



ONE DAY NATIONAL SEMINAR
ON

**"GREEN MARKETING - PERSPECTIVES,
PROSPECTS AND PRECEPTS"
GMP's - 2020**

Chief Editor
Mr. T. JUSTIN, MBA, NET

Organized by
DEPARTMENT OF
BUSINESS ADMINISTRATION

ANANDA COLLEGE

**(Accredited with "B" Grade by NAAC) UGC Recognized 2(f)
and 12B institution Affiliated to Alagappa University, Karaikudi
Devakottai - 630 303, Sivagangai District, Tamil Nadu**

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24th January 2020

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ABOUT THE COLLEGE



Ananda College is founded and managed by the R.C. Diocese of Sivagangai. It is a Roman Catholic, minority, co-educational and self-supporting institution. It is affiliated to Alagappa University, Karaikudi and it is accredited with "B" grade by NAAC in its first cycle. It is a UGC recognized 2(f) and 12(B) institution. The main tenets are ingrained and consecrated into *Shine in Love* and it is ubiquitously pervasive with the splendid values of goodness in the serene premises of Ananda.

It has initially been destined in forming the youth of southern districts of Sivagangai, Ramand and Pudukottai. In concise it provides an inclusive collegiate education to the younger generation irrespective of caste, creed and culture. Arising out of its origination it is bolstering on virtues of quality education and eminence in competence.

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GREEN MARKETING COMMANDMENTS AND CONFRONTATIONS

Dr. S. Amutha

Assistant Professor

Department of Business Administration

Arumugam Pillai Seethai Ammalcollege, Thiruppattur

Abstract

Green marketing is a progressive growing phenomenon in India and the world which has progressed specific paramount in the modern market. In the emerging world the connotation of pollution free practice is given more substance in all the sectors and in all levels of aspirations. The environmentalists and ecological well-wishers are objecting the business sectors as the predominant supplier for depleting natural resources and environmental demolition. Hence, both production planning and marketing-selling divisions of business are accentuated more to take utmost care in these areas along with fulfilling the market requirements. To diminish these complications an unprecedented wave of faith has born in the present globalized world where production, consumption and also marketing of the products can be carried effectively ensuring environmental convenience and safety. This wave is named as 'Green Marketing'. The article explores the challenges of confrontations and opportunities of possibilities businesses have with green marketing. The paper also disseminates the reason why business companies are following it and concludes that green marketing is something that will continuously grow in both practice and manifestation.

The Environmental concepts, practices and issues have gained limelight in business as well as in public life all over the world. It is not like that a few business and political leaders of different countries or few big renowned business houses are concerned about the day to day deterioration of environmental coexistence but every common people of our nation and the world is concerned about this common threat of global destruction in the name of global warming and environmental degradation.

Hence in this scenario of global progress, corporate organizations and production companies has taken green-marketing as a secret of their ultimate strategy to promote products by employing environmental assurance either about their ingredients or about the methods of making, policies, ideals, precepts and processes of the business course of action.

Keywords: balanced progress, green washing, green myopia, green goal, sustainable development, green competition, eco-cycle, green myopia

Research objectives

- To know the concept of green marketing with antagonistic perspective
- To comprehend the essential commandments of green marketing
- To ascertain the suitable measures of green dilemma
- To stimulate the prospects of future research in green marketing

Green marketing- The connotation

Green marketing is the marketing of environmentally friendly products and services. It is becoming more popular as more people become concerned with environmental issues and decide that they want to spend their money in a way that is kinder to the planet.

Green marketing can involve a number of different things, such as creating an eco-friendly product, using eco-friendly packaging, adopting sustainable business practices, or focusing marketing efforts on messages that communicate a product's green benefits.

This type of marketing can be more expensive, but it can also be profitable due to the increasing demand. For example, products made locally in North America tend to be more expensive than those made overseas using cheap labor, but they have a much smaller carbon footprint because they don't have to fly across the globe to get here. For some consumers and business owners, the environmental benefit outweighs the price difference. In India this connotation of green marketing is gradually growing with the help of profound penetration of digital media, direct marketing etc.

Commandments of Green Marketing

Eco friendly selling manifestation

All green marketing strategy should be a business strategy and not just a marketing. Act The most effective green marketing commandment and idea is to actually make real eco-friendly selling points for your small business. Staunch deciding business practices or the product itself to be greener and eco-friendlier. A strategy may be marketing that green product as a "low-energy" solution. Having a product or service that uses less energy or produces less waste than a traditional method is a great differentiator.

Promoting healthier living with fewer chemicals is also a great selling point for consumers - particularly those that have pets or children. This green marketing idea is ideal for businesses that offer services like carpet cleaning with non-toxic cleaning agents or lawn care with non-chemical weed killers.

Key commandments of green marketing

- Low-energy strategy
- Sustainable ingredients
- Non-toxic solution
- diminishing waste (or emissions)
- Chemical free
- Recycled content

Green Insignias

If a better business companies product has a green offering, or if any business participates in eco-friendly practices, make use of a variety of logos and insignias for best marketing and company branding that represent green. This includes company website, advertising, marketing materials, signage, business cards, packaging and vehicle graphics. go examples include the standard recycling arrow logo, Energy Star Rating logo, membership logos (such as U.S. Green Building Council or EPA). Companies can also consider designing a custom logo that is specific to their business or industry as an effective tool to communicate their green offering and stand out from the competition.

Recycled paper of print (PoP)

A well-known strategy to conserve resources, recycled paper is an easy way to subtly demonstrate that all business is environmentally conscious. Most printing vendors offer an

option to have marketing brochures, flyers or business cards printed on recycled paper that is almost as inexpensive as regular paper. Hence it is suggested to follow the consideration of ecological value and necessity of paper without affecting environments

Trust in Online genie

E-persuasion / online - influence, Online marketing, or e-marketing, is much more environmentally friendly than offline marketing like direct mail or printed advertising. The good news for small businesses is that it is also much cheaper to use online marketing. Placing an online banner ad is a low-cost alternative to a print ad and produces no printed waste or negative impact on the environment. Social media is also a very cost-effective way to communicate to customers and prospects.

The most absolute place to cut is printed direct mail, but replacing printed coupon mailers can be a challenge for small businesses that rely on coupon redemption to drive sales. Small businesses should seek to invest in growing their email database as a solution to reducing direct mail. There are also new online coupon deal offers with email marketing that can be a great way to increase sales for small businesses and reduce dependence on wasteful printed coupon mailers.

Nurturing Native vendors

Utilizing the valuable resources of native local vendors and suppliers is an effective green business practice because it is possibly instilled to reducing the undesirable impact of carbon emissions on the environment by having local delivery of products and supplies. It helps to customers know that not only support the local economy but favourite business is also minimizing gas consumption and carbon emissions by using local vendors. Hence trusting and supporting local vendors and native associates helps a lot to attain green goals.

Green fuel - Green signal

It is incredibly credible that the vehicles of use for delivery, sales and service have a big impact on green brand image. As the business vehicles travel throughout the local market territory, they make numerous impressions on the local customers and business prospects. It is recommended that operating hybrid or Flex Fuel vehicles for the delivery or sales and service cars will not only save best business in gas expense, but will send a clear message that particular business is also eco-friendly. It decisively brings good fortunes in the name of green marketing

Green magnanimity

Indeed, one of the best green marketing commandments is to bestow environmental initiatives by making donations or taking necessary solutions that assist a local environmental cause. In this context even customers can also support the cause by rendering environmental incentives for sales - such as planting trees or donating a portion of a sale to an environmental organization. Hence it is popularly called green magnanimity

and green charity. It is very popular like politicians and cinema people are following the strategy of green commandments for their image management.

These green marketing commandments are initial move that small businesses can take to reduce their carbon footprint and demonstrate to customers that choosing their business can make a difference with the environment.

Confrontations of Green Marketing
Green conflict-competition

Competition is the rivalry between companies selling similar products and services with the goal of achieving revenue, profit, and market share growth. Market competition motivates companies to increase sales volume by utilizing the four components of the marketing mix, also referred to as the four P's. These P's stand for product, place, promotion, and price. Knowing and understanding your competition is a critical step in designing a successful marketing strategy. If you are not aware of who the competition is and knowledgeable about their strengths and weaknesses, it's likely that another firm could enter the picture and provide a competitive advantage, such as product offerings at lower prices or value-added benefits. In green marketing the competition between racers are substantially between them it creates overlapping of green goals sometimes it distorts the green precepts.

Green marketing myopia

Green marketing is a lack of discernment by companies to recognize that customers are concerned with the idea of "What's in it for me?" as they are "How is this good for the environment?" In fact, maybe more so. Consumers are drawn to products that fulfill their wants and needs (such as enhanced performance or reduced cost) outside of eco-friendly product features.

Companies that focus exclusively - or rely heavily - on marketing the natural and organic product benefits without considering the direct consumer benefits may be setting themselves up for a disaster. Brands must navigate the delicate balance between eco-friendly claims and keeping customers happy in the checkout line or at home. When companies fail to adequately account for both, they enter the red zone known as green marketing myopia, or lack of insight.

Green washing and deceptive marketing

Green washing is the practice of making an unsubstantiated or misleading or distorting ability of assurance about the environmental benefits of a product, service, process, technology or company practice.

Green washing can make a company appear to be more environmentally friendly than it is. It can also be used to differentiate a company's products or services from its competitors by promising more efficient use of power or by being more cost-effective over

Green Product substantiation

Product substantiation presumes the process of keeping uniformity and consistency among the different iterations of a particular good or service that are available in different markets. It is a process of marketing a good or service without making any changes to it. If a product is changed at all, it is only changed superficially. Otherwise, the characteristics of the good or service remain uniform. It is made using the same materials and processes, has the same packaging and is marketed under the same name.

The strategy of green product standardization requires a particular industry or organization to follow certain guidelines in order to maintain the consistency of a product's nature, appearance, and quality. These guidelines are ones that are accepted on a general basis and are adhered to when producing a good or carrying out a service. The guidelines may apply to one organization or one industry and may be applicable on a national level or an international level.

New Inception

In India it is prevailed in earlier years. But it is still a new concept for the common people. The consumer needs to be educated and made aware of the environmental threats. The new green movements need to reach the masses and that will take a lot of time and effort. By India's ayurvedic heritage, Indian consumers do appreciate the importance of using natural and herbal beauty products. Indian consumer is exposed to healthy living lifestyles such as yoga and natural food consumption. In those aspects the consumer is already aware and will be inclined to accept the green products.

Patience of green progress

The business leaders and corporate stewards to perceives the environment as a huge long-term investment opportunity, the marketers need to look at the long-term benefits from this new green movement. It will require a lot of patience and no immediate results. Since it is a new concept and idea, it will have its own acceptance period. Success not happen overnight since green marketing is initial in emergence hence it requires time of patience to process, and prevalence of all business sphere.

Conclusion

In the recent decade customers are very clever and conscious about product, process, content and impact. Moreover, they are favoring their expected brands of company not only to share their values of reputation but to disseminating in all sphere of exhibition. The precedented perception of business organizations towards green values was that the injection for making business environment green and behaving in a more responsible way specifically comes from legal authority and its legislations. Now that previous connotation is metamorphosing throughout the world and consumers now take the privilege to observe the intent and content of environment and product specification. There is a revolutionary move in consumer preferences and life styles. They prefer eco- friendly products over others and many a times are ready to pay a better level. Due to this changing way from

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traditional marketing to go green marketing, companies these days are facing many new challenges of confrontations and some extent protests too. This can also be perceived as a force of unprecedented prospects of favour to grow in contemporary business conditions. It is very prudent to understand the consumer basic needs of green inputs and avoid the inevitable challenges and following the footprints of green commandments of ecological safety ideals and precepts.

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