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GREEN MARKETING – ENVIRONMENTAL PROTECTION

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ABSTRACT

Businesses are an integral part of society. They have a great social responsibility towards the well being of society. As consumer is an important component of society, businesses have an obligation to him. But when the goods are short in supply, high prices are charged for the products and consumers have no choice but to purchase what is available. Thus arises the need for protecting consumers from unsafe products, poor quality of goods and services, high prices, unfair trade practices and misleading advertisements. Consumer awareness is necessary to protect consumers from unprincipled trade practices and give them the idea of the utility of money spent by them. Consumer education is inevitable to guard against the possible dangers of modern society. The issues facing organizations and the natural environment reach beyond the organizational boundaries. There are many external forces and stakeholders that play a role in how an organization manages its environmental programmes and policies. One external area where there might be significant possibilities of managing environmental issues that have implications for operational efficiencies and long-term strategic advantages concerns the relationships, processes and so forth to the organization, to its suppliers and customers. Hence, this brought awareness among the consumers to encourage the green market for protecting the environment. The proper, perfect and efficient good economic development in the developing and underdeveloped nations. In case of the developed nations the succession and maintenance of the environmental strategies with minimal decline in the environmental activities will provide considerable amount of help in saving the world. Green material management is an important part of environmental business management; it has become effective in reaching the production target and technology generation. Material management is also a very crucial component to focus upon for delegating the recycling and packaging of the goods and services in environmental friendly manner. We can now understand the importance of ecology and the need to protect it for coordinated and balanced growth. In this context, this paper highlights the Green Marketing - Environmental Protection involves control exerted over all immediate and eventual environmental effects of products and process associated with converting raw materials into final products.

KEYWORDS: Green marketing, environmental protection, consumer awareness

INTRODUCTION

Green marketing has been an important academic research topic for at least three decades and has been defined in many different ways. In the last decade, consumers have become more enlightened on environmental issues. Green marketing refers to selling product or rendering services based on environmental

benefit. It came into existence in late 1980s and early 1990s. Green marketing is growing rapidly and consumers are willing to pay a lot for green product. There have been little analysis of the impact of this new market on the consumers and the environment so far. Green marketing affects all areas of our economy, it does not just lead to environmental protection but it also creates new market and job opportunities. Companies that are environmental stewards stand a chance of gaining many satisfied and loyal customers. As society becomes more concerned with the natural environment, businesses have begun to modify their behavior in an attempt to address “new” concerns. Some businesses have been quick to accept concepts like environmental management systems and waste minimization, and have integrated environmental issues into all organizational activities.

Green Marketing

The American Marketing Association (AMA) held the first workshop on ecological marketing in 1975 and 1980 was the first time green marketing came into existence. AMA defines green marketing as the marketing of products that are presumed to be environmentally safe, it incorporates several activities such as product modification, changes to production processes, and packaging, advertising strategies and also increases awareness on compliance marketing amongst industries. Business Dictionary defines green marketing as promotional activities aimed at taking advantage of 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. It can also be seen as the promotion of environment all safe or beneficial products.

Green Marketing and Sustainable Development

According to the World Commission on Environmental Development (1978), Sustainable Development is “meeting the needs of the present without compromising the ability of the future generations to meet their own needs”. The common theme throughout this strategy of sustainable development is the need to integrate economic and ecological considerations in decision making by making policies that conserve the quality of agricultural development and environmental protection. This is what the end product of green marketing is, environmental protection for the present and the future generation. The development of energy-efficient operation, better pollution controls, recyclable and biodegradable packaging, and ecologically safe products are all part of green marketing which also leads to sustainable development.

Green Marketing is an obligation for Environmental Protection

Green collar jobs are trendy. In making the green jobs as of the Blue/White collar employees the organizations of green market are using in the recycling, material maintenance department, logistics application, energy conversation instrument engineering service, eco-entreprenship services mainly in marketing sector, service sector which is tangible in client services by decreasing the paper work and if paper work is required i.e. in recyclable paper services etc. Clean green economy is the strategy behind these green collar employees as a thrice rate increase than traditional jobs. Fueled by consumer demand and pending legislation, interest in green business is growing. But what exactly makes a business green. Green initiatives introduced scrutinized processes to eliminate or reduce or recycle waste, eliminating or reducing the use of hazardous environmental hazardous utility, using more alternative energies and improving fuel economy. They also include less obvious issues, like the way employees are treated and the safety of working conditions.

ISO 14000 Certification

ISO 14000 Certification provides the rules and guidelines for green market capabilities. Green business are monitoring and managing a wide variety of activities in engaging the preventive measures to establish environmental safety. Design for the Environment are the initiatives espoused by the business to do a lot of Research & Development and even the government agencies for developing the green marketable products and procedures for up cycling the process of retaining high quality in a closed-loop industrial cycle.

These are some of the remarks of the green marketers in providing the consumers with a socially responsible company. Green business is most safe and friendly entrepreneurship initiative because it is a sustainable business, and a sustainable business is a profitable business. Sustainability entices three things people, planet and profit. These determine sustainable green development without even compromising the future generations. This green markets save the economy and ecology.

As a Industry

It appears that all types of consumers, both individual and industrial are becoming more concerned and aware about the natural environment. Nowadays, firms marketing goods with environmental characteristics have realized a competitive advantage over firms marketing non-environmentally responsible alternatives. The firms who have strived to become more environmentally responsible, in an attempt to better satisfy their consumer needs.

As a Consumers

India is the only country to choose deforestation and air pollution as the most important green issue. India is the only country in which more consumers say it should be developing countries that should focus on green innovation versus developed countries. The results of the recently released edition of the Global Image Power green Brands Survey show that concern about the environment by the consumers, is translating into a willingness to pay for a premium for green products. 64 per cent of Indian consumers indicate that they plan to spend more on green products next year. Furthermore consistent with emerging countries, Indians are willing to pay a green premium price, with 48 percent of Indian willing to spend 10 per cent more on a product simply because it is green. Consumers in India are trusting of green advertising compared to other countries, with 86 per cent of Indian consumers reporting that advertising about green products help them in making choices.

As a Government

The Indian government has also done its mite in promoting green marketing and eco friendliness by way of banning plastic bags from daily use, helping its automotive industry to develop greener vehicles by supporting hybrid and electric vehicles (EVs), by investing in greener cars the Government of India is capitalizing on an underutilized segment and building an infrastructure that will generate economic growth and reduce emissions.. The government took the initiative of promoting green buildings construction, usage of alternate sources of energy by companies. Governmental Bodies are forcing Firms to Become More Responsible. In most cases the government forces the firm to adopt policy which protects the interests of the consumers by reducing production of harmful goods or by products, Modify consumer and industry's use and/or consumption of harmful goods; or, Ensure that all types of consumers have the ability to evaluate the environmental composition of goods.

Environmental Safety

Environment is simply our surrounding. The increased awareness on environmental issues is as a result of increased publicity on the media on issues such as, the warring off of the ozone layer and increased pollution of the environment by industries. Customers have become concern about their every day habit and the impact it has on their environment. Managing environmental safety issue is highly challenging, time consuming and expensive. There are many laws on environmental safety that have made companies liable to any wrongdoings. These laws cover areas such as, harmful pollution, managing of hazardous materials and soon. As a result, several hazard controls, pollution control and prevention programs are held in different parts of the world on emergency procedures, contingency planning and employee training. Similarly, many regulatory bodies and acts are set to ensure environmental safety and protection, some of which include, OSHA (Occupational Safety and health Act), CERCLA (Comprehensive Environmental Respond Compensation Liability ACT), TSCA Toxic Substance Control ACT), HMTA (The Hazardous Material Transportation Act), FIFRA

(Federal Insecticide, Fungicide and Rodenticide Act), FFCA (Federal food, Drug and Cosmetic Act, Clean Air Act, Clean Water Act, GHS (Globally Harmonized System of Classification and Labeling of Chemicals).

Environmental Safety is not an easy task to implement. Implementing the GHS standardization policies of single frame work of the classification and labeling of chemicals so hazards are consistently defined across different national jurisdiction is beneficial but highly challenging, especially in countries like U.S, Japan and Korea that have multiple regulatory authorities. EH&S (Environmental Health and Safety) regulatory compliance and CSR (Cooperate Social Responsibility) initiative throughout the supply chain can help promote and sustain ongoing improvement within an organization. These improvements will help the company achieve regulatory compliance and position itself as a socially responsible company.

Need of the Hour

There is now a real sense that environmental protection is highly necessary. Everyone believes a green life is a better and healthier life for present and future generation. Most of the consumers' spending pattern shows that they have a desire for brands that "go green". Consumers not only want to buy their products but are willing to pay more for it. Consumers are motivated to buy from companies that are eco-friendly in the production. When a company display's the green logo on their product, it shows that their product or services stands out from the crowd and this gives them a competitive edge. Consequently, most customer buying decisions are influence by green product label like the US energy star logo, Green label in Thailand, Korea Eco label and much more.

Conclusion

In today's situation of environmental catastrophes, the entire world is baring its consequences of climatic changes. Businesses are molding the scenario of the environment as it can be dangerous for the living and even the means for it. Business shall adopt such vital green marketing strategies without dislocating the ecological balance if the main line of business practices cannot be compromised as it is the basis for the business in such a condition the best alternatives must be formulated and implemented to decrease the environmental destruction and qualify the business for long ecofriendly quality run like the Total Quality Management approaches of the organizations. The government must feel eqally responsible in popularizing the concerns for the environmental products and efficient use of them too for incorporating a better place for living without compromising the needs of themselves as the environment is our blanket of living. Countries should encourage practices and amend the act for better environment practices for all business and help in sustaining the green market for development and growth in future. A green market is a savior of the world. Hence all of us should act, protect our environment and enjoy the green market.

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