Research Paper

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AN OVERVIEW ABOUT GREEN MARKETING

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ABSTRACT

In recent years, environmental issues and problems have risen due to mass production, environmental destructions and global warming. For these reasons consumers are changing their purchase preferences to environment friendly products. As society becomes more concerned with the natural environment, businesses have begun to modify their behavior in an attempt to address society’s “New” concerns. Thus, green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes as well as modifying advertising. This study is mainly based on secondary data which has been collected from Internet and various books. On the basis of this study I conclude that, green marketing not only satisfy consumer needs, wants and desires but also it preserves and conserve the natural environment.

KEYWORDS: Green Marketing, consumer, Environment, Global warming.

INTRODUCTION

A majority of people believe that green marketing refers solely to the promotion or advertising of products with environmental characteristics. Terms like Phosphate Free, Recyclable, Refillable, Ozone Friendly, and Environmentally friendly are some of the things consumers most often associate with green marketing. While these terms are green marketing claims, in general green marketing is a much broader concept, one that can be applied to consumer goods, industrial goods and even services. For example, around the world there are resorts that are beginning to promote themselves as “ecotourist” facilities, i.e., facilities that “specialize” in experiencing nature or operating in a fashion that minimizes their environmental impact [May 1991, Ingram and Durst 1989, Troumbis 1991]. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising. Yet defining green marketing is not a simple task. Indeed the terminology used in this area has varied, it includes: Green Marketing, Environmental Marketing and Ecological Marketing. While green marketing came into prominence in the late 1980s and early 1990s, it was first discussed much earlier. 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 entitled “Ecological Marketing” [Henion and Kinnear 1976a]. Since that time a number of other books on the topic have been published [Charter 1992, Coddington 1993, Ottman 1993].

REVIEW OF LITERATURE

“Consumers the world over are turning “green.” In the US, outrage over the 1989 Exxon oil spill shifted the environmental movement from the radical fringe and placed environmental concerns squarely into the mainstream. During the past 3 decades in Western Europe, Green party members have moved into positions of power within local and national governments, and even the European Parliament in Strasbourg examines green consumption in the context of an increasing focus on sustainable lifestyles” said Ottman4 (1992), one of the rigorous writers on the topic. The author argued that green buying must be seen in the context of wider debates surrounding the development of sustainable ways of living that incorporate other environmental actions in a holistic conceptualization of sustainable lifestyles. This framework was operationalized in a study of environmental action in and around the home, in which 1600 households in Devon were asked questions concerning their everyday environmental actions. These results were manipulated so as to investigate how the different behaviors related to each other and also whether different groups of individuals could be identified, conforming to different lifestyles.

Milfont and Duckitt’s3 (2010) research provided a cumulative and theoretical approach to the measurement of EA, in which the multidimensional and hierarchical nature of EA was considered. Based on three studies, they reported, development of a psychometrically sound multidimensional inventory to assess EA, cross-culturally and this Environmental Attitudes Inventory (EAI) shows that it has twelve specific scales that capture the main facets measured by previous research. The twelve factors were established through confirmatory factor analyses, and the EAI scales were shown to be uni-dimensional scales with high internal consistency, homogeneity and high test-retest reliability, and also to be largely free from social desirability.

According to Balderjahn1 (1988), Demographic, socioeconomic, cultural, per-
10 Ways To Go Green

1. Unplug when not in use.
2. Use less water, every drop counts.
3. Switch to compact fluorescent light bulbs.
4. Choose products with less packaging.
5. Buy organic and local food.
6. Drive less that saves fuel.
7. Walk more.
8. Recycle more.
9. Switch to green power, use non conventional energy like solar energy etc.
10. Spread the world about green, live green, stay green.

CHALLENGES IN GREEN MARKETING

1) Need for standardization of the products
2) New notion
3) Long gestation period require much patience
4) Avoiding green myopia
5) Non co-operation
6) Convincing customers

LIMITATIONS IN GREEN MARKETING

1) Green products require renewable and recyclable material, which is costly.
2) Requires a technology, which requires huge investment in R&D.
3) Majority of the people are not aware of green products and their uses.
4) Majority of the consumers are not willing to pay a premium for green products.
5) People are more attracted towards foreign products

SUGGESTIONS

1. Using eco-friendly products
2. Regular vehicular pollution check ups
3. Avoid using plastic
4. Gather and spread environmental information
5. Tree plantation
6. Water harvesting
7. Proper treatment and disposal of industrial and household waste
8. Improve public transport system

CONCLUSION

The environmental problems in India are growing rapidly. The increasing economic development, rapid growth of population and industries in India is putting strain on the environment. Industrial pollution, soil erosion, deforestation etc. are all worsening problems. So it is the right time to implement the green marketing in India. It makes drastic change in the business not even in India but save the world from pollution. Corporate should create the awareness among the consumers about green marketing.

REFERENCES