

Green Marketing : Challenges and Prospects

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Abstract

Green Marketing also known as environmental marketing and sustainable marketing is the marketing of products that are consumed to be environmentally safe. It has emerged as a new concept of marketing in the modern marketing era. Green marketing preserves the natural environment through marketing efforts. It does not increase pollution. It promotes consciousness among consumers and business people to protect environment. The paper tries to discuss the concept, needs, challenges and prospects of green marketing

Keywords: Green marketing, sustainable marketing, Ecological, Toxic Consciousness, etc

Introduction

Green marketing also alternatively known as environmental marketing and sustainable marketing has emerged as a new concept of marketing in the modern marketing era. It is relatively a new philosophy of marketing. The origin of the environmental movement occurred in Europe and grew out against the reaction of industrial harmful products and pollution. Therefore, Europe has been at the forefront of the green movement with strong public opinion and specific legislation favouring environmental friendly marketing.

According to the American Marketing association, "Green marketing is the marketing of products that are presumed to be environmentally safe." According to Pride and Ferral (1993) "Green marketing refers to an organisation's efforts at designing, promoting, pricing and distributing products that will harm the environment." In the words of Nadaf (2014), "Green marketing is holistic marketing concept which incorporates a broad range of activities, wherein the production, marketing, consumption and disposal of products and services happen in a manner that is less detrimental to the environment.

Green marketing was given prominence after the first workshop on Ecological marketing held in Austin, Texas (US) in 1975. The workshop released the first book on green marketing entitled, 'Ecological marketing'. Green marketing is now becoming the hot topic around the world especially from the United Nations conference on Sustainable Development, 2012. The milestones for wave of green marketing came in the form of published books like Ken Peattie (1992) in the U.K. and by J. Ottoman (1993) in the U.S. The similar terms were used in connection with green marketing are environmental marketing (Coddington, 1993), green marketing (Peattie, 1995), sustainable marketing (Fuller, 14999) and greener marketing (Charter and Polonsky (1999)).

In the year after 2000, a second wave of green marketing emerged. According to Peattie (2001), the evolution of green marketing has three phases. First phase is 'Ecological Green marketing in which, all marketing activities were concerned to help environmental problems and provide remedies. Second phase was 'Environmental Green marketing', 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, which came into prominence in the late 1990s and early 2000.

Objectives of the Study

the main objective of the paper is to highlight the need and importance of Green Marketing, its basic elements, benefits and challenges and also to acquaint the masses about its future in the present global marketing scenario

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Review of literature

Though Green Marketing is a new concept in the domain of marketing world, it is gaining ground in today's competitive global market. A lot of scholars and economists have attempted valuable contributions in this field. Charter M and Polansky M (1999) have written a paper on Green Marketing. Fuller, D (1999) has studied on Sustainable marketing, Ottoman, J.A (1993) has focused on Green Marketing : challenges and opportunities for the new marketing age. Shreshta, P (2014) has written on fundamentals of marketing and others have also discussed the theme of this new phenomenon in marketing context.

Need & Importance

Due to hard life styles of human beings, most of the companies have to compete with each other by producing various products in order to meet the demands and wants of modern people and they originate carbon dioxide, phosphates and other poisonous gases harmful to the natural environment. Consequently, global warming, earthquake, Tsunami, drought, super cyclone, storm, heavy rainfall, food, rapid melting of ice cap, formation of glacier, lake and danger of their outburst, decrease in agricultural products, unexpected weather phenomena etc. may occur. These natural hazards break our economic system and millions of people have to die due to these tragedy. These problems destroy so many resources and make life of human beings and animals very painful. The various types of pollution of soil, water and air have caused immense harm to the lifestyle of the people. Therefore, green marketing is inevitable for protecting the environment clean and safe. Hence, various governments have come forward to protect the natural environment by implementing Green marketing companies all over the world to adopti the green marketing due to following reasons :

1. Opportunities
2. Social Responsibility
3. Government Pressure
4. Competitive Pressure
5. Cost – Saving

Elements of Green Marketing

Some elements are essential for practice of green marketing concept which are listed below

Green Companies

Green Companies are those which preserve the environment through biodiversity, produce environment friendly products, consume energy, water and natural resources, protect climate, maintain schools, roads, parks, assist to uplift the rural sector, underprivileged and so on so forth. Green companies use natural gas for boiler fuel, recycle biodegradable waste, use recyclable packaging materials, use biomass and solar radiation as sources of renewable energy, generate electricity from hydroelectric plants, reduce toxic emissions, etc.

Green Consumers

Green Consumers are those who adopt environmentally friendly behaviours or who purchase green products over the standard alternatives. They are also less dogmatic and more open minded or tolerant towards new products and ideas. Their open mindedness helps them to accept green products and behaviours more readily.

Green Marketing mix

Every green company has its own favourite green marketing mix. Some have 4 P's and some 7 P's of green marketing mix.

Green Products

Such products which are manufactured from the industry through the green technology that cause no environmental hazards are called green products. Such green products are :-

- Products which are naturally grown
- Products that are recyclable, reusable and biodegradable.
- Products with natural ingredients
- Products containing recycled contents, non-toxic chemical
- Product contents under approved chemical
- Products that do not harm or pollute the environment

Anthology : The Research

- Products that will not be tested on animals
- Products that have eco-friendly packaging i.e. reusable, refillable, containers etc.

Green Prices	Prices for green products may be little higher than conventional alternatives. But target groups like and accept for.
Green Places	Such places where products can easily be stored and delivered from with a view to comparatively reducing time, cost and carbon emission by trains, trucks etc. are called green places.
Green Promotion	Green Promotion is concerned with the eco – friendly tools of communication and promotion by which green companies promote their products with high reputation in the market. Advertising, marketing materials, white paper, websites, videos and presentations by keeping in mind of people, planet and profits are the main tools of green promotion.
Green People	The internal personnel of companies are making eco–friendly efforts to satisfy the needs and wants of external people. In other words, one's appeal for other should be regarded as green. They should think green.
Green Policy	Company's Policy must tally with the preservation of nature in green marketing mix.
Green technology	Green marketing requires new green technology that prevents pollution, digitalization, robotics, nanotechnology, mechanization etc. are used for clean manufacturing that promotes green marketing.
Green Law	Green Law is essential for promoting the green marketing. It provides incentives for environmental protection and punishment for environmental pollution.
Green Logo	Green marketing requires green products with green logos (or eco-labels).
Green Think	Green Think among consumers is essential for promoting green marketing, education, training and publicity campaigns need to give protection to disseminate and to arouse think in consumers.
Green Commitment	Green Commitment from top management and marketing managers is essential for environmental protection to promote green marketing
Pollution Control	Green marketing focuses on pollution control. It requires avoidance of marketing decisions that cause pollution of water, air, noise, erosion of bio diversity and land degradation, deforestation, desertification, drought, industrial waste, depletion of non – renewable natural resources through wasteful uses, release of toxins into the atmosphere etc.
Benefits of Green marketing	<ul style="list-style-type: none"> • It uses and reuses resources and their disposal efficiently without waste to achieve the organisation's objective. • It produces green products for the world. • It preserves the natural environment. • It changes the world from conventional into greener life style. • It ensures the companies long term growth along with profitability. • It saves money in the long run, though initially the cost is much. • It helps marketers to take competitive advantages in the market. • It satisfies more to consumers and society than the conventional marketing. • It helps to become socially responsible for companies and their employees • Most of the employees feel proud to be working for a green responsible company, etc.

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Challenges of Green Marketing	Although a large number of firms are practising green market, it has a number of problems which need to be addressed while implementing 'Green marketing'.
Costing Factor	Green marketing requires a lot of money and it is costly for spending in qualitative materials, green technologies, green powers/energies to produce green products, services and to promote them eco – friendly.
Convincing Factor	Majority of the customers may not be aware of green products of the firms and their uses. Therefore, the firms should convince the customers about merits and qualitative use of their green products among alternatives.
Patience in beginning	Initially, the products are very low since renewable, recyclable products and green technologies are more expensive. Hence, marketers are required to look the long-term benefits from this new green movement. It will require a lot of patience in beginning but not immediate results.
Premium price	Majority of the consumers may not be willing to pay a premium price for green products. So, the companies must try to offer products with added value for the consumers, in order to satisfy more.
Lack of standards	There is no standard yardstick to measure the fever of green marketing in various segmentations of various industries which are producing harmful products. Some regulatory bodies are involved in providing the certifications. Therefore, a standard quality control board needs to be in place for such labeling and licensing.
Lack of Green Thinking	Green marketing cannot develop smoothly without positive attribute of governments, political leaders, marketers, consumers, societies and stakeholders. So, they should think green about each other for improving the green marketing.
Golden Rules for Green Marketing	A green marketer must follow some rules for promoting green marketing in the country and the world as enumerated below
KYC (Know Your Customer)	Customer is the king of green market. So, every businessman should make sure that the consumer is aware of and concerned about the issue that his products are really good.
Educate Your Customer	For getting good customer, a green marketer should educate them properly and create consciousness in their mind regarding the buying products which is green and harmful for them. Only then conscious customers will buy more green products and help in promoting the green marketing rapidly.
Good Transport Facilities	To promote the green marketing green products should assure and reassure their buyers about their products that they will fulfil their objectives for which they buy without compromising the quality of products in the name of the environment.
Be Genuine and transparent	A green marketer should be honest, transparent to succeed in the green marketing. He should always disseminate trustworthy information to the consumers about the company and its products and policies. Business policies should match with the eco–friendly activities of the company.
Sustaining pricing	Affordable pricing for green product should be charged by the companies. Otherwise, green marketing should not sustain for a longtime.
Giving the Customers an opportunity to participate	A green marketer should provide an opportunity to the customers to participate in eco – friendly actions for taking his personal benefits.

Anthology : The Research**Produce quality and leading brands of products**

Manufacturers should produce quality and leading brands of products for the satisfaction of customers. If customers accept these green products continuously, then company automatically can earn profit in the green marketing.

Prospects of Green Marketing

The future of green marketing in the world basically depends on the application of good marketing principles to make green products desirable for consumers.

Consumer value positioning

- Design green products to perform better than other alternatives.
- Deliver the consumer desired value into the green products.
- Promote green products into target market segments.

Calibration of consumer knowledge

- Educate consumers about environmental attributes.
- Frame green products as 'solutions' for consumer needs.
- Create websites of green products with consumer desired values.

Credibility of product claim.

Thus, successful green products through green marketing satisfy more consumers without any harmful effects. Green marketing makes them healthy, wealthy, worthy and safe. It creates green profits of green companies in the long run, it builds economically strong nation. Finally, it shifts the world as a whole towards the green economy. Its future seems to be very bright and profitable in the world of marketing.

Conclusion

In this competitive age, many industries compete with each other to produce varieties of products towards meeting the unlimited demands of people. They can be very much effective in controlling cleanliness in their competition. Otherwise, they originate various poisonous gases which pollute the nature and are responsible for global warming, heavy rainfall, flood, drought, super cyclone, storm etc. in the world. These natural problems may destroy lives, property and other resources. These can make the life of the people painful and distressing. Therefore, green marketing has emerged as a new concept for the entire world.

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