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Eco-Friendly Marketing: An Expedient to Contravene Climatic Intricacy

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Abstract

Today 'Environmental Intricacy' and 'Climatic Aggravation' is responsible for raising the buzzer in the society. This climatic catastrophe enhances concern among the government, NGOs, researchers, academicians, scientists, etc. Current environmental outrage among them become successful in illuminating the mind of general public, which further leads to foster the business instinct to preserve our planet from future vulnerability. Growing climatic enormity and inadequate contribution from Indian research pull strings within me to finger in the pie in dealing with these dangerous climatic exertions. This paper basically highlights the corporate endeavour towards environmental asylum and also emphasis on the inimitable strategy of the business called "Eco-friendly Marketing" which can also be uttered as "Green Marketing" or "Ecological Marketing" or "Sustainable Marketing" or "Organic Marketing" etc. "Eco-Friendly Marketing" came into eminence in the late 1980's and early 1990's. It is defined as "All activities designed to generate and facilitate any exchange intended to satisfy human needs or wants occur with minimum detrimental input on the natural environmental" (Polonsky, 2011). Green Marketing strategy proved to be one of the best competitive strategies in this aggressive global platform. It Lavish corporate spoor which become prolific in amplifying common consumer to green consumer and lead them to a standard green life style. Current article mainly focuses upon those generous steps taken by various companies to counter these climatic

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entanglement and successful in leaving their footprint for other corporate entities. The simply motto of this paper is to give a hand to this green revolution to counteract the growing climatic dilemma.

Keywords: *Climatic Intricacy, Eco-friendly Marketing, government stratagem, Corporate Expedient, Green Consumer and Consumption.*

INTRODUCTION

Today's roaring climatic provocation becomes a nightmare for government and society. If we just give a look at the countries with the highest carbon emission from fossil fuels & manufacturing we will be surprised to note that China is topping the ladder with 10.2 bn tonnes followed by US with 5.2 bn tonnes and India with 2 bn tonnes. Much before the begin of environmental outrage and concern, The Mahatma Gandhi said that "We should act as 'trustees' and use natural resources wisely as it is our moral responsibility to ensure that we bequeath to the future generations a healthy planet". Unfortunately we could not follow those sensible words of father of our nation and today the situation is before all. Without going much back if we see last year's pathetic climatic tragedy our heart sinks with horror. Taking about the most advanced country America which faced the Polar Vortex (Extreme winter weather condition & a massive cold wave) at the beginning of 2014 or the smallest country like Afghanistan who could not safeguard its people from the furious landslide of May 2nd 2014 causing 2,100 people dead. No one could withstand from this environmental obscurity Mount Everest Avalanche killed 16 innocent Nepalese guides on April 2014, where California's wildfire destroyed 150 sweet homes. Catastrophic incident of Ludian country China's massive earthquake is fresh in our memory which demise almost 600 life, leaving 2,400 injured and 12000 homeless. What to say about the Hawaii volcano which continuously erupt but turned to a very furious form in last year June which become a threat for Kilavea village. Last year's Phillipines Typhoon Hagupit ended with a bitter end of 27 life's and 1.2 million shelters. So called golden bird and land of God & Goddesses India could not able to survive from this enraged climatic intricacy. Last year's Pune landslide with heavy rainfall destroyed many villages killing 151 lives and damaging around 40 homes. Bruised flood of Jammu & Kashmir slaughtered 282 Indians with a

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huge damage of 2.50 lakhs houses. Terror of Phailin 2013 (very severe cyclone) has not made his way out from the dreaded nightmare of public. HudHud 2014 (very severe cyclone) hits Odisha, Andra Pradesh & Nepal on 12th October 2014 with a huge damage of 21,908 crores damage to Andra Pradesh & taking 61 innocent lives. The most pathetic situation which is noticed today, that the last year's Horror is still fresh in the mind of public which made them to leave their home in 2015 October in the fear of life without any notice from government or other agencies. What more climate can show us?

This mounting climatic threat not only confined with these climatic agonies but today it is the cause of raising heath threat too. As per the study by the American Thoracic society seven out of ten doctors claims that climatic change is the vital cause for budding heath problems in the present generation. As per another recent study climatic threat were divided into direct which include flood, drought, heat stress, depression, extreme weather condition, Tsunami, cyclone, etc and indirect threat include air pollution, water pollution, soil erosion, growing insecurity within public, under- nutrition, displacement, mental health condition, etc.

World Health Organization (WHO) report 2014 restate that air pollution is the cause of both climatic anguish and germinating diseases. WHO predicted that between 2030 and 2050 climatic torment will cause quarter million deaths from malnutrition, malaria, diarrhoea and heat.

The summer of 2017 featured major heat waves across Europe. In mid-July, temperatures soared above 40°C (104°F) across Spain and Portugal. Spain set a new all-time national heat record on July 13 of 47.3°C (117.1°F). In early August, heat wave "Lucifer" broke numerous records in south-eastern countries, Heavy monsoon rains during the summer of 2017 resulted in unprecedented flooding that killed at least1,288 people and affected over 45 million in Bangladesh, India, and Nepal.

Global warming triggered the Earth's third-ever global coral bleaching event, which began in the north Pacific in the summer of 2014, became global in 2015, and extended into a record-breaking 4th calendar year in 2017.

2017 Bihar floods affected 19 district of North Bihar causing death of 514 people. 2,371 panchayats (settlement councils) under 187 blocks of 19 districts of Northern Bihar have been affected in the

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flood. Around 1.71 crore (17.1 million) people are hit by the floods.

Following heavy rain in July 2017, the Indian state of Gujarat was affected by severe flooding. The floods were reported to have caused total 224 deaths between 1 June and 31 July 2017. 16 people had died in neighbouring Rajasthan state by 31 July.

These harsh wrench climatic disasters created a dusky surrounding which made government & other supporting organisations to gear up their vigour for the coming endeavour. Business enterprises also step out to settle down this ecological dilemma with a new & distinctive strategy called eco-friendly marketing. This paper basically prepared to show the corporate expedient against the climatic entanglement and also illustrate the generous footsteps of government & other assisting agencies towards this climatic armament. This paper also highlights the rising green consumerism and the various interesting innovation by the common man towards this revolution.

ECO-FRIENDLY MARKETING

Eco-friendly marketing is not a new concept, it was canvass much earlier, but it came to comprehensibility in the late 1980's and early 1990's. The American Marketing Association (AMA) arranged the first workshop on "Ecological Marketing" in 1975. The workshop proceedings emanate with the first book on green marketing entitled "Ecological Marketing". (Henion and Kinner,1976). McDaniel and Rylander (1993), have coined the term green marketing to exemplify marketers efforts to build up strategies aiming the eco-friendly consumer. Environmental marketing, more popularly known as green marketing or sustainable marketing which signifies the effort by a company to generate, design, promote, price and distribute products in a manner which prop up environmental protection.

GOVERNMENT STRATAGEM

Governments of various countries are putting their 100% effort to counteract this climatic annoyance. Very recently India reacting to Intended Nationally Determined Contributions (INDC) announced a climatic blueprint to reduce India's carbon black foot prints by 33-35% by 2030. Indian finance minister ArunJaitely sanctioned a token fund of Rs.75 corers intended to uplift eco-friendly vehicles like electric car. In Australia, Government Department of Climate Change seriously administers the

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Greenhouse Friendly label which is a registered certification mark. Few years ago Mexican government has given away an amazing scheme for dipping Carbon dioxide emission called "Green Bond". The new funding environmentally funding stratagem is in the process of cutting Carbon dioxide emission by more than one million tons per year. The first issuers of this magnificent project are World Bank & European Bank in 2007. As per 2014 survey a group of leading banks have join their hands in the march of issuing "Green Bond Principle". Colossal & successful companies are making their way into the Green World as per the research by Ceres, Calvert Funds and the World Wild Life Fund.

CORPORATE EXPEDIENT

The exhortation "Green" is getting hold of much more attention in the current generation. From various reports it is found that clean energy practices has become the paradigm for some leading and most lucrative companies. The words like Green logo, Green labelling, Green Branding, etc are gaining a special positive image in the society. Which ultimately help the companies to fetch a distinct image. Where many consumer durables now exhibit their products with energy star in the intention to reduce energy consumption on the other hand the major media group NDTV promotes green values through green marathon campaign. It is seen in US, after the lunching program US Environmental Protection Agency and the Department of Energy in 1992 more than 2.5 billion products having Energy Star logo have been sold. As per Energy Star communications director, Maria Vargas. "We know it has a positive effect". Green corporate responsibility has entered into the code of many successful enterprises.

Green corporate responsibility is all about green responsibility to protect the environment for the safeguard of society. Corporate social responsibility is also referred as corporate citizenship or conscious capitalism, which is run through various corporate who basically intend in making an optimistic social or environmental impact in society.

There are some companies who are environmentally responsible where as they are not interested to promote the fact of their responsible behaviour like Coca-cola, Walt Disney World (WDW) has a widespread waste supervision program and corresponding infrastructure.

Some companies recalled their products when they found that their products were

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either not carry out at the required efficiency level or were hazardous for consumer use or were destructing the environment.

It is mostly seen in automobile sectors. Automobile industries are constantly seeking to produce environment friendly vehicles. In 1990's Toyota with a view of greener vehicle lunched Pirus, the world's first mass produced hybrid car, was a major step towards environment safety. Toyota came with a claim of twice fuel efficiency than any other conventional cars and 90% cleaner than the Japanese regulation specifications.

It is seen that in 2012, Pepsico's Frito-Lay North America division's fleet of electric trucks surpassed one million miles driven, eliminating the requirement of approximately 200,000 gallons of diesel requirement.

Company sources revealed that continuous work is going on leaner & cleaner power train technologies basically focusing on recycled materials. Toyota is one of the companies who initiated fuel cell technology & secured a global Patent for its NOX catalytic system, a major breach in controlling pollution.

Johnson & Johnson the most in a social context is one of the most responsible organizations in the world who recently began switching much of its energy needs to solar power. Today Johnson & Johnson is the second major user of solar power in the United States.

IKEA company giant retail in furniture world, also engage in small motor vehicles& home accessories plans to twice its investment in renewable energy & strike 100% clean energy by 2020. It has an exceptional record of investment in solar & wind energy.

A Harvard survey shows that a desktop computer generates about 7 grams of carbon dioxide from which we can come to a conclusion that desktop, laptop and online channels are also not free from the mortal sin of contribution towards environmental scorch. Very interestingly recycled paper wind up as a boon to the society. ITC as one of the giant in FMCG sector use recycled paper for most of its production & packaging. As it is not possible practically every where Samsung at the very end of the mail mentioned a sentence: "Please consider the environment and only print this e-mail if really necessary". This one simple sentence with no price can make you a part

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of this green revolution which can ultimately improve the green image of the company.

Classification of Companies

As per Ginsberg and Bloom, Companies can be segregated on the basis of their operation into four categories:

1. Lean Green- These companies take up green practices but they do not spotlight to publicize these initiatives. They implement these green practices just for the cost reduction & improving their competence.

2. Defensive Green-These kind of marketers use eco marketing as a safety measure basically to avoid the crisis condition or to contradict the competition. Environmentally friendly marketing is used as a tool to perk up their brand image.

3. Shaded Green- Companies those who adopt shaded green strategy invest in long-term, Green processes that requires considerable financial and nonfinancial commitment. They make a distinction of their product& their production process on the basis of greenness.

4. Extreme Green- Here companies adopt green marketing mix in the holistic manner. They put together environmental apprehension in all most all work of organization. As if being green is the real motto of the organization. Concept of total environmental quality management, life cycle assessment, waste reduction, and environment friendly production &promotion intensely entrenched in the company beliefs. They serve the niche segment in a market.

Climate change affects the business

The most important things now in the modern business for adopt the climate change and focus those factors which are mostly affected by climate. How your business will be affected depends on many factors including:

- your location
- your business' activities
- the ability of your premises to withstand extreme weather events
- your customer base
- the length, location and diversity of your supply chain

Climate change is likely to bring more extreme weather that may result in an increase in damage and disruption caused by flooding, strong winds or higher temperatures. Damage from more extreme weather, such as hailstorms, may also become more common. If Northern Ireland experiences exceptionally hot summers,

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this may result in seasonal water shortages and increased energy costs for cooling.

Changing Weather Patterns

According to the SEC's report, climate change is expected to change weather patterns throughout the world. Storms are expected to become more severe leading to a variety of negative consequences. This would likely cause greater losses for insurance companies, and could make oceanic shipping more dangerous in addition to damaging marine life.

Changing Demand for Goods

The combination of changing prices and changing weather patterns would likely cause changing demand for goods. If global temperatures rise, for instance, demand for cold Weather products such as heating oil might decline.

GREEN CONSUMER & CONSUMERISM

The concept like Green Consumer & Green Consumerism has been evolved since 1970's & 1980's. Eco-friendly and environmental conscious consumers are said as Green Consumers (Henion&Kinner, 1976) while a particular type of consumers who are very conscious upon their green behavior giving special importance to environment safety & protection are said as Green Consumerism (Antil, 1984).

Today, green consumer & consumerism has gone to a satisfied level with the collective & spontaneous effort of both government & business enterprises. Whereas these green revolution has not come up to the hopes & dreams of many managers & activists. No doubt many consumers shows interest in green products & features and also various surveys shows that consumer preference for environmentally friendly products over other products but when it comes to consumer buying behavior we can find a push back in their purchasing habits.

Surprisingly from a Shelton Group study on Americans it is found that 59% respondents throw trash out of their car window. About 18% of respondents caught not recycling plastic bottles. A water wasting habit which is also mentioned as socially unacceptable behavior were noticed from 17% of the respondents. These data shows that environmental indemnity is not only a habiliment of minority or illiterate mass but it became the part of main-stream.

As per the research by Harvard University physicist on computers, desktop computer

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generates about 7 grams of carbon dioxide. If we only consider Google we can surprisingly note that Google itself handles about 200 million searches daily, which is not at all a negligible amount.

In spite of all these complicacies, consumer consciousness is slowly moving ahead. Various surveys have figure out that both individual & industries are becoming more & more aware about the natural environment. In a survey of 16 countries in 1992, more than 50% of consumers in each country indicated they were concerned about environment (Ottman, 1993). In a 1994 study in Australia it is found that 84% of the sample believed individuals is more responsible towards care & safety of environment, where as 80% of sample are observed to have a modified behavior towards green purchases (EPA-NSW 1994).

Sensible incident of this Ganesh Chaturthi which was posted in face book "Changing beliefs is tough but not impossible" is really praise worthy. The story of eco-friendly way of Ganesh visarjan by AparnaSethi and Rahul Sethi was really amazing which not only captivated me but also many environment lovers. This particular occurrence got 22,938 shares in face book with 184 likes. Very interestingly idol of lord Ganesha was made up of mud and visarjana was done in the bucket of water and covered with a holy cloth whole night. Next day that holy water was given to the plants. Honestly this change is admirable. A small step by little girl Lalita Prasida Sripada Srisai from Koraput, Odisha could surprisingly created bang in California, USA & successful in getting Google Science Fair award for low cost and eco-friendly method of purifying water using corn cobs. Corn as one of the important staple widely grown in India, Corn kernels is extensively used where as cob serves no use. Such a useless cob is used by Lalita to filter water. Such incidence shows that Green revolution is in the way of progress.

CONCLUSION

Life is moving faster than usual. To match this fast pace of changing world we are running faster to acquire much in limited time. Business enterprises also become blind in satisfying the unlimited human needs. In the process of pleasing those irrational human needs now we are in the lap of danger. Which further lead to a sharp rise in climatic aggravation & health threats.

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Today, these growing threats create a consciousness in the society, which awake the common man from their forty winks. Government and Business enterprises have pulled their vigor up with new policies & strategies to counteract this crisis. In this process of change "Eco-friendly" marketing proved to be a boon for both the society & Business enterprises. Really "Green Responsibility" has created bang in corporate world. Eco-marketing strategy not only successful in persuading customers and safeguard our planet, but also successful in creating a distinct image in the society. No, change is possible without the common man. We need to join hands with government & corporate in their expedient against climatic intricacy by which we can make our endeavor successful.

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