

GREEN PRODUCTS / MARKETING PRACTICES ORGANIZATIONAL INITIATIVES

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INTRODUCTION

- ◉ Green marketing highlights the green marketing efforts that organizations practice, including corporate social responsibility plans and sustainability efforts.
- ◉ In 1980, the concept of green marketing came into existence.
- ◉ The American Marketing Association (AMA) elaborates green marketing as the marketing of products that are presumed to be environmentally safe; it involves multifarious activities such as product modification, changes to production processes, packaging, advertising strategies and also increases awareness about green marketing amongst industries.

INTRODUCTION

- It shows growing awareness amongst consumers, governments and businesses.
- The right mix of eco- friendly products and service, sales, marketing, PR and management expertise is need of hour to attract the consumers who may be willing to buy eco-friendly products.
- There are a number of challenges and implications associated with the Green Marketing initiatives.
- Consumers' participation and their feedback in developing nations like India have to be duly considered.

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- ◉ **Murphy (1985)** gave a fine example of **Walt Disney World (WDW)**. WDW has an extensive waste management program and infrastructure in place, yet these facilities are not highlighted in their general tourist promotional activities.
- ◉ **Polonsky (1994)** explored that **Coca-Cola** does not promote its environmental initiatives.
- ◉ It has invested large sums of money in various recycling activities and modified their packaging to minimize its environmental impact.
- ◉ **Coke** has never used this concern as a marketing tool.
- ◉ Thus, consumers may not realize that **Coke** is a very environmentally committed organization.

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- M N Welling and Anupamaa S Chavan (2010) in their paper examined the feasibility of practicing green marketing in case of small and medium scale manufacturers' w.r.t. **Mumbai city and its suburbs**.
- They further analyzed that **Dell** has been one of the vendors who focus on producing green IT products.
- **Dell** has a strategy called "**Go green with Dell**" to sell their products in the market. It also comes in an eco-friendly packaging with a system recycling kit bundled along.
- According to **Sameer Garde, Country GM, Dell India**, "Dell follows green innovations from data-center efficiency to the use of eco-friendly materials for everything from chassis design to product packaging."

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- **Nokia's** initiatives by way of installation of 1,300+ green recycling bins at Nokia priority dealers and Nokia care centres.
- **ITC** strengthened their commitment to green technologies by introducing 'ozone-treated elemental chlorine free' bleaching technology for the first time in India.
- **ONGC** with energy-efficient and green crematoriums will soon replace the traditional wooden pyres across the country especially considering the religious pilgrimages like Gaya, Ujjain, Mathura, Allahabad, Varanasi, Nasik etc.
- **ONGC's Mokshada** Green Cremation initiative may save 60 to 70% of wood and a fourth of the burning time per cremation.
- The researchers also added a few more organizational initiatives like **Reva Electric Car Co.** developing a market for electric cars.
- **Broadcaster New Delhi Television Ltd, or NDTV,** in partnership with car maker Toyota Kirloskar Motor Pvt. Ltd launched Greenathon on 7 February, 2012 –a 24-hour live television event to create awareness about environmental issues.

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- ◉ **McDonald's** replaced its clam shell packaging with waxed paper because of increased consumer concerns 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.

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- Madhuri Gupta and Kavita Aggarwal (2012) highlighted examples of the **Surf Excel** detergent which saves water (advertised with the message—"*do bucket paani roz bachana*") and the energy-saving **LG** consumers durables are examples of green marketing.
- The authors have also discussed Indian Green Building Movement, spearheaded by the **Confederation of Indian industry (CII) - Godrej Green Business Center**, has gained tremendous impetus over the last few years. From 20,000 sq ft in 2003, India's green building footprint is now over 25 million sq ft.
- The **HSBC** became the world's first bank to go carbon-neutral last year.

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- P. Gurusamy, J.Princy D. Senthilnathan (2013) discussed **Suzlon Energy's** green marketing strategies.
- **Suzlon Energy** manufactures and markets wind turbines, which provide an alternative source of energy based on wind power.
- The researchers also covered **IndusInd Bank** initiatives towards environment as **IndusInd Bank** has installed the country's **first solar-powered ATM** in Mumbai and thus brought about an eco-savvy change in the Indian banking sector.
- Currently, **IndusInd Bank** has several ATMs, out of which are solar-powered.
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- **Manappa Omkareshwar (2013)** has undertaken an extensive work on Green Marketing Strategies adopted by selected business houses. Like **Philips Lights' CFL, Introduction of CNG in New Delhi and Agartala** emerging as a first green city of India.
- **Philips** re-launched CFL range as "Marathon," underscoring its new "super long life" positioning and promise of saving \$26 in energy costs over its five-year lifetime.
- **Agartala administration** made all public and private vehicles run on CNG by 2013, **Tripura Natural Gas Co .Ltd (TNGCL)**, a joint venture of **Gas Authority of India Ltd (GAIL)** and **Tripura and Assam Governments**, have undertaken a project to supply CNG to all private and government vehicles.
- **Agartala** may become the first green city in India.

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- **R. Shrikanth and D. Surya Narayana Raju (2012)** have provided a list of top 10 Indian green brands, citing The International Dairy federation rating the **AMUL** Green movement as the best Environment Initiative in the –Sustainability Category in 2010.
- The authors have provided following list of top **10 Green Brands in India:**
 - **1. Amul**
 - **2. Dabur**
 - **3. Infosys**
 - **4. Taj Hotels**
 - **5. Britannia**
 - **6. Suzlon India**
 - **7. Hindustan Unilever Products**
 - **8. Wipro technologies**
 - **9. Maruti**
 - **10. Godrej Consumer Products**

CONCLUSIONS

- One way of responding to the increasing eco-concern had been by means of marketing activities, like green marketing campaigns or talking rather than acting green.
- Indian organizations are concerned about the environment and such pro-environmental concerns enable them to go green in their products and implantation Green marketing strategies.
- With the risk of global warming, it is really important that green marketing should march forward to protect our environment but it is an admitted fact that organizations have also to bear increased cost implications as clearly evinced incase of Solar ATMs and Ozone Food Processor/Food Guard/ Solar Water Heaters.

CONCLUSIONS

- It can be concluded that organizations promoting Green products require renewable and recyclable material, which is costlier and is not affordable by all the organizations.
- The green marketers in India should carry out heavy promotional campaigns to enable the society to get acquainted with the multifarious advantages pertaining to Green Marketing leading to higher demand patterns, thereby manufacturers may go after larger output levels, consequently sales may go up and such higher costs can become affordable.

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THANKS