

Green Marketing - Motives and Techniques

By:

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Objectives of the study:

To understand the motives or reasons as to why companies undertake Green Marketing.

To suggest various techniques which can be used by companies for successful Green Marketing.

Research Methodology:

The Methodology used for this paper is exploratory in nature, and is based on information collected from secondary sources.

The paper analyzes the motives of companies and tries to explain the techniques to be adopted for Green Marketing.

The mounting awareness about disturbed ecological balance and environmental consciousness has changed the behavioural pattern of individuals and businesses across the world. Today is the time of recyclable, non-toxic and environment-friendly green products that can help in preserving the environment and keeping it healthier. This has led the marketers to adopt the concept of "Think Green" i.e. **GET GREEN, STAY GREEN.**

Green marketing incorporates a broad range of activities, including product modification, changes in the production process, packaging changes, as well as modifying advertising.

Meaning and definition of Green Marketing:

1) According to the American Marketing Association, **Green Marketing** is the marketing of products that are presumed to be environmentally safe.

2) According to Pricle and Ferell, **Green Marketing** also known as Environmental Marketing or Sustainable Marketing, refers to the organization's efforts at designing, promoting, pricing and distributing products that will not harm the environment.

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 harmful to the environment with growing awareness about the implications of global warming, non-biodegradable solid waste, harmful impact of pollutants etc. Both marketers and consumers are becoming increasingly sensitive to the need for switching to green products and services.

History of Green Marketing

Green marketing has evolved over a period of time. According to Peattie (2001), 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 provide remedies for environmental problems. Second phase was "Environmental" green marketing and the focus shifted on clean technology that involved designing of innovative products, which will take care of pollution and waste issues. Third phase was "Sustainable" green marketing which comprised of the thinking that people want to leave a clean earth for the next generations. It came into prominence in the late 1990s and early 2000.

There are various motives for undertaking Green Marketing. The motives can be divided into two categories: a) Motives to meet Societal Obligations b) Motives to meet Organization's objectives.

Some of the Motives to meet Societal Obligations are as follows:

- i) Meet growing Consumer Expectations:-Today Consumers all over the world have realised that it is important for companies to go Green to save the Environment and are ready to pay a higher price for green products. Thus To meet consumer expectations and pressures, Green Marketing is undertaken by companies.

- ii) To abide Government Regulations: - A series of legislations have been enacted in order to reduce pollution of water, air and other environmental resources. Business Organizations have to abide by these regulations.
- iii) Meet Growing International Pressures: - There are several international agreements which require nations to adhere to specified environmental standards. For example under the Montreal Protocol, nations are committed to protect the ozone layer by controlling the release of chlorofluorocarbons and halons. This has made the refrigerator manufacturing companies to shift to more environment friendly gases.
- iv) Fulfilling company's commitment to society: - Environmental responsibility is a part of every organization's commitment to society and today greening has become one of the leading priorities in their moral obligations.

Some of the Motives to meet Organization's Objectives are as follows:

- i) To Build Company's Brand Value and Image: - Companies which manufacture eco-friendly products and focus on environment conservation earn good value in the market .It helps to build goodwill and reputation of the company.
- ii) Develop Brand recognition: - The company manufacturing eco friendly products not only earns goodwill but also the Brand is recognised differently and distinctively by the consumers.
- iii) Use it as a marketing technique: - If Green Marketing strategy is adopted by the company it does not need any other strategy to boost the sales. It can be used as Round the Clock Marketing strategy.
- iv) To gain competitive advantage: - The eco concern aspects adopted by the company will help it to gain competitive advantage and provide tough competition to the opponents.
- v) To bring about reduction in costs: - In order to reduce the high cost incurred in disposal of waste companies are forced to reassess their inputs and production processes. They have started using environment friendly raw materials or green technology as a weapon to reduce their costs.

Techniques used by companies for successful Green marketing:

Various techniques are used by companies for successful Green marketing which can be listed as follows:-

- a) Being Genuine in Marketing Communication i.e. Restricting Green Washing: Firms should not advertise exaggerated environmental benefits of the products unless the claims can be substantiated. Clarity and transparency in communication can help to increase consumer loyalty.
- b) Educating the customers about benefits of Green Marketing: Various seminars and workshops should be organized to educate the consumers about the benefits of using Green products which are not only good for environment but also for their health and safety.
- c) Encouraging Consumers' suggestions: Consumers should be given an opportunity to give their suggestions on the development and use of environment friendly products. This will help the companies to sometimes develop and create innovative and better eco friendly products.
- d) Organizing Sustainability Audit: Companies should organize Sustainability Audit to ensure that the claims made by them are up to the acceptable standards of Greenness.
- e) Acquiring Eco- Certifications: Companies should acquire Eco certifications from environmental testing institutions like Government agencies, private consultants, laboratories and non- profit organizations to help, clarify and endorse believability of their product claims and increase their credibility.

Conclusion:

“Green” is here to stay for a long time and the organizations have realized and acknowledged this fact. Majority of the organizations have understood and implemented the concept of Green Marketing to protect the environment and generate consumer loyalty as well. This should be enhanced to the utmost so that waste in Mother Earth will be minimised in the coming era and give us a clean earth to live in.

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