A STUDY ON THE GREEN MARKETING PRACTICES ADOPTED BY VARIOUS COMPANIES IN INDIA

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ABSTRACT
Persuading consumers to buy even the unnecessary product is the job of a marketer. Generally marketers don’t talk about ethics too much. Marketing being an inevitable function of an organization it should ideally hold the balance between economic and social goals. Also there is growing interest among the consumers all over the world regarding protection of environment. As a result of this, green marketing has emerged which speaks for growing market for sustainable and socially responsible products and services. The concept of Green Marketing directs towards catering to the moral dilemma and practice of ethics. Ethical issues in marketing are an important consideration for a modern business. Marketing is the heart of all businesses and all other functions depend upon the same for keeping the business moving. So it is very important to analyze the practice of ethics in marketing area by various companies. In this research paper we are trying to identify the practices of Green Marketing adopted by various companies and what are the benefits derived therefrom.

Key words: Green Marketing, Ethics, Environment, Social Goals


1. INTRODUCTION
Green marketing refers to the process of selling products and/or services based on their environmental benefits. Such a product or service may be environmentally friendly in itself or produced and/or packaged in an environmentally friendly way. Concept of green marketing concerns with protection of ecological environment. Modern marketing has created a lot of problems. Growth in marketing activities resulted into rapid economic growth, mass production with the use of advanced technology, comfortable and luxurious life, style, severe competition, use of unhealthy marketing tactics and techniques to attract customers, exaggeration in
advertising, liberalization and globalization, creation of multinational companies, retailing and distribution by giant MNCs, etc., created many problems. Departmental stores, specialty stores, and shopping malls are flooded with useful as well as useless products. These all factors have threatened welfare of people and ecological balance as well. Particularly, giant factories have become the source of different pollutions. Production, consumption and disposal of many products affect environment adversely.

Excessive pollution has provoked the Nature and the Nature starts behaving in unnatural ways (in form of global warming v/s global cooling, heavy rains v/s draught, and other natural calamities like frequent earthquakes and tsunami, cyclones, epidemics, and so forth). Economic growth via production and consumption threatens peaceful life of human being on the earth. Green marketing is an attempt to protect consumer welfare and environment (the nature) through production, consumption, and disposal of eco-friendly products.

Unfortunately, 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.

Global ecological imbalance and global warming (also global cooling) have called upon environmentalists, scientists, social organisations, and alert common men to initiate the concrete efforts to stop further deterioration of ecological environment. The World Bank, the SAARC, the UNO, the WHO, and other globally influential organisations have started their efforts to promote and practice green marketing. The world environment summit at Copenhagen (2009) is the mega event that shows the seriousness of ecological imbalance. To increase awareness, 5th June is declared as the World Environment Day.

2. OBJECTIVES

- To find out and analyze the ethical measures taken by various companies in marketing area
- To study the impact of the green marketing in current scenario.
- To analyse the benefits of having green marketing strategies from side of both Company and Consumers.
- To understand how the green marketing strategies are developed by different companies.
3. METHODOLOGY FOLLOWED
The research is based on secondary data. The data have been collected from Website, annual reports, books, journals and articles, websites, newspapers, magazines, case studies.

4. FINDINGS
After the study, we have found that the various companies are taking initiative in the area of green marketing as a part of their corporate social responsibility. So listed below are the companies who are doing something for the society:

Suzlon Energy manufactures and markets wind turbines, which provide an alternative source of energy based on wind power. This green initiative taken by the company is extremely important for reducing the carbon footprint.

Tamil Nadu Newsprint and Papers Limited (TNPL) was awarded the green Business Leadership Award in the pulp and paper sector for the year 2009-10, based on the EVI Green Business Survey conducted by financial Express and Emergent Ventures India. This was given in recognition of two clean development mechanism projects implemented by the company generating biogas from bagasse wash water, and using the same as a substitute for furnace oil.

Tata Metalikes Ltd (TML) has initiated the use of only sunlight during in its offices.

ITC has introduced Paperkraft, a premium range of eco-friendly business paper. The company’s social and farm forestry initiative has greened over 80000 hectares of arid land.

Wipro’s computers division has launched energy star compliant products in the market.

HCL Technologies is moving towards phasing out hazardous vinyl plastic and brominates flame retardants from its products.

Oil and Natural Gas Corporation Ltd (ONGC), India’s largest oil company, has introduced energy efficient Mokshada Green Crematorium, which saves 60 to 70% of wood and fourth of the burning time per cremation.

IndusInd Bank installed the country’s first solar powered ATM and thus brought about an eco-savvy change in the Indian Banking sector.

Idea Cellular implemented its national campaign ‘Use Mobile Save Paper’. The company organized Green Pledge campaigns to save paper and trees. Idea decorated bus shelters with potted plants and tendil climbers to communicate the green massage.

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.

Nokia’s policy is to reduce the environment impact of its products. It has taken the initiative to take back, recover useful materials and dispose of waste in a manner that causes least harm to the environment.

Hero Honda Motor's philosophy of continuous innovation in green products and solutions has enabled it to strike a balance between business, consumers and nature.

Honda India introduced its civic Hybrid car. However, initially it was unable to sell the same due to the high price. The price was reduced by 8 lakh, and within a day, 98 civic Hybrids were sold, which was more than what Honda had been able to sell during the previous five months since its launch.
Maruti and Hyundai have come up with LPG and CNG based variants for WagonR and Santro respectively.

Reva, India’s very-own Bangalore-based company was the first in the world to commercially release an electric car. Reva is being sold in countries like UK, Ireland, Belgium, Spain, Cyprus, Greece and Norway.

Mahindra Group had launched project Mahindra Hariyali in which 1 million trees would be planted nation-wide by Mahindra employees and other stakeholders including customers, vendors and dealers.

McDonald’s restaurants use napkins and bags made of recycled paper.

Apple has adopted the philosophy that going green streams. It recycles e-waste and also generates revenues.

IBM is selling green solutions to corporate data centres where energy constraints and costs are limiting their ability to grow, with the promise that the energy costs would be reduced by half.

5. IMPACT OF GREEN MARKETING

1. Now, people are insisting pure products – edible items, fruits, and vegetables based on organic farming. The number of people seeking vegetarian food is on rise.
2. Reducing use of plastics and plastic-based products.
3. Increased consumption of herbal products instead of processed products.
4. Recommending use of leaves instead of plastic pieces; jute and cloth bags instead of plastic carrying bags.
5. Increasing use of bio-fertilizers (made of agro-wastes and wormy-composed) instead of chemical fertilizers (i.e. organic farming), and minimum use of pesticides.
6. Worldwide efforts to recycle wastes of consumer and industrial products.
7. Increased use of herbal medicines, natural therapy, and Yoga.
8. Strict provisions to protect forests, flora and fauna, protection of the rivers, lakes and seas from pollutions.
9. Global restrictions on production and use of harmful weapons, atomic tests, etc. Various organisations of several countries have formulated provisions for protecting ecological balance.
10. More emphasis on social and environmental accountability of producers.
11. Imposing strict norms for pollution control. Consideration of pollution control efforts and eco-technology in awarding IS), ISO 9000, or ISO 14000 certificates and other awards.
12. Declaration of 5th June as the World Environment Day.
13. Strict legal provisions for restricting duplication or adulteration.

6. BENEFITS OF GREEN MARKETING

6.1. Internal Benefits
Marketing starts before a business begins advertising or promoting its products. It includes strategies covering product development, pricing and distribution. In addition to helping boost sales, green marketing can help companies reduce operating and
production costs, specifically by lowering energy usage. Environmentally sensitive companies are more attractive to potential employees who seek to become part of a positive corporate culture.

6.2. External Benefits
When a business uses energy efficient lighting, heating and cooling, reduces its water use, recycles office materials, organizes employee community cleanup activities, uses recycled materials and creates less waste, it generates positive public relations in its community and industry and with customers. It can advertise itself as a green company or its products as green on its product packaging, in its advertising and on its website. This can create brand preference or loyalty and boost sales and profits. Green marketers also can qualify as vendors or suppliers with government agencies and businesses that prefer to do business with these types of businesses

7. CONCLUSION
Conclusively we can say that green marketing concept is evolving at a rapid pace in India. The adoption of green marketing practices by many companies has made a remarkable impact to the environment by planning for sustainable conservation of natural resources and making our environment protected. Although the government and many private companies have been making an effort to bring about a green mindset among the people and promote green products, a lot still need to be done to make green products truly viable and workable in India. Activeness about green marketing by government, companies, customer & society as a whole should be amplified as environment should be top management priority. Moreover responsibility of environment protection should be communal driven efforts. The environment and society is looking forward for practices from the companies who have not yet implemented.

BIBLIOGRAPHY


