

# Awareness of Green Marketing in Preventing Pollution of Environment

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**Abstract:** *The earth and green are incessantly linked with each other. But in today's world green has become a neglected object. As a result, earth's own balance is disrupted; resulting in no one is getting relief from environmental pollution, earthquake, tsunami, health problem. In this current business scenario environmental issue play on important role in business. They are trying to change consumers' behaviors and creating pollution free environment by using green things without harming the environment. This concept is called green marketing or ecological marketing or environmental marketing. Green marketing and green product development are useful techniques that are used by firms to increase the competitive advantages. Green marketing and green product development have various benefits to increase sustainable environment and increase awareness of brand image. But in modern globalization era, it has become a challenge to keep consumers as well as consumers in fold and even keep our natural environment safe that is the biggest need of the time. Green marketing is a phenomenon which has developed particular important in modern market. The development in green marketing has opened the door of opportunity and concern with the natural environment and business have to quick accept concept like waste minimization, ecofriendly product, green packaging, pricing and have integrated environmental issues into organizational activities. In this paper, the main emphasis has been made of need, importance of green marketing. This paper describes the current scenario of the market and explores the challenges and opportunities businesses have with green marketing.*

**Keywords:** Green Marketing, Green Challenges, Environmental Consciousness, Globalization, Pollution, Health Consciousness

## I. INTRODUCTION

A pollution free environment is needed for the environment to maintain its own balance for all animals to live in safety. One of the biggest way to create a pollution free environment through green marketing. Green marketing means those products which are eco-friendly and that are presumed to be environmentally safe. Many people believe that green marketing refers to phosphate free, recyclable, ozone friendly, reliable products. Green marketing is also known as ecological marketing because resources are limited but human needs are unlimited as a result companies can achieve their goal without any wasting natural resources. In fact green marketing is the most valuable issue for environmental concern. Green marketing can appeal to wide variety of these issues such as save water, reduce greenhouse gasses, cut toxic pollution, clean indoor air etc. Thus, green marketing incorporates a broad range of activities, including product modification; change the production process, packaging changes, as well modifying advertising. In present situation, large number of people are using eco-friendly product and this number is increasing in day to day. Because people are becoming more conscious and concern about environment to change their behavior and mind set. The media have played major role for spreading awareness of environment and want to contribute direct and indirectly to make environment safer and greener as a result there is a rising change in market for sustainable and socially responsible product and services. Thus, in the fast-moving periods, there is a huge requirement of standard entity wealth as well as fresh environment. In green marketing product are offered to satisfy the consumer with special consideration on environment.

## **II. LITERATURE REVIEW**

**Oyewole (2001):** Presented a conceptual link among green marketing, environmental justice and industrial ecology. It argues for greater awareness of environmental justice in the practice for green marketing. A research agenda is finally suggested that to determine consumer awareness of environmental justice and their willingness to bear the costs associated with it.

**Yan K. Y. et. al. (2014):**In their study realized green marketing and product development have been deemed the best way forward for a business to be able to confirm field studies into the wants and needs. The research agenda finally suggested the consumers are willing to pay for green products; the more firms are able to observe the changes in demands and behavior of the consumer.

**Sharmila (2016):**The paper is discussed that Indian consumers are too ready to pay premium price for green product because consumers want a cleaner environment and are willing to pay for it, possibly higher priced goods, modified individual lifestyle and governmental intervention. According to author's purpose, green marketing is very low on the agenda of most business and therefore it's still under leveraged USP[Unique Selling Proposition].

**Awan G.A. (2016):**In his paper presents a positive relationship between environmental awareness and green marketing. He concludes that factors which determine the environmental awareness are TV campaigns, social media, and seminar of green products with a different level of impacts of each on environmental awareness. This research agenda is finally suggested to determine consumers' awareness of environmental justice and their willingness to bear the cost associated with it.

**Pathak D. (2017):**Argue that green marketing assumes more importance and relevance in developing countries like India and environmental problems are growing rapidly. The study reported that Ministry of Environment at central as well as State level many promotions should be carried on like a rally at primary school, secondary school, college level, road show for creating the awareness of green mantra.

**Ting T. C et. al. (2019):**In this paper discussed several implications of hoteliers. According to this study, space and resources on earth are limited plans and animals exists to be useful to humans have over explode in nature. For authors' purpose, why people select for staying in green hotel that are: reducing ecological damage and strengthening the promotion of green education.

**Manjunath J.S. (2019):**This paper is discussed the concept of green marketing, its needs, challenges, green rules, future of green marketing and present initiatives of green marketing in India. The author identifies, in India green marketing still its infancy stage and lots of research is carried out on green marketing to fully explore its potential.

**Vijail C. et. al. (2020):**Discusses the future of green marketing beyond the limitation of the prevailing paradigm. The author identifies areas that must be examined for their effect in the marketing namely commercial, social, and environmental dimensions of the cultural frame of reference.

## **III. OBJECTIVES AND METHODOLOGY**

One of the biggest problems in green marketing is there has been little attempt to examine green marketing. This paper describes the challenges and awareness in preventing pollution of environment associated with green marketing. The research is exploratory in nature and for this purpose secondary data were collected through newspaper, journal, websites etc. This paper is aimed to cover the following objectives:

- a) To know the concept of green marketing
- b) To know the awareness of green marketing in preventing pollution of environment
- c) To know the knowledge of people about green marketing
- d) To know about green marketing initiatives in India
- e) To study the challenges of green marketing

### **3.2 The Concept of Green Marketing**

According to American Marketing Association, green marketing is marketing of product that presumed to be environmentally safe. Thus, green marketing incorporates a broad range of activities, such as product modification,

change to the production process and as well as modifying advertising. The term green marketing occurs in the late 1980's and early 1990's. [businessmanagementideas.com]. Green marketing has identified in ecological marketing seminar presented by American Marketing Association in 1975. According to pride and Ferrell, green marketing is an environmental marketing which refers to an organization's effort for developing, promoting and pricing products that are not environmentally harmful. According to Kotler&Zaltman[1971] refers to green marketing is a social marketing. In this context, green marketing is identified as creating marketing content and techniques in social benefits context without commercial concern. According to Kotler[1991] green marketing concept which protects and develops consumer's and society welfare, specifies organization's needs, wants, intended populations interests and provides more protective and effective consumer satisfaction for the firm than its rival firms. According to Polansky, [1994], green marketing is a concept to include all activities designed to produce and facilitate any exchanges planned to satisfy human needs and wants in a manner that such activities have a minimal harmful impact on the natural environment. Oyewole, [2010] has suggested a conceptual link between green marketing, environmental justice and industrial ecology.

### **3.2 To know the Awareness of Green Marketing in Preventing Pollution of Environment**

It is well known that increasing production and business activities are polluting the natural environment. The damages to people, crops, and wildlife are reported in different parts of the world. As resources are limited and human wants are unlimited, it is necessary for marketers to use resources efficiently, so that organizational objectives are achieved without waste of resources. So green marketing is inevitable.

There is growing interest among people around the world regarding protection of natural environment. People are getting more concerned for environment and changing their behavior for the protection of environment.

- i) **Environmental advantage:** Going green is an environmentally responsible choice. It is estimated that 40% of all greenhouse gases in the united states come from energy production that busines use to heat, cool and light workplaces. Reducing that energy needs reduce Carbon dioxide output, helping to control global warming. A business use more natural resources than individual customers, recycling business material and covering water contribute to conservation a large scale. [businessidea.com]
- ii) **Economic advantages:** Eco-friendly business equipment and practices, such as low wattage or LED light, use of natural lighting, water conservation policies mandatory, recycling and hybrid company vehicles save money on utilities, fuel and office supplies. [businessidea.com]
- iii) **Sustainability:** Going green is about sustainability. This sustainability translates to sustainable profit in green sector with secure futures. The future safe markets include biomaterials, green buildings personals transportation, smart grids, mobile applications and water filtration.[businessidea.com]
- iv) **Efficient use of resources:** Today human demands and needs are unlimited but resources are enough that cannot fulfill the human needs. Market needs to facilitated the consumers by utilizing resources efficiently.[businessidea.com]
- v) **Consumers attraction:** Green marketing advantages of different products attract the consumers regarding environment production. Green marketing is considered as growing marketing that helps to design socially and sustainable products.[businessidea.com]
- vi) **Innovation:** Green marketing helps to design such kinds of products that are economically affordable and safety the human needs efficiently. It produces innovative green products that consume-less resources.[businessidea.com]

### **3.3 To know the Knowledge of People about Green Marketing**

When our previous generation could not touch the modernity but they have lived a pollution free environment by using green product. For example, people eaten food on leaves, most of them, they traveled on foot, the stone was used as fuel by fire. Later, with the advent of civilization the use of dung gas began for cooking. So, people are always knowledgeable of the use of green. But later with the advent of the modernity, people began to destroy and reduce the

use of greenery for the sake of prosperity and prestige. However, environmental pollution increases and earthquakes, tsunamis, floods, ditches, animal deaths occur and the environment loses its balance. To maintain the balance of environment and decrease environmental pollution a radical change of marketing is the beginning of a new trade. Where a healthy and pollution free environment can be created by using green and eco-friendly product. Which is known as green marketing. It is sorry to say, most of the people believe that green marketing refers to solely to the promotion and advertising of product which environmental characteristics [Sarkar A., 2012]. Mostly educated people in India know about Green marketing it is not a harmful in environment and human being [Kumar P., 2015]. Terms like phosphate free, recyclable, refillable, ozone friendly and eco-friendly are some of the things customers most often associated with green marketing [Sarkar A., 2012]. There are large number of people who are turning to the environment friendly product and this number is increasing in every year [Sharmila, 2016]. But most of the uneducated people in India do not know about green marketing. People are not willing more to pay for that such kind of product available in the market. The fact is educated people know about green marketing but they are not ready to use green product [Kumar P, 2015].

#### **3.4 A. To Know the Green Marketing Initiatives in India**

Many companies in India adopting green for capturing market opportunity of green marketing. Companies themselves are more aware of the impact of their factors on the eco-system and have taken a greener approach to success. Here are the green companies in India:

- i) **LG:** LG is a pioneer in making electronic ecofriendly gadgets, has recently launched a LED E60 & E90 series monitor to be supplied in the Indian market. In their attempts to reduce the use of hazardous material in their products, they hardly used halogen. [ Times of India, 2011]
- ii) **HCL:** HCL launched HCL ME40 eco-friendly notebook. HCL claims it is an eco-friendly notebook free from Polyvinyl Chloride(PVC). This product was given a 5star rating by the Bureau of the energy efficiency. [ Rediff.com, 2011]
- iii) **Haier:** Haier launched eco-friendly series including sei-automatic and refrigerator and washing machine, split and air conditioner and many similar products. [Haier.com, 2011]
- iv) **TCS:** Tata group launched the green range of air conditioner. Its energy star is well-known international standard for energy efficiency consumer product. [Rediff.com,2011]
- v) **Oil & Natural Gas Company:** It is largest oil producer and has initiated changing of the manufacturing techniques of green crematorium that can perfectly replace pyres that emit so much smoke and consume large amount of oxygen. [zee news, 2010]
- vi) **Wipro:** Wipro launched eco-friendly desktop which was introduced under the Wipro Green were initiative, with an aim to cut-down e-waste. The system launched are toxin free and operate under a total recycling policy. [India Infoline, 2011]
- vii) **SBI:** SBI is using eco-friendly equipment which consumes less electricity in its new ATMs which has helped SBI to save power cost and earned it carbon credits.[Times of India, 2012]
- viii) **MRF:** MRF has launched ZSKL series to develop and produce eco-friendly tubeless tires made from unique silica-based rubber. [Rediff.com, 2011]

#### **3.4 B. Initiatives Taken by the Government**

- i) The Reserve Bank of India requested Non-Banking Financial Corporations (NBFCs) to take proactive steps and initiatives to increase the use of electronic payment system and to gradually phase-out cheques and eliminate post-date cheques in their routine business transactions as a part of "Green-Initiatives". [Department of Finance Service, Government of India 2012]
- ii) The Finance Minister announced 600crore for green initiatives in the Union Budget, 2011 mainly for the protection and regeneration of forests and for environmental management.[Government of India, 2011]

- iii) The govt has set up various standards for environment protection such as energy efficiency standards for appliance (refrigerator, air-condition, tube light etc.), Energy Conservation Building Code(ECBC), fuel efficiency norms for vehicles [Government of India, 2010]
- iv) The Ministry of Corporate Affairs(MCA), Govt of India has taken a 'Green Initiatives' in the "Corporate of Governance" vide its circular Nos. 17/2011 dated 21.04.2011[Sing C., 2017]
- v) In the Governments report of annual Indian economic survey 2011-2012 sustainable development and climate change was introduced for the first time, where lower carbon sustainable growth was proposed as a central element of India's 12<sup>th</sup> five-year-plan. [Sing C., 2017]
- vi) According to an estimate, India spent approximately US\$45 billion on green IT and sustainability initiatives in the year 2012 and the figure may reach US\$70 billion by 2015 fuelled by the Government's push for greater adaptation. [Sing C., 2017]

### **3.5 To Study the Challenges of Green Marketing**

- i) **Need for standardization:** It is found that only 5% of the marketing messages from green companies are entirely true and there are claims. There is no standardization currently in place to certify a product as organic. Unless some regulatory bodies are involved in providing certification there will not be any variable means. [Sarkar A., 2012]
- ii) **New concept:** Indian literature 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 traits. The new green movements need to reach the masses and that will take a lot of time and effort.[Sharmila, 2016]
- iii) **Patience and perseverance:**The investors and corporate need to view the environment as a major long-term investment opportunity, the marketer need to look at the long-term benefits from this new green movement. It will require a lot of patience and no immediate results. Since, it is a new concept and idea, it will have its own acceptance periods. [Sarkar A., 2012]
- iv) **Avoid green myopia:** Green marketing must satisfy two objectives: improve environmental quality and customer satisfaction or over emphasizing the former at the expense of the latter can be termed green marketing myopia.[Sharmila, 2016]
- v) **Convincing customers:** The customer may not believe in the firm's strategy of green marketing; the firm therefore should be ensuring that they undertake all possible measures to convince the customer about implementing eco-leveling schemes Sometimes the customers may also not be willing to pay the extra price for the products.[Sharmila, 2016]

### **IV. SUGGESTIONS**

Green Marketing is a special effort to build a pollution-free, healthy, and normal environment in the earth and in this endeavor, India still exists on infancy stage and lots of research is needed to fully explore in green marketing potential. Think of a refrigerator for example, in the nineties when we had no idea about the effort of CFC but each of us have wanted good looking refrigerator but in this present situation when we know about the impact of CFC that our refrigerator is emitting and demand a more environment friendly refrigerator. So current successful marketing is about appealing to personnel value and delivering consumer empowerment, and then this is the perfect time to inject sustainable development into the marketing mix to help address some of the gritty issues facing our planet. There are few suggestions to implement challenges of green marketing and exploitation of green marketing:

- i) Consumers needs to be made aware and educated to protect the environment from destruction. It should be made sure that consumer can be motivated and aware to use for the green products.
- ii) Make sure that consumer feels they can make a difference, it called empowerment but by this process no false promises or claims can be made to the marketing customer to use of green marketing.

- iii) Every organization should be brought under the green so that they can make the whole world green and at the same time focus on sustainability and profitability.
- iv) Govt. should declaim green product tax free or low tax so that people encouraged buying greener product.
- v) For increase the green marketing awareness, govt. should be taking more effort like- awareness program in rural areas through advertisements, seminar etc.
- vi) There are some ways with which we can protect the environment to use solar energy, ban on harmful plastic product, recycling products, water harvesting etc.

#### V. CONCLUSION

Green marketing is a special tool for future generation, so that they can live a healthy life in a pollution free environment. This is the right time to choose green marketing to bring back the green in our world and maintain the balance of the environment. This effort will only succeed if the whole nation come together to make a special change in the business world and bring only green product in globally. But it is not an easy concept so green marketing needs to be brought special planning and research, because green marketing is still in the stage of childhood and green marketing adaptation may not be an easy in short run but in long run it will be definitely have a positive impact on the firm. From the business point of view, a clever marketer is one who not only convinces the consumer but also involves the consumer in marketing his product. Green marketing should not be treating as is another way of marketing but is should be pursued with greater vigor due to its environmental and social dimensions. With the treatment of large looming, it is crucial that green marketing becomes more ideal than an acceptance or just a fade. Recycling of paper, metals, plastics, etc. in a safe and environmentally harmless way should be more regulated and universal. The use of energy efficient lamps and other electrical products has become general norms.

Thus, Environmentally Committed Organizations can't just produce products that reduce their harmful effects on the environment. They may be able to pressure their suppliers to behave in a more environmentally responsible fashion.

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