Green Marketing Myopia- A New Marketing Mantra in New Age Marketing

Dr Katta Ravindra & Dr Brehanu Borji
School of Management and Accounting, College of Business and Economics
Hawassa University, Hawassa, Ethiopia

Abstract: Global warming scenario, every country shifted from Gross Domestic Product to Green Domestic Product (GDP to GDP). Green Marketing is not new to the world, but recently it becomes a buzzword. Now the global market dumped with the global warming, climate change, and environmental pollution in these conditions, the corporate world need Green practices and green marketing. Green Marketing is a NEW AVATAR and 6Ps are giving threat to the new age marketers. New age marketers are transferred from marketing myopia to green marketing myopia because new age consumers wants and desires are arousing continuously moreover consumer behaviour abnormally changed and adopted green lifestyle. In ultra-rich culture, consumers are expecting 4Ws and one V and 5As (Woo, Win, WOW, and Vow and Availability, Affordability, Accessibility, Acceptability and Accountability). Moreover consumers are focusing on 2Qs, 3Ss and 1C (quality, quantity, service, safety security and convenience) so marketers should follow some green marketing strategies like 3R policy should be adopted all stakeholders (Reduce, Reuse and Recycle). Green marketing badly needs the real investments. Countries welcome the real investments in green market and green practices. Governments should be provided Green loans and collect the green tax. Welcome to 100 percent FDIs in green area. The author conclude, civil societies, NGOs, Green warriors have to pressure on companies to adopt green marketing practices. Finally, marketers stop sales talk and focus on Green marketing.

Key words: Green Marketing, New age marketers, new age consumers, Green products, Green practices

Introduction

Green arousing..............

Every social and global issue is a business opportunity just waiting for the right kind of inventive entrepreneurship, the right kind of investment, the right kind of collective action- Peter Drucker.

Green stands for G- Bringing glory, R- Reciprocal, E- Eat, E- Enjoy and N- Nice. This is coined by author. Green term coined in Europe to refer to a particular politics and lifestyle. Green has been referred to as ‘Fashionable’ (Griskevicus, Tybur and Vanden Beresh 2010) “The new black” (Prothero Mc Donagh, and Dabsha 2010) In Global warming scenario, every country shifted from Gross Domestic Product to Green Domestic Product (GDP to GDP). Green Marketing is not new to the world, but recently it becomes a buzzword. Now the global market dumped with the global warming, climate change, and environmental pollution in these conditions, the corporate world need Green practices and green marketing. Now green products become an essential part of life of new age consumers. Surveys say Industrialised counties like USA and UK green marketing has been popularized.

In changed scenario, new age consumers and new age marketers are receiving the green waves from different corners of the world. Green is very crazy and very smart and it is very trendy. For marketers green marketing is glue and it is an essential ingredient for today’s business activities. It is the good bedrock and providing competitive advantage.

Global village is laboratory for innovation. In this laboratory, companies have started and utilizing ecological marketing approaches and consumers are also absorbed the green products and green services. In USA 12 percent population is indentified as “true Green”, by Mintel (A market research firm). Global village consumer is living with flattering forces. These are providing global consumption, crazy market and crazy consumption. so new age marketers has identified the power of green and green marketing practices so consumers and industries are becoming more concerned and aware about green marketing and natural environment. Green marketing practices is not easy task and it is the challenge task because of global market dynamics are changing, consumer personality shifted.
to Green products moreover ultra-rich consumers prefer green products and green services. Finally green marketing results is green consumer.

**Evolution of Green marketing:**
Green marketing was popular in 1980 but it was much popularized in 1990. In the year of 1975, American Marketing Association was conducted workshop on “Ecological Marketing. Based on this workshop, first Marketing book was launched i.e Ecological Marketing”.

According to Peattie (2001) evolution of Green Marketing has three phases, they are:

1. Ecological green marketing
2. Environmental green marketing
3. Sustainable green marketing.

**What is green marketing?** According to American Marketing Association “Green or environmental marketing consists of all activities designed to generate and facilitate any exchange intended to satisfy human needs or wants, such that satisfaction those need and wants occurs, with minimal detrimental impact on the natural environment “ . Green marketing is sometimes we called like environmental marketing, ecological marketing and natural marketing.

**Marketing Myopia to Green Marketing Myopia:**
Marketing Myopia concept was coined by Theodore Levitt in 1960. He emphasis on “Meeting customer needs”. But new age marketers are transferred from marketing myopia to green marketing myopia because new age consumers wants and desires are arousing continuously moreover consumer behaviour abnormally changed and adopted green lifestyle. Green marketing is also identify and meeting and filling of customer needs and wants when green marketing companies emphasis on greenness and its features , benefits, expectations of the consumers. In this concept, all stakeholders’ participation is very key and highly appreciable

**Green Products characteristics:.** According to John Elkington, Julia Hailes and John Makover discussed several characteristics about green product.

- Endanger the health of people or animals.
- Damage the environment it any stage of its life, including manufacturers, use and disposal.
- Consume a disproportionate amount of energy and other resources during manufacturer, use or disposal.
- Involve the unnecessary use of cruelty to animals.
- Use material derived from threatened species or environment.
- Cause unnecessary waste either as a result of excessive packaging or short useful.

**Green Marketing Mix is a NEW AVATAR i.e. 6Ps:** 1.Product, 2 Price, 3. Place, 4.Promotion, 5.People, 6.Profits. Six Ps of green marketing (Green Marketing Mix) giving threat to the new age marketers: let us discuss about 6Ps of green marketing mix. Marketers are shifted especially new age marketers from traditional marketing mix to green marketing mix. But these 6Ps are giving great threat to the new age marketers.

**Product:** Green products: Fast Moving Consumer Goods, Green cities, Green buildings, Green airports, Green braveries and Green shipyards, Green banks, Green hotels, Green malls, Green garments, herbal cosmetics etc. Green products are highly quality with distinct features like green technology, green process green brand, green trade mark, green package and green labelling.

**Price:** Price is very critical for any business especially in Green business and Products. Today green consumers are expected more value from green products. Generally green products price tag is very expansive even though consumers are ready to purchase Green products because these are showing great positive results on consumer lifestyle. Some of the retailers are providing considerable price. In this connection, while marketers fixing a price there must be consider all these factors.

**Place:** Marketers and policy makers develop structured and efficient market system that are accessible for consumers. New age marketers must be adopt green channel distribution without environmental degradation and find the green ways or paths.

**Promotion:** New age marketers must be encouraged green promotional mix. Advertising provide and educate the consumers through green messages and ads must be focused relationship between product and environment. Finally advertisers stress on green lifestyle of consumers.
People: People lifestyle changed and increased health and environment conscious. So people ready to use more green product and green services but marketers should be following the green marketing, green practices and green ethics.

Profits: new age marketers will be provided green and clean environment to the society as well as consumers. Then marketers earn more profits and strongly seated in the minds of the consumers at the same times marketers should follow the marketing ethics and social responsibility. It is the major asset of the marketers and finally marketers will be enjoyed sweet profits.

Reasons for growth of importance of Green Marketing:
In changed scenario, innovation is very important and it is playing key role in the world. Marketers especially new age marketers finding different solutions and innovation for the welfare of the consumers and countries. In this connection, here author presenting few reasons for growth of importance of green marketing.

- In ultra-rich culture, consumers are expecting 4Ws and one V and 5As (Woo, Win, WOW, and Vow and Availability, Affordability, Accessibility, Acceptability and Accountability. Moreover consumers are focusing on 2Qs, 3Ss and 1C(quality, quantity, service, safety, security and convenience)
- Young minds gaining green and green products and its services.
- World market becomes a global village market and opportunities are increasing day by day. So green marketers are entering into global village.
- At the world level every country flagship programme is green economy so Gross Domestic Product (GDP) to Green Domestic Product (GDP) and government pressure is pushing on the marketers towards green marketing.
- In the competitive environment, marketers and consumers are fighting with global warming and ozone. So new sage consumers are expecting more value for their products and services from the new age marketers.
- Global corporate moguls, dons and sharks recognised the social responsibility.
- Marketing paradigm shifted from Customer Relationship Management (CRM) to Customer Value Management (CVM).
- Around the world three billion people have no access to scientific and modern cooking fuels. They are completely depending on direct burning of solid biomass for cooking and heating due to these four million deaths annually and destroy millions of tonnes of crops, and hectors of forests so it leads global warming and large scale national, international and regional climate changes are going on.
- Environmental issues and concerns are posing hot temperature to cool temperature and chasing in the industries trend.
- Change the attitude of new age consumers, green consumerism is increasing and ready to adopt organic lifestyle. New age consumers are ready to pay more to get green products and green services so new age marketers practice Green marketing.

New age consumers lifestyle is Organic culture:
Organic Culture: organic and its products story is growing and gaining very strongly and organic category segmentation more accepted by world consumers. World market and consumers particularly new age consumer’s adopted organic lifestyle. Organically grown foods are those grown without pesticides, artificial fertilizers, insecticides and other synthetic chemicals. New age consumers are very slim, maintaining zero size and smart so they feel organic food is the best for health and ready to use more. Generally, organic product price tag is very high but consumer don’t have feel price pain (20 to 30 percent high) comparatively other products. Organic products available in different segments like skin care to hair care.

India – organic market: India export organic products USA, Europe, Australia, Japan and Switzerland. In 2010-11 India exported organic products ,with worth of Rs 800 crore of 70 thousand tonnes of organic products. In India, 4.43 Hectors cultivating orgasmic agriculture. In 2009-10
recognised organic foods 1.70 Million Tonnes, 3.88 Million Tonnes in 2010-11. So you can find the significance of organic foods.

**Organic Cotton market:** organic clothing also got very popularity and strongly seated in the minds of the moms. These are made with the jute and cotton. Nino Bambino online portal to sell organic clothing this is certified by the Global Organic Textile Standards (GOTS). In India baby market is very boom so moms prefer organic clothing for protecting baby’s skin irritation. Organic. In . It i an online market place for organic products. It has raised Rs 30 lakh ($ 49,370). Research estimates the worth of organic cotton market is to hit $ 19.8billion by 2015.

**Organic Food Brands:** Fab India, Concisious, Down to Earth, Nava Dhanya, ISCAN, lifestyle, Pro-nautre, and Modi Natural

**Organic Retailers:** Mantra 24, organic Harvest, EcoNut, Dhanyams, Enfield Agro-base, ReStore, and Organic Haus.

**Herbal Market:** consumers are shifted from Chemical to Herbal. Moreover, “Young minds gaining green”. Change the attitude of consumers from chemical to herbal personal care products. Natural products are now tapped a major share in the global market at the same time these products winning the consumers’ minds and hearts. In new age market, cosmetic products are enjoying great romance in domestic and export market.

**Major Herbal Brands:** Shahanz Hussasin, Oriflame, Biotique, Coty, Avon, Yardely, Nina Riccei, L’ Oreal,. Indian brands in foreign market Dabur, Baidyanaths, Ayur, Emami and Covin care.

**Eco-friendly products:** in present scenario, every consumer first priority is eco-friendly products because these are providing 3Es (Energy, Efficiency and Economy). Eco-friendly materials are roots, wooden carvings, dry bamboo and dry flowers. The added bonus is that most of them are durable and long lasting. Carved bamboo baskets and fancy items are sure to add to the beauty of consumer personality. Ayurveda products are miracle and formulated on the basis of Ayurved sasthra, which was one of the treasurers of India since ancient. Fortunately, nature has provide with abundance of plants, roots, flowers and herbs which are rich in vitamitas, enzymes, proteins, minerals and other biologically active compound that have been use for core of the consumers.

**What are the benefits of Green Marketing?**

Indian Prime Minister Mr Naraendrta Modi flagship programmes is clean India and he has taken up as a challenge and his government giving the top priority and pushing the state governments also.

- When corporate world adopted green practices, socially will be enjoyed clean society, greener and safe environment.
- Organic products elevate the people personality
- Green products especially good quality and quantity products and give life extension for the people. But price pains must be tolerated by the people or consumers
- Seven steps in the lifecycle of Green products.
  1. Innovation
  2. The right material
  3. Lean + green = Protection
  4. Efficient distribution
  5. Low use impact
  6. Made to least
  7. Avoiding the land fill.

Source www.treehugger.com/files/2007/10/ 7_steps_in_the.php

**Global companies Green Marketing Campaigns.**

**Tide Coldwater Challenge:** This landmark marketing campaign addressed the money saved by washing in cold water and the product’s deep cleaning and whitening abilities making green the ancillary benefit. The far-reaching campaign included national advertising, in-store programs, product sampling, a strong Internet presence, consumer promotions and strategic alliances. (2005)
Jamie Oliver: Jamie Oliver, the outspoken English Chef and healthy food advocate, is a brand in an unto himself; he uses “disruptive media and public visibility” to communicate and motivate, creating a new kind of “infotainment.” (2006)

Diesel Clothing “Global Warming Ready”: In print ads promoting its 2007 spring/summer collection, the Italian-based clothing company depicted landscapes transformed by environmental disaster, thus proving that green marketing and tongue in cheek humor, when done well, resonate with young audiences. (2007)

GE EcoImagination: A massive multi-medium campaign for EcoImagination established GE’s green position in a competitive marketplace where credibility and believability were paramount to success. The resulting creative was simple, beautiful and compelling and delivered the message in engaging ways. (2008)

HSBC “No Small Change”: A highly successful campaign elevated HSBC’s environmental credentials and consolidated their environmental leadership position; it exceeded all expectations without TV or radio. (2008)

TOMS Shoes “Project Holiday”: For the month leading up to Christmas 2008, TOMS promoted their Project Holiday campaign to sell 30,000 pairs of shoes, so they could give the same number of protective rubber shoes to kids in Ethiopia. By the end of the campaign, they exceed their goal by 23% and raised unprecedented awareness for their cause – all without paid media. (2008)

Toyota Prius “Harmony”: a fully integrated multi-medium campaign that showed how the Prius delivers extra power, space, safety, advanced technology and superior gas mileage. (2009)

Timberland “Earthkeepers”: A global campaign showcasing the Earth keepers collection of eco-friendly apparel that includes TV, print and retail ads, as well as social media and a micro site that uses 3D technology. (2009)

Method “Just Say No To Jugs”: A cheeky campaign typical of Method’s marketing mocks mainstream cleaning products as feeding a household’s “jug” habit. The campaign relied only on print and online ads. (2010)

BMW Diesel “Ch-ch-changes”: A winning campaign launched at Super bowl XLV that communicated valuable information and a relevant message to the American audience about the environmental benefits and ch-ch-changes in diesel technology. (2011)

In addition to these, general Motors has adopted TV advertisement i.e. “Dear Oil” .this campaign philosophy is people must understand the oil power and look to alternatives.

Philips: launched the “Earth light” Compact Fluorescents lamp in 1994

Whirlpool: launched “Energy wise”. This is the first CFC free refrigerator.

McDonald’s restaurants napkins, bags are made recycled paper and it is replaced its clam shell packaging with waxed paper because of increased consumer concerned relating to ozen depletion.

Coca-Cola pumped syrup from tank instead of plastic which saved 68 million pound per year.

Tuna manufacturers, modified their fishing techniques because death of dolphins.

TERI: The Energy and Resources Institute, to support poor households in India regarding clear cook stoves and home lighting products.

Indian companies Green Marketing Campaigns

Bio-Diesel: it is an attractive energy source, bio-diesel from edible and non-edible. PARC (Petroleum Conversation And Research) has opened a Bio fuel center in capital of India. India Oil Corporation and Hindustan Petroleum Corporation Limited are also experimenting with Bio-diesel.

Indian tea companies are aggressive promotion and engaging celebrities like Kareena kapoor and Anushka Sharma. Anushka Sharma claims “My tea has zero calories” Lipton’s tea. Kareena kapoor Tetley’s tea green will help in internal cleansing, after eating junk food.

Telecom sector Green pillars of empowerment. Indian telecom sector is going to green strategies. Jawaharlal Nehru national solar mission, which is target the installation of 20GW of solar generation by 2022

ITC started recycling paper. CNG in Delhi: Compressed Natural Gas used by public transport system in the capital of Delhi because of Supreme Court intervention.
**Badarpur Thermal Power station** of NTPC in Delhi is devising new ways to utilize coal ash. **Barauni refinery** of Indian Oil Corporation has taken measurements for restricting air and water pollution.

**Green marketing strategies:**

There is work to be found in the global village for those who are able to join in the playground that is becoming more level by the day. In this connection, we remember three levels of green marketing described by Jacquelyn A. Ottman. One is marketing: i.e. new process, new product and new technology. Second one is Holistic Nature: i.e. all stakeholders must be part of this initiative. Third one is Environmental issues: i.e. need to be balanced customer needs. It is the time to remember Thomas L. Friedman he suggest 4 issues for developing countries 4th one is environments, as countries that preserve their natural environments are more likely to continue to attract investors and innovators. Doubtless, the 21st century demands Green products and green services. Some countries wish to increase GDP and depending on 2nd GDP (Green Domestic Product). At this juncture, author is presenting the few strategies regarding green marketing. They are:

- 3R policy should be adopted all stakeholders (Reduce, Reuse and Recycle)
- Before the new age marketers, different interpretations, different approaches and different expectations are there about green marketing deals.
- Green marketing badly needs the real investments. Countries welcome the real investments in green marketing and green practices. Governments should be provided Green loans and collect the green tax. Welcome to 100 percent FDI in green area.
- Marketers particularly new age marketers clearly focused the benefits of green products and green services and green marketing.
- Firms must be used up gradation of Technology (UPGT) strategies it is very essential in present situation. Some of the company’s lack of UPGT they are not followed green marketing.
- Local, national and Global firms must be eye on social-responsibility and look for sustainable development.
- In today’s market innovation is better solution for marketing problems especially green marketing. Innovation solutions are needed to close the green marketing gaps like water treatment technology is need more investment.
- Marketers and Governments should be supply Biomass improved cook stoves these are directly help weakest and most vulnerable sections of society.
- In the world market half of the people do not have aware of green products and uses. So new age marketers shaping young minds about green marketing and create awareness. Marketers and governments planting the seeds in the minds of young. Educational institutions must be arranged eco and plant on vacation tours.
- Generally, market oriented economy destroy the nature so Governments and industrialists are encourage reforestation and avoid deforestation. Encouraging planting tie up with local peasant and NGOs. Companies and government agencies should be appointed Green Earth volunteers and green groups should be formed like Self Help Groups.
- In today’s market consumer is not king consumer is the God. So we must obey the voice of the consumer and hear by the marketers.
- NGOs establish Green Army like China NGO. China shifted red army to green army. Green army focus on village farmers and supply inputs about green marketing and green products and services.
- Yes, without doubt green marketing practices require renewable and recyclable material has more expensive but in long range marketers will enjoy sweet profits.
- Generally, marketers are not rule makers but now these are become rule breakers. So marketers do not exploit the customer while practicing green marketing and strictly follow rules and regulations of environment and Forest acts.
• Marketers, marketing evangelists, activists, regulators, policy makers and influential people should be created awareness and give pressure on corporate companies and educate the public about recycling products.

• Finally, Green climate fund allocations are very important and must be in fair. Already climate fund is there and it is providing climate finance for developing countries.

Conclusion
The author conclude with “A simple flower does not make a spring, while one hundred flowers in full blossom spring to the garden”- Xi Jinging. In changed environment, consumers are emphasis on 3As (Awake, Aware and Alert) and live a life with dignity. Green marketing is still in budding stage. It needs intensive research and massive companying and all companies should be followed green marketing practices. Green marketing strategy is the long run and in long run marketers will enjoy profit fruits so the firms must move towards Green marketing. Now, Consumers’ health conscious is increasing and aware of global warming and climate change. So consumers are expecting value through environment friendly products. In today’s market, every consumer is talking about green and its related products at the same time marketers are also like that. In this connection, both are must less talk and more action. Civil societies, NGOs, Green warriors have to pressure on companies to adopt green marketing practices. Finally, marketers stop sales talk and focus on Green marketing.

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