AWARENESS OF GREEN MARKETING ENVIRONMENT IN COMPANIES FOR THEIR OPERATION BENEFITS AND CONSUMER BENEFITS

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Abstract
A product, service or process that either benefits the environment or reduces the negative environmental impact of existing products, services, or processes. Need for environmentally friendly solution, and they work towards creating a product or service that meets the needs. A person who is willing to launch a new venture or enterprise and accept full responsibility for the outcome. Putting these together a green entrepreneur is someone who starts a business to make or offer a product, service or process that benefits the environment. This article aims to shed light on the area of awareness of green marketing environment in companies for their benefits and consumer benefits and its related concepts. The following article will present systematic theoretical concepts, which attempts to organize, integrate and evaluate previously published material. These articles carried out that how our economy gets benefits, company benefits, consumer benefits through the implementing of green marketing environment.

Key words: Environmental benefits, economic benefits, sustainable development Economy strategy benefits.

Introduction:
Green marketing as the study of all efforts to consume, produce, distribute, promote, package, and reclaim products in a manner that is sensitive or responsive to ecological concerns. The inclusion of all "efforts to consume" recognizes that many entities are involved in green marketing. Green marketing is not limited to government or nongovernment organizations, nor is it solely an activity undertaken by consumers. Manufacturers, wholesalers, retailers, and services firms each has opportunities to contribute to green marketing. We define green marketing management as the process of planning and executing the marketing mix to facilitate consumption, production, distribution, promotion, packaging, and product reclamation in a manner that is sensitive or responsive to ecological concerns. The management of green marketing activity continues to evolve as companies in corporate new thinking about climate change throughout their organizations. Initial green marketing efforts focused on the recycling of products such as aluminum cans and photocopier toner cartridges. Overtime, firms have begun to consider ways to modify inputs to production that limits the influence of the products on the environment.

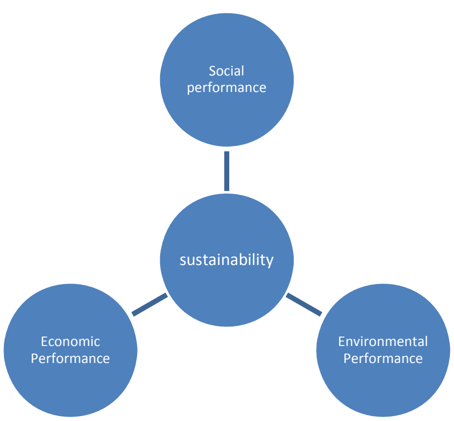
Study Green Marketing
Green marketing has positive influence on multiple participants in the economy. the environment, developing economics, consumers, corporate strategy , the product, production processes, and supply chain benefit from green marketing. Consider first the environmental benefits from green marketing.

Environmental Benefits:
The obvious benefactor of green marketing is the environment. The book characteristics current conditions and trends in climate change, air, water, and soil conservation. Green marketing can have an influence on climate change in several substantial ways. Fossil fuel consumption is a major source of greenhouse gases associated with climate change. Two leading sources of climate change are the burning of coal for

electricity and the burning of gasoline for automobile transportation. Green marketing initiatives focused on product development strategies reduce the need to rely on these forms of energy. For example, new appliances are designed with fuel efficiencies that markedly reduce energy consumption.

It is important to recognize that the consumer must incorporate concern for the environment with multiple other considerations. For example, potential consumers of the new Chevrolet volt must reconcile the zero-fossil fuel consumption with the price differential for this car versus less expensive cars that product more carbon dioxide. Green marketing initiatives contribute to the environment by incorporating green marketing strategies into supervisor value propositions for consumers.

A related consequence of environmental change is the number of endangered species. Today there are more than 16000 animal and plant species on endangered lists. Their numbers increase every year due to deforestation, development, and climate change. Efforts to develop and consume environmentally friendly products, however, offer the potential to reduce the number of species on the endangered list.



Developing Economics:

The term developing economics refers to nations that have a relatively low gross domestic product (GDP) per capita. The low income, underdeveloped assets, and economic vulnerability endemic to these economics results in high dependence on the agriculture sector. Inhabitants in these markets, however, face increased exposure to drought, intense storms, floods, and environmental stress that limits the ability to enhance quality of life. Research performed by the united nations indicates that inhabitants of these countries are more likely to be affected by natural disasters than inhabitants in high-income countries. Climate change limits agricultural productivity , increases water stress, raises sea levels, negatively transforms ecosystems, and thwarts human health. These factors do not operate in isolation; interactively, they contribute to hunger and poverty in developing markets. Green marketing and production stand to reduce cluimate change and consequently limit hunger and poverty.

Consumer Benefits:

Consumer benefit in several important ways through green marketing. These benefits often influence consumer decision marketing, and consumers will vary in the extent to which they value these benefits. Initially, consumers benefit from the knowledge that they are doing their part to reduce climate change. These consumers are likely to favor corporate efforts to reduce pollution over efforts to raise corporate profitability. A nascent industry is developing that enables consumers to offset adverse effects of their action. For example, Terra pass enables consumers to purchase carbon offsets for their auto, air, or home emissions.

Consumer also value the opportunity to be associated with environmentally friendly products and organizations. For insurance, the body shop’s retail ambience prompts customers to associate their consumption with an environmentally friendly organization.

Strategic Benefits:

Managers of corporate strategy realize multiple benefits from a green approach to marketing. Companies that incorporate ecological consciousness into their mission statements and strategy enhance their images among consumers, employees, investors, insurers, and the general public. As previously outlined, some consumers have strong affinities toward green products, and approaching the market with an ecological focus enhances image of the brand among the consumers.

NGOs are self-governing and private not-for-profit organizations designed to improve the quality of life for disadvantaged people. Although business firms' interactions with these entities have historically been contentious, recent activity with NGOs indicates opportunities to forge strong working relationships. The action of McDonald's illustrates how corporations can work with NGOs .McDonald's collaborated with the environmental defense fund to phase out clamshell boxes because the manufacturing process used ozone- enable firms to establish ongoing commitments to the environment. The McDonalds-environmental defense fund alliance resulted in the restaurateur purchasing more than $ 1 billion in recycled materials between 1990 and 1995-five years before schedule.

The McDonald's case underscores two additional strategic benefits of green marketing. Efforts to engage in environmentally conscious activity enable firms to improve their competitive positions and redefine markets. The competitive position changes in the market due to consumer observation and recognition of green marketing activity such as the recycling efforts of McDonald's. in addition, some segments of the investment community avoid investing in corporations associated with environmental , damage. Thus, reputations in consumer and financial markets benefit from green marketing activity.

Green marketing also enables companies to redefine markets. General electric has committed to the need for cleaner, more efficient sources of energy, reduced emissions, and abundant sources of clean water. This commitment resonates throughout GE's product line and enables channel partners to redefine markets. Boeing, a purchase of GE's Genx jet engines, markets its commercial aircrafts as being quieter and more fuel-efficient and producing fewer emissions than its chief competitor, airbus.

Product Benefits:

In this section, we distinguish product from process benefits. Product benefits refer to components introduced into production outputs or services designed to benefit the consumer, whereas process benefits refer to tools, devices, and knowledge in throughput technology designed to facilitate manufacturing and logistics. For example, a hybrid engine is a product innovation, whereas a just-in-time inventory system is a process innovation.

The battery example underscores another benefit to green marketing, and that benefit lies in considering the value of the product throughout its life rather than the absolute initial cost. Auto purchases that consider the relative lifetime operating costs of a hybrid versus internal combustion engine note marked disparities across brands. To the average driver that logs 15000 miles per year and spends $2.87 per gallon of gas, it takes more than nine years to break even with the Honda accord hybrid compared with a similar gasoline-powered accord. By contrast, driving the same mileage and assuming gasoline costs $4 a gallon, the Lexus GS450h four-door sedan hybrid breaks even immediately with the similar gasoline-powered Lexus GS430. Increased fuel prices, longer driving distances, and reduced cost disparities with models using conventional engines are likely taken into consideration when the buyer evaluates the lifetime cost of the hybrid auto.

Production Process Benefits:

Production processes focus on organizational efforts to produce the highest-quality products at the lowest possible cost. Process benefits accrue for handling of products, by-products, and waste. The materials costs associated with sustainable manufacturing techniques can be reduced in a number of ways. Mercer color, for example, began using vegetable-based inks in 1990. Over time, the firm experienced a 25% reduction in ink costs as well as a more than 50% reduction in press washing costs. Material costs can also be reduced via just-in-time (JIT) inventory procedures. JIT enables companies to carry optimal levels of inventory that save space and energy.

By-product considerations also serve as incentives to engage in green production. The coal industry has developed procedures that modify the output of steam from power plants. This by-product is then is sent to a collocated ethanol plant. The result of this by-product modification is reduced greenhouse gas emissions along with decrease in mercury and nitrous oxide emissions. Fuel costs are lowered, and the plant earns revenue from hydrochloric acid sales and from sales of low-pressure steam to the ethanol plant.

Advancements in the pharmaceutical industry illustrates efforts to limit waste. Chemists at broke university has designed waste modification strategies that enable companies to process formerly hazardous waste into benign chemicals that can be disposed of in sewer systems. This team has also transformed pharmaceutical by-products into analgesics, anesthetics, and antitumor drugs that treat cancer, infection, and diabetes.

Supply-Chain Benefits:

Green marketing influences relationships among the firms that makeup the channel from raw material mining to consumption. Green strategies that seek to eliminate waste in the supply chain result in firms analyzing truck loading and route planning in the delivery process. Routing that seeks to eliminate fuel costs can maximize truck capacity utilization and improve customer service.

Increasingly, partners in the supply chain seek the ability to trace products throughout the supply chain. European union law refers to traceability as "the ability to trace and follow food feed, or food-producing animal or substance intended to be or expected to be incorporated into food or feed, through all stages of production, processing and distribution". Companies that adopt sustainable or green strategies for the production and distribution of food products provide a level of insurance of product quality. The ability to trace components throughout the distribution process is not limited to food, as the automotive and computing industries have also adopted forms of traceability.

Groups That Need To Understand Green Marketing:

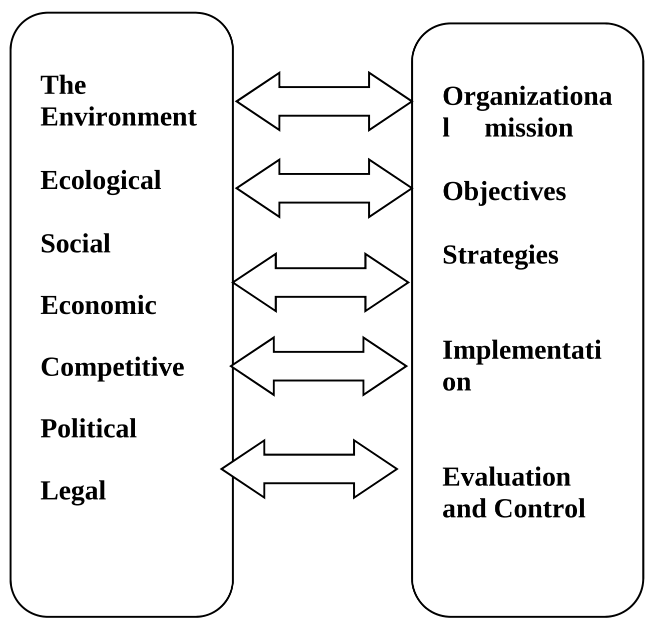
In addition, governments that understand the market potential and limits of green marketing initiatives are in better positions to develop regulation strategies that serve the needs of society and industry.

Companies With Established Environmental Reputations:

Companies that have been singled out as standard bearers for green marketing expect significant scrutiny and publicity from environmentally questionable activity. For example, the body shop has a stellar record as a green-oriented firm, but it can anticipate substantial criticism if it fails to keep this orientation in all markets it serves. By contrast, companies such as Exxon that have been singled out for nefarious acts against the environment must address green marketing issues if they seek to change their reputations.

Companies Highly Dependent On Scare Human Capital:

Services refers to intangible activities that organizations provide to consumers. In the united states, services account for more than 84% of the employment in the economy. The intangible services are provided through human capital, and firms that operate in this sector of the economy must increasingly incorporate green marketing into their product offerings.



In Las Vegas, for example, dentists are providing services to hotel and casino employees via mobile vans situated near the entertainment district. The proximity of these facilities reduces fuel emissions by eliminating the need for employees to travel to the dentist. Consumer dental hygiene and worker productivity benefit from this eco-conscious service design.

Companies With High Brand Exposure:

In their annual reports on the best 100 global brands, business week and inter brands provide annual estimate of the earnings attributable to the brand. As brands increase in appeal, they simultaneously increase the amount of scrutiny they incur. In contrast to reports of brands that have little brand equity, stories that indicate the activity of brands with high brand equity are liked to be viewed as more newsworthy. For example, newspaper article critical of the processing of chickens will be of greater interest to the public when they refer to KFC rather than to any other brand in this industry. Firms with strong brand equity must address green marketing to limit the scrutiny they experience.

Companies With Low Market Power:

Companies that rely on other firms for substantial amounts of output must attend to the green marketing constraints leveled by the supplier. General mills, one of the largest companies in the packaged grocery business, recently modified the shape of hamburger helper on the request of Wal-mart. The retailer pointed out that the once-curly noodles in hamburger helper should be straight. This ecologically driven product modification reduced thousands of pounds of packaging and lowered the product’s price. As buyers become more attuned to sustainability, suppliers reliant on these buyers must also increase their understanding of green marketing.

Companies Operating In Highly Regulated Industries:

Government implements regulation to control the manner in which an industry operates. Industries that employ hazardous materials(e.g., the chemical industry) are subject to substantial regulations, and the increasing interest in green marketing fuels the need for industrial standards. Similarly, utilities, automobile producers, and airlines must address multiple stringent regulations. The electronics industries face increased scrutiny in the European union due to “take back laws” that require manufactures to handle product disposal after consumer usage. In each of these industries, firms that take a proactive stance toward environmental regulation can implement regulations before adherence is required.

Companies Dependent On Natural Resources:

Industries that are highly reliant on natural resources recognize the absolute limits in the availability of natural resources. These industries include oil, fish, and forestry. Natural production limits demand that firms understand eco-marketing activity that can conserve scarce resources.

A green planning process must explicitly examine the interaction of the environment with the corporate strategy. We therefore define green marketing planning as the process of creating and maintaining a fit between the environment and objectives and resources of the firm. Fit refers to the effort to understand how the environment both influences and is influenced by marketers. In chapter 3, we will examine the interaction of firms, consumers, and individuals with the environment. The planning process begins with an in- depth analysis of the internal and external environment of the firm. Based on this situational analysis, the firm establishes its mission, objectives, strategy, implementation, and evaluation. As the planning process is a dynamic process that relies heavily on interaction.

Strategic marketing planning should accompany planning throughout all functional areas of the firm such as financial planning, production, and research and development. The output of the planning process is a marketing plan that provides an analysis of the current marketing situation, opportunities and threats analysis, marketing objectives, marketing strategy, action programs, and projected income statements. This plan serves as the blueprint outlining how the organization will achieve its objectives. In addition, the plan informs employees regarding their functions and roles in the implementation of the plan. The plan also provides insight into the allocation of resources and the specification of tasks and responsibilities and the timing of marketing action.

The mission statement should be formulated and articulated by upper management within the firm. The process of developing this statement and strategy demands buy-in by top management. In addition, articulation of the plan by senior executives signals to employees, customers, and stakeholders that the planning process is of central importance to the activity of the firm.

Incorporating A Green Perspective Into The Mission Statement:

The mission statement describes a firm's fundamental, unique purpose, indicating what the organization intends to accomplish, the markets in which it operates, and the philosophical premises that guide its actions. The mission statement is an inspirational tool that provides motivation, direction, and insight into the company's character. For example provides the mission statement and values of duke energy..

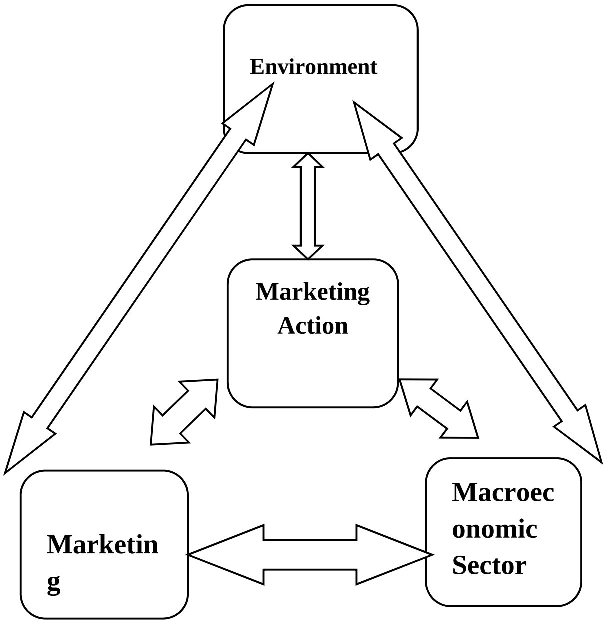
Importantly, the mission of the firm must consider the organization's history, its distinctive competencies, and its environment. Energy firms such as duke have been the target of litigation from the U.S. environmental protection agency. The explicit inclusion of sustainability in the mission, however, suggests that the firm seeks to separate itself from his history. In addition, the treatment of sustainability underscores the firm's recognition of the intense interaction between the company's operations with the environment. Finally, the mission statement indicates the distinctive competencies of the company that include diverse talents, passion, and open dialogue with their stakeholders.

Sustainability should be incorporated into the mission statement of the firm, but this focus should augment other driving forces within the firm. For example, Adidas explicitly recognizes that the company is a consumer-focused, innovative firm that manages a portfolio of brands that consistently deliver outstanding financial results. The firm also affirms its desire to be a socially and environmentally responsible global organization. The Adidas values reflect the mounting evidence of the role of green marketing within the firm. Green marketing augments the other values of the firm and its product offerings, but it is rarely the primary motivation for consumption. The firm needs to incorporate its development of a green strategy as a facet of the value proposition.

This Text Is Organized To Help You Understand Green Marketing:

The goal of this text is to drive marketing decision making toward action that is sensitive to the environment. Our general model of the context surrounding marketing action is provided. Marketing action is at the core of this model, and it is surrounded by environmental considerations, industrial activity, and marketing strategy. We define marketing action as any behavior associated with the procurement, purchasing, sales, consumption, and post consumption of product offerings. Note that the all of this marketing action reflects situations in which there is some sort of exchange between two parties. The purchase of a cup of coffee in a reusable thermos, for instance, involves the exchange of currency for a beverage. Both entities that are involved in the exchange activity are driven by the desire to increase value. The value of an exchange can be expressed in terms of the three related outcomes. To varying degrees, exchange activity provides economic, social, and environmental value. The coffee consumer for example, may identify economic and environmental value from purchasing coffee in a reusable container whereas the ambiance and service offered by the restaurant employees may yield social value to the consumer. It is not only meaningful to consider the triple bottom line of the consumer, but it is also increasingly essential for companies to recognize that they must pay attention to the economic, social, and environmental value of their product offerings.

Marketing action is broadly defined to include all the action associated with sourcing environmentally sensitive products as well as the activity endemic to using and discarding products. Thus, this definition encompasses all action associated with the supply chain from the procurement of raw materials to the post consumption treatment products that have outlived their utility. For example, marketing action includes Pepsi's efforts to incorporate clean water into the syrups it sells to local bottlers in India. It also incorporates all the effort to make this product available for sale in the country, and it further includes all efforts to reuse or recycle the packaging of the product.



Product Innovation Framework:

Firms engage in an interactive process in their efforts to develop new product and service offerings. The stage- gate process outlined in elucidates the series of activities involved in designing new products. Stage-gate recognizes that firms engage in a number of activities between idea conception and the market launch of a product. These phases are multifunctional and require interaction among marketing, R&D, production, and other activities internal and external to the firm. Research indicates the technical flaws account for about 20% of product failures, whereas marketing- and management- related deficiencies account for 75% of product failures. The last 5% is not addressed in the reviewed literature. The various departments within the firm must together to increase the likelihood of new product success.

Each phase and stage of the development framework is accompanied by a complementary gate. Gates are the points in the development process at which the firm evaluates the potential for a product. The gates are predetermined and specify must meet requirements of a project and should meet requirements of a product. At each stage in the process, firms deliberate whether to kill the project or allow it to go forward to the next stage. Firms make substantial investments in new product development, and the benefits of successful new products and the costs of failure are staggering. Estimates indicates that products released in the past three years account for at least 25% of a firm's revenue. By contrast, failed product launches in the electronics industry are estimated at more than $20 billion per year. By devising an appropriate series of gates or check-points, firms increase the likelihood of success and reduce the potential for failure. As the product develops toward full market launch, the costs associated with the product increase. Consequently, each stage of the process demands more stringent gates that serve as barriers to advancement of the new product project. Decisions that are made to kill products should be made as early as possible in the development process. The early elimination of products destined for market failure prevents the firm from spending valuable resources of the stage at which the project is killed.

We next outline the various phases of the new product development process. We begin with a discussion of idea generation.

Product Innovation:
Idea Generation

The initial activity in the new-product development process is the generation of an of an idea. The stakeholders associated with an organization are at the phase of the new-product development process, and it is essential to treat stakeholders as partners throughout product innovation. New ideas can emerge from virtually any aspect of the environment, and it is important to work with stakeholders to understand their vantage points for innovations. Participation in product development should therefore include employees, consumers, vendors, government, nongovernment organizations, and the general public.

Employees are often valuable sources of information because they have the potential to understand the market as well as the production and strategic objectives of the firm. Note, however, that this understanding can also be limiting to employees. The logic of "business as usual" may detract from the ability to offer ideas that genuinely challenge current operations. In many situations, organizations develop teams of employees involved in new- product development. These individuals come from the marketing function as well as from other technical areas of the firm.

If these teams are to generate ideas successfully, it is imperative for them to recognize some of the inherent challenges in group development. The group process may generate production blocking characterized by the inability to offer opinions simultaneously. In addition, the firm should recognize that the group process may be hindered by employee concerns about evaluations drawn from idea generation process. Research indicates that the influence of these problems can be quelled by electronic idea generation sessions. Asynchronous inter-action enables multiple responses without blocking, and anonymous participants precludes management from using the idea generation sessions in employee evaluations. The organization must also contend with the possibility that some team members free-ride in the development process by failing to other ideas. The failure to participate in idea generation can be lowered by offerings employees incentives for their participation.

Beyond the organization, it is also clearly essential to poll the activity of consumers of the firm's product. Although the typical process in the firm has been to survey the breadth of consumers in a market, recent related benefits from a solution and experience needs for an innovation earlier than most participants in a target market. A representative sample of the target market customers that is familiar with existing product uses may have difficulty conceiving of novel product users and attributes. By contrast, future- oriented lead users are more inclined to face issues today that most users will face in the coming months. These lead users tend to have more consumer product knowledge and experience than other consumers. Relative to other users, they more frequently commit to risky, innovative, and difficult tasks, and they are more likely to be predisposed to innovation. Vendors, the organization that market to one's firm, can also be a source of new product ideas. Competitive suppliers operating close to the firm provide shortened communications lines that facilitate the exchange of ideas that yield innovations.

Conclusion

Green marketing covers more than a firms marketing claims . while firms must bear much of the responsibility for environmental degradation, ultimately it is consumers who demand goods and thus create environmental problem. Organizations are expected to exercise diligence to ensure that products are fit for intended use and do not pose any unintended hazards to health and safety. The organization that develops sustainability reports develops a broader awareness of environmental issues throughout the organization and this awareness should yield a smaller carbon footprint for the firm.

Conveys on environmental message to all stakeholders. One of the primary benefits of sustainability reporting lies in the ability to promote dialog with stakeholders. That the stakeholders for the firms include consumers, suppliers, employees, competitors, nongovernment organization, and the general public companies recognize that they can enhance credibility with each of these groups via transparency. Final consumers and industrial buyers also have the ability to pressure organization to integrate the environmental into their corporate culture and thus ensure all organization minimize the detrimental environmental impact of their activities

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