced and/or packaged in an environmentally friendly way.

The basic assumption of green marketing is that potential consumers will view a product or service’s “Greenness” as a benefit and base their buying decision accordingly.

## Definition

According to the American marketing Association, green marketing is the marketing of products 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.

As per Mr. J. Polonsky, green marketing can be defined as, "All activities designed to generate and facilitate any exchange intended to satisfy human needs or wants such that satisfying of these needs and wants occur with minimal detrimental input on the national environment".

#### **Characteristics:**

1. It is the process of selling product and services based on their environmental benefits.
2. It is concerned with environmentally friendly/safe.
3. It is intended to satisfy consumer needs and wants.
4. It produces products having minimal detrimental input on the environment.
5. It is concerned with quality, performance, affordable pricing and convenience of product and services.
6. It promotes innovation and competitiveness.

Three keys to successful green marketing :

Show potential customers that you follow green business practices and you could reap more green on your bottom line. Marketing isn't just a catchphrase; it's a marketing strategy that can help you get more customers and make more money. But only if you do it right.

#### **There are three keys of Green Marketing :**

1. Being genuine means that (a) that you are actually doing what you claim to be doing in your green marketing campaign and (b) that the rest of your business policies are consistent with whatever you are doing that's environmentally friendly. Both those conditions have to be met for your business to establish the king of environmental credential that will allow a green marketing campaign to succeed.
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. Giving your customers an opportunity to participate means personalizing the benefits of your environmentally friendly actions, normally through letting the customer take part in positive environmental action.

#### **Why green marketing?**

As 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 product and services.

#### **Benefits of Green Marketing :**

1. Companies that develop new and improved products and services with environment input.
2. It gives them access to new market.
3. Increase their profit sustainability.
4. Enjoy a competitive advantage over the companies which are not concerned with environment.

#### **Adoption of Green Marketing**

There are basically five reasons for which a marketer should go for the adoption of green marketing they are :

1. Opportunities or competitive advantage
2. Corporate social responsibilities (CSR)
3. Government pressure
4. Competitive pressure
5. Cost or profit issues

#### **Green Marketing Mix**

Every company has its own favourite marketing mix. The 4 P's of green marketing are that of a conventional marketing but the challenge before marketers is to use 4 P's in an innovative manner.

#### **Product**

The ecological objectives in planning products are to reduce consumption and pollution and to increase conservation of scarce resources.

#### **Price**

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.

#### **Promotion**

There are three types of green advertising :-

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

#### **Place**

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.

#### **Strategies**

The Marketing Strategies for green marketing include

1. Marketing Audits (including internal and external situation analysis)
2. Develop a marketing plan outlining strategies with regards to 4 P's
3. Implement marketing strategies.
4. Plan results evaluation.

# Asian Resonance

## Opportunities :-

Number of opportunities are available in green marketing field to remove and reduce the pressure problem and challenges of Environment. Green business are providing growth opportunities like never before. young entrepreneur are cashing it. College across the country are adopting eco-friendly features such as recycling, using battery powered cycle on campus and cutting energy use.

Online networking is not just spreading awareness. It is also helping plant more trees on the ground to promote is eco-friendly clubbing. Hotel in London uses a specially modified dance floor to convert movement into electricity to generate electricity by riding cycle.

Non conventional printer uses a thermal thread to print on specially designed plastic sheets without the use of ink and paper. This sheet can be recycled.

Eco-Drop shower is a great idea for those who waste water much time in the shower. The waste energy business can be established by setting up biogas plant for their clients. Environment Management and Entrepreneurship has been introduced in Universities and colleges as a new discipline.

People decided to change their behavior by saving water by reducing leakages creating awareness in public on need to save water.

India while dealing with the modern problem of consumerism is trying hard to bring in green concepts like composting, recycling.

Solar energy system should be developed in India. Today India has initiated several projects on the line of green technology to save the environment like on UNEP and establishment of Bio-diversity park and afforestation program and solar plants to generate power.

Substantial public money has been spent in the last decade for cleaning air pollution in big cities such as Delhi, Mumbai and Hyderabad with the introduction of CNG and Public Transport Such as the Metro Rail.

## Challenges

1. There is lack of standard or public consensus about green marketing.
2. Marketers, regulators and influential people did not play the pioneering role to promote the growth of green product.
3. Problems of E-Waste has been becoming very serious due to increasing rapidly production of electronics and electrical product.
4. Technological changes are becoming very fast.
5. Effectiveness E-Waste management due to strong willingness of Govt. and society.
6. Green Products require renewable and recyclable material, which is costly.
7. Requires a technology, which requires huge investment in R&D.
8. Water treatment technology, which is too costly.

9. Majority of the people are not aware of green products and their uses.
10. Majority of the consumers are not willing to pay a premium for green products.

## Some Cases

1. Mc Donald's restaurant's napkins, bags are made of recycled paper.
2. Coco-Cola pumped syrup directly from tank instead of plastic which saved 68 million pound/year.
3. Badarpur Thermal Power station of NTPC in Delhi is devising ways to utilize coal-ash that has been a major source of air and water pollution.

## Conclusion

Green marketing should not neglect the economic aspect of marketing. Marketers need to understand the implication of green marketing. If you think customers are not concerned about environmental issues or will not pay a premium for products that are more eco-responsible, think again. You must find an opportunity to enhance your product's performance and strengthen your customer's loyalty and command a higher price. Green marketing is still in its infancy and a lot of research is to be done on green marketing to fully explore its potential.

## References :

1. Chopra, S. Lakshmi (2007) "Turning over a new leaf" Indian Management, Vol. 64, April-2007.
2. Jacquelyn A Ottman, "Green Marketing" opportunity Innovation Second ed., Pub. J. Ottman Consulting, 315 East, 69 Street, New York.
3. Jacquelyn A, Ottman, "Avoiding Green Marketing Myopia ", Invironment Vol 48, June 2006., Pub. J.Ottman Consulting, 315 East, 69 Street, New York.
4. Jacquelyn A, Ottman, "New Rule of Green Marketing" , Strategies, Tools and Inspirations for Sustainable Branding, Pub. J.Ottman Consulting, 315 East, 69 Street, New York.
5. S.R. Sathyanarayanan, Green Marketing, opportunity & Challenges, Nehru Institute of Studies.