

Growth of Green Marketing –A Literature perspective of Green Indian Economy

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ABSTRACT: Green Marketing is becoming a buzz for the society nowadays and people start shifting their demands towards a product which is related towards environmental safeguard. Nowadays companies from different industries sectors are showing their keen interest and taking various initiatives towards green marketing. Electronic products having eco safeguard and are less detrimental to the environment are labeled as Energy star by United States Environmental Protection Agency In the United States, 2% of annual electricity consumption accounts for personal computers. The requirement of Energy Star labels is of computers, which possesses 65 % more efficiency label than regular products. By adopting these computers, \$1.2 billion will be saved by the industries over the product's life. In the year 2012, the Environmental Protection Agency Partnership with Walmart based on Green Power recognized Walmart in the United States as the largest green power generator. In year 2012, Walmart was able to deliver 297 million more cases while reducing the drive by 11 million miles, which in 2012 alone increases fleet efficiency by 10 percent. This present study aims to identify emerging areas in green marketing in different sectors of industries exploring the scope and effectiveness of the same in developing countries.

Keywords: Green Marketing, Eco friendly, Packaging.

INTRODUCTION

According to the American Marketing Association, in terms of organizational context, manufacturing, packaging, promoting and retrieving the products in such a way that it is reacting positively to nature concerns is green marketing. In the avocation of environmental awareness, knowledge of Eco-consciousness and social consciousness is required to implement the concept of Green properly. Companies and communities are taking active part in Corporate Social responsibility (Lamond, 2007; Lamond, 2008), where environmental preservation is the major concern. In the expedition of developing innovative approaches for green marketing concept is at boom. (Chang & Chen, 2013; Chen, 2010). Eventually, the focus of firms on product innovations and developing-related marketing innovations are witnessed remunerative (Salavou & Avlonitis, 2008). Concept of "Reuse, Reduce and Recycle", Pollution prevention and sustainable development strategy for long term develops the relationship between environment and firm which is credible in nature, thus providing edge over the competitors to the firm

However, Green Marketing concept has been greatly accepted but it is being overwhelmed by issues like Standardization, need for equivalence, cost factor, information disclosures, non-cooperation and patience and perseverance. This new concept of marketing is greatly accepted in India's Ayurvedic heritage. Some state government also contributed and issued notification regarding banning the use of polythene bags. There are various evidences around the world reflecting the increasing anxiety of people for the current scenario of environment and shows the alteration of their behaviour. Because of which, ecological marketing has transpired which talks about the growth in market of that products and services which are enduring and shows responsibility towards the society. Now green marketing come to be a formula and slogan for marketers for earning more profit and satisfying consumers' wants and needs. Broad Appeal can be achieved by Market positioning on safety and health of consumers among health conscious consumers. The Design of green marketing should be in such a manner that the core aspect of marketing to satisfy customers' needs

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and wants involving promotion and development of product and services must remain intact. In the action of pursuing environmental awareness and knowledge to ingest the conception Eco-consciousness and social consciousness is very important because successful exercising of this concept can be done if social arena and good environment integrate. The association or restriction of green marketing concept is not only to green products marketing rather it is a relationship among consciousness of environment, ecological buying behavior, customer psychology and sociological scenario of area and business management.

Need and Objective

Present study will generate marketing implication towards green marketing for academic as well as business world. Extensive literature review has been done to find out the implications which will fulfill our above objective.

Literature Review

As per the American Marketing Association, marketing of goods and services, assumed to be eco friendly and preferable for environment is regarded as green marketing. Green Marketing refers to that concept of marketing in which various functions including production, disposal, marketing and consumption of goods done in such a procedure that, to the biosphere it is less harmful and destructive. Broad range of activities are incorporated in it, including modification of product, changes done to the wrapping of product along with reorientation done to advertisement, which is environment friendly. The main focus of green marketing is minimize the dependency of people towards special products which are responsible for polluting the environment and increase awareness of new product categories which are environmental friendly. Green Marketing broadly encircles marketing programmes which are based on environmental safety, this includes policies, procedures and practices of corporate, directly assimilate an eco supporting emphasis having revenue generating aim which in return will provide benefit to the society fulfilling objectives of organization for product.

Various researchers had defined green marketing in their own wordings as:

Coddington (1993)'s interpreted "environmental marketing" as "tasks involved in marketing that identified biosphere governance as a responsibility for business development and chance for improving business growth".

The interpretation of "Sustainable marketing" done by Fuller (1999) is as "The procedure of planning, enacting and monitoring the production progress, publicity, pricing and supply of goods in such a way that fulfills following: Meeting customer necessities; Attainment of organizational goals, and compatibility of the process with ecosystems".

Peattie (1995) interpreted green marketing as "the administration system which is accountable towards identification of requirements of customers and society and anticipating and satisfying that requirements in profitable and sustainable way."

Green Marketing Innovations in Small firms

Small Firms have identified an innovative way to promote their firms through green marketing

Distinct Innovative ways are developed by Small Indian Firms to sustain themselves in the competitive market and to develop suitable green marketing innovations that serve as competitive edge and competitive advantage. In the face of changing market conditions relative importance of small firms to behave strategically and creatively shows an opportunity to gain competitive advantage through green marketing approaches which motivates them to develop green marketing strategies focused to dimensions different from those used by large and medium size companies i.e. 4Ps. Small Firms promote their products for six categories of green marketing innovations rather than promoting products for their green attributes and features. Six categories are as will be mentioned.

Marketing compliance

In context of green marketing innovation is related to promoting firm's proactive environmental stand. It also tells about promotion of firms' approach and ability to comply with national and international environmental regulations. Small firms promote themselves for consistency of carrying out their internal and external audits, and their reports.

Marketing Strategic Partnership

It deals with promotion of building partnerships with other firms through which they can focus on shared priorities so that collectively they can set environmental performance goals and achieved these goals. Small firms intend to develop a transparent, collaborative and dialogue based partnership, that improves their knowledge and share their experience among each other which make them able to strategize and exchange best-practice insights. To know and learn about sustainable design and related regulations, and the environmental, social and economic benefit of it small firms have build partnership with design companies. Similarly, collaborations are done by them to recycle or dispose of waste help them in reducing their carbon footprint. Also, they have done partnership with leading players in the industry to initiate and implement environmental projects that will enhance their visibility in the market.

Marketing Environmental commitment

It deals with the development of corporate strategic plans that build medium and long term environmental vision and environmental goals and targets. It shows the association of environmental policies with the visions and value statements of firm and focuses towards communication of environmental policies across their firm and to their business partners. It is related to conducting environmental audits and progress reviews against strategic business plan. It explains how their environmental commitment have made them able to achieve their goals of reducing environmental impacts of their products such as designing energy-efficient and recyclable products, and incorporating operations waste minimization, energy conservation and recycling programmes.

Marketing Green Team

It is group of employees working together as a team having responsibility of developing and implementing policies towards environmental friendliness across the firm and initiate green initiatives in the firm. It encompasses the manner through which efforts of green teams focus their efforts on integration of sustainability in corporate activities and achieved corporate sustainability objectives and environmental goals, and create value for the firm.

Marketing benchmarking

Deals with comparison of environmental, social and economic performance of small firms with industry standards and best practices so that they can assess their practices and improve them. Here, in small scale industries Benchmarking explains how placing operational results against similar operations has enabled them in identification of areas in which operations can have improvement and exceeds the norms of industry.. They show how benchmarking enabled them to develop standards of product with regard to sustainability, and meeting of product and packaging goals, and operational goals (recycling and sourcing, etc.). Thus, by performing competitive analyses, and adopting best practices within the industry enable them to develop success stories for their green marketing plans.

Marketing Environmental ethical behavior

It deals with environmental code of conduct that addresses firm-level practices around protection of diversity of the natural environment. This will set expectation of firm from their employees and communicate, in what manner employees should behave towards environmental issues. They also elaborate how implementation of these policies enabled them to improve continuously in their effectiveness.

Green Branding

Following the trend and importance of green marketing most of the companies started to brand their products as the green products or providing eco branding to the products. Brand owners are using labels, certification marks and logos for adding value to their green products signaling their green authentications, qualifications and quality and boosting their increased number of customers. A guarantee is offered by a controlled eco label that to meet environmental standards, verification of goods has been done separately. Roper Organization, & Johnson Wax. (1990) carried a survey according to which around 82 per cent American consumers showed their will to pay 5 per cent more elite price for eco friendly goods.

As per Green Brands Survey conducted in 2007, expenses of consumers on goods and services that are perceived to be ecosystem-supportive will increase to US\$500 billion in the US alone.

Green Marketing and Corporate Social Responsibility

CSR is an abstract idea by which firms in their business operations integrate social and environmental concerns. The expectation of society from businesses is to perform in a

sensible way towards society along with efficiently providing products. According to Kronenberg and Mieszkowicz the involvement of company in CSR activities permits them in their customer relationships.

Globally the emerging concern is linked to the issues of environmental safeguard and quality. In the minds of customers, awareness has been created that their procuring behavior can cause a major depletion to planet's biosphere balance. Due to this realization customers are shifting their demand and preferences putting pressure on companies to cater to environmental needs. Hence, green marketing should be key focus in CSR activities to the companies that are seeking to obtain competitive advantage.

Various industrial examples of adopting CSR with green marketing are there:

To inculcate environmental sustainability and concern, "eco learn" –a learning initiative is launched by Henkel India Ltd; Surf Excel Quick wash by Hindustan Unilever Ltd talked about two buckets water saving by using elite detergent in washing clothes;

For helping consumers in saving money and minimizing their carbon footprint 'Our Home Our Planet' campaign has been initiated by Reckitt Benckiser Group Plc;

Mahindra Reva had taken green marketing initiative by designing Earth friendly small tractors to the farmer

Green Brand Equity

According to study Chen (2010), "Green brand equity" is "a set of brand assets and liabilities about green commitments and environmental concerns linked to a brand, its name and symbol that add to or subtract from the value provided by a product or service." According to study there are 3 pilots of Green Brand Equity which are Green Satisfaction, Green Brand Image and Green Trust.

Green Brand Image is set of consumers' perception of a brand that is attached to ecosystem concerns and commitments.

Green Satisfaction defines as level of fulfillment of consumption of customer that is related to satisfy the customer's green needs, sustainability expectations and environmental desires.

Green Trust is desire of customer to rely on goods or brand based on credence or faith or projection coming from integrity or reliability of its performance towards biosphere.

This study found that there is positive relationship between green brand equity and its three pilots discussed above in brief which shows that brands with high green trust, green brand image and green satisfaction can positively enhance their green brand equities.

According to research done by Doszhanov & Ahmad (2015), it has been found that awareness towards green brand, trust towards green products and value perceived towards green products shows positive correlation with the intention of customers towards usage of green products.

RESULTS AND DISCUSSION

Today, the concern of people and society towards environment safeguard is increasing. Society is shifting their demand towards eco friendly products. So companies those who want to survive for long term and want to have competitive advantage, have to adopt green marketing as a key element in their corporate policies. However green marketing is not limited to manufacturing eco friendly products only or green products only.

According to study done by Kumar (2015), it is found that small Indian firms they use an innovative ways for their green marketing they instead of promoting the green attributes and green features of products, promotion of their products is done for six categories discussed above. This study tells about promotion of products by innovative ways which is beyond marketing activities like advertisement, packaging etc. But this study is not talking about brand and has not taken green brand equity as element. According to Chen(2010) study, it has been explored that green brand equity is showing a positive and significant relation with its 3 main drivers that is Green Brand Image, green trust and green satisfaction.

According to Doszhanov & Ahmad (2015) study, it has been found that awareness of consumers towards green brand, green perceived value and green trust shows a remarkable relation towards intention of customers towards usage of green products. Research done by Ng et al. (2014), linked the conventional attributes of marketing with green brand equity. This study explored that Brand credibility conciliate the brand perceived quality and Green Brand Image relationship partially and fully conciliate relationship among green brand perceived value and brand perceived quality.

CONCLUSION

This study shows that company with having good brand perceived quality and brand credibility can successfully enhance their green market share.

So, the study done in this article has explored that green brand equity is related to intention of customer to use green products. So companies who want to successfully implement green

marketing instead of advertizing their green product features should put more focus upon Green Brand Equity.

The marketers who are working in implementing green marketing can refer the suggestion of focusing on Green Brand Equity to capitalize the opportunities in emerging areas.

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