

A Case Study on Green Marketing : A Global Emergency in Modern World

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Abstract: *Green marketing can be referred to those procedures and practices of promoting products , services , strategies and initiatives that are basically eco friendly and sustainable .*

Green marketing or environmental marketing can go on to raise the required awareness among the customers of the various types of organisations about the basic impacts of their purchasing decisions on the surrounding environment and can go on to encourage the prospective customers to make much more eco-friendly choices that can help in reducing waste or reduce the pollutions which are currently causing a huge amount of negative impact on the world as a whole .

In this paper we have tried to study the importance of developing green marketing processes and procedures throughout the societies of the modern world and the opportunities and the challenges which they might face in the process and the study has been exploratory , casual and empirical in nature and the data needed for such research work has been collected through both direct and indirect methods of collection of primary and secondary data .

Keywords: Environment, Green Consumers, Green Distribution, Green Marketing, Green Product, Green Package. Green Washing.

I. INTRODUCTION

Green marketing is relatively a new and modern concept of marketing products and services , which has basically evolved to avoid the harmful effects of various types of modern day's activities on the environment of our planet earth and is also growing at a very fast pace in most of the modern societies throughout the world and basically deals with designing , developing and distributing of those types of products and services that are normally eco-friendly and are less harmful to our surrounding environment .

Green Product :

In the modern world a green product or a green service can be defined as those types of products or those types of services which will basically not go on to damage the surrounding environment or cause excessive damage to the natural resources and can also be recycled or conserved for the overall betterment of the organisation as well as the society .

Green Consumers :

Green Consumers can be referred to as those types of persons who are basically influenced by the idea of respecting the welfare of the entire society and wants to buy those types of products or services which are basically environment friendly and causes less negative effect on the surrounding environment .

There are various types of Green Consumers in the modern societies which are as follows :

- **Behavioural Green:** These types of consumers are trying to adopt green practices into their normal everyday life and normally goes on to buy those types of products or services which does not harm the surrounding natural environment .
- **Potential Green :** These types of consumers do not normally behave to protect the environment but if they are influenced by their societies in which they live they normally act towards the direction of protecting the surrounding environment .

- **Think Green :** These types of consumers basically go on to buy green products only when it is within their budget , otherwise if the cost of the product or services exceeds their budget limits they will not go for buying those products .
- **True Browns :** These types of customers will deliberately go on to ignore or avoid the environmental factors and can also avoid purchasing products of those organisations which sells or market products after taking into considerations the environmental aspects .

Green Marketing :

The term green marketing can be described as the process or procedure of designing , developing and distributing or delivering products which are eco-friendly and can be considered as less harmful to the surrounding environment and the normal ordinary living being living there in .

In this light we see that The American Marketing Association (AMA) has defined green marketing as the marketing of those types of products which are not harmful to the surrounding natural environment .

Characteristics of Green Marketing Practices:

Some of the characteristics of green marketing practices are as follows :

- Undertaking proper education of the existing customers or the prospective customers regarding environmental benefits of the products or services of a organisation or a company .
- Specifically offering products that are basically organic or natural or are in any way normally free from any type of harmful chemicals .
- Using and insisting everybody to use eco-friendly packaging materials .
- Promoting the benefits of using recycled or recyclable materials .
- Specifically encouraging customers to go on for repairing and reuse of old products rather than indulging in buying new products .
- Promoting the use of various types of renewable energy sources .
- Develop and offer those types of products which normally avoids unnecessary wastages of energy and are usually low on carbon footprint .

Types of Green Marketing Practices :

Some of the green marketing practices which can be practised by various types of organisations of the modern era are as follows.:

- Initiating various types of marketing campaigns that will go on to reveal the organisation's environment friendly products and procedures and their benefits on the environment .
- Support , initiate and conduct various types of environmental campaigns like sea beach cleaning or plantation of trees at various places , solely or jointly with any other organisations to raise awareness among not only the customers but also the entire society as a whole regarding protection of the environment which in turn will go on to raise the image of the organisation as a environmentally conscious organisation .
- Try and develop digital marketing practices to reduce the unnecessary wastage of natural resources on one hand and reach the maximum audience possible on the other hand .
- Always try to use properly maintained equipments and vehicles to reduce the carbon footprint of the organisation .

Importance of Green Marketing :

Green marketing goes on to help companies or organisations to reduce their bad environmental impacts by promoting and distributing products with lower carbon footprints or recycled materials .

Green marketing can become a very powerful media to increase environmental awareness among it's customers to make proper choices while choosing their products.

Organisations by adopting suitable green practices and procedures and promoting them through their marketing campaigns goes on to create a positive impact on their surrounding environment to build a better sustainable future . Organisations which promotes eco-friendly products can develop their image as an environmentally responsible organisation which in turn can go on to develop their customer base in the modern world which in turn may lead to an increase in revenue generation for the organisation .

Objective of the Study :

The main objective of this study is to find out the efficacy of introducing the practices of green marketing through the various organisations of the modern societies of the entire world and find out how it can go on to help in the overall development of our planet earth .

II. LITERATURE REVIEW

Day by day as the ordinary population of the entire world is getting more and more aware of the global climatic changes and are getting conscious in regard to the protection of the surrounding environment more and more research work in regard to the green marketing practices is coming up throughout the entire world and some of them are as follows :

Preeti Ishtkan in her article , “ Green Marketing : Challenges and Suggestions “ stated that marketing means selling and purchasing of goods and services but when these selling and purchasing are done keeping in mind the importance of environment then it is called green marketing and so it basically means marketing of those products which are friendly to the environment .

Siddhesh Shinde in his paper , “ Green Marketing - History , Importance , Benefits and Problems “ , stated that normal ordinary customers has the tendency to link green marketing with terms like recyclable , refillable , ozone friendly and environmentally friendly but actually green marketing refers to a much broader concept and is applicable to various types of goods like consumer goods , industrial goods and as well as services .

Vikashita Mohanty and Sasmita Nayak in their paper , “ Green Marketing -It’s Application , Scope and Future in India “ stated that green marketing has been a major breakthrough in the vast field of marketing and has become one of the growing areas which is pulling a lot of attention towards it .

Janarthanan Bharanitharan , in his paper , “ Green Marketing in India : Emerging Opportunities and Challenges “ , stated that green marketing is a phenomenon which has developed particular importance in the modern market and is something that will continuously grow in both practice and demand .

Priyanka Aggarwal and Aarti Kadyan in their Article , “ Green Washing : The Darker Side of CSR , “ stated that Green washing is a practice which is followed by many organisations in which unsubstantiated or misleading claims are made of the environmental and social attributes of a product , service or the company as a brand. Greenwashing practice is adopted to make the company look more environmentally- friendly than it actually is , by spending more money , time and efforts on making its products as “ green “ rather than actually minimising its adverse impact on the environment .

III. RESEARCH METHODOLOGY

This study has been exploratory , casual and empirical in nature and the data needed for such research work has been collected through both direct and indirect methods of collection of primary and secondary data .

Direct Method :

Primary data has been collected by applying two stage sampling technique during field visit when personal interview was taken on the basis of a structured questionnaire which was specifically developed to collect information related to this study from some randomly selected respondents who are either service holders or are engaged in or practices various types of professions , businesses or have other means of earning livelihoods and are ordinary residents of Kolkata city of India ,

Questionnaire :

A specific structured questionnaire was developed to collect information and find out the views of the normal ordinary residents of Kolkata city of India who are either engaged with various types of organisations including manufacturing organisations , service sector organisations like banks , hotels , hospitals etc and or any other individuals who are engaged in various other types of professions or businesses to earn their livelihood .

Interview :

Interview for collection of primary data was made on the people who are general population of the Kolkata city of India and are engaged or comes from various sectors of the society .

Indirect Methods :

A number of books , newspapers , magazines , journals , websites , edited volumes , working papers , e-books and other reports were consulted to gather information related to our study .

IV. FINDINGS

The data obtained from both the primary and the secondary sources was examined and analysed thoroughly and results of the analysis are presented below.

History of Green Marketing :

According to the various studies which was conducted it has been observed that although some steps towards green marketing was taken during the 1970's , but basically during the late 1980's the main idea or the concept of green marketing was adopted by the societies of the world when some manufactured goods were found to be harmful for the surrounding environment .

Stages of Green Marketing :

Studies has shown and also It has been observed that green marketing has actually gone through various phases which are as follows:

- The first phase of green marketing can be termed as “Ecological Green Marketing “ which basically dealt with discussion on the concept of green marketing and most of the marketing activities or procedures were trying to find out solutions to the prevailing environmental problems .
- Then came the second phase of green marketing which was termed “ Environmental Green Marketing “ when the main focus shifted to development of clean technologies which would produce new type of products which would not go on to harm the surrounding natural environment .
- Thereafter came the third phase which was termed as “ Sustainable Green Marketing “ when normal ordinary people bacame much more conscious about the surrounding environmental problems and started buying products and services which actually created less damage to the surrounding environment which more or less almost forced the organisations to think and change their selling and marketing behaviours .

Benefits of Green Marketing :

Some of the basic benefits of introducing green marketing practices are as follows :

- First and foremost , introduction of green marketing practices goes on to helps in reducing unnecessary wastages of energy , natural resources , etc which in turn goes on to help in reducing the carbon footprint of the organisations in the modern world .
- Second it helps in developing the habits of producing and using, environment friendly or recycled products which will not spoil or cause damage to the environment .

Disadvantages of Green Marketing :

- **Increases Cost :** The process of changing marketing strategies from the existing processes to new green strategies will always go on to increase the overall cost .

- **Costly Green Certification Procedures :** In order to become acceptable in the society as a green organisation a organisation in most cases will have to go through some certification procedures where the certificates will be given not only by the governments authorities or government agencies but there may be various other professional bodies which provides such certificates according to the needs of meeting the various designated industry environmental standards . Thereafter we see that sometimes it is also very difficult for the industries to follow or maintain the official stated standards and this aspect can be termed as one of the most basic disadvantage in the process of adopting green marketing procedures .

Green Marketing Strategies :

Some of the strategies which can be measured as green marketing strategies are as follows :

- **Use of Recycled Materials :** Develop the habits of developing , producing and using recycled products as the introduction of recycling methods goes on to implement less processing of raw materials which in turn not only goes on to reduce air and water pollution but also helps in reducing unnecessary wastages of energy and in turn goes on to reduce unnecessary emissions of green house gases .
- **Upgrade Vehicles and Equipments :** In the modern world the vehicles and the equipments what we use has in most cases bad impacts on our surrounding environment and so it is always advisable to take some care and invest some of the organisation's resources to buy new vehicles and equipments at regular intervals to reduce the level of carbon emissions in the surrounding environment .
- **Social Media Marketing :** Various types of Social Media Marketing is not only environmentally friendly but is also no less effective than any general or offline marketing practices and can easily reach out to various types of customers spread throughout the entire world .
- **Bulk Email Services :** The options of sending newsletters or bulk emails in the modern societies provides great opportunities to reach the targeted customer base in much more environmentally friendly manner .
- **Support Environmental Campaigns:** Organisations can adopt those types of marketing strategies which helps in supporting various types of environmental activities by providing donations , etc , and join in their Save the Planet (Earth) programmes and activities which in turn can go on to enhance the brand image of the organisations .

Performance of Green Marketing in Modern Era :

According to the various studies it is seen that the consumer preferences and their buying behaviours are changing rapidly and today green lifestyle has become a new way of life of the persons of the modern society .

Green Washing :

In this regard we see that most of the national and multinational organisations of the modern era are increasingly becoming aware about their specific roles in improving the surrounding environment and are trying to quickly change their types of activities to adopt those types of activities and processes which are in demand in the modern markets but still due to certain activities of the modern day organisations it has been observed that in many instances organisations were actually doing nothing and were just trying to show that they have turned towards green practices and these type of practices can be termed as Green Washing .

Therefore it is suggested to all concerned that the organisations or the companies should behave in a honest manner while implementing their green marketing initiatives and should not try anything false to increase their organisation's image to deceive their customers .

V. SUGGESTIONS

As per the studies it is seen that due to some reckless attitude and activities of various types of entities of the modern world not only the actual storage of the natural resources of our planet earth has gone down but there has been various other problems like global warming , ozone depletion , etc , etc , which has actually gone on to force the modern day's entrepreneurs or organisations to take proper marketing steps or strategies to preserve the green resources of our planet

earth on one hand and bring out proper green products which can be considered as safe and healthy for the customers on the other hand .

In modern days if any organisation wants to represent themselves as a responsible organisation in the society should go on to take some green marketing strategies or steps to protect our planet earth and the strategies can be as follows :

- **Green Product :** The term green product can be referred to as those types of products which are basically produced in a way that not only goes on to save the natural resources of our planet earth but also have less harmful impacts on our surrounding environment and obviously goes on to satisfy the needs of the customers .
- **Green Package :** As the name implies green package can be referred to those types of packagings which are not harmful to the surrounding environment like the green product which it will carry .
- **Green Distribution :** Distribution refers to those types of arrangements or activities which are undertaken to move the products or services from the place of their production to the place of their actual sales and so it has to be the responsibility of all the modern day's organisations to chose those types of distribution channels which are less harmful to the environment and the society as a whole .

Future of Green Marketing :

According to the various studies we see that in the modern societies of the world the demand for green marketing methods are increasing day by day for various reasons which are as follows :

- The foremost point for increasing demand of green marketing practices in the modern era can be due to the increase in awareness and concerns among the modern day customers and the consumers regarding the various surrounding environmental problems.
- The second reason for the increase of green marketing practices can be due to the increasing pressure of the governments and other stakeholders on the organisations to try and adopt those types of marketing practices and procedures which will obviously go on to reduce the bad impacts on the surrounding environment .
- The third reason for the increase of green marketing practices can be attributed to the development in the modern day's technologies which has actually gone on to make it easier for the modern day organisations to adopt better and cost effective green marketing practices .

Therefore we see that with the continuous degradation of the surrounding environment due to the various types of activities of various types of entities of the modern societies the demand for adopting green marketing practices is ever increasing in the modern era .

VI. CONCLUSION

Therefore according to the studies it is understood that the modern day's global challenge of climate changes due to various reasons like global warming , ozone depletion , etc , etc , can to some extent be taken care by introducing various methods of green marketing as it has been observed that green marketing practices and procedures not only goes on to create a positive impact on the surrounding environment and the human health but also goes on to help the organisations to contribute in a proper and better manner for the overall development of the entire world .

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