

Managing Business Innovation with Green Marketing

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Abstract Green marketing is a phenomenon which has developed particular importance in the modern marketing era. While company adopting green marketing, at the same time there are a number of problems that must overcome. One of the main problems is that firms using green marketing must ensure that their activities are not misleading to consumers or industry and do not breach any of the regulations or laws dealing with environmental marketing.

Green Marketing has emerged as an important concept in India as in other parts of the developing and developed world, and is seen as an important strategy of facilitating sustainable development. It has opened the door of opportunity for companies to co-brand their products into separate line. This has become all the more vital when our planet is in threat and everybody is keen to protect it. The consumers through their concern are interested in integrating environmental issues into their purchasing decisions. Many governments around the world have become so concerned about green marketing activities that they have attempted to regulate them. That is why, 'Going Green' is in the minds of the business owners and executives now more than ever. As a result of this businesses have increased their rate of targeting consumers who are concerned about the environment.

Key Words: Green Marketing, Business Innovation, Environmentalism, Sustainable Development

1. Introduction:

Green Marketing Concepts is an opportunity for the business to do the right thing and be rewarded for it. Trends suggest that businesses that don't identify as ecologically friendly or local in the next decade will risk being labeled as low-rent or hopelessly out of date. Real and substantial economic rewards await those who approach ecological and sustainable niches with a sincere concern and good ideas.

Businesses have begun to adapt their behavior in an attempt to address these "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. Some companies have dedicated environment friendly product lines.

Adding to the evidence is the development of journals such as "Business Strategy and the Environment" and "Greener Management International," which are specifically designed to disseminate research relating to business' environmental behavior. Terms like "Green Marketing" and "Environmental Marketing" are frequently appearing in the popular press. Many governments around the world have become so concerned about green marketing activities that they have attempted to regulate them.

The first to include the green marketing in the marketing mix was Bradley in 1989. He was the first to use the term green marketing mix. He included the green marketing inside the marketing mix and developed some studies to measure how green is a company and explained some rules to insert into the marketing strategy.

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Pride and Ferrell (1993) Green marketing, also alternatively known as environmental marketing and sustainable marketing, refers to an organization's efforts at designing, promoting, pricing and distributing products that will not harm the environment Polonsky (1994) defines green marketing as all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment.

Aseem Prakash (2002) author of "Business Strategy and the Environment", approaches green marketing from the marketing- mix point of view. According to him green marketing subsumes greening products as well as greening firms, in addition to manipulating the 4Ps of the traditional marketing mix.

Prof. Sanjit Kumar Dash (2010); author of Green Marketing: Opportunities & Challenges; has mentioned that all activities designed to generate and facilitate any exchange intended to satisfy human needs or wants such that satisfying of these needs and wants occur with minimal detrimental input on the national environment.

Jacquelyn A. Ottman (2011); the author of Green Marketing: Opportunity for Innovation, has explained green marketing from an organizational standpoint, environmental considerations should be integrated into all aspects of marketing new product development and communications and all points in between. According to the author environment should be balanced with primary customer needs. The so-called "green consumer" movements in the U.S. and other countries have struggled to reach critical mass and to remain in the forefront of shoppers' minds. The lack of consensus by consumers, marketers, activists, regulators, and influential people has slowed the growth of green products.

2. Fundamental issues for discussion:

This paper discusses how businesses have increased their rate of targeting green consumers,

those who are concerned about the environment and allow it to affect their purchasing decisions. The paper explores the challenges and opportunities businesses have with green marketing. The paper also examines the present trends of green marketing in India and describes the reason why companies are adopting it and future of green marketing and it conclude with the thought that green marketing is something that would grow continuously and would always be in demand.

3. Discussion:

3.1 What is Green Marketing?

Sometimes called "green marketing" or "natural branding," among other things, the whole concept is based upon the notion that being environmentally friendly might be part of the successful marketing strategy of a product, service or anything. Most consumers are savvy enough now to realize they have a "vote" with everything they purchase. Though still a minority, there is a sizeable and ever-growing segment of the population that bases much of their consumption decisions on their perceptions of how a product will affect the environment and themselves. Environmental niche marketing is also about creating that niche where it may not have existed before. There was no modern \$4 coffee market until Starbucks created it. There were no Organics until farmers who have always practiced sustainable agriculture decided to market their produce as such. No one cared what sort of light bulbs they had when energy was cheap and plentiful - it took the modification of technology made for RVs and space flight to even bring low power consumption products such as compact fluorescent light bulbs to market. In the end, the idea is to let sound environmental practices be your guide to creating a new audience for your product or service--one that is willing to pay a premium to let you help them do the right thing.

Lastly, it's all about actually backing up any claims you might make as to the environmentally benign nature of your business. In fact, not only do you have to live up to your claims, but you

need to market yourself in such a way that people will assume you're being truthful. People who are already looking for "green" products will avoid yours if it smells like a hypocritical rat. This is your chance to practice what you preach. For once, those who play by the rules will be rewarded. It is perhaps useful to note here that the environment extends beyond plants, animals, air and water. People are part of the environment as well, since we all live in this world - a very large system but closed for all intents and purposes. People who are taken advantage of and suffer dire economic consequences become desperate. Desperate people will resort to any means just to stay alive. Poaching, deforestation and pollution are very often the ultimate consequences of violating human dignity. Therefore, eco-marketing necessarily extends to human rights.

3.2 Importance of Green Marketing

Today's consumers are becoming more and more conscious about the environment and are also becoming socially responsible. Therefore more companies are responsible to consumer's aspirations for environmentally less damaging or neutral products. Also, many companies want to have an early-mover advantage as they have to eventually work towards becoming green.

Companies that develop virgin and improved products and services with environment inputs in mind give themselves access to new markets, increase their profit and enjoy competitive advantage over the companies which are not concerned for the environment.

When looking through the literature there are several suggested reasons for firms increased use of Green Marketing. The possible reasons are as follows:

1. Green marketing saves money in the long run, though initially the cost is more.
2. It helps in accessing the new market and enjoying competitive advantage.
3. Green marketing ensures sustained long term growth along with profitability.
4. As resources are limited and human wants are unlimited, it is important for the

marketers to utilize the resources efficiently without waste and to achieve organization's objectives.

5. Organizations believe that they have a moral obligation to be more socially responsible.
6. Governmental bodies are now forcing firms to become more responsible.
7. Competitor's environmental activities pressure firms to change their environmental marketing activities.
8. Cost factors associated with waste disposal, or reduction in material usage forces firms to modify their behavior.
9. The consumer is going green and is accepting products that are environment friendly.

Green Marketing is driving a lot of corporate social responsibilities (CSR) themes today. Some firms are going green for short term benefits while others are looking at it as a long term responsibility and incorporating green as a part of their corporate DNA. This involves developing and marketing environment friendly products that use sustainable methods and include green packaging and labels. Consumers worldwide are showing more concern about the environment by preferring environment friendly products.

3.3 Green Products and its characteristics

The products those are manufactured through green technology and that caused no environmental hazards are called green products. Promotion of green technology and green products is necessary for conservation of natural resources and sustainable development. We can define green products by following measures:

- Products those are originally grown,
- Products those are recyclable, reusable and biodegradable,
- Products that save energy
- Products with natural ingredients,
- Products containing recycled contents, non-toxic chemical,
- Products contents under approved chemical,
- Products that do not harm or pollute the environment,
- Products that will not be tested on animals,
- Products that have eco-friendly packaging

i.e. reusable, refillable containers etc.

3.4 The Seven P's of Green Marketing

Like conventional Marketers, green marketers must address the 4 P's in innovative ways.

3.4.1 Product

Entrepreneurs wanting to exploit emerging green market either:

- Identify customers' environmental needs and develop products to address these needs; or
- Develop environmentally responsible products to have less impact than competitors.

The increasingly wide variety of products on the market that support sustainable development and are good for the triple bottom line include:

- Products made from recycled goods
- Products that can be recycled or reused.
- Efficient products, which save water, energy or gasoline, save money and reduce environmental impact. Queensland's only waterless printer, Printpoint, reduces operating costs by using less water than conventional printers and is able to pass the savings on to customers.
- Products with environmentally responsible packaging. McDonalds, for example, changed their packaging from polystyrene clamshells to paper.
- Products with green labels, as long as they offer substantiation.
- Organic products - many consumers are prepared to pay a premium for organic products, which offer promise of quality. Organic butchers, for example, promote the added qualities such as taste and tenderness.

- A service that rents or loans products - such as toy libraries.
- Certified products, which meet or exceed environmentally responsible criteria.

Whatever the product or service, it is vital to ensure that products meet or exceed the quality expectations of customers and are thoroughly tested.

3.4.2 Price

Pricing is a critical element of the marketing mix. Most customers are prepared to pay a premium if there is a perception of additional product value.

This value may be improved performance, function, design, visual appeal or taste. Environmental benefits are usually an added bonus but will often be the deciding factor between products of equal value and quality.

Environmentally responsible products, however, are often less expensive when product life cycle costs are taken into consideration. For example - fuel-efficient vehicles, water-efficient printing and non-hazardous products.

3.4.3 Place

The choice of where and when to make a product available has a significant impact on the customers being attracted. Very few customers go out of their way to buy green products merely for the sake of it. Marketers looking to successfully introduce new green products should, in most cases, position them broadly in the market place so they are not just appealing to a small green niche market.

The location must also be consistent with the image which a company wants to project. The location must differentiate a company from its competitors. This can be achieved by in-store promotions and visually appealing displays or using recycled materials to emphasize the environmental and other benefits.

3.4.4. Promotion

Promoting products and services to target markets includes paid advertising, public relations, sales promotions, direct marketing and on-site promotions. Smart green marketers will be able to reinforce environmental credibility by using sustainable marketing and communications tools and practices. For example, many companies in the financial industry are providing electronic statements by email, e-marketing is rapidly replacing more traditional marketing methods, and printed materials can be produced using recycled materials and efficient processes, such as waterless printing.

Retailers, for example, are recognizing the value of alliances with other companies, environmental groups and research organizations when promoting their environmental commitment. To reduce the use of plastic bags and promote their green commitment, some retailers sell shopping bags, under the banner of the Go Green Environment Fund. The key to successful green marketing is credibility. Never overstate environmental claims or establish unrealistic expectations, and communicate simply and through sources that people trust. Promote your green credentials and achievements. Publicize stories of the company's and employees' green initiatives. Enter environmental awards programs to profile environmental credentials to customers and stakeholders.

3.4.5 People:

"People" is one of the very important elements of service marketing mix. Here people refer to those who are involved in providing the green services. The most important criterion for the provider of the green services is that the people must be green in the mindsets and in their activities otherwise the performance of green services will be at stake.

3.4.6 Process:

Process is another very important element of service marketing mix. Here, process refers to the methodology with the help of which green services

will be provided. It is also very important that the process should be executed in such a way so that the main objective of green marketing can be achieved. The process of green marketing must be executed keeping in mind the greenness of the entire system.

3.4.7: Physical Evidence

As services are basically intangible in nature so for increasing the credibility and reliability of the service, we need to give some tangible touches to the intangible and that can best be done by giving some physical evidence. In case of Green Marketing, the physical evidence must be given from a very much hostile point of view so that the purpose of keeping the entire system is safely protected.

3.5 Problems with going green

One of the main problems is that firms using green marketing must ensure that their activities are not misleading to consumers or industry, and do not breach any of the regulations or laws dealing with environmental marketing. Another problem firms face is that those who modify their products due to increased consumer concern must contend with the fact that consumers' perceptions are sometimes not correct like in McDonald's case where it has replaced its clam shells with plastic coated paper. When firms attempt to become socially responsible, they may face the risk that the environmentally responsible action of today will be found to be harmful in the future. This may explain why some firms, like Coca-Cola and Walt Disney World, are becoming socially responsible without publicizing the point. They may be protecting themselves from potential future negative backlash; if it is determined they made the wrong decision in the past.

Governments want to modify consumer behavior thus they need to establish a different set of regulations and sometimes may result in a proliferation of regulations and guidelines, with no one central controlling body.

Reacting to competitive pressures can cause all "followers" to make the same mistake as the

"leader." A costly example of this was the Mobil Corporation who followed the competition and introduced "biodegradable" plastic garbage bags. While technically these bags were biodegradable, the conditions under which they were disposed did not allow biodegradation to occur. Mobil was sued by several US states for using misleading advertising claims. Thus blindly following the competition can have costly ramifications.

End-of-pipe solutions may not actually reduce the waste but rather shift it around, though it may minimize its short term affects. Ultimately most waste produced will enter the waste stream, therefore to be environmentally responsible organizations should attempt to minimize their waste, rather than find "appropriate" uses for it.

3.6 Golden Rules of Green Marketing

1. **Know you're Customer:** Make sure that the consumer is aware of and concerned about the issues that your product attempts to address, (Whirlpool learned the hard way that consumers wouldn't pay a premium for a CFC-free refrigerator because consumers dint know what CFCs were).

2. **Educating your customers:** isn't just a matter of letting people know you're doing whatever you're doing to protect the environment, but also a matter of letting them know why it matters. Otherwise, for a significant portion of your target market, it's a case of "So what?" and your green marketing campaign goes nowhere.

3. **Being Genuine & Transparent:** means that:

- a. You are actually doing what you claim to be doing in your green marketing campaign and
- b. The rest of your business policies are consistent with whatever you are doing that's environmentally friendly.

Both these conditions have to be met for your business to establish the kind of environmental credentials that will allow a green marketing

campaign to succeed.

4. **Reassure the Buyer:** Consumers must be made believe that the product performs the job it's supposed to do-they won't forego product quality in the name of the environment.

5. **Consider Your Pricing:** If you're charging a premium for your product-and many environmentally preferable products cost more due to economies of scale and use of higher-quality ingredients-make sure those consumers can afford the premium and feel it's worth it.

6. **Giving your customers an opportunity to participate:** means personalizing the benefits of your environmentally friendly actions, normally through letting the customer take part in positive environmental action.

7. **Thus leading brands should recognize that consumer expectations have changed:** It is not enough for a company to green its products; consumers expect the products that they purchase pocket friendly and also to help reduce the environmental impact in their own lives too.

3.7 Business Innovation with green marketing

Green marketing has been widely adopted by the firms worldwide for business innovation and the following are the possible reasons cited for this wide adoption:

1) Opportunities:

As demands change, many firms see these changes as an opportunity to be exploited and have a competitive advantage over firms marketing non-environmentally responsible alternatives. Some examples of firms who have strived to become more environmentally responsible, in an attempt to better satisfy their consumer needs are:

- McDonald's replaced its clam shell packaging with waxed paper because of increased consumer concern relating to polystyrene production and Ozone depletion.
- Tuna manufacturers modified their fishing

techniques because of the increased concern over driftnet fishing, and the resulting death of dolphins.

- Xerox introduced a "high quality" recycled photocopier paper in an attempt to satisfy the demands of firms for less environmentally harmful products.

2) Social Responsibility

Many firms are beginning to realize that they are members of the wider community and therefore must behave in an environmentally responsible fashion thus resulting in environmental issues being integrated into the firm's corporate culture.

An example of a firm that does not promote its environmental initiatives is Coca-Cola which invested large sums of money in various recycling activities, as well as having modified their packaging to minimize its environmental impact. Another firm who is very environmentally responsible but does not promote this fact, at least outside the organization, is Walt Disney World (WDW) with an extensive waste management program and infrastructure.

3) Governmental Pressure

Governmental regulations relating to environmental marketing are designed to protect consumers through regulations designed to control the amount of hazardous wastes produced by firms by issuing of various environmental licenses, thus modifying organizational behavior. In some cases governments try to "induce" final consumers to become more responsible by taxing individuals who act in an irresponsible fashion. For example in Australia there is a higher gas tax associated with leaded petrol.

4) Competitive pressure

Another major force in the environmental marketing area has been firms' desire to maintain their competitive position. In many cases firms observe competitors promoting their environmental behaviors and attempt to emulate

this behavior. In some instances this competitive pressure has caused an entire industry to modify and thus reduce its detrimental environmental behavior. For example, it could be argued that Xerox's "Revive 100% Recycled paper" was introduced a few years ago in an attempt to address the introduction of recycled photocopier paper by other manufacturers. In another example when one tuna manufacture stopped using driftnets the others followed suit.

5) Cost or profit issues

Disposing of environmentally harmful by-products, such as polychlorinated biphenyl (PCB) contaminated oil are becoming increasingly costly and in some cases difficult. In minimizing wastes firms often develop more effective production processes that reduce the need for some raw materials thus serving as a double cost savings. In other cases firms attempt to find end-of-pipe solutions, instead of minimizing waste by trying to find markets or uses for their waste materials, where one firm's waste becomes another firm's input of production.

3.8 Following the Green Code

Generalise with care. Consumer behavior will not necessarily be consistent across different product types, and particular market segments may respond to certain issues on the green agenda but not others.

Remember, the validity of a piece of market research is not related to the degree to which it supports your preferred option.

Explore the context from which market research data comes. Be clear on the nature of the sample used, the questions asked, the way in which responses were recorded and the time and place from which the responses come.

Ensure that where market research is crossing international borderlines, that the terminology and interpretation remains consistent. Terms like 'environment', 'green' and 'conservation' do not always translate precisely between languages.

Neutrality is important. Ensure that when you pose questions to consumers, that they can make any response without being made to feel guilty or uncomfortable, and ensure that your own preconceptions about the green agenda (such as an assumption that green products will cost extra) are not encoded within the questions.

3.9 Choosing the right Green marketing strategy

Green marketing has not lived up to the hopes and dreams of many managers and activists. Although public opinion polls consistently show that consumers would prefer to choose a green product over one that is less friendly to the environment when all other things are equal, those "other things" are rarely equal in the minds of consumers. And hopes for green products also have been hurt by the perception that such products are of lower quality or don't really deliver on their environmental promises. Yet the news isn't all bad, as the growing number of people willing to pay a premium for green products - from organic foods to energy-efficient appliances - attests.

How, then, should companies handle the dilemmas associated with green marketing? They must always keep in mind that consumers are unlikely to compromise on traditional product attributes, such as convenience, availability, price, quality and performance. Since there is no single green-marketing strategy that is right for every company experts suggest that companies should follow one of four strategies, depending on market and competitive conditions, from the relatively passive and silent "lean green" approach to the more aggressive and visible "extreme green" approach - with "defensive green" and "shaded green" in between. Managers who understand these strategies and the underlying reasoning behind them will be better prepared to help their companies benefit from an environmentally friendly approach to marketing.

3.10 Some Cases

Interestingly, green marketing continues to be an issue of global interest. In fact, Google Trends reports that, on a relative basis, more searches for

"green marketing" originated from India than from any other country.

Rank Country

1. India
2. UK
3. US
4. Thailand
5. Australia
6. Canada
7. China

Example 1: Best Green IT Project: State Bank of India: Green IT@SBI

By using eco and power friendly equipment in its 10,000 new ATMs, the banking giant has not only saved power costs and earned carbon credits, but also set the right example for others to follow.

SBI is also entered into green service known as "Green Channel Counter". SBI is providing many services like; paper less banking, no deposit slip, no withdrawal form, no checks, no money transactions form all these transaction are done through SBI shopping & ATM cards. State Bank of India turns to wind energy to reduce emissions: The State Bank of India became the first Indian bank to harness wind energy through a 15-megawatt wind farm developed by Suzlon Energy. The wind farm located in Coimbatore uses 10 Suzlon wind turbines, each with a capacity of 1.5 MW. The wind farm is spread across three states - Tamil Nadu, with 4.5 MW of wind capacity; Maharashtra, with 9 MW; and Gujarat, with 1.5 MW. The wind project is the first step in the State Bank of India's green banking program dedicated to the reduction of its carbon footprint and promotion of energy efficient processes, especially among the bank's clients.

Example 2: Lead Free Paints from Kansai Nerolac

Kansai Nerolac Paints Ltd. has always been committed to the welfare of society and environment and as a responsible corporate has always taken initiatives in the areas of health, education, community development and environment preservation. Kansai Nerolac has worked on removing hazardous heavy metals

from their paints. The hazardous heavy metals like lead, mercury, chromium, arsenic and antimony can have adverse effects on humans. Lead in paints especially poses danger to human health where it can cause damage to Central Nervous System, kidney and reproductive system. Children are more prone to lead poisoning leading to lower intelligence levels and memory loss.

Example 3: Indian Oil's Green Agenda Green Initiatives

- Indian Oil is fully geared to meet the target of reaching EURO-III compliant fuels to all parts of the country by the year 2010; major cities will upgrade to Euro-IV compliant fuels by that time.

o Indian Oil has invested about Rs. 7,000 crore so far in green fuel projects at its refineries; ongoing projects account for a further Rs. 5,000 crore.

- Motor Spirit Quality Improvement Unit commissioned at Mathura Refinery; similar units are coming up at three more refineries.

- Diesel quality improvement facilities in place at all seven Indian Oil refineries, several more green fuel projects are under implementation or on the anvil.

o The R&D Centre of Indian Oil is engaged in the formulations of eco-friendly biodegradable lube formulations.

- The Centre has been certified under ISO-14000:1996 for environment management systems.

Green Fuel Alternatives

In the country's pursuit of alternative sources of energy, Indian Oil is focusing on CNG (compressed natural gas), Auto gas (LPG), ethanol blended petrol, bio-diesel, and Hydrogen energy.

Example 4: India's 1st Green Stadium

The Thyagaraja Stadium stands tall in the quiet residential colony behind the Capital's famous

INA Market. It was jointly dedicated by Union Sports Minister MS Gill and Chief Minister Sheila Dikshit on Friday. Dikshit said that the stadium is going to be the first green stadium in India, which has taken a series of steps to ensure energy conservation and this stadium has been constructed as per the green building concept with eco-friendly materials.

Example 5: Eco-friendly Rickshaws before CWG

Chief minister Shiela Dikshit launched on Tuesday a batteryoperated rickshaw, "E-rick", sponsored by a cellular services provider, to promote eco-friendly transportation in the city ahead of the Commonwealth Games.

Example 6: Wipro Green It.

Wipro can do for you in your quest for a sustainable tomorrow reduce costs, reduce your carbon footprints and become more efficient - all while saving the environment.

Wipro's Green Machines (In India Only) : Wipro Infotech was India's first company to launch environment friendly computer peripherals. For the Indian market, Wipro has launched a new range of desktops and laptops called Wipro Greenware. These products are RoHS (Restriction of Hazardous Substances) compliant thus reducing e-waste in the environment.

Example 7: Agartala to be India's first Green City

Tripura Sunday announced plans to make all public and private vehicles in Agartala run on compressed natural gas (CNG) by 2013, thus making the capital "India's first green city".

Tripura Natural Gas Co Ltd (TNGCL), a joint venture of the Gas Authority of India Ltd (GAIL) and the Tripura and Assam governments, has undertaken a project to supply CNG to all private and government vehicles. CNG will also be available to those now using electricity, petrol and diesel to run various machineries.

TNGCL chairman Pabitra Kar told reporters. He

said: "The company will soon provide PNG connections to 10,000 new domestic consumers in the city and outskirts. Agartala will be the first city in India within the next three years to become a green city.

Example 8 : Going Green: Tata's new mantra

The ideal global benchmark though is 1.5. Tata Motors is setting up an eco-friendly showroom using natural building material for its flooring and energy efficient lights. Tata Motors said the project is at a preliminary stage. The Indian Hotels Company, which runs the Taj chain, is in the process of creating eco rooms which will have energy efficient mini bars, organic bed linen and napkins made from recycled paper. But there won't be any carpets since chemicals are used to clean those. And when it comes to illumination, the rooms will have CFLs or LEDs. About 5% of the total rooms at a Taj hotel would sport a chic eco-room design.

One of the most interesting innovations has come in the form of a biogas-based power plant at Taj Green Cove in Kovalam, which uses the waste generated at the hotel to meet its cooking requirements. Another eco-friendly consumer product that is in the works is Indica EV, an electric car that will run on polymer lithium ion batteries.

3.11 Present Trends in Green Marketing in India

Organizations are Perceive Environmental marketing as an Opportunity to achieve its objectives. Firms have realized that consumers prefer products that do not harm the natural environment as also the human health. Firms marketing such green products are preferred over the others not doing so and thus develop a competitive advantage, simultaneously meeting their business objectives. Organizations believe they have a moral obligation to be more socially responsible. This is in keeping with the philosophy of CSR which has been successfully adopted by many business houses to improve their corporate image.

Firms in this situation can take two approaches:

- Use the fact that they are environmentally

responsible as a marketing tool.

- Become responsible without prompting this fact. 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. It does so in following ways:
 - a. Reduce production of harmful goods or by products
 - b. Modify consumer and industry's use and /or consumption of harmful goods; or
 - c. Ensure that all types of consumers have the ability to evaluate the environmental composition of goods.

Competitors' Environmental Activities Pressure Firms to change their Environmental Marketing Activities. In order to get even with competitors claim to being environmentally friendly, firms change over to green marketing. Result is green marketing percolates entire industry. Cost Factors Associated With Waste Disposal or Reductions in Material Usage Forces Firms to Modify their Behavior. With cost cutting becoming part of the strategy of the firms it adopts green marketing in relation to these activities.

It may pursue these as follows:

- A Firm develops a technology for reducing waste and sells it to other firms.
- A waste recycling or removal industry develops.

3.12 The future of Green Marketing

There are many lessons to be learned to be learned to avoid green marketing myopia, the short version of all this is that effective green marketing requires applying good marketing principles to make green products desirable for consumers. The question that remains, however, is, what is green marketing's future? Business scholars have viewed it as a "fringe" topic, given that environmentalism's acceptance of limits and conservation does not mesh well with marketing's traditional axioms of "give customer

what they want" and "sell as much as you can". Evidence indicates that successful green products have avoided green marketing myopia by following three important principles:

a. Consumer value positioning

- Design environmental products to perform as well as (or better than) alternatives.
- Promote and deliver the consumer desired value of environmental products and target relevant consumer market segments.
- Broaden mainstream appeal by bundling consumer desired value into environmental products.

b. Calibration of Consumer Knowledge

- Educate consumers with marketing messages that connect environmental attributes with desired consumer value.
- Frame environmental product attributes as "solutions" for consumer needs.
- Create engaging and educational internet sites about environmental products desired consumer value.

c. Credibility of Product Claim

- Employ environmental product and consumer benefit claims that are specific and meaningful.
- Procure product endorsements or eco-certifications from trustworthy third parties and educate consumers about the meaning behind those endorsements and eco certifications.
- Encourage consumer evangelism via consumers social and internet communication network with compelling, interesting and entertaining information about environmental products.

3.13 Conclusion:

Now this is the right time to select "Green Marketing" globally. It will come with drastic change in the world of business if all nations will make strict roles because green marketing is

essential to save world from pollution. From the business point of view because 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 considered as just one more approach to marketing, but has to be pursued with much greater vigor, as it has an environmental and social dimension to it. With the threat of global warming looming large, it is extremely important that green marketing becomes the norm rather than an exception or just a fad. Recycling of paper, metals, plastics, etc., in a safe and environmentally harmless manner should become much more systematized and universal. It has to become the general norm to use energy-efficient lamps and other electrical goods. Marketers also have the responsibility to make the consumers understand the need for and benefits of green products as compared to non-green ones. In green marketing, consumers are willing to pay more to maintain a cleaner and greener environment. Finally, consumers, industrial buyers and suppliers need to pressurize effects on minimize the negative effects on the environment-friendly. Green marketing assumes even more importance and relevance in developing countries like India.

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