

Challenges in Green Marketing

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ABSTRACT

Green marketing is an occurrence which has established specific important in the current market. This concept has allowed for the re-marketing and packing of current products which already adhere to such rules. Additionally, the development of green marketing has released the door of chance for companies to co-brand their products into separate line, praising the green-friendliness of some while overlooking that of others. Such marketing methods will be described as a direct outcome of movement in the minds of the consumer market. As a result of this businesses have enlarged their rate of targeting customers who are concerned about the environment. These same customers through their disquiet are interested in integrating environmental issues into their buying decisions through their incorporation into the process and content of the marketing policy for whatever product may be required. This paper discusses how businesses have increased their rate of targeting green customers, those who are concerned about the environment and allow it to affect their purchasing decisions. The paper identifies the three particular segments of green consumers and explores the challenges and opportunities businesses have with green marketing. The paper also studies the present trends of green marketing in India and defines the reason why companies are accepting it and future of green marketing and concludes that green marketing is something that will always grow in both exercise and demand.

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INTRODUCTION

According to the American Marketing Association, green marketing is the marketing of goods that are supposed to be environmentally safe. Thus, green marketing incorporates a broad range of activities, including product modification, changes to the production procedure, packaging changes, as well as modifying advertising. [1]“Green Marketing” refers to holistic marketing concept wherein the production, marketing consumption a disposal of products and services happen in a manner that is less detrimental to the environment with growing responsiveness offspring. Many studies by environmentalists show that people are concerned about the environment and are

changing their behavior pattern so as to be less hostile towards it.

MEANING OF GREEN MARKETING

Green marketing is the marketing of products that are presumed to be environmentally preferable to others.[2] Thus, green marketing incorporates a broad range of activities, with product modification, changes to the production process, sustainable packaging, as well as modifying advertising. Yet defining green marketing is not a simple task where several meanings interconnect and contradict each other; an example of this will be the existence of varying social, environmental and retail definitions attached to this term. Other similar terms

used are environmental marketing and ecological marketing. [3]

GREEN PRODUCTS AND ITS CHARACTERISTICS

The products those are manufactured through green technology and that caused no environmental hazards are called green products. Promotion of green knowledge and green products is necessary for conservation of natural resources and sustainable progress. We can define green products by following measures:

- Products those are originally grownup.
- Products those are recyclable, reusable and biodegradable
- Products with natural ingredients
- Products enclosing recycled contents, non-toxic chemical
- Products contents under approved chemical
- Products that do not damage or pollute the environment
- Products that will not be tested on animals.
- Products that have eco-friendly packaging i.e. reusable, refillable containers, etc.[4]

NEED OF GREEN MARKETING

Educating Your Customers

Isn't just a matter of let people know you're doing whatever you're doing to protect the environment, but also a matter of letting them know why it matters? Then, for a significant portion of your target market, it is a case of "So what?" and your green marketing campaign goes nowhere.

Being Genuine and Transparent

Means that (a) you are actually doing what you claim to be doing in your green marketing campaign and (b) the rest of your business policies are consistent with whatever you are doing that's environmentally friendly. Both these conditions should be met for your business to establish the kind of environmental

credentials that will allow a green marketing campaign to succeed.

Reassure the Buyer

Customers must be made to believe that the product does the job it's supposed to do-they would not forego creation quality in the name of the environment.

Consider Your Pricing

If you're charging a premium for your product-and many environmentally preferable products cost more due to economies of scale and use of higher-quality ingredients-make sure those consumers can afford the premium and feel it is worth it.

Thus Leading Brands Should Recognize That Consumer Expectations Have Changed

It is not enough for a company to green its products; consumers expect the products that they purchase pocket friendly and also to help reduce the environmental impact in their own lives too. [5]

CHALLENGES IN GREEN MARKETING

Need for Standardization

It is found that only 5% of the marketing messages from "Green" campaigns are entirely true and there is a lack of standardization to authenticate these claims. There is no standardization to authenticate these claims. There is no standardization currently in room to certify a product as organic. Unless some regulatory bodies are involved in providing the guarantees there will not be any verifiable means. A standard quality control board needs to be in place for such labeling and licensing. [6]

New Concept

Indian literate and urban consumer is getting more aware about the merits of Green products. But it is still a new concept for the masses. The consumer needs to be educated and made aware of

the environmental threats. The new green movements need to reach the masses and that will take a lot of time and effort.

By India's ayurvedic heritage, Indian consumers do raise the importance of using natural and herbal beauty products. Indian consumer is exposed to healthy living lifestyles such as yoga and natural food consumption. In those aspects, the consumer is already aware and will be inclined to accept the green products.

Patience and Perseverance

The investors and company need to view the environment as a major long-term investment opportunity, the marketers need to look at the long-term benefits from this new green movement. It will require a lot of patience and no instant results. Since it is a new concept and idea, it will have its own acceptance period.

Avoiding Green Myopia

The first rule of green marketing is focusing on customer benefits i.e. the primary reason why consumers buy certain products in the first place. Do this right, and motivate consumers to switch brands or even pay a premium for the greener alternative. It is not going to help if a product is developed which is completely green in various aspects but does not pass the customer satisfaction criteria. This will lead to green prejudice. Also, if the green products are priced very high then again it will lose its market acceptability. [7]

GOLDEN RULES OF GREEN MARKETING

Know You Are Customer

Make sure that the consumer is aware of and concerned about the issues that your product attempts to address, (Whirlpool learned the hard way that consumers would not pay a premium for a CFC-free.

Xerox introduced a “high quality” recycled photocopier paper in an attempt to satisfy

the demands of firms for less environmentally harmful products. [8]

Government Pressure

As with all marketing related activities, governments want to “protect” consumer and society; this protection has significant green marketing implications. Government regulations relating to environmental marketing are planned to protect consumers in several ways.[9]

- Decrease manufacture of harmful goods or by-products Modify consumer and industry's use and/or consumption of harmful goods.
- Ensure that all kinds of consumers have the skill to assess the environmental arrangement of goods. Government establishes regulations designed to control the amount of hazardous wastes produced by firms.
- Competitive Pressure – Alternative major force in the environmentally friendly marketing zone has been firms' desire to maintain their competitive position. In many cases firms observe competitors promoting their environmental behaviors and attempt to emulate this behavior. In some instances, this competitive pressure has begun an entire industry to modify and thus reduce its detrimental environmental behavior. For example, when one tuna manufacture stopped using driftnets the others followed suit. [10]
- Social Responsibility – Many firms are beginning to realize that they are associates of the wider community and therefore must perform in an environmentally responsible fashion. This translates into firms that believe they must achieve environmental objectives as well as profit related objectives. This results in environmental issues being integrated into the company's group culture. There are examples of firms adopting both strategies.

CONCLUSION

Now this is the right time to select “Green Marketing” worldwide. It will come with drastic change in the world of business if all nation-states will make strict roles because green marketing is important to save world from pollution. From the occupational point of view because a clever marketer is one who not only convinces the consumer, but also involves the consumer in marketing his product. [11] Marketing should not be considered as just one more method to marketing, but has to be pursued with much greater vigor, as it has an environmental and social dimension to it.

With the threat of global warming looming large, it is extremely important that green marketing becomes the norm rather than an exception or just a fad. Recycling of paper, metals, plastics, etc., in a safe and environmentally harmless manner should become much more systematized and universal. It has to become the general norm to use energy-efficient lamps and other electrical goods. [12]

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