

## **Green Marketing and the Indian Consumer**

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Research

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**ABSTRACT :** *This research paper will examine the determinants that influence consumer intention to buy environmentally friendly products, the theory is proved with the help of a survey which was conducted in two different parts of the city ,one which is developed and the other underdeveloped the strength of the peoples purchasing power of the eco friendly products in the posh area were high as compared to the undeveloped areas.*

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### **I. INTRODUCTION**

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. Marketing products and services based on environmental factors or awareness. Companies involved in green marketing make decisions relating to the entire process of the company's products such as methods of processing, packaging and distribution. According to the American Marketing Association "the marketing of products that are presumed to be environmentally safe". In simple terms it refers to the process of selling products or services based on their environment benefits such products may be environmentally friendly produced or packaged in that way. Green marketing which is also termed as environmentally or sustainable marketing is the effort made by any business organisation large or small to design and promote products that are eco friendly. Green or environment marketing consists of all activities designed to generate and facilities any exchange intended to satisfy human needs and wants occurs with minimal determinants impact on the natural environment. Green marketing should look at minimising environmental harm not necessarily eliminating it. Promotional activities aimed at taking advantage of the changing consumer attitude towards a brand. These changes are increasingly being influenced by a firm's policies and practices that affect the quality of the environment and reflect the level of its concern for the community.

### **II. REVIEW OF LITERATURE**

Walker, R.H. & Hanson, D.J. (1998) highlights and discusses green/environmental implications and imperatives associated with destination marketing as distinct from those related to product and services marketing. Kilbourne, W.E. (1998)

Discusses the failure of green marketing to move beyond the limitations of the prevailing paradigm. While there are nascent macro developments in marketing thought that might lead to a truly green marketing considering sustainability, holistic thought, and the limitations of the prevailing paradigm, they remain thus far on the periphery of the discipline.

#### **Grove, S.J. & Fisk, R.P.**

(1996) attempted to bring attention to the general and pervasive exclusion of service industries from discussions of green marketing practices. They explore why circumstance may exist, and provided Arguments to support the adoption of environmental practices by services providers. Also in trying to identify how the service sector can contribute to the preservation of pollution. Uberoi, (2007) in his book on Environmental Management states that, the Government at the centre and at the State level and their agencies should become proactive vis-à-vis environment. The environmental problems cannot be tackled without a sound proactive policy by the Government. Intervention of the Government is required on continuing basis and not on one-time legislation and its implementation. The corporate world in India, under new economic order of liberalization and globalization has to increase its share of world trade and in this effort one major impact of rising trades would be on environment and resources. A survey by McKinsey and company revealed that: (1) 92% of CEO's believe that environment should be top management priority; (2) 35% CEO's believe that their companies have adopted strategies to anticipate impacts of environment on business. Polonsky and Alma (2008), in their edited book titled Environmental

**Marketing** – Strategies, Practice, Theory and Research, discuss the role of marketing in improving our environment. The book states that role of Marketing in the development process is well recognized (Kinsley 1982; Riley et al. 1983; Dholakia 1984; Carter 1986; Kotler 1986). Much of the economic activity is triggered by the

marketing process that offers and stimulates consumption opportunities to satisfy human needs and wants. However, critical role of marketing in development will be appreciated only through sustainable marketing; it meets the needs of the present without compromising the ability of future generations to meet their own needs

### III. OBJECTIVE OF THE STUDY

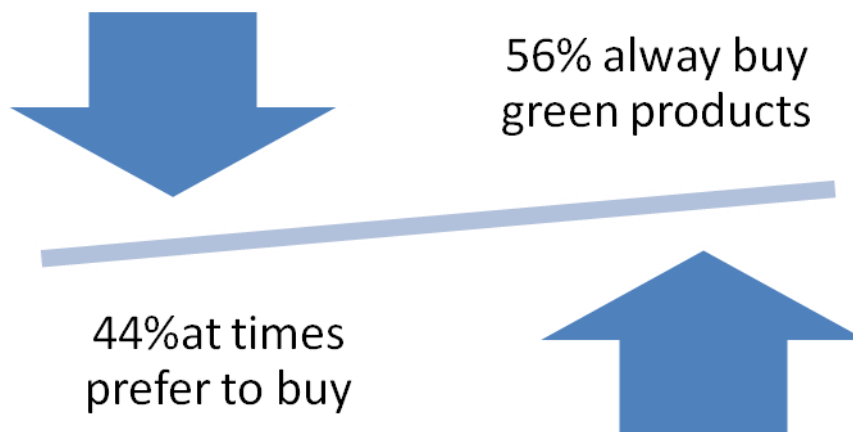
To which class or group of society green marketing matters more  
Corporate houses moving towards green marketing

**Hypothesis :** Ho: Should green marketing be targeted in the developed areas or the under developed areas of the city.

### IV. METHODOLOGY

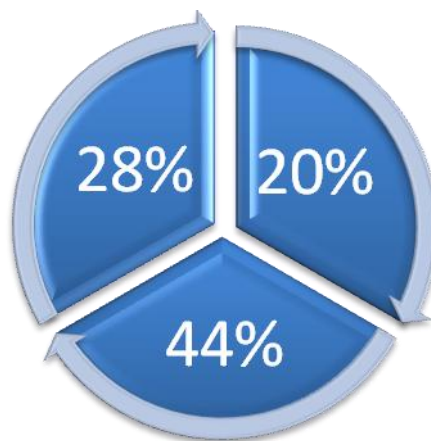
To test the hypothesis a survey was carried out the two different areas of the city of Bhopal , one area is Arera colony and the other is old city of Bhopal.  
The findings of the survey are as follows.

In posh areas of the city 56% respondents every time purchase green or environmental friendly products.  
44% respondents at times or in the near future prefer to buy green products .



Result of the under developed areas are as follows:

- [1] 20% respondents always prefer buying green products over traditional products
- [2] 36% respondents at times prefer to buy green products.
- [3] 44% respondents never buy green products.



People living in the developed parts of the city are much more aware, and buy eco friendly products as compared to the people who are living in the lesser developed area one reason for this variation which is clear from the survey is the awareness and people's enthusiasm towards eco friendly products. A green consumer is one who is aware of the background of the products he consumes which he looks upon careful investigation of their broad effect on the environment. Hence it is only with the right attitude from both the consumer and the marketers that going green can be achieved in the true sense and when that happens we feel safe.

## **V. CRITERIA FOR GREEN MARKETING**

Green marketing is more than just focusing on Mother Earth, says Jacquelyn Ottman, author of *the new rules of green marketing* and owner of J. Ottman Consulting. Ottman defines green marketing as "the development and communication of products and services that are environmentally preferable to conventional alternatives." It's more complex than traditional marketing, but organizations must develop this competency if they want new opportunities to sell to members and others, she says. First, "start with a thorough approach to product greening," one that examines the environmental impacts and resource usage of each product and service throughout its lifecycle. Then, in marketing messages, associations should, ironically, avoid "putting the planet front and centre" in their pitches. Instead, focus on "the most important benefit of the product, segment your audience, and communicate that benefit [along with the green benefits], perhaps even ... reinforcing your messages with environmental messages and trust marks" such as the respected Energy Star or Fair Trade-certified symbols. This approach will attract what a survey by Performics found to be 83 percent of consumers who buy eco-friendly products and services but have varying degrees of commitment to purchasing sustainable items, Ottman says. She notes that effective green marketing requires associations to use more descriptive language and to be prepared to educate members about why certain green attributes should matter, so demand for such products will grow. Consumers "are now looking beyond price, performance, and appearance ... into aspects of a product they never looked at before, [such as] how is it made, what kinds of materials are used, are the workers treated fairly, and are the coffee pickers' children getting an education?" says Ottman, who has worked with the National Pest Management Association and other professional and trade groups. "Green marketing is no longer about slapping on a label and talking about one aspect of your product like, 'It's recycled!'" For a marketer used to highlighting tangible benefits, green marketing can be a big adjustment. "The biggest challenge of green marketing is the intangibility of it all," Ottman says. "You can't see the eco-friendly floor cleaner protecting your family; you can't see the ozone layer not depleting." Associations can combat that problem by providing transparent information, such as descriptive labels on packaging to make benefits more meaningful ("113 trees were saved by printing this book on 100 percent recycled versus virgin paper") or by dramatizing the environmental savings ("If every attendee did X at every association meeting this year, we would avoid carbon dioxide emissions equivalent to those of 57,000 cars."). They also can do their homework. "With green being mainstream, you have to know which environmental issues [members] are into, what they care about, what they don't know, and which audience segment they fall into," says Ottman.

## **VI. CORPORATE HOUSES USING GREEN MARKETING**

The government of India launched an eco mark scheme in 1991 to increase consumer awareness in respect of environment friendly products. The aim of the scheme is to encourage the customer to purchase those products which have less environmental impact.

- [1] Voltas initiated the 'Green' range of air conditioners, following which the government made it mandatory for home appliance to have energy star rating
- [2] HCL has launched its range of eco friendly notebooks, HCL ME40 claims that this was India's first PVC free and eco friendly notebook.
- [3] Indian tyre manufacture MRF has also joined the race with its ZSLK series. The premium eco friendly tubeless tyres MRF ZSLK are made from unique silica based rubber compounds and promise to offer fuel efficiency for vehicle owners.
- [4] MacDonald have stopped packing their hamburgers and French fries in polsterine container and now use cardboards which comes from a renewable resource and is biodegradable or recyclable
- [5] Fevicol a leading brand of adhesive in India has introduced environment friendly synthetic resin adhesive claiming to be India's first eco friendly adhesive.
- [6] South Korean consumer durables major LG Electronics recently introduced LG LED E60 and E90 series monitors in the Indian market. The LED E60 and E90 series monitors are packed with the eco-friendly features such as 40 per cent less energy consumption than the traditional LCD monitors.
- [7] Haier India launches the green initiative with its 'Eco-Life' series, as a part of its global rebranding exercise. This is aimed at designing smart products which not only meet customer needs, but also adhere to environmental norms.

The company's eco-friendly offerings include refrigerators, semi and fully automatic washing machines, split and windows air conditioners, a wide range of LED & LCD TVs and the Spa range of water heaters.

- [1] Samsung Electronics, a leading brand in display products, is continuing to evolve LED monitor technology by offering environmentally friendly monitors with its range of 50 and 30 series LED monitors.
- [2] Samsung products have eco-friendly LED backlight, which contain few or no environmentally hazardous substances, such as mercury or lead. Additionally, it uses about 40 per cent less energy.
- [3] Also, Samsung's Touch of Color (ToC) technology doesn't use paints, sprays or glues, ensuring they contain no Volatile Organic Compounds (VOCs), making recycling simpler and safer.
- [4] Its other eco feature allows users to adjust a monitor's brightness based on different energy consumption levels with four preset energy-saving options to choose from.
- [5] Samsung has also launched its advanced range of Split ACs, which claim to save up to 60 per cent energy.
- [6] Panasonic has an Econavi range of air conditioners and LCD screens which is once again based on energy conservation.
- [7] Econavi home appliances use sensor and control technologies to minimise energy consumption, based on a family's lifestyle.
- [8] For instance, a door-opening sensor and lighting sensor allows the refrigerator to learn the time periods when the family typically doesn't use - when they're sleeping or away from home. The refrigerator goes into sleep mode accordingly
- [9] Nokia has always takes steps to develop eco-friendly initiatives. It has also won the Greenpeace Award. The Finnish mobile company scored won this award mainly because of its back take-back program in India.
- [10] It is also known for launching models free of PVC, brominated flame retardants and antimony trioxide.
- [11] Now, it has launched a Nokia Bicycle Charger Kit (DC-14) in India. The bicycle charger kit works at walking speed (6 km/h) and when the speed reaches 50 km/h it stops charging.
- [12] The charger is compatible with Nokia phones that have a 2mm charging interface, which includes most mid-range Nokia phones.
- [13] The Nokia bicycle charger has an ergonomic design to make installation easier to suit different types of bicycles. The phone holder also has a rubberised design to hold the phone securely and protect it from shocks and vibrations.
- [14] The other company to launch wide range of eco-friendly desktops is Wipro. Introduced under the Wipro Green Ware initiative, these products aim to cut down e-waste in environment.
- [15] Here, the systems launched are toxin free and operate under a total recycling policy. With the removal of the toxins, recycling of the electronic products would be safer, say company executives.
- [16] Wipro has 17 e-waste collection centres in India where products are collected and recycled. Also, 12 Wipro campuses in the country have been certified as green buildings.
- [17] India-based cement manufacturer ACC has recently launched its eco-friendly brand, 'Concrete+'.
- [18] This brand uses fly ash (a hazardous industrial waste) to help conserve natural resources, thus making it an eco-friendly product.
- [19] The new product has been designed exclusively to ensure high durability and resistance of structures under extreme climate.
- [20] Jayanta DattaGupta, chief commercial officer of ACC Ltd, said that the new product is a result of continuous feedback from customers, influencers and dealers
- [21] Eco-friendly line of clothing is fast growing fashion trend. Though it had a slow take off, it now has many takers. Anita Dongre has now joined the line of eco-fashion with her brand, Grassroot.
- [22] "My eco-friendly brand Grassroot is a 100 per cent environment-friendly brand. We use certified eco-friendly & organic fabrics; we have partnered with number of NGOs who are engaged into providing and promoting the work of local artisans," says Anita Dongre.
- [23] For the uninitiated, eco-fashion is a process of creating garments with environment friendly techniques and processes which are non-hazardous to the environment.
- [24] Earth friendliness is the hallmark of the Vivanta line, just as it is at all Taj hotels.
- [25] The parent company follows guidelines established at a United Nations Earth Summit and endorsed by nearly 200 countries.
- [26] These green benchmarks are monitored by a leading worldwide certifier, Green Globe.

### **Analysis of the study**

The impulse to go green is spreading faster than a morning glory. Most organisations are launching green campaign to sell organic food. Consumers too are getting the idea of being green in almost every opinion poll consumers say that they are very concerned about climate change. They worry about rising seas, declining air quality, shrinking animal habitat, lengthening droughts and newly brewing diseases, consumers are concerned about the environmental and social impact of the product they buy.

Developing environmentally friendly goods and service is critical to the success of the firms that are attempting to create innovative products to meet the needs of the ever increasing environmentally conscious consumer. The development of green products, whether in the context of human resource operation or marketing requires new ideas while dealing with added constraints of environmental and consumer pressure. From basic domestic products like LCD and refrigerator to clothes consumer are using eco friendly products that suit their economy and that are less harmful to the Mother Nature, the people will maintain this sprit when the marketers will provide these products at affordable rates and will create more awareness through various means of communication. The basic or the main source of communication for educating the people about green marketing and its effects is television because it has a wide coverage and is easily accessible to the remote areas of the small cities as well as in the towns and in the far off areas .

### **VII. CONCLUSION**

It can be said that India grapple with unbounded environmental problems like air pollution, water pollution and deforestation right from software to chemicals from clothing to hospitality, it seem that the Indian industries are ready to actively save the ecology as India moves towards development .This is green marketing phenomena that the Indian business community seems to have enthusiastically accepted in their businesses. The study brought out the fact that the people are considerably well aware of green products but not loyal entirely towards it due to a host of factors like expensive, not much difference when compared to traditional products in terms of performance and quality etc. To attract costumers towards more towards green products, the marketer must create promotions which are both realistic and have moral values and the product availability in terms of volume and variety.

### **WEBSITE REFERENCES**

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