

Green Marketing and Advertising**Dr. Alpana Sharma****Dept. of Commerce, Bhilai Mahila Mahavidyalaya, Bhilai****sharmaalpana345@gmail.com****Abstract**

Green Marketing has become a matter of new focus in 21st century among the business enterprises and it came into importance in the late 1980s and early 1990s in Europe when some products in the market were found harmful to both the environment and the society. Green Marketing is marketing of those products that does not harm the environment and are considered environmentally safe. It includes a broad range of activities such as modification of the product, changes made in the production process, changes made in packaging, modifying the methods of advertisements etc. It refers to a concept of marketing where production, marketing, consumption and disposal of products and services are carried on in such a manner that it does not put a harmful impact on environment.

Keywords: *Green Marketing strategies, Consumer behavior*

Introduction

Marketing is a process of getting the right product or service in the right quantity at right place and at right time and making a profit in the process. In this process the producer firm examines, identifies and understands the need of consumer and then produces the goods accordingly to satisfy their needs. It includes research, planning, pricing, packaging, promotion, selling and distribution.

Green Marketing

Green marketing also known as environmental marketing or ecological marketing includes all the marketing activities of a firm, starting from planning the layout of products to its actual sale which are designed with the objective to either create a positive impact or reduce the negative impact of the products on the environment. In other words, green marketing is a business practice that takes into account consumer concerns about promoting, preservation and conservation of the natural environment.

Need For Green Marketing

Due to the emergence of large number of environmental problems all over the world there is a need to protect environment and the available natural resources. With growing awareness among people about the effects of global warming, non-biodegradable solid waste and harmful pollutants etc. both marketers and consumers are now-a-days becoming more sensitive to switch in to green products and services as compared to other products and services. Companies are adopting the policy of green marketing and producing green products which have less harmful effects on environment. Consumers are now-a-days becoming more and more aware of the environmental problems and are actively trying at their level to reduce the impact on environment by purchasing green products and moving towards a greener lifestyle.

Many business enterprises have understood and accepted the concept of green marketing and this is the reason why it continued to gain importance in the light of growing global concern about various environmental problems. This concern has led many companies to advertise their commitment in order to reduce their impact on climate and started producing green product to show their responsibility towards the society and environment. The growing awareness among the consumers all over the world regarding the protection of environment in which they live and what they want to leave back for the coming generation has lead to increasing implication of Green Marketing.

Principles for Implementing Green Marketing

Understanding the needs and wants of customers. Providing adequate and relevant information to customers about scope of Green Marketing. Allowing all the customers to participate actively in the eco-friendly action. Adopting those pricing policies which involve premium which is affordable by consumers.

Examples of Green Marketing in Progress

Samsung offers a host of eco-friendly products. It was the first to launch eco-friendly mobile handsets (made of renewable materials) - W510 and F268- in India. DELL computers are reusing materials to produce sustainable ink cartridge to reduce the impact of global warming caused by production of ink cartridge. Eco-friendly rickshaws, 'E-Rick' sponsored by a cellular service provider during Common Wealth Games-India 2011. 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 Green ware.

Tripura Sunday announced plans to make all public and private vehicles in Agartala (Assam) run on CNG [Compressed Natural Gas] by 2013 thus making this capital India's first 'Green City'. Kansai Nerolac has worked on removing heavy metals from their paints like lead, mercury, arsenic and chromium which have an adverse effect on the human race, especially lead in paints cause damage to Central Nervous System. Kansai Nerolac Paints Ltd. has shown its commitment to the welfare of the society and environment by introducing Lead-free paints. Suzlon Energy Limited is the world's fourth largest wind-turbine maker and is among the greenest and best companies in India. Suzlon's corporate building is the most energy-efficient building ever built in India.

Initiatives in the Field of Green Marketing

New Surf Excel (Do Bucket Paani, Ab Rozana Hai Bachana) which produces lesser foam but it is as effective as before, thus reduces the water consumption. Lifebuoy (a brand of soap from Unilever in India) had an advertising campaign which encourages the children to keep their streets clean and not worry about germs as Lifebuoy protects them. McDonald's changed their packaging from polystyrene clamshells to waxed paper because of increased consumer concern relating to polystyrene production and Ozone depletion and to provides their customer with napkins and bags that are made of recycled paper.

Badarpur Thermal Power station of National Thermal Power Corporation (NTPC) in Delhi is devising ways to utilize coal-ash that has been a major source of air and water pollution.

Barauni refinery of Indian Oil Corporation (IOC) had taken various steps for restricting air and water pollutants. The refrigerator industry shifted from use of chlorofluorocarbon (CFC) gases to more environmentally friendly gases. Intel India took the plantation and cultivation activities which set an example of socially responsible firms contributing to preservation of environment. Tata Steel, Hindustan Latex Ltd. (HLL), Jindal Vijay agar Steel, Essar Power and Gujarat Flurochemicals Ltd. etc have got clearance to undertake specifically designed projects in order to gain benefits from carbon trading (Kyoto Protocol).

Significance of Green Marketing

Green marketing leads to good public image of the business organization. Green marketing ensures long-term sustainable growth along with profitability. Through initially the cost is more while its implication but it saves money in long run. Green marketing helps the companies in marketing their products and services keeping in view the environmental aspect. Green marketing helps the business firm in accessing new market and taking competitive advantage over others which are not concerned for the environment. Employees of green companies also feel proud and responsible to work for an environmentally responsible company.

Method of Data Collection

Data collection is the process of gathering and measuring information on variables of interest that enables one to answer stated research questions, test hypothesis and evaluate outcomes.

Generally there are two types of data collection and they are:-

Sampling/Surveys: Standardized paper and pencil or phone questionnaires that ask predetermined questions. Interviews: Structured or unstructured one-on-one directed conversations with key individuals or leaders in community. In this research study the survey method of data collection was used due to limitation of time factor.

Sample Size

The size of sample undertaken in this research study is 50. (i.e., N=50)

Types of Data and Variable Study

In this research study, secondary data was initially collected from the available literature, journals, books and internet and then a well structured questionnaire was prepared for collecting the required primary data. Primary data was collected from respondents of Bhilai city through a questionnaire designed for a sample of 50 respondents by using survey method. The survey was conducted in different areas of Bhilai and the samples of respondents included consumers of various retail stores in Bhilai such as big bazaars, pantaloons etc.

Tools for Data Collection

Following are the tools for data collection:-

Interview schedule: one to one direct communication for collection of data

Questionnaires: indirect interview that contains a series of questions in written form

In this research study questionnaires was the tool used for collecting data due to its versatility speed and cost factor.

Statistical Tools

Statistical tools are the mathematical computations used to analyze data. Statistical tools can describe, summarize and compare data. In this research study, a scale ranging from 1 to 5 has been used for rating and then simple percentage calculation method have been used in this study for analyzing the primary data which was collected with the help of self-administered questionnaire.

Limitations of the Study

Insufficient and rare information about the green marketer and service provider in Bhilai. Recent Government information is not adequate. Publication and report on green marketing policy and practices are insufficient.

Result and Discussion

Table 1: Tabulation of respondents answers regarding the purpose of green marketing

<i>Response</i>	<i>No. of Respondents</i>	<i>% of Respondents</i>
Publicity	05	10.00
Competitive advantage	10	20.00
Attracting customer	20	40.00
Concern towards environment	15	30.00
Total	50	100.00

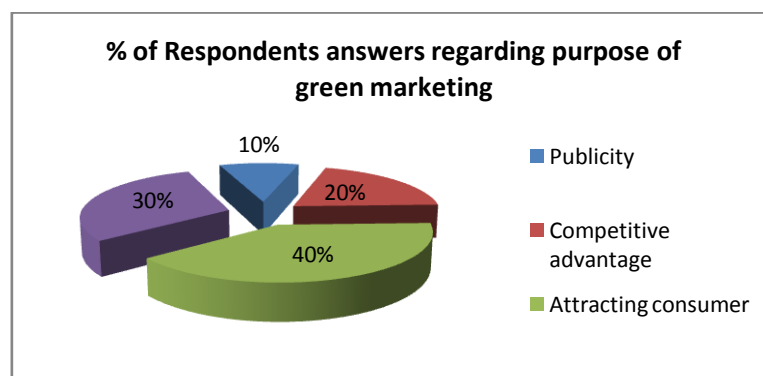


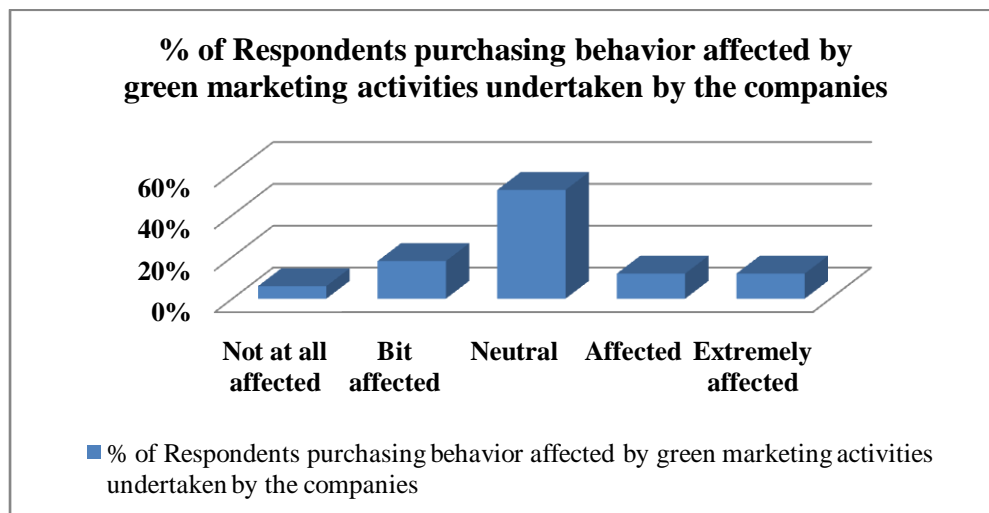
Chart 1: Pie-chart presentation of percentage of respondents answers regarding purpose of green marketing.

Interpretation: The above table and pie-chart presentation highlights that 40% of the respondents think the purpose behind green marketing is to attract customers while 30% think that the companies are really concerned towards environment and the remaining 20% and 10% believe that the objective behind this is to attain a competitive advantage and publicity respectively. Thus majority of them

believe that the real purpose behind it is attracting customer and showing their concern towards environment as a part of social responsibility.

Table 2: Ratings of respondents purchasing behavior affected by green marketing activities undertaken by the companies

	<i>Rating Scale</i>	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
Valid	Not at all affected	03	06.00	06.00	06.00
1.00					
2.00	Somewhat affected	09	18.00	18.00	24.00
3.00	Neutral	26	52.00	52.00	76.00
4.00	Affected	06	12.00	12.00	88.00
5.00	Extremely affected	06	12.00	12.00	100.00
Total		50	100.00	100.00	



Graph 2: Bar-graph presentation of percentage of respondents need satisfaction by using green products.

Interpretation: The above table and bar-graph indicates that 80% of the respondents feel that their need is satisfied by using green products while the remaining 20% of them state that they are not at all satisfied after using green products which means majority of them are satisfied with green products. Hence majority of the respondents are satisfied by using green products

Table 3: Tabulation of number of respondents who feel that companies should undertake green marketing activities

<i>Response</i>	<i>No. of Respondents</i>	<i>% of Respondents</i>
Yes	48	96
No	02	04
Total	50	100

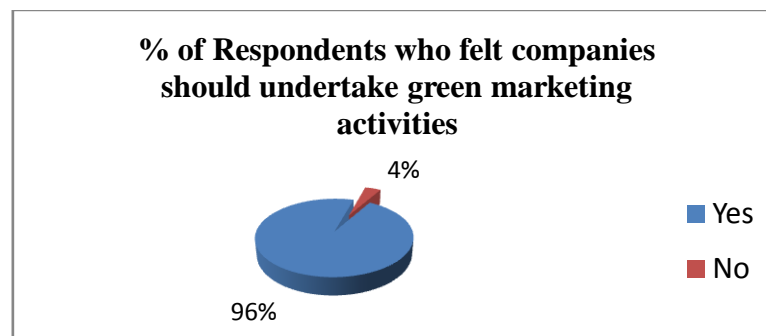


Chart 3: Pie-chart presentation of percentage of respondents who felt companies should undertake green marketing activities

Interpretation: The above table and pie-chart clearly indicates that 96% of the respondents feel that companies should undertake green marketing activities while the remaining 4% don't feel the same which means that majority of the respondents think that companies producing goods should undertake green marketing activities.

Table 4: Tabulation of number of respondents who feel that companies have to face great challenge while pursuing green marketing activities

Response	No. of Respondents	% of Respondents
Yes	45	90
No	05	10
Total	100	100

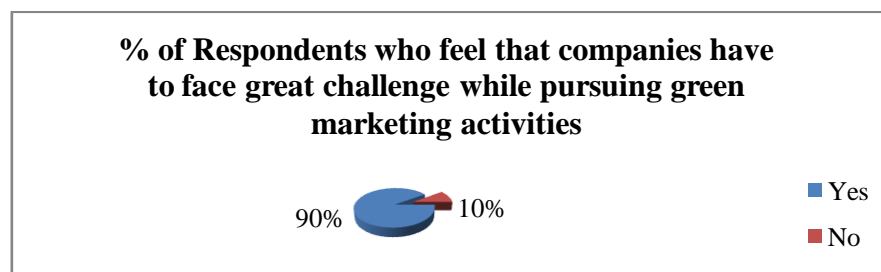


Chart 3 Pie-chart presentation of percentage of respondents who feel that companies have to face great challenge while pursuing green marketing activities

Interpretation: The above table and pie-chart highlights that 90% of the respondents feel that companies have to face great challenge while pursuing green marketing activities while

the remaining 10% of them don't feel the same which means majority of them believe that pursuing green marketing activities is a challenging task.

Discussion

The perception of consumers towards the green products is important to understand them and adopt promotional strategies accordingly by marketers. In order to preserve and protect the earth's natural environment and limited resources, both the marketers and the consumers are nowadays focusing on green products and services. This research study helps to highlight that the consumer purchasing decisions in Bhilai are not influenced by the green marketing practices undertaken by the companies. Consumers agree to the fact that the companies must undertake green marketing activities, but they are neutral about the companies polluting the environment in which they operate. Most of the buyers are not willing to pay an extra amount for the green products offered in the market and they are not affected by the green marketing activities undertaken by the companies.

Suggestions

In order to achieve competitive advantage in the market, companies must utilize the 4Ps of the green marketing mix appropriately and they must overcome the challenges of integrating appropriate green strategies into their operational activities, product development processes, and marketing activities. Consumers should be educated and made aware of the environmental threats through green marketing campaign and green advertising. Green marketers must enhance their product's performance and strengthen their customer's loyalty. Marketers should take the responsibility to make consumers understand the need for and benefits of green products as compared to non-green ones and the benefits they can reap in future.

Conclusion

Green marketing is the need of today but it is still in its infancy in India and more research needs to be undertaken on different aspects of green marketing to utilize its potential to the maximum possible extent. The proposition that a consumer can be lead by the mere labeling and promos is just an illusion now because now they are more conscious and sensitive towards green products irrespective of the premium added to their prices due to the 'Green' concept. When companies adopt green marketing activities, they should ensure that the economic aspect of marketing is not neglected. The companies must keep in mind that the consumers are very much concerned about the increasing environmental issues growing up in the country and they are very much willing to pay a premium price for the green products, if these eco-friendly products provide an extra value to the consumers. Companies can command a higher price with consumer if they can enhance the quality and performance of the product and offer an extra product value by providing better visual appeal, better functions, improved performance, better design, or better taste. Companies must try to locate these opportunities and must take competitive advantage of them to rule over the market with greater sustainability.

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