

GREEN MARKETING PRACTICES BY INDIAN COMPANIES

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Abstract

By creating awareness about environmental problems among the customers has lead to search for safety of their lives. It leads to change in customers attitudes towards in this green marketing and trying to reduce the impact on the environment. It has become a great challenge to business organizations to keep in hold the customer's satisfaction and maintain environmental safety. In this research paper, main emphasis has made of concept, need and importance of green marketing. Data has gathered from multiple sources such as books, journals, websites and newspapers.

Key words: green marketing, Eco-friendly, free from environment pollution, naturality of products.

INTRODUCTION

According to American Marketing Association, green marketing is the marketing of products that are presumed to be environmentally safe. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising. Other similar terms used are Environmental Marketing and Ecological Marketing.

The term green marketing was initially discussed in a class on Ecological Marketing sorted out by American Marketing Association.

Another definition is —Green or Environmental Marketing consists of all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment (Polonsky 1994). So green marketing will be helpful to secure the interests of the organizations and all of its customers. There are two slogans like "less environmentally harmful" and "Environmentally friendly". Thus green marketing have to study about minimizing environmental pollution

BENEFITS OF GREEN MARKETING:

Now-a-days consumers are becoming more and more conscious about the environment and are also becoming socially responsible. Therefore, more companies are responsible to consumers' aspirations for environmentally less damaging or neutral products. Many companies want to have an early-mover advantage as they have to eventually move towards becoming green. Some of the advantages of green marketing are,

- To ensure sustained long-term growth along with profitability.
- To help the companies stock market their products and services keeping the environment aspects in mind.
- To help in accessing the new markets and enjoying competitive advantage.
- To saves money in the long run, thought initially the cost is more.
- Most of the employees also feel proud and responsible to be working for an environmentally responsible company.

Companies followed Green Marketing in India:

1. **LG:** LG India has been a pioneer is making electronic gadgets that are eco-friendly. Recently, it has launched a LED E60 and E90 series monitor for the Indian market. Its USP is that it consumes 40% less energy than conventional LED monitors. Also, they hardly used halogen or mercury, trying to keep down the use of hazardous materials in their products.
2. **HCL:** HCL is another brand that is trying to introduce eco- friendly products in the market and it has recently launched the HCL ME 40 notebooks. These notebooks do not use any polyvinyl chloride (PVC) material or other harmful chemicals and the Bureau of Energy Efficiency already given it a five star rating.
3. **Haier:** Eco branding is a part of Haier's new green initiative and they have launched the Eco Life Series. They have semi automatic and automatic refrigerators and washing machines, split and window air conditioners and a lot more.
4. **Samsung:** Samsung India has always had a roaring range of LED TV screens and now they have come up with eco- friendly LED backlight. They use 40% less electricity have also no harmful chemicals like mercury and lead.
5. **Tata consultancy services:** TCS has a globally recognized Sustainability practice and has already topped the Newsweek's top World's Greenest Company title. It also has a global green score of 80.4% and this has mainly happened due their initiative of creating technology for agricultural and community benefits.
6. **Oil and Natural Gas Limited:** ONGC, India's largest oil producer is all set to change the way with the invention of green crematoriums that would serve as a perfect replacement for the funeral pyres that emit so much smoke and uses up excess oxygen.

7. **IndusInd Bank:** One of the first banks in India to discourage the use of paper for the counterfoils in ATMs, and sending electronic messages, it has contributed a lot towards saving paper and reducing deforestation.
8. **ITC:** ITC has adopted a Low Carbon Growth Path and a Cleaner Environment Approach and has already introduced ozone treated elemental chlorine free bleaching technology that has improved the lives of millions worldwide.
9. **Wipro:** Wipro, has not only helped in the creation of technology that helps in saving energy and preventing wastes, but its corporate headquarters in Pune is the most eco friendly building in this sector all over India.
10. **MRF Tyres:** MRF has launched the ZSLK series and this is all about creating eco- friendly tubeless tyres made from unique silica- based rubber and also offers extra fuel efficiency to those who drive their vehicles.

FEATURES OF GREEN MARKETING:

- Naturality of products.
- Availability of recycling and non-toxic chemical.
- Products provides environmental safety.
- Products made with natural ingredients.
- Products are eco-friendly.
- Products contents under approved chemical
- Products that will not be tested on animals
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REVIEW OF LITERATURE:

Prof. Jaya Tiwari discussed the importance of green marketing and its impact on environmental safety and healthiness of human beings. The author indicated the areas for marketing the green products and its publicity and customer awareness programmes etc.,

Harendra Pal Singh Chauhan, Dr. Ramesh Chaturvedi (2015) argued about green marketing and the challenges including in green marketing and advised the developmental steps should be taken to improve green marketing and the necessity of green initiatives taken by Indian companies in these days.

Prof.SwapnilD.Kharde discussed about the (2016) discussed about evolution of green marketing and how the green marketing will be helpful to the society and environment, its benefits and the necessity of implementation of green marketing in India.

SumitNarula and DhruvSabharwal (2016) explained about the importance of green marketing evolution of green marketing, challenges in green marketing, role played by four Ps in green marketing products, and the emergence of green products implemented by Indian companies, etc.,

OBJECTIVES:

- To study the concept of green marketing.
- To know the need and importance of green marketing.
- To identify the challenges in green marketing concept – Indian perspective.
- To eliminate the concept of waste
- To make the environment free from pollution.
- Bringing out product modification.
- Changing in production processes.

CHALLENGES:

- Requires huge investment in R&D i.e. to maintain technology upgradation.
- Requires costly recyclable and renewable materials.
- Lack of customer awareness about Green Marketing in India.
- Difficult to acquire customer willingness due to premium prices of green marketing products.
- Government establish regulations designed to control the amount of hazardous wastes produced by firms.
- It is very difficult to achieve environmental objectives as well as profit related objectives.

Research Methodology:

The study is explanatory in nature. It concentrates on Literature audits, journals, newspapers, and websites and on other sources.

The Four Ps of Green Marketing:

Product: in this green marketing products can be manufactured naturally which will be helpful to improve the life span of human beings and eradicates environmental pollution.

Price: Based on the naturality of products the premium prices will be offered. Here priority will be given to enhancement of quality. Ecologically mindful items are regularly less costly when item life cycle expenses are mulled over.

Example water proficient printing, fuel-effective vehicles and non-hazardous products etc.,

Place: Effective or suitable positioning is required to promote the green marketing products. Green Marketing products have positioned vary widely in the markets but some of the customers are going outside to buy green products. To eradicate this problem it is better to arrange in store visual displays, using recycled materials to analyze the environmental and other benefits.

Promotion: Green marketers will be able to follow public relations, sales promotions, paid advertising, on-site marketing, direct marketing etc., these marketers have to strengthen environmental credibility through using effective marketing and communication tools and practices like instead of using plastic bags some retailers are selling plastic bags, providing water-less printing etc.,

Conclusion

The future targets of business organizations have to implement green marketing products with the aim of eradication of environmental pollution and improve customer's health and satisfaction. Many companies have started realizing that they must behave in an environment-friendly fashion. They believe both in achieving environmental objectives as well as profit related objectives. The HSBC became the world's first bank to go carbon-neutral last year. Other examples include Coca-Cola, which has invested in various recycling activities. Walt Disney World in Florida, US, has an extensive waste management program and infrastructure in place.

The Indian government has also developed a framework of legislations towards the support to green marketing-through reducing the production of harmful products and by products. But the development of green marketing in India will be possible in the long run only by creating awareness in the minds of the customers regarding the necessity of green marketing products with the aim of reducing the harm to environment and to increase the life span of human-beings.

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