GREEN MARKETING – ATTEMPTS OF SELECTED COMPANIES

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ABSTRACT

Worldwide evidence indicates people are concerned about the environment and are changing their behaviour. As a result of this, green marketing has emerged which speaks for growing market for sustainable and socially responsible products and services. Today’s consumers are more concerned more than ever about the environmental impact of products they buy. Today’s consumers are becoming more and more conscious about the environment and are also becoming socially responsible. Therefore, more companies are responsible to consumers’ aspirations for environmentally less damaging or neutral products. Many companies want to have an early-mover advantage as they have to eventually move towards becoming green. Going green provides an opportunity to save cost as well as an opportunity to be a responsible corporate citizen.

This paper explores the need of Green Marketing. The paper tries to find out the reasons as to why companies going green. The paper examines the ways as how the companies are moving on to the path of green marketing and highlights the challenges of green marketing.

Environmental marketing is more complex than conventional marketing. It serves two key objectives: To develop products that have minimal impact on the environment and environmental compatibility with convenience; and Environmental sensitivity to both products attributes and its manufactures’ track record for environmental achievement.

Keywords: Consumerism, Biodegradable, Nanotechnology, Greenwashing Index

There is growing interest among the consumers all over the world regarding protection of environment. Worldwide evidence indicates people are concerned about the environment and are changing their behaviour. As a result of this, green marketing has emerged which speaks for growing market for sustainable and socially responsible products and services.

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We see that most of the consumers, both individual and industrial, are becoming more concerned about environment-friendly products. Most of them feel that environment-friendly products are safe to use. As a result, green marketing has emerged, which aims at marketing sustainable and socially-responsible products and services. Now is the era of recyclable, non-toxic and environment-friendly goods. This has become the new mantra for marketers to satisfy the needs of consumers and earn better profits. The Indian consumer is evolving rapidly and with the democratisation of media, global trends reach India much more rapidly than in the past – all of this means that the consumer will wake up soon to issues around environment sustainability.

Companies are adopting green technology and methods such as water and electricity conservation techniques, rainwater harvesting, eco-friendly waste disposal and other processes. Trends in the industry in terms of products and services include use of paper bags instead of plastic bags, use of CNG, biodegradable detergents and soaps, environment-friendly sprays, use of natural dyes, organic vegetables and fruits, non-polluting fuel and HCFC-free refrigerators are ruling the markets today. There is a new breed of green-minded consumers who are opting for these environment-friendly products. Currently, the number of these green consumers might be less but the future holds a strong possibility of increase in these green consumers.

**Green Marketing – An Overview**

Green marketing refers to the process of selling products and/or services based on their environmental benefits. Such a product or service may be environmentally friendly in itself or produced and/or packaged in an environmentally friendly way. Green marketing is defined as “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.”

The term Green Marketing came into prominence in the late 1980s and early 1990s after the proceedings of the first workshop on Ecological marketing held in Austin, Texas (US), in 1975. The proceedings of this workshop resulted in one of the first books on green marketing entitled ‘Ecological Marketing’. According to the American Marketing Association, “Green Marketing is the marketing of products that are presumed to be environmentally safe”. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising. The past decade has shown that harnessing consumer power to effect positive environmental change is far easier said than done. The so-called ‘green consumer’ movements in the US and other countries have struggled to reach critical mass and to remain in the forefront of shoppers’ minds.

Green Marketing refers to holistic marketing concept wherein the production, marketing consumption and disposal of products and services happen in a manner that is less detrimental to the environment with growing awareness about the implications of global warming, non-
biodegradable solid waste, harmful impact of pollutants, etc., both marketers and consumers are becoming increasingly sensitive to the need for switch in to green products and services. While the shift to ‘green’ may appear to be expensive in the short term, it will definitely prove to be indispensable and advantageous, cost-wise too, in the long run.

**Objectives of the Study**

The objectives of the present study are:

1) To explore the need of Green Marketing.
2) To find out the reasons as to why companies going green.
3) To examine the ways as to how the companies are moving on to the path of green marketing.
4) To highlight the challenges of green marketing.

**Review of the Literature**

The green marketing has evolved over a period of time. According to Peattie (2001), the evolution of green marketing has three phases. First phase was termed as ‘Ecological’ green marketing, and during this period all marketing activities were concerned to help environment problems and provide remedies for environmental problems. 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. Third phase was ‘Sustainable’ green marketing. It came into prominence in the late 1990s and early 2000.

While public opinion polls taken since the late 1980s have shown consistently that a significant percentage of consumers in the US and elsewhere profess a strong willingness to favour environmentally conscious products and companies, consumers’ efforts to do so in real life have remained sketchy at best. One of green marketing’s challenges is the lack of standards or public consensus about what constitutes ‘green,’ according to Joel Makower, a writer on green marketing.

The holistic marketing concept conveys a message that businesses must develop products and marketing strategies. Not only address the needs of the consumers but also safeguard the long-term interests of those consumers as well as those of society at large (Kotler and Keller 2005). Green marketing, also termed ecological marketing (Fisk 1974), and environmental marketing (Coddington 1993), is thus an integral constituent of the holistic marketing concept. Prakash (2001) has classified the different ways in which businesses can move towards greenness. According to him:

- Green initiatives include changes in the value addition processes;
- Changes in the management systems; and
- Changes in the products or modification of inputs.
Green Consumer

Today’s consumers are more concerned more than ever about the environmental impact of products they buy. Pragmatic consumers purchase those products and packages that can be recycled or otherwise safely disposed off in their communities. As a result, the number of industries under fire from environmentalists has grown very rapidly. Green Consumerism has helped to spur significant shifts in the way in which some industries view the environmental challenge. The success stories of companies from developed countries like P&G, Compaq, MacDonald, Pepsi, Stonyfield, Toyota, 3M, Phillips, have set the ball rolling and paved a new way to do business for conscious and demanding green consumer.

Because of this transformation of consumers, companies have shifted their priorities from conventional marketing to what is called ‘Green Marketing’. In fact, some of the researchers have gone to the extent of profiling green product purchasers, to know there demographic composition and market behaviour, thus marketing products according to these green segments liking. Environmental marketing is more complex than conventional marketing. It serves two key objectives:

1) To develop products that have minimal impact on the environment and environmental compatibility with convenience.

2) Environmental sensitivity to both products attributes and its manufactures’ track record for environmental achievement.

Successful green marketers no longer view consumers as people with appetite for material goods but as human beings concerned about the condition of the world around them. The corporations that excel in green marketing are those that are basically pro-active in nature. These organisations consider themselves to be interdependent with nature’s processes. Outside they join hands environmental stakeholders in cooperative, positive alliances, and they work hand in hand with suppliers and retailers to manage environmental issues throughout the value chain. Internally, cross functional teams convene to find the best possible holistic solutions to environmental challenges. These companies essentially have a long term rather than short-term orientation approach with an intention of not only making profits but also contributing to the society by socio cause-related marketing approach.

Green Marketing and Social Responsibility

Many firms are beginning to realise that they are members of the wider community and therefore must behave in an environmentally responsible fashion. This translates into firms that believe they must achieve environmental objectives as well as profit related objectives. This results in environmental issues being integrated into the firm’s corporate culture. There are examples of firms adopting both strategies. Organisations like the Body Shop heavily promote the fact that they are environmentally responsible. While this behaviour is a competitive
advantage, the firm was established specifically to offer consumers environmentally responsible alternatives to conventional cosmetic products. This philosophy is directly tied to the overall corporate culture, rather than simply being a competitive tool.

**Green Marketing through Green Packaging**

The environmental impacts of products packaging and its waste are an issue of growing importance and concern worldwide. Companies use various quantities of materials and other resources to package their products to survive distribution and other harmful elements. Our environment is adversely affected by packaging and packaging waste. Added pressure from environmental lobbyists and eco-savvy consumers means that packaging must protect more than just its contents it must do its bit for the planet too. Of all the design disciplines, packaging design has the worst environmental reputation. Nanotechnology is being used in the packaging industry as food suppliers are required to use more environment friendly plastics for their goods. The quest for green packaging has introduced bioplastics such as PLA, Polylactic acid. Instead of being developed from petroleum like conventional plastics, PLA is developed from corn. Thus it is biogradable and consumes less fossil fuel to produce than standard packaging.

Plastic packaging and coatings are often singled out as among the chief contributions to the current environmental crisis. Plastics are used because they are easy and cheap to make and they can last a long time. Unfortunately, these are some of the useful qualities that can make plastic a huge pollution problem. Because the plastic is cheap it gets discarded easily and its existence in the environment can do great harm. Urbanisation has added to the plastic pollution in concentrated form in cities. However, technology currently exists to make packaging eco-friendly. It is only being used on a small scale, as yet. Eco-friendly packaging ranges from bioplastic containers, stretch wrap and filling, natural cellulose foam. Many packaging manufacturers are working on innovative ways to reduce the environmental impact of packaging, including making packaging biodegradable.

**Types of Green Packaging**

Green packaging is divided into three categories:

1) **Biodegradable Packaging**: Biodegradable packaging is packaging that after use simply biodegrades harmlessly back into the earth. This helps significantly in reducing the amount of packaging that needs to go to landfill and in addition conserves energy as the biodegrading process does not require external energy.

2) **Recyclable Packaging**: Recyclable packaging materials are made of materials that can be used again, usually after processing, for packaging or some another purpose, e.g., glass, metal, card and paper.

3) **Reusable Packaging**: Reusable packaging materials are which can be itself being cleaned and reused to store the same material or something else, e.g., glass bottles.
Consumers are becoming aware of the impact of plastic usage on environment. Among various methods to reduce plastic is green packaging, a very practical approach which acts on the root cause of pollution by plastics. Although, few consumers are aware of green packaging in India, the concept is not been educated or spread throughout the masses. Fast changing lifestyle has made consumers go in unidirectional, i.e., comfort and convenience. Therefore, proper awareness only can conserve environment. Government should form norms and educate consumers. Its not just government, marketers and consumers also should show the social as well as environmental responsibility.

Why Companies Going for Green Marketing

When looking through the literature there are several suggested reasons for firms increased use of Green Marketing. The possible reasons are mentioned herein below:

1) **Moral Obligation**: Organisations believe they have a moral obligation to be more socially responsible. Governmental bodies are forcing firms to become more responsible. [Davis 1992, Freeman and Liedtka 1991, Keller 1987, McIntosh 1990, Shearer 1990].

2) **An Opportunity**: Organisations perceives environmental marketing to be an opportunity that can be used to achieve its objectives [Keller 1987, Shearer 1990].

3) **Cost Factors**: Cost factors associated with waste disposal, or reductions in material usage forces firms to modify their behaviour. Reduction of harmful waste may lead to substantial cost savings. Sometimes, many firms develop symbiotic relationship whereby the waste generated by one company is used by another as a cost-effective raw material.

4) **Competitor’s Strategy**: Another major force in the environmental marketing area has been firms’ desire to maintain their competitive position. In many cases, firms observe competitors promoting their environmental behaviours and attempt to imitate this behaviour. In some instances this competitive pressure has caused an entire industry to modify and thus reduce its detrimental environmental behaviour. Competitors’ environmental activities pressure firms to change their environmental marketing activities (NAAG 1990).

5) **Limited Resources**: As resources are limited and human wants are unlimited, it is important for the marketers to utilize the resources efficiently without waste as well as to achieve the organisation’s objective. So green marketing is inevitable.

6) **Governmental Pressures**: Various regulations are framed by the government to protect consumers and the society at large. The Indian government too has developed a framework of legislations to reduce the production of harmful goods and by products. These reduce the industry’s production and consumers’ consumption of harmful goods, including those detrimental to the environment; for example, the ban of plastic bags in Mumbai, prohibition of smoking in public areas, etc.
7) Other Reasons: The other reasons include:

• Compliance issue;
• Clients ask for it;
• Great cost savings effort;
• Some think it is fashionable to do so;
• As a good public relations exercise.

Benefits of Green Marketing

Today’s consumers are becoming more and more conscious about the environment and are also becoming socially responsible. Therefore, more companies are responsible to consumers’ aspirations for environmentally less damaging or neutral products. Many companies want to have an early-mover advantage as they have to eventually move towards becoming green. Going green provides an opportunity to save cost as well as an opportunity to be a responsible corporate citizen. Some of the advantages of green marketing are:

1) It saves money in the long run, thought initially the cost is more.
2) It helps companies market their products and services keeping the environment aspects in mind. It helps in accessing the new markets and enjoying competitive advantage.
3) It ensures sustained long-term growth along with profitability.
4) Most of the employees also feel proud and responsible to be working for an environmentally responsible company.
5) Green marketing offers business bottom line incentives and top line growth possibilities.
6) While modification of business or production processes may involve start-up costs, it will save money in the long term. For example, the cost of installing solar energy is an investment in future energy cost savings.
7) Companies that develop new and improved products and services with environmental impacts in mind give themselves access to new markets, substantially increase profits and enjoy competitive advantages over those marketing non-environmentally responsible alternatives.

Roadblocks in Green Marketing

Many organisations want to turn green, as an increasing number of consumers’ and to associate themselves with environmental-friendly products. But there are certain problems which are associated with green marketing such as:

1) Confusion among the consumers regarding the products.
2) One often finds distrust regarding the credibility of green products.
3) The technology involved in production and marketing of eco-friendly products is difficult to adopt due to huge costs involved. The additional costs involved may ultimately increase the price of the final product. This will cause a fall in the demand for the company’s product reducing its customer base. For instance, with the adoption of EURO I & EURO II standards by the car manufacturers in India, the prices of cars have risen sharply making them beyond the reach of average consumers.

4) Another problem associated with green initiatives is with regard to the current level of scientific knowledge about the final impact of various actions. Thus, what may be seen as more environmentally friendly today may actually turn out to be more harmful in the long term.

5) All firms who undertake environmental marketing activities may not actually improve their behaviour. In some cases, firms have misled consumers in an attempt to gain market share. In other cases, firms have jumped on the green bandwagon without considering the accuracy of their behaviour, their claims, or the effectiveness of their products. This lack of consideration of the true “greenness” of activities may result in firms making false or misleading green marketing claims.

6) One of the main problems is that firms using green marketing must ensure that their activities are not misleading to consumers or industry, and do not breach any of the regulations or laws dealing with environmental marketing.

7) While governmental regulation is designed to give consumers the opportunity to make better decisions or to motivate them to be more environmentally responsible, there is difficulty in establishing policies that will address all environmental issues.

8) There is a difficulty in measuring the ROI on green products.

9) There are problems in understanding the application of regulations.

10) Large capital manufacturing investments required to handle greener materials and greener investments.

11) If firms make the packaging of their brands smaller, they may be at a disadvantage because of the reduced visibility of their brands on retail shelves.

12) The challenge for marketers would be to know how to keep off greenwashing.

Greenwashing Index

Enviro-Media Social Marketing (Enviro-Media) in conjunction with the University of Oregon School of Journalism and Communication (SOJC) launched an interactive on-line portal – www.greenwashingindex.com (Greenwashing Index). The idea behind the concept was to familiarise consumers with the concept of ‘greenwashing’, which the Oxford Dictionary defines as ‘Disinformation disseminated by an organisation so as to present an environmentally responsible public image’. By using the Greenwashing Index, consumers could rank advertisements making green claims. Firms found guilty of exaggerating their green claims
would be at the risk of facing severe criticism. This new website is the world’s first interactive on-line forum for educating consumers on the criteria for recognising greenwashing. The Greenwashing Index was announced at the 2007 UN Climate Change Conference held at Bali, Indonesia. Enviro-Media and SOJC together identified five fundamental parameters for ranking the advertisements, viz. misleading with words; misleading with visuals and/or graphics; making a green claim that is vague or seemingly unprovable; overstating or exaggerating how green the product/company/service actually is; and leaving out or masking important information, making the green claim sound better than it is. Users could rate advertisements against these parameters on a scale of 1 to 5 and generate scores ranging from ‘a good ad’, ‘pushing it, to ‘total greenwashing’.

What Companies Should do to Move on to Paths of Greenness — Suggestions

Green marketing involves focusing on promoting the consumption of green products. Therefore, it becomes the responsibility of the companies to adopt creativity and insight, and be committed to the development of environment-friendly products. This will help the society in the long run. Companies which embark on green marketing should adopt the following principles in their path towards ‘greenness’:

1) Use more environment-friendly raw materials at the production stage itself;
2) Adopt new technology/process or modify existing technology/process so as to reduce environmental impact.
3) Establish a management and control system that will lead to the adherence of stringent environmental safety norms.
4) Explore possibilities of recycling of the used products so that it can be used to offer similar or other benefits with less wastage.
5) Leveraging computing can drive energy conservation in many different ways. Automation is one of them that is making what is done today incrementally more efficient whether by smart power consumption robotics or smart grids. This will considerably reduce carbon footprints.
6) Substitution is another such power saving practice. By changing the way things are done, one can radically reduce the cost, increase the speed. It could either be video conferencing, e-commerce or a paperless office.
7) Another such green practice that corporate houses can adopt is dematerialisation. In this method, one can literally eliminate atoms and turn it to bits in the process.
8) Companies should voluntarily measure and mange their commitment to the environment. Commitments can be in the form of measuring the current amount of power the firm is consuming or what kind of green house gas emissions it would be responsible for. While electricity bills might be a good measure of power consumption, at a core level they are not enough for deciding on business processes.
The government also has to play a very important and pivotal role in promoting green practices. It would certainly help if the government came out with some kind of regulatory framework or standard. Many governments are now considering environment as a serious issue.

**Steps for Effective Green Marketing Campaign**

For green marketing to be effective, companies have to do three things; be genuine, educate their customers, and give them the opportunity to participate:

1) Being genuine means that companies are actually doing what they claim to be doing in their green marketing campaign and that the rest of their business policies are consistent with whatever they are doing that is environmentally friendly. Both these conditions have to be met for companies’ business to establish the kind of environmental credentials that will allow a green marketing campaign to succeed.

2) Educating customers isn’t just a matter of letting people know companies doing whatever they are doing to protect the environment, but also a matter of letting them know why it matters. Otherwise, for a significant portion of your target market, it’s a case of ‘So what?’ and their green marketing campaign goes nowhere.

3) Giving their customers an opportunity to participate means personalising the benefits of their environmentally friendly actions, normally through letting the customer take part in positive environmental action.

**What Companies are Doing to Promote Green Marketing**

Many companies have adopted various innovative ideas to promote green marketing such as:

1) Banking used to be entirely paper based and then it moved onto ATMs. This was one of the most important green initiatives in the sector. Now e-banking has caught on where people bank using the internet. This has helped reduce the carbon footprint as there is no travel required and there is lesser fuel consumption for the same. Also paper work is done away with.

2) Many companies are now providing their annual report online.

3) Banks instead of sending the account statements by post, now adopting the method of sending the statements via e-mail.

4) ACs are running at 24 degree Celsius, the ‘green temperature’ which reduces electricity consumption.

5) Wherever possible natural lighting is used in the offices.

6) There are teams in the organisations which ensure that employees switch off all lights, ACs, laptops, and PCs. If the employees leave any device on, a reminder note is put on their desks as well as on their team head’s desk.
7) Factories have double-gazed windows that allow for maximum natural lighting.
8) A rainwater harvesting has been installed in many organisations for efficient use of water.
9) Employees are generally asked to switch off computers when leaving the office.
10) A separate air conditioning for each department is provided, so if there are no employees in a section, the AC can be switched off.
11) Companies avoid taking printouts for internal communication; even most of outside communication is done through e-mail.
12) At a higher level, companies have communicated to their employees to switch off monitors when not in front of the computer; this helps us save electricity.
13) In various companies Systems in the office have LCD screens which again contribute to saving electricity. Therefore companies prefer to give laptops to employees for this reason, besides the advantages of portability. We have motion detectors that switch off lights when no one has been in the room for more than ten minutes. We don’t have Desktop computers at Intel-laptops consume less electricity, which again is good for the environment.
14) Many Companies have stringent e-disposal policies. Before the disposal of a computer, the companies see if it can be used in other departments. If it isn’t, it is donated it to an NGO. If the computers are not working at all, they are scraped them with a vendor who adheres to the stringent disposal policies of the companies.

Case Studies for Green Marketing

Green marketing is a vital constituent of the holistic marketing concept. It is particularly applicable to businesses that are directly dependent on the physical environment; for example, industries like fishing, processed foods, tourism and adventure sports. Changes in the physical environment may pose a threat to such industries. Many global players in diverse businesses are now successfully implementing green marketing practices:

1) Infosys: Infosys is working to install lighting systems to make optimum use of daylight and attain maximum efficiency through artificial lighting. The company was also planning to procure green power to reduce emissions. Meanwhile, Infosys has replaced the old hardware with more energy-efficient hardware. The new PCs and laptops the company is purchasing comply with environmental standards. Infosys has already started consolidating its server systems. The company has consolidated 185 individual file servers across the world into 33 Network Attached Storage (NAS) infrastructure. For any future needs to increase the server capacity, they will be adding the disks to the NAS infrastructure, instead of adding the file server.

2) Maruti: As part of its green city drive, Maruti Udyog Limited is working towards fitting compressed natural gas kits on all its petrol-driven vehicles, including its
bread-and-butter car ‘Maruti 800’. The company has already drawn up plans to promote CNG vehicles in Delhi in the current fiscal. CNG is a viable alternative fuel since it offers lower emissions and has an extremely low running cost with an average fuel consumption of 19.6 km/kg and cost of Rs 11.30 per kg.

3) **Philips Light’s CFL**: Philips Lighting’s first shot at marketing a standalone compact fluorescent light (CFL) bulb was Earth Light, at $15 each versus 75 cents for incandescent bulbs. The product had difficulty climbing out of its deep green niche. The company relaunched the product as ‘Marathon’, underscoring its new ‘super long life’ positioning and promise of saving $26 in energy costs over its five-year lifetime.

4) **Introduction of CNG in Delhi**: New Delhi was being polluted at a very fast pace until Supreme Court of India forced a change to alternative fuels. In 2002, a directive was issued to completely adopt CNG in all public transport systems to curb pollution.

5) **Xerox**: Xerox’s “Revive 100 per cent Recycled paper” was introduced a few years ago in an attempt to address the introduction of recycled photocopier paper by other manufacturers.

6) **McDonald’s**: McDonald’s replaced its clam shell packaging with waxed paper because of increased consumer concern relating to polystyrene production and Ozone depletion.

7) **Tesco**: Tesco is pumping $200mn into environmental technologies to reduce the amount of energy they use by 50 per cent compared with 2000 levels, by 2010. In addition to building 80 new eco-stores across Britain over the next year — the greenest of which will be constructed of recycled materials and will burn food waste for electricity—they are also making small changes that could have big results. They are paying customers not to use plastic bags which they expect would cut consumption by 25 per cent in two years.

8) **CNG and LPG Launches**: Companies like Maruti, Hyundai, GM and Ford have already launched hybrid versions of their vehicles in India. Going green and going in for economy is back in fashion. Speak of cars running on LPG and peoples’ faces light up as they realise that as they save money, they also save the environment. Automotive companies are coming out with LPG versions of their cars. Maruti Udyog was the first and gas cars have never had it so good.

9) **Electric Vehicles**: While hybrids have hit Indian roads, the concept of electric vehicles is yet to catch on. According to a study done by AC Nielsen, the market potential for electronic vehicles in all five lakh plus towns is above nine lakh units. This seems to have excited global players like Electrotherm, ACE and Ultra Motor.

10) **Aricent**: Aricent will also soon come out with a companywide policy on e-waste and proper disposal of its technology assets. Aricent is signing up vendors that are authorised to dispose the equipment in a manner that is eco-friendly.
11) **Nokia**: Nokia, too, has redesigned its packaging to cut back on costs and paper wastage. They have started creating smaller packaging that uses 54 per cent less materials. By 2007 end, Nokia shipped 250 million phones using this compact packaging, resulting in 5,000 fewer trucks being needed to distribute products around the world and creating financial savings of up to Rs 6,560 crore. Nokia accessory packaging has been trimmed to use 60 per cent less plastic while the cardboard in packaging has been made thinner.

12) **Intel**: Over the past 20 years, Intel, too, has invested more than $100 million in water conservation programmes at its facilities all over the globe. As a result of these efforts, Intel reclaims more than 3 billion gallons of wastewater annually instead of tapping into precious freshwater sources.

13) **Wipro**: Homegrown companies like Wipro, too, are all for green products. The company, last year, launched a greenware range of desktops and laptops fully compliant as per the Restriction of Hazardous Substances directive.

14) **Lenovo**: Lenovo has recently reinvigorated the desktop PC space with its most environmentally-responsible desktop ever — the ThinkCentre A61e. This is the company’s most compact and most energy efficient full functioning enterprise PC to run on only 45 watts of energy. Lenovo anticipates that using the ThinkCentre A61e desktop, a user would be able to cut costs by around Rs 800 per year.

15) **HP**: Realising that customers are looking for energy-efficient devices, HP will add auto-off functionality into its printers by 2009. It has also introduced the company’s first printer made almost entirely from recycled plastics. Around 83 per cent of the HP Deskjet D2545’s total plastic weight is made from recycled plastics and runs on HP ink cartridges moulded from recycled plastic resins. It will now display an “Eco Highlights” label on its product packaging that provides the environmental attributes of the product, and hopes to improve the energy efficiency of its ink and laser printers by 40 per cent by 2011 along with threefold increase in the use of recycled materials in its printers by 2010.

16) **Titan Industries**: It is adopting an eco-friendly process for recycling the discarded watches. It has launched an exchange offer where in an old watch bought from customers will be discarded in an eco-friendly manner.

**RECOMMENDATIONS**

After going through the above details, the following recommendations are noteworthy:

1) Green marketing should not be considered as just one more approach to marketing, but has to be pursued with much greater vigour, as it has an environmental and social dimension to it.

2) With the threat of global warming looming large, it is extremely important that green marketing becomes the norm rather than an exception or just a fad.
3) Recycling of paper, metals, plastics, etc., in a safe and environmentally harmless manner should become much more systematised and universal.

4) It has to become the general norm to use energy-efficient lamps and other electrical goods.

5) Marketers also have the responsibility to make the consumers understand the need for and benefits of green products as compared to non-green ones.

6) Consumers, industrial buyers and suppliers need to pressurise effects on minimise the negative effects on the environment-friendly.

Green marketing covers more than a firm’s marketing claims. While firms must bear much of the responsibility for environmental degradation, ultimately it is consumers who demand goods, and thus create environmental problems. One example of this is where McDonald’s is often blamed for polluting the environment because much of their packaging finishes up as roadside waste. It must be remembered that it is the uncaring consumer who chooses to dispose of their waste in an inappropriate fashion. While firms can have a great impact on the natural environment, the responsibility should not be theirs alone. It appears that consumers are not overly committed to improving their environment and may be looking to lay too much responsibility on industry and government. Ultimately green marketing requires that consumers want a cleaner environment and are willing to “pay” for it, possibly through higher priced goods, modified individual lifestyles, or even governmental intervention. Green marketing claims must:

- Clearly state environmental benefits;
- Explain environmental characteristics;
- Explain how benefits are achieved;
- Ensure comparative differences are justified;
- Ensure negative factors are taken into consideration;
- Only use meaningful terms and pictures.

REFERENCES


