



Latest issues and impacts in green marketing

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Abstract

This paper describes the term green marketing and computing and refers to the strategies to emphasize and promote products by employing environmental and ecological claims either about their attributes of policies or about the systems for such policies and processes. The paper proposes and examines various issues in understanding the relationship between the marketing discipline, the public policy process and the natural environment and private marketing. The paper also describes some measures to the issues in green marketing and computing.

Keywords: natural environment, green marketing

1. Introduction

Green Marketing plays an important role in using and diverting the resources in a manner to give maximum satisfaction to the consumers with minimum efforts and cost. Another important aspect which a marketer needs to deal with is to anticipate the changes which can take place in future and accordingly frame the marketing strategies. The marketers today face a challenge from the environment point of view. Due to global warming, greenhouse gas emissions, pollution, and energy crisis, world is facing a severe threat of being a very difficult place to live in. Therefore, the marketers need to include a green approach in framing the marketing programs/ strategies. With regards to this the marketers now have to go green. It means that due care must be taken while framing the marketing plans, strategies and policies so as to prevent the environment and nature from any harm caused due to its operations not only today but also in future.

As today's consumers become more conscious of the natural environment, businesses are beginning to modify their own thoughts and behavior in an attempt to address the concerns of consumers. Green marketing is becoming more important to businesses because of the consumer's genuine concerns about our limited resources on the earth. By implementing green marketing measures to save the earth's resources in production, packaging, and operations, businesses are showing consumers they too share the same concerns, boosting their credibility.

2. Green marketing & green computing

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. Here are many environmental issues impacted by the production of goods and rendering of services, and therefore there are also many ways a company can market their eco-friendly offerings. Green marketing can appeal to a wide variety of these issues: an item can save water, reduce greenhouse gas emissions, cut toxic pollution, clean indoor air, and/or be easily recyclable. When put side by side with the competition, the more environmental marketing claims your product or service can make, the more likely it is the

consumer will select it, provided the price point isn't too much higher than the alternative.

Green computing is the environmentally responsible use of computers and related resources. Such practices include the implementation of energy-efficient central processing units (CPUs), servers and peripherals as well as reduced resource consumption and proper disposal of electronic waste (e-waste). As 21st century belongs to computers, gizmos and electronic items, energy issues will get a serious ring in the coming days, as the public debate on carbon emissions, global warming and climate change gets hotter. If we think computers are nonpolluting and consume very little energy we need to think again. It is estimated that out of \$250 billion per year spent on marketing of computers worldwide only about 15% of that cost is spent computing- the rest is wasted idling. Thus, the marketing needed in selling those products would be green marketing which is environment friendly and also energy and cost saved on computer hardware and computing will equate solutions to various problems. Taking into consideration the popular use of information technology industry, it has to lead a revolution of sorts by turning green in a manner no industry has ever done before. It is worth emphasizing that this "green technology" should not be just about sound bites to impress activists but concrete action and organizational policy. Opportunities lie in green technology like never before in history and organizations are seeing it as a way to create new profit centres while trying to help the environmental cause. The plan towards green IT should include new electronic products and services with optimum efficiency and all possible options towards energy savings and more effective measures and ideas for the process of green marketing.

3. Merits of Green Marketing

1. First and foremost, a good green marketing program is one that either: adds renewable that would not already be added or supports renewable projects that might not otherwise continue to operate. If these things are already happening and being paid for by all, then the program doesn't meet the bottom-line test, green marketing programs must make a difference.
2. A sign of a good green marketing program is one that has

strong links to local environmental groups and that achieves broad support among regional and national groups with an interest in promoting renewable power. Public Service of Colorado, for example, has developed a close working partnership with the Land and Water Fund and other environmental groups in the state.

3. A green marketer that is seriously interested in greening the electric system will have a program that is linked to a larger vision and a strategic plan for making renewable an increasingly larger part of the generation mix.
4. For green marketing programs to be successful in the long run, they should both improve the environment and be fair to consumers. Prices should not be excessively higher than the actual cost of the resources in the portfolio. This is particularly true for green pricing programs, which are scrutinized by regulators, and in imperfectly competitive markets, because in these cases, there is no real competition in the green market.

4. Green marketing strategies

Marketing literature on greening products/ firms builds on both the societal and social marketing research. Societal marketing implies that organizations (governments, businesses and nonprofits) need to determine the needs of target markets and to deliver the desired satisfactions in a way that enhances the consumer’s and the society’s wellbeing. Social marketing focuses on designing and implementing programs that increase the acceptability of a social idea, cause. Traditionally, marketers focus on individual needs for designing/marketing products to best serve these needs. This approach is predicated on two assumptions.

First, individuals are motivated by the promise that products will satisfy their needs at outlays acceptable to them. Second, individual actions do not have significant externalities (the divergence between public and private costs/benefits), positive or negative. The presence of externalities often instigates actions from the non-market environment, mainly in the form of governmental regulations. Unlike traditional marketers, social and societal marketers seek to persuade consumers to alter their behaviours that have significant externalities. However, these behavioural modifications may not directly/sufficiently benefit consumers or the benefits may also be no excludable.

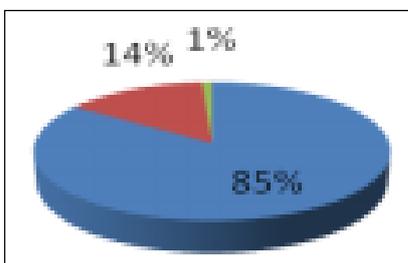


Fig 1: Representation of Green Marketing

Out of the total number of the companies, 85% of the Marketing Techniques used by the companies are most common and general. 1% of the companies do not use any marketing techniques and 14% of the companies use green marketing techniques.

5. Measures towards green marketing

1. **Green Responsibility:** There is an increasing need for businesses to emphasize on green marketing concerns in

their mission statements. Green efforts must also prove to be economically viable for companies to engage in green marketing activities. Green Marketing remains the responsibility of the main stakeholders – consumers, the business and the government. The results show that a serious effort to green up a company’s image can yield long-term and even global benefits.

2. Packaging issues, legislations, and green marketing practices:

Increasing attention is being paid to packaging, a component of product in the marketing mix. It is being recognized that packaging is important not only from a functional viewpoint, but also in terms of marketing to the customer. One of the constraints on packaging is environmental issues. These are becoming increasingly important internationally, from both a legislative and consumer perspective. In this study the perceptions of the members of the packaging value chain as regards the functional, marketing and environmental issues surrounding packaging have been examined. It is found that functional aspects appear to be the most important, followed by marketing aspects.

3. Segmentation green buyers:

The survey results urge the need to identify members of the population who are likely to be concerned about environmental issues. The main green cluster has been identified as the Pure Greens, the Moderate Greens, the Light Greens, the Poor Greens and the Indifferent Greens. 33.6% of the Buyers are ‘Light Greens’, that is, with a high potential for moving into an upper level in the green hierarchy. The challenge that is faced now is to institutionalize good systems and procedures that can facilitate the fast transformation of the market into a green one. It is important to create awareness among consumers that there are alternatives and that even small contributions that involve little sacrifice actually make a difference. A debate on the roles of and responsibilities of the various stakeholders and interested parties as well as the right structure and guidelines for the eco-labels is a necessary first step to address the above challenge.

4. Role of government towards greening practices:

If companies of Mauritius succeed in attracting green-oriented consumers, they will have to continue working to keep them. To provide good environmental products and sound environmental messages, the Government of Mauritius must play an active role. Government should invest heavily in recycling plants, waste water management and Sensitize the population on general issues about environmental problems and the need to cater for environmental concerns. The use of green bins must be encouraged by Local Councils (Municipalities & District Council) of Mauritius. The government is also urged to make green products tax free so as to encourage green promotion. Investment in green marketing activities should be facilitated.

5. Green communication strategy:

In many instances, the environmentally damaging aspect of a product as technical in nature (e.g. mercury on batteries or phosphate in washing powders), consumers need to be educated on the hazards of using such products and the benefits of using their green equivalents. Thus communication is another key factor to the marketing of the marketing of green products. The present suggests that opportunities exist for advertisers to implement successful green appeal campaigns.

- 6. Environmental consumerism participants:** With specific beliefs about the environmental impact of the purchase and use of consumer products are very likely to hold pro-environment attitudes. For instance, people who attached importance to the purchase of products made with recyclable materials or packaged in reusable containers were more likely to care about the quality of the environment and the wise stewardship of natural resources. Women and men were equally likely, however, to attempt to conserve natural resources, to take part in political or organizational activities for environmental reasons, and to consider safety to the environment when buying a product.
- 7. Eco-strategic change management concept just:** like any integrated marketing communication approach, green marketing must involve extensive coordination across functional areas to be effective. Strategic greening in one area may or may not be leveraged effectively in others. A firm could make substantial changes in production processes but opt not to leverage them by positioning itself as an environmental leader. So although strategic greening is not necessarily strategically integrated into all marketing activities, it is nevertheless strategic in the product area. To realize these strategic benefits will require an innovative firm with the will to question the very basis of what and how it operates. Innovative companies choosing to adopt a strategic environmental marketing focus need to continually reevaluate and improve their overall performance. This is necessary because knowledge and acceptable environmental practices are continually changing.
- 8. Marketing and promotion of organic products:** Both consumers and managers have very positive attitudes toward organic produce. However, from the managers' point of view, limited demand and high prices were major concerns. On the other hand, consumers were primarily concerned by the limited availability. In order to increase demand, considerable efforts are needed to increase availability and improve the distribution systems. Making organic produce an essential part of the product lines of conventional supermarkets will increase availability, thus improving distribution and reducing price differentials. Furthermore, as more organic produce arrives in the marketplace, prices are likely to drop.

More demand will lead to more supply and more competition, and, as a result, lower prices. Government policies related to the provision of market information to marketing decision-makers and consumers could also improve the performance of the organic marketing system. Promotional efforts will have to focus on 'educating' consumers on the relationship between organic produce, health and the environment. Lifestyles of Mauritian consumers are changing and, given the increased interest in nutrition and exercise, organic sensibility is likely to be well received by consumers.

6. Conclusion

Green marketing covers more than a firm's marketing claims. "Green" marketing is an exciting chance for companies to sell more products and please and make more consumers. Green marketing has to evolve since it is still at its infancy stage. Adoption of Green marketing may not be easy in the short run, but in the long run it will definitely have a positive impact on the firm. Green marketing should not be considered as just one more approach to marketing, but has

to be pursued with much greater vigor as it has societal and environmental dimensions.

7. References

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