

Green Marketing through Corporate Initiatives in India



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Abstract

Today, people are getting more concerned for environment and changing their behavior for the protection of environment. As a result of this, the term "Green Marketing" has emerged. Hence, marketers are feeling their responsibility towards environment and giving importance to green marketing. Green Marketing incorporates broad range of activities including product modification, changes to the production process, packaging changes, and modifying advertising. Green marketing focuses on satisfaction of customers' needs and wants with no or minimum harm to the natural environment.

Keywords: Green Marketing, Sustainable Development, Ecological Marketing, Environmental Marketing, Corporate Initiatives.

Introduction

Green marketing consists of marketing products and services based on environmental factors or awareness. Companies involved in green marketing make decisions relating to the entire process of the company's products, such as methods of processing, packaging and distribution. Green marketing companies seek to go above and beyond traditional marketing by promoting environmental core values in the hope that consumers will associate these values with their company or brand. Engaging in these sustainable activities can lead to creating a new product line that caters to a new target market.

According to American Marketing Association, "Green Marketing is the marketing of products that are presumed to be environmentally safe."

According to Polonsky (1994), "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.

Green marketing is synonymous with Environmental Marketing, Eco marketing and used interchangeably.

Green marketing term was first discussed in a seminar on Ecological Marketing organized by American Marketing Association (AMA) in 1975 and took its place in the literature. The term green marketing came into prominence in the late 1980s and early 1990s. The first wave of green marketing occurred in the 1980s. The tangible milestone for the first wave of green marketing came in the form of published books, both of which were called Green Marketing. They were by Ken Pattie (1992) in the United Kingdom and by Jacquelyn Ottman (1993) in the United States of America.

Objective of the Study

1. The main aim of the proposed study is to explore the various initiatives taken by the companies in Indian corporate towards Green Marketing. In addition to this, a study of different sectors taking the corporate initiatives has been done.
2. Another aim is to highlight the growth of green marketing in Indian perspective with and companies awarded for Green Initiatives.

Evolution of Green Marketing

According to Peattie (2001), the evolution of green marketing has three phases.

1. First phase was termed as "Ecological" green marketing, and during this period all marketing activities were concerned to help environmental problems and provide remedies for environmental problems.
2. Second phase was "Environmental" green marketing and the focus shifted on clean technology that involved designing of innovative new products, which take care of pollution and waste issues.

3. Third phase was "Sustainable" green marketing. It came into prominence in the late 1990s and early 2000 concerned with developing good quality products which can meet consumers need by Focusing on the quality, performance, pricing and convenience in an environment friendly way.

Green Initiatives in India

There are many ways through which we can promote the concept of Green Marketing. The strategies used for green marketing can differ from one product to another depending on The industry. In automobile industry, it is done through use of CNG and Natural gases. In edible products, it is done through use of herbal and natural ingredients. In case of Electric and Electronics, saving of electricity.

Some important initiatives of corporate houses in Indian perspective are-

Green Initiative in FMCG Segment

1. ITC's Watershed Development Initiative brings precious water to nearly 35,000 hectares of dry lands and moisture-stressed areas. • ITC's Sustainable Community Development initiatives include women empowerment, supplementary education, integrated animal husbandry programmes.
2. ITC's Social and Farm Forestry initiative has greened over 80,000 hectares creating an estimated 35 million person days of employment among the disadvantaged.
3. HUL is also adopting environmentally friendly and green practices. Zealous goals of curtailing carbon emissions by 22%, trimming water use by 29% and scaling down the amount of waste produced by 77% per manufactured product.
4. Amul was concurred with the Green Globe Foundation award in the manufacturing category at the 12th Delhi Sustainable Development Summit 2012. This was attributable to the crowd tree plantation drive with 312 lakh trees seeded over a span of 5 years in 15,000 villages.
5. Godrej "carbon neutral", "zero waste" and "water and energy Godrej is adopting a holistic approach which is set to benefit them in the near future
6. UNI LEVER LTD New Surf Excel (Do Bucket Paani... Ab Rozana Hai Bachana)
7. Lifeboy (a brand of soap from Unilever in India) had an advertising campaign encouraging children to keep their streets clean and not worry about germs as Lifeboy protects them.
8. McDonald's restaurant's napkins, bags are made of recycled paper. • Coca-Cola pumped syrup directly from tank instead of plastic which saved 68 million pound/year.
9. ITC's Bhadrachalam paper unit has invested in a Rs. 500 crore on technology that makes the unit chlorine free.
10. At Jubilant Organosys's Distillery at Gajraula, the treated wastewater is piped to farmers and CO₂ is sold to cola majors.

Green Initiative in Oil & Gas Segment

1. Tata Steel, HLL, Jindal Vijaynagar Steel, Essar Power and Gujarat Flurochemicals Ltd. etc have got clearance to undertake specifically designed

projects in order to gain benefits from carbon trading (Kyoto Protocol).

2. Barauni refinery of IOC is taken steps for restricting air and water pollutants.
3. Badarpur Thermal Power station of NTPC in Delhi is devising ways to utilize coal-ash that has been a major source of air and water pollution.

Green Initiative in Automobile Segment

1. Introduction of CNG in all public transport systems
2. Eco-friendly Rickshaws (e-reckshaw)

Green Initiative in Electric and Electronics Segment

1. Kirloskar Copeland Limited eco-friendly R404A gas compressor For better living in society and sustained economy, many other firms are contributing to conservation of environment directly and indirectly.
2. Wipro won top-most position in the Greenpeace International's Guide to Greener Electronics. This was awarded taking in view of their continued commitment to cut short their outright GHG emissions by an ambitious 44%, out of which 85% of its emissions will be curtailed through renewable energy use. Their entire new product range meets latest energy Star compliance, with 52% products surpassing them.
3. The refrigerator industry has shifted from chlorofluorocarbon (CFC) gases to more environmentally friendly gases.
4. Plantation and cultivation activities taken up by Intel India is an example of socially responsible firms contributing to preservation of environment.
5. Philips Light's CFL
6. HCL's Environment Management Policy under HCL eco-Safe
7. HP's promise to cut its global energy use 20 percent by the year 2010.
8. The Hewlett-Packard Company announced plans to deliver energy-efficient products and services and institute energy-efficient operating practices in its facilities worldwide.

Five Indian Companies in Global A List of Green Firms

Although the other countries like USA, CANADA, UK, JAPAN have taken many initiative in for the green marketing, but some Indian companies also make us proud to get a place in a global list related to Green Marketing initiatives. The firms are :

1. Essar Oil
2. Larsen & Toubro
3. Tech Mahindra
4. Tata Consultancy Services and
5. Wipro.

Conclusion

The India 2014 report titled "Indian companies decouple business growth from carbon emissions" reveals that energy efficiency is the key means by which companies are acting on climate change. Over 60% of surveyed companies are introducing process energy efficiency initiatives, consequently, 24% have reduced their absolute emissions and an additional 26% have reduced their emissions intensity while driving business growth and

profitability, said the report. According to the report, the Indian companies expressed their eagerness to engage with the government to keep abreast with regulatory changes. This will ensure that they can take necessary precautions and proactively maintain their competitive advantage and brand image.

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