
GREEN AN EMERGING COLOUR AS A SOLUTION FOR AN ENVIRONMENT

S.William John Christopher, Assistant Professor

PSN College of Engineering and Technology (Autonomous) Tirunelveli

S.Abirami, MBA Student

PSN College of Engineering and Technology (Autonomous) Tirunelveli

J.Jenisha, MBA Student

PSN College of Engineering and Technology (Autonomous) Tirunelveli

ABSTRACT

India an emerging country with enormous economic and population growth worldwide in the second half of the twentieth century have threatened the health of the planet - ozone depletion, climate change, depletion of forest cover, fouling of natural resources, and extensive loss of biodiversity and natural habitats. Green revolution, going green, environmental protection, sustainable life style, sustainable development, protecting our earth and many more has become a natural phenomenon in our everyday life. Green marketing is a tool used by many companies in various industries to follow this trend. In many aspects, producing goods and services will provide harm to our natural environment. A new trend called green has emerged due to the pressure on companies from consumers, employees, partners and Government (regulations) to bring changes on environment. A new business is needed to meet the consumer needs without harming the environment. Green business is an enterprise that has minimal negative impact on the global or local environment, community, society or economy. Clearly, green marketing is part and parcel of the overall corporate strategy (*Menon and Menon, 1997*).

Keywords: Environment Safety, Environment Protection, Green Business, Green Marketing, House Hold Products, Recyclable, Social Responsibility.

GREEN MARKETING: DEFINITION

The American Marketing Association (AMA) held the first workshop on "Ecological Marketing" in 1975. The proceedings of this workshop resulted in one of the first books on green marketing entitled "Ecological Marketing" (*Henion and Kinnear 1976a*). The American Marketing Association (AMA) defines Green

MARKETING AS

1. (Retailing definition) the marketing of products that are presumed to be environmentally safe. 2. (Social marketing definition) the development and marketing of products designed to minimize negative effects on the physical environment or to improve its quality. 3. (Environments definition) the efforts by organizations to produce, promote, package, and reclaim products in a manner that is sensitive or responsive to ecological concerns.

Green or Environmental Marketing consists of 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. (*Polonsky 1994b, 2*).

WHY GREEN MARKETING IS ADAPTED IN BUSINESS

1. Organizations perceive environmental marketing to be an opportunity that can be used to achieve its objectives (*Keller 1987, Shearer 1990*).
2. Organizations believe they have a moral obligation to be more socially responsible (*Davis 1992, Freeman and Liedtka 1991, Keller 1987, McIntosh 1990, Shearer 1990*).
3. Governmental bodies are forcing firms to become more responsible (*NAAG 1990*).
4. Competitors' environmental activities pressure firms to change their environmental marketing activities (*NAAG 1990*).
5. Cost factors associated with waste disposal, or reductions in material usage forces firms to modify their behavior (*Azzone and Manzini 1994*).

OPPORTUNITY

While shopping, a majority of Indians prefer to make decisions based on the impact of their purchases on environment and sustainability, according to a survey by the Nielsen Company."The Indian consumer is increasingly conscious of the benefits of environmentally friendly and sustainable practices... 86% Indian consumers surveyed, place faith in energy efficient products and appliances, followed by recyclable packaging (79%)," Global Online Environment and Sustainability Survey by Nielsen said. Least impact was given to products not tested on animals (41%) and fair trade products (44%). However, when it comes to actual buying, only about 44% Indians purchase eco-friendly products as they are 'very expensive'. The survey results are based on responses of more than 25,000 Internet respondents in 51 countries throughout Asia Pacific, Europe, Latin America, the Middle East, Africa and North America. India is one of the top three countries within Asia Pacific that have shown an affinity towards eco-friendly products."The sensitivities to want ecologically friendly products are in place, but the high price of items [ranging] from recycled paper to organic

foods make it difficult for consumers to purchase them for everyday use," *Nielsen Executive Director* Dipita Chakraborty said.

A significant percentage of Indian consumers (81%) are willing to pay more for eco-friendly products than their counterparts, *reveals a global study by UL*, a leader in advancing safety, making them highly conscious about eco-friendly products. According to the study, nearly three-quarters (73%) of Indian consumers believe that manufacturers use eco-friendly processes. UL employed an independent research firm to conduct a global quantitative survey among 1,528 consumers and 1,521 manufacturers across five countries: Brazil, China, Germany, India and the United States. Due to the increase in customer demand and preferences change, many organizations came forward to see green marketing as an opportunity to do business as well as contribute to the nation by delivering quality products to the customer by the way of preventing the environment. It appears that all types of consumers, both individual and industrial are becoming more concerned and aware about the natural environment. In a 1992 study of 16 countries, more than 50% of consumers in each country, other than Singapore, indicated they were concerned about the environment (Ottman 1993).

A 1994 study in Australia found that 84.6% of the sample believed all individuals had a responsibility to care for the environment. A further 80% of this sample indicated that they had modified their behavior, including their purchasing behavior, due to environmental reasons (*EPA-NSW 1994*). There are numerous examples of firms who have strived to become more environmentally responsible, in an attempt to better satisfy their consumer needs.

PHILIPS – Green and Lighting

Lighting impacts on electricity bills, particularly if you're using outdated technologies. Lighting is one of the most attractive and easy ways to save money on your electricity bills. Not only does it consume 19% of all electricity in the world, replacing energy-inefficient lighting with green alternatives has an immediate impact on energy use, CO₂ emissions, and the environment and at the same time improves light quality.

ENERGY SAVINGS UP TO 40%

Energy-efficient general lighting has the potential to achieve average energy savings of 40%. Globally this would save:

EUR 120 billion in energy costs

- 630 million tones of CO₂
- 1,800 million barrels of oil equivalent
- Or the annual output of 600 medium sized power stations at 2TWh/yr.

ECO-FRIENDLY FRANCHISE OPPORTUNITY

Going green is here to stay. More and more businesses, franchises included, are being drawn to the opportunities presented by the rising number of consumers interested in conserving natural resources and limiting the amount of waste they generate. That's why a growing number of franchise businesses have already "gone green" and are offering hot new business opportunities for like-minded franchisees.

SOCIAL RESPONSIBILITY

Company responsibilities are often divided into economic, social, and environmental categories similar to the categories proposed in the popular concept of sustainable development (Peattie, 1995). However, there is no single, commonly accepted definition of corporate social responsibility (CSR). It generally refers to business decision making linked to ethical values, compliance with legal requirements, and respect for people, communities and the environment. The World Business Council for Sustainable Development (WBCSD) defines CSR as "the commitment of business to contribute to sustainable economic development, working with employees, their families, the local community and society at large to improve quality of life" (WBCSD, 2000). CSR means going beyond the legal, technical, and economic requirements of the company (Carrol, 1999).

Many firms are started to realize, thing and understand that they are the part of wider community and therefore must conduct their business in an environmentally responsible manner. They believe that they can achieve the environmental objectives as well as profit related objectives. Firms can adapt green marketing in order to address cost or profit related issues. In order to minimize the waste, the firms can be forced to re-examine their production process more efficiently. Not only by reducing the waste, but also use minimal of raw materials, which results in minimizing the cost of both waste and raw materials. An example of a firm, which adopted the new recycling process to reduce the impact on environment, is **DELL**.

DELL – RECYCLING PROCESS

Innovative materials: We pioneered the use of natural materials in our packaging, like our bamboo and mushroom cushions, our new wheat straw initiative and our new Air Carbon bags. We also make it easy for customers to recycle the packaging they do receive.

Dell was the first technology company to use bamboo cushions to replace foam. We source it from sustainable forests near our manufacturing, further reducing our environmental footprint. Mushrooms are proving to be a great packaging alternative. By injecting mushroom spores into a mold with agricultural wastes like cottonseed and rice hulls, we are actually growing cushions that serve as an organic, compostable alternative to Styrofoam for heavier products like servers. Wheat straw is our newest sustainable packaging initiative. We're using the straw (normally burned as waste) and mixing it with recycled paper fibers to create boxes for notebook and desktop products.

This process reduces pollution while using less water and energy than traditional manufacturing.

GOVERNMENT PRESSURE

Apart from proactively embracing green marketing, it is also essential to comply with environmental legislation. Governments try to protect consumers and society by minimizing the impact of business on the environment. For example, they try to reduce production of harmful goods, modify consumer and industry's use of harmful goods, and ensure that businesses provide accurate information on the environmental aspects of their activities.

Governmental regulations relating to environmental marketing are designed to protect consumers in several ways: 1) reduce production of harmful goods or by-products; 2) modify consumer and industry's use and/or consumption of harmful goods; or 3) ensure that all types of consumers have the ability to evaluate the environmental composition of goods.

The main purpose of designing these objectives is to minimize the amount of hazardous waste, which is produced from the firm's. Government motives the customer and the manufacturer to become more responsible in caring the environment. Some governments are voluntarily involved in protecting the environment by bringing awareness to the customer and recycled programs to the manufacturer. The awareness given by the government can modify the users and industries on the consumption of harmful goods, which includes detrimental to the environment.

For examples, Illinois became the first state in the union to ban micro beads, the tiny bits of plastic found in consumer products like skin exfoliates and soap. As *NPR's Cheryl Corley reports*, environmentalists say that when micro beads wash down the drain, they're usually missed by filtration systems, which means they become food to fish and other wildlife.

COMPETITION

Companies and organizations are today in a business environment which became more committed to environmental issues. The reason is that stakeholders' expectations regarding sustainability and environmental protection are increasing. Consumers' wants are more oriented to sustainable and eco-friendly products (*Siegenthaler, 2010*). Employees' management style of environmental organizations is acclaimed and spread. National and international legislations are getting tougher concerning environmental care (*Rodriguez-Ibeas, 2006*). "Competition is at the core of the success or failure of firms" (*Porter, 1985, p. 1*). Competitive advantage is about choosing the right strategy for an organization, in order to provide superior benefits than competitors to customers. In some instances, the competitive pressure has led the entire industry to modify their business practices and thus reduce damage to the environment.

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 (*Advertising Age 1991*).

COST OR PROFIT ISSUES

In order to address the cost or profit related issues firms may also use green marketing. The harmful waste which can be produced by the firm really affects the environment, such as polychlorinated biphenyl (PCB) contaminated oil are becoming increasingly costly and in some cases difficult. So it is advisable for the firms to reduce the harmful waste in order to substantial cost savings. Firms attempt to find end-of-pipe solutions, instead of minimizing waste. Thus firms have to develop more effective production process to minimize the waste, but reduce the need for some raw materials.

The way in which cost or profit issues may affect firms' environmental marketing activities is that new industries may be developed. This can occur in two ways: 1) a firm develops a technology for reducing waste and sells it to other firms; or 2) a waste recycling or removal industry develops (*Yurman 1994*).

For example, the fly ash generated by thermal power plants, which would otherwise contributed to a gigantic quantum of solid waste, is used to manufacture fly ash bricks for construction purposes.

PROBLEMS CAUSED USING CHEMICAL PRODUCTS

PERSONAL HEALTH

Over the past century humans have introduced a large number of chemical substances into the environment. Some are the waste from industrial and agricultural processes. Obviously some chemicals are useful but many are toxic and their harm to the environment and our health. When consumers buy commercial cleaning products, we expect them to do one thing: clean! We use a wide array of scents, soaps, detergents, bleaching agents, softeners, scourers, polishes, and specialized cleaners for bathrooms, glass, drains, and ovens to keep our homes sparkling and sweet-smelling. But while the chemicals in cleaners foam, bleach, and disinfect to make our dishes, bathtubs and countertops gleaming and germ-free, many also contribute to indoor air pollution, are poisonous if ingested, and can be harmful if inhaled or touched. In fact, some cleaners are among the most toxic products found in the home. In 2000, cleaning products were responsible for nearly 10% of all toxic exposures reported to U.S. Poison Control Centers, accounting for 206,636 calls. Of these, 120,434 exposures involved children under six, who can swallow or spill cleaners stored or left open inside the home. Fragrances added to many cleaners, most notably laundry detergents and fabric softeners, may cause acute effects such as respiratory irritation, headache, sneezing, and watery eyes in sensitive individuals or allergy and asthma sufferers. The National Institute of Occupational Safety and Health has found that one-third of the substances used in the fragrance industry are toxic.

ENVIRONMENTAL

After bubbly cleaning liquids disappear down our drains, they are treated along with sewage and other waste water at municipal treatment plants, and then discharged into nearby waterways. . In a May 2002 study of contaminants in stream water samples across the country, the U.S. Geological Survey found persistent detergent metabolites in 69% of streams tested. Sixty-six percent contained disinfectants.

The detergent metabolites the USGS detected were members of a class of chemicals called alkylphenol ethoxylates (APEs). APEs, which include nonylphenol ethoxylates and octylphenol ethoxylates, are surfactants, or "surface active agents" that are key to detergents' effectiveness. They are added to some laundry detergents, disinfectants, laundry stain removers, and citrus cleaner/degreasers. When discharged in municipal waste water, nonylphenol ethoxylates and octylphenol ethoxylates break down into nonylphenol and octylphenol, which are more toxic and do not readily biodegrade in soil and water. Another famous water pollutant is phosphates, water-softening mineral additives that were once widely used in laundry detergents and other cleaners. When phosphates enter waterways, they act as a fertilizer, spawning overgrowth of algae. . Although many states have banned phosphates from laundry detergents and some other cleaners, they are still used in automatic dishwasher detergents.

The plastic bottles used to package cleaning products pose another environmental problem by contributing to the mounds of solid waste that must be land filled, incinerated or, in not enough cases, recycled. Most cleaners are bottled in high-density polyethylene (HDPE, denoted by the #2 inside the recycling triangle) or polyethylene terephthalate (PETE, #1) which are accepted for recycling in a growing number of communities. However, some are bottled in polyvinyl chloride (PVC, #3). PVC, otherwise known as vinyl, is made from cancer-causing chemicals such as vinyl chloride, and it forms as a byproduct a potent carcinogen, dioxin, during production and incineration.

As a final insult, most sanitation departments do not accept PVC for recycling; less than 1% of all PVC is recycled each year.

IMPLICATIONS OF GREEN MARKETING

Green products are becoming increasingly popular as consumers become more aware of the hazards of chemicals and toxins in their food, their households and their outdoor environment. As the profile of ecologically sustainable products becomes more prominent in the economic world, there is more and more incentive for businesses to supply consumers with what they want.

HOUSEHOLD BENEFITS

People who live in a household that is cleaned and maintained with natural materials are at a far lower risk of becoming sick as a result of exposure to toxins. Natural cleaners, paints, carpets, building materials and finishes help to create an indoor environment that is benign to the health of both people and pets. The act of using green products also helps to educate families about issues of health and sustainability, and makes it more likely that they will be aware of health in the fields of food, transportation and employment.

ENVIRONMENTAL BENEFITS

Toxic products create toxic waste, most of which ends up in the environment. Products that are manufactured, marketed and utilized in a sustainable manner have less impact on the environment. Many green products also use their sale as an opportunity for public education through information included on the packaging. Using a green product can encourage a consumer to use still more green products and to spread the word to their friends and neighbors. The natural world has evolved to function in a balanced manner, and the more accurately human productions can mimic that balance, the less harmful they will be.

ECONOMIC BENEFITS

Although many green products are more expensive than conventional products, largely due to the economics of scale, it still pays to buy them in the long run. When a consumer purchases a green product, which function as a vote for a green economy. As more green products and fewer toxic products are sold, the overall economy is slowly transformed into an economy that is more sustainable and earth-friendly. In addition, as green economies grow, the costs of individual items will come down, due to the increased efficiency of larger production runs.

CONCLUSION

Green marketing is based on the premise that businesses have a responsibility to satisfy human needs and desires while preserving the integrity of the natural environment.

Consumers who use green products can be confident that they are reducing the chances of harm to themselves, their families and their planet. In addition, they can feel good about themselves, knowing that they are making efforts to make the world a healthier place. Every dollar is a vote, and people who put their dollars toward things they believe in feel that they are doing something good.

Green consumerism is based on public awareness of pressing environmental issues. Green marketers hope to capitalize on this by developing strategies that allow consumers to integrate green products into their life style. Though consumers are willing to pay more for green products awareness program has to be conducted in order to save our environment. By adopting to green products it minimize health hazard to people or animals and does not contribute to excessive waste in its use or packaging. Solutions to environmental problems can be characterized into roughly three categories: ethical, legal, and business (economic and technological). Long-term sustainability of the planet is likely to require some rather distinct changes in the ethical behavior of its human population. Green marketing and the promotion of responsible consumption are part of that solution.

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