

PARADIGM SHIFT: TRADITIONAL MARKETING TO GREEN MARKETING

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Abstract

With the emergence of a large number of environmental problems all over the world, there arises the need to protect and preserve the earth's natural environment and resources. Environmentalism in the present scenario has become a global event, as a resultant ecological consumerism is playing a very important role in guiding customers to focus on Green Marketing. World-wide evidence indicates that customers and marketers are becoming concerned about the environment and are changing their behaviour accordingly. For adoption of green marketing practices by marketers and making consumers aware of green products, it is imperative to have a sound understanding of green marketing. Therefore this paper attempts to develop the conceptual understanding of traditional marketing and green marketing by discussing the differences between both Traditional marketing and green marketing in a broad manner. This will help the marketers and consumers to decide why to shift towards Green marketing. Furthermore this paper attempts to bring forward that why we are going GREEN by emphasizing the characteristics of Green products.

Keywords: Green marketing, Green Products, Traditional Marketing, Sustainable Development

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Introduction

Industrial revolution has been the sign of human development as it promises an opulent life style with abundance of facilities and this has made our life easier. But as the darker side of this development, we have disturbed the harmony with nature by unbalanced utilization of nature's resources and consequently polluting the environment. In modern era of globalization, it has become a challenge to keep the customers as well as consumers in fold & even keep our natural environment safe and this is the biggest need of time.

Traditional Marketing refers to any type of promotion, advertising or campaign through print advertisements like newspapers, billboards etc has been used by companies for years.

But, Business Organizations are now on the realistic path of understanding that they cannot earn profit by just making a product which satisfies the customer. Now the trend has changed to manufacturing and marketing of those products and services which is environmentally safe. For this they are realizing "Green Marketing" as effective tool to stand in the market and convey the customers that they are taking care of the society.

As per Mr. J. Polonsky, Green Marketing can be defined as, "All activities designed to generate and facilitate any exchange intended to satisfy human needs or wants such that satisfying of their needs and wants occur with minimal detrimental input on the national environment."

According to the American Marketing Association, Green Marketing is the marketing of products that are presumed to be environmentally safe. "Green Marketing" refers to holistic marketing concept wherein the production, marketing consumption an 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.

Traditional Marketing Vs. Green Marketing

In today's competitive and dynamic business environment, proper planning is the key to the success. For this, Traditional marketing and Sustainable marketing or Green marketing has

become a subject for the discussion. In Table 1, it is discussed in a broad manner that how Traditional marketing differs from Green marketing on the basis of various parameters.

Basis	Traditional Marketing	Green Marketing
1. Definition	<p>A) The American Marketing Association (2007) defines traditional marketing as “the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.</p> <p>B) A report by Extra prize, a Boston based marketing consulting firm, describes Traditional Marketing as looking at product, price, data, and managing people and campaigns.</p>	<p>Green Marketing can be defined as the holistic management process responsible for identifying, anticipating and satisfying the needs of customers and society, in a profitable and sustainable way. Therefore, one can say that green marketing is a careful integration of social and environmental requirements with the economic desires of the company.</p> <p>Green Marketing looks at the consumer, creating value, using the information as insight and measuring the process all along.</p>
2. Focus	<p>A) Traditional Marketing focus on Tangible goods.</p> <p>B) Traditional Marketing focuses only on the direct benefit of a product.</p>	<p>Green Marketing focuses on “Products and services”.</p> <p>Green Marketing focuses on long term environmental benefits along with the direct benefit of a product.</p> <p>Focuses on Industrial processes.</p>

	<p>C) Focuses on Industrial functions.</p> <p>D) Focuses on Profit making.</p>	<p>Focuses on the Social Responsibility.</p>
3. Aim	<p>A) Traditional marketing aims in educating the consumer about the product.</p> <p>B) Aim for Total Quality Management.</p>	<p>Green Marketing helps in determining ecologically sound product choices along with educating the consumer about the product.</p> <p>Aim for Total Quality Environmental Management.</p>
4. Goal	<p>With an aim of achieving satisfied customers.</p>	<p>Achieving Customer satisfaction but in an environment friendly way.</p>
5. Needs	<p>Traditional market's centre focus is on Customer needs for the decision making.</p>	<p>Green market's centre focus is on Environment needs for the decision making.</p>
6. Process	<p>Traditional marketing starts with identifying the needs of their target customers by analyzing consumer research data, looking at the internal organizational goals, and making a sale – all with a focus to hopefully creating a loyal repeat consumer and adding to the bottom line profits of the organization.</p>	<p>Green Marketing also starts with identifying the needs of their target customers along with the emphasis on environmental burden and the overall ecological cost that the entire marketing process entails.</p>

<p>7. Development of product</p>	<p>Development of product as per their Needs, delivering and providing the after sales services.</p>	<p>Development of product by analyzing Ecological compatibility of the product, its raw material. packaging and re-uses etc.</p>
<p>8. Decision Making</p>	<p>A) It believes in Fragmented thinking while making decisions. B) Decisions are taken with Short term Orientation.</p>	<p>It believes in Integrated thinking for the motive of making decisions. Decisions are made with Long term orientation.</p>
<p>9. Marketing Strategy</p>	<p>A) Traditional market uses Outbound Marketing i.e., company communicates with its customers through radio, TV, newspaper, magazines, tradeshows, catalogs etc. B) It uses the push strategy to promote the products. C) Traditional Marketing appeals only on the direct functional benefits and emotions. D) Soliciting new customers by using Television advertising, print advertising, direct mail and telemarketing.</p>	<p>Green marketing uses Inbound Marketing i.e., they bring visitors in through blogs, e-books, podcasts, e-newsletters, SEO etc. rather than marketers having to go out to get prospect's attention. It uses the pull strategy for promoting the products. Green Market appeals on indirect long term environmental benefits along with the appeal on the direct functional benefits and emotions. Soliciting new customers through blogs, e-Books, e-Newspapers etc.</p>

<p>10. Approaches</p>	<p>A) Its approach is Self-centred with short term orientation and without giving the attention to environment.</p> <p>B) Uses planning to minimize the cost of local waste disposal.</p> <p>C) Traditional Marketing follows Reactive approach to waste management.</p>	<p>Its approach is on Social cost benefit with long term orientation and giving importance to the environment.</p> <p>Uses life cycle assessment and environmental audits to redirect waste management.</p> <p>Green or Sustainable marketing goes with Proactive management.</p>
<p>11. Distribution Network</p>	<p>Traditional marketing based on its supplier's network on the Quality, Price and Functionality of a product.</p>	<p>Green marketing forces suppliers and vendors to turn green.</p>
<p>12. Natural Resources Utilization</p>	<p>Better utilization of natural resources but not considering the Environment.</p>	<p>Better utilization of Natural Resources by considering our Environment.</p>
<p>13. Cost</p>	<p>Traditional marketing has always externalized the costs – either moved somewhere else in the supply chain or delayed to some future time through emissions and waste generation.</p>	<p>Green or Sustainable marketing internalizes all those costs and reaches an optimal solution without moving costs around anywhere along the product's lifecycle.</p>
<p>14. Society</p>	<p>Accused of contributing to our</p>	<p>Accused of contributing to our</p>

Orientation	consumption-oriented society.	Environmental – oriented society.
15. Public & Private Sector	Public sector responsibility	Responsibility of both Public & Private sector

Table 1

Why We Are Going Green ???

Every Organization runs with the cooperation of resources whatever it gets from the society. So it is the responsibility of the organisations to give back at least something which it has taken from the society and this process is called as the “Corporate Social Responsibility.” Both Marketers & Consumers are becoming increasingly sensitive to the need for switch in to green products and services.

Green Products provide us various benefits like they are Environment Friendly, Recyclable, and Reusable, not tested on animals, sustainable, ozone friendly etc. (Fig 1), through which we can preserve our Earth and keep safe our environment. Now-a-days, customers prefer to buy the products of those companies which are taking maximum effort to be “GREENER”. Therefore, we need to be Green and being Green is very valuable.

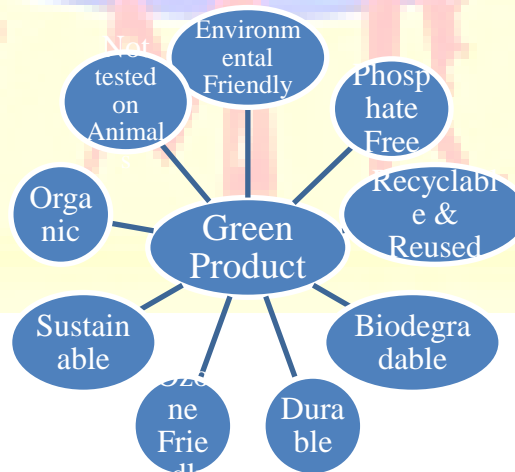


Fig. 1: Characteristics of Green Product

Conclusion

With the advent of time, the traditional marketing has undergone a sea change. There has been a transformation journey from Traditional Marketing to Green Marketing. The difference between these two types of marketing lies in “Holistic Approach” and “Ecological Sustainability”. Green marketing is considered as a novel way of regenerating the brands. The recent years have seen a notable advancement in the field of sustainable development. It is a tool for protecting the environment for the future generation.

Customers are becoming more demanding and they have started to pay more attention to the environment and by choosing green products they will be able to preserve the environment. In a nutshell, customers are moving towards a Greener lifestyle. However, we have to welcome the thing which is good for environment. So, it is the right time to select Green Marketing globally. It will come with drastic change in the world of business if all nations will make strict rules because green marketing is essential to save world from pollution.

“Make the world a better place” to live in, not only for us but for all future generations.

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