

GREEN MARKETING AND ITS IMPLICATION PROBLEM IN COIMBATORE

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ABSTRACT

The concept of 'green marketing' is the business practice that considers consumers concerns with regards to preservation and conservation of the natural environment (Coddington, 1993)

Green Marketing emerged as an important concept in India as in other parts of the developing and developed world, and is seen as an important strategy of facilitating sustainable development. These concepts makes us a active citizens to encounter environmental issues. Terms like "Green Marketing""Eco labels" appears frequently in the popular medias. Many government the world have become so concerned about green marketing activities that they have attempt to regulate them, In Coimbatore, Green issues are new for all company because they did not have any practiced of its before. The researcher will find out what is all about green marketing and its problem of adoption.

KEYWORDS: Green Marketing, Environment, Eco Labels

INTRODUCTION

Concepts of Green Marketing

"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(Kalafatis et al., 1999). Yet defining green marketing is not a simple task where several meanings intersect and contradict each other, an example of this will be the existence of varying social, environmental and retail definitions attached to this term. (polonsky 1994)Other similar terms used are Environmental Marketing and Ecological Marketing. Different authors have given different definitions of green marketing.

According to the American Marketing Association, there are 3 ways to define Green Marketing:

- **Retailing Definition:** The marketing of products that are presumed to be environmentally
- **Socially Marketing Definition:** The development and marketing of products designed negative effects on the physical environment or to improve its quality.
- **Environment Definition:** The effort by organization to produce, promote, package and reclaim products in a manner that is sensitive or responsive to ecological concerns.

As a philosophy, green marketing runs parallel to the societal marketing concept and espouses the view that satisfying customers is not enough and marketers should take into account ecological interests of the society as a whole. It is a part of Corporate Social Responsibility (CSR).According to Pride and Ferrell (1993), Green marketing, also alternatively known as environmental marketing and sustainable marketing, refers to an organization's efforts at designing, promoting, pricing and distributing products that will not harm the environment.

GREEN PRODUCTS AND ITS CHARACTERISTICS

The products those are manufactured through green technology and that caused no environmental hazards are ailed green products. Promotion of green technology and green products is necessary for conservation of natural resources and sustainable development. We can define green products by following measures:

- Products those are originally grown,
- Products those are recyclable, reusable and biodegradable,
- Products with natural ingredients,
- Products containing recycled contents, non-toxic chemical,
- Products contents under approved chemical,
- Products that do not harm or pollute the environment,
- Products that will not be tested on animals,
- Products that have eco-friendly packaging i.e. reusable, refillable containers etc.

INTRODUCTION

Coimbatore, which is hailed as mini-Japan and the Manchester of south India is known as its abundant entrepreneurialism. The growth of Coimbatore from a humble agriculture society to a industrial juggernaut in the post independent era is beyond comprehension. Since society becomes more concerned with the agriculture sector, business have begun to modify their behavior in an attempt to address society's "new " concerns. Some business have been quick to accept concepts like environment management system and other waste management have integrated environmental issues into all organizational activities. people are conscious about the less environment friendly product due to their own welfare that is why this issues is very recent topics for Coimbatore, This paper tried to unearth the problems behind the implication of green marketing in Coimbatore.

Objective of the Study

- To know what is all about Green Marketing and Green consumer
- To find out the problem behind the implication of green marketing in Coimbatore
- To recommend required ladder to take concerning green marketing in Coimbatore

Scope and Methodology

The proposed study would be empirical one. Primary and secondary both kind of data has used in this study. The Secondary data collected from various books, reference journal and articles. 100 people have been interview for this study through structured questionnaire.

Implication Problem of Green Marketing in Coimbatore

Still green marketing is growing consciousness and concept for Coimbatore and service users, Though green marketing seems to be a popular, well -liked and important terms, it has not been very successful in practice in Coimbatore

either attracting customer or in helping the environment .some implication problems were found through interviewing with sample respondents and also some problems are adjusted through reviewing secondary materials like foreign journals and literatures .These are follows:

- Neither customers nor producing organization clearly state environmental benefits
- There is no set of standard environmental characteristics which can be harmful for the customers
- It is not clear to the general people that what kinds of benefits' are involving in environmental friendly products
- There has no legal authority that can make sure comparative difference of no environment friendly products and environmental products
- Polluting manufacturing e.g. all chemicals, dying and petroleum and other waste outing organisation tried to respond to the misconceptions presented by the media and pressure groups by presenting their own version of "facts" through public relation departments.
- Green Marketing has been only implemented within the public relation department giving little room for product improvement and real environmental benefits.
- The similar products were produced, but some "new" environment benefits were added in their promotion to take advantage of the increasing interest customers showed in the environment
- Green marketing here was only concerned with promotional activity with modest being made in product development in the context of green product.
- Extremely modest promotional activities have been taken by the government authority and the related authority as well .
- Consumer Association in Coimbatore is not playing vital role for building consumer consciousness about green product
- Consumers are not overly committed to improving their environment and may be looking to lay too much responsibility on industry and government.

A survey constitute through field survey within sample respondents for finding out how conscious a consumer regarding green marketing .Result appear 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 life style .until this occurs it will be difficult for firms alone to lead the green marketing revolution.

Recommendations for Implication of Green Marketing in Coimbatore

- They values time precious and want to have their shopping experience without any inconvenience and hindrances. They expect conducive store experience. The study also reveals that, the personal factors of the respondents have more influence in choosing the green outlets .In many situations the service providers are not having clear vision, and are often confused. Hence, it is suggested to have expert opinion.

- Sales promotional measures create excitement, increase footfalls and motivate people to enter and shop at a store. The researcher suggests that, the retailers can attract their customers by offering discounts in the first week of every month which is the right time that the customers make bulk purchase. The retailers can provide test driving, conduct contests to promote store vehicle and free gifts for purchase.
- An understanding of the effect of after sales services is important to a retailer because it allows them to differentiate their offering substantially in a way that strengthens the relationships with customers in short and long run. Although the retailer argues that they provide the services, if these after sales services are properly implemented, it will improve customer satisfaction which in turn leads to an increase in the sales of the stores.
- Decisions regarding the location of the store are very critical not only to the future performance of that outlet but also the retailer's long term prosperity. Retailers have to consider many issues trying to select the ideal location for retailing. They should consider the type of people living in that particular area, their life style, their level of competition, the purchasing power of the potential customers and so on while choosing location for their stores.
- Government and firms search for opportunity to recycle problems. Several factors suggest the future for new products made from trash is bright.
- Companies should see green marketing in terms of overall "TQM" within the organization. They should educate and inform all links in the value chain about green marketing, from producer and supplier to the end users of a product and services.
- Firms' activities must follow environmental or green regulations.

HOW TO ENHANCE GREEN MARKETING

- Social advertising to be carried out on a large scale through various media to promote environment friendly practices, to promote the consumption of green products.
- Tax incentives or Tax holidays will also help all manufacturers as green marketing is expensive.
- Awards and recognition should be given to those who successfully practice green marketing which becomes a motivating factor for others to adopt it.
- Promotion of Eco-mark or Eco-labeling has to be done to create awareness not only amongst manufacturers but also consumers.
- There has to be a stimulus provided by the state and central Government to encourage and support the manufacturers who are manufacturing green products by providing subsidies.
- Financial assistance should be given in the form of easy loan facility to equip for manufacturing green products.

CONCLUSIONS

The study provides interesting information about green products and green products practices in Coimbatore. Green marketing is becoming a buzzword for the marketers. Thus understanding of buyers' behaviour is the key to success for marketers. Green marketing uplifts the economical sustainability of a nation. Eco system embedment with business trade

to product's performance and consumer's willingness to give premium price for the same.

Green marketing is still in its infant stage and more research is required to make it fully operational and explored. Retailers in Coimbatore can able to establish green marketing issues in the consumer and organization mind so that green marketing can enhance marketability .improve product performance, protect environment hazard and powerful new source of innovation. In this way retailers can serve the customer.

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