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Green Advertising: An Effective Tool for Sustainable Communication

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Abstract

Green Advertising is an essential tool in an era of globalization where “go green” is the natural phenomenon for the sustainable development along with environmental safety. Taking the opportunity of this trend many organizations are adopting green advertising strategy to grab the attention of consumers easily and in an effective way. Green Advertising is a process by which a company can advertise their product in terms of environmental preference and acceptance according to the safety of environment by highlighting their green features. Green advertising is a part of new marketing approaches which focus on re-marketing of existing product along with different approaches to provide substantially different perspective. Consumers prefer to have those products which are eco-friendly and help to make environment “clean” and “green” for the sustainable development. Consumers are aware that eco-friendly products are not just for environmental protection but also for healthy and fit lifestyle. This paper highlights the facts about the importance of green advertising and its benefit to the consumer. Green marketing is the tool for re-enter in the market in an innovative way with the help of modification of an existing product or packaging which is safe for the environment and acceptable by the consumers.

Keywords: Green Advertising, Sustainable Development, Eco-friendly, Environment protection

1. Introduction

Advertising is the process by which companies can introduce their products and services in front of consumer to gain their attention towards their products and services and to convey messages easily. With the demand of eco- friendly products and taken into consideration of environmental safety consumers are turning towards more on ecological products for the betterment of self as well as environment. Green advertising is done to target those particular groups who are conscious for themselves along with the environment where communicators are using the trend to spark consumer interest and drive sales. Green advertising is done like labels with green color schemes on the products, advertisement with the “natural claim” and print images of “natural” on products and advertisements must show environmental claim both intentionally and subliminally address the green movement which is generally refer to “green advertising”. Green Advertising is done generally for those products which are supposed to be environmentally preferable to others. Green advertising is a new way to attract consumers with the features of green communication for the sustainable development or sustainable communication as this will help in detailing those features which consumers are looking for and in demand. With the green communication only one can retain the consumer for the long period of time in today’s scenario where “Go Green” is a natural phenomenon. Green advertising helps in promotes those products and services that satisfy consumer’s needs that are quality, affordability, and availability without having any effect on the environment. A communicator whose commitment to green advertising must focus on two set of consumer needs that are-

- i. **Customer requirement** about the products that will help in maintain long time relationship with the consumers and able to convey message easily with the help of green advertisement.
- ii. **Ensure of Environmental products** that is companies must ensure of the products which will fit on customer requirement and the products are environmental friendly while consuming those products and services.

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Literature Review

According to Wikipedia “Green marketing is the marketing of products that are presumed to be environmentally preferable to others. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, sustainable packaging, as well as modifying advertising”

Sanjay K. Jain & Gurmeet Kaur in their study environmentalism has fast emerged as a worldwide phenomenon. Business firms too have risen to the occasion and have started responding to environmental challenges by practicing green marketing strategies. Green consumerism has played a catalytic role in ushering corporate environmentalism and making business firms green marketing oriented. Based on the data collected through a field survey, the paper makes an assessment of the extent of environmental awareness, attitudes and behavior prevalent among consumers in India.

R. Batra and LM Ray has mention in his article that “Consumers” feelings and judgments are formed when they are exposed to an advertisement which will influence consumers”

According to S Banerjee, CS Gulas, and E Iyer, “There are various dimensions in green advertising: One is education-focused which aims to enhance consumers” understanding towards the nature and environment; another is commercial-focused which is designed to increase the sales of products or services; some concern about the improvement and enhancement of firm’s green image in order to generate long-term customer loyalty”

Philemon Oyewole has discussed in his paper that there is the need for greater awareness environmental justice in the practice for green marketing. In practice green marketing, companies often embark on such things as: (i) using packaging and raw materials that are recyclable, reusable, photo degradable and/or biodegradable, (ii) pollution free production processes, (iii) aerosol-free raw materials, (iv) pesticide-free farming, (v) anti-chemical methods of food preservation, (vi) less bulky packaging that uses less of the raw material, (vii) natural, as against synthetic fertilizer etc. While all these are essential to responding to consumer environmental demands, they focus more on the technical aspect of green marketing. Equally important though is the ethical aspect of green marketing. Green marketing should not only be concerned with the environment but also with people in the environment. In other words, it should be concerned with environmental justice.

Objectives of the Study

The basic objectives of my study are:

- To find out importance of green advertising.
- To find out its impact on environment for sustainable development.
- To find out its awareness and consumer purchase behavior through green advertising.
- To find out initiated taken by the different companies towards green advertising.

Research Methodology

My study is purely based on secondary data which include, Existing Articles, Newspapers, Published books, Articles published in different Journals, Magazines, websites, online articles and Research Paper published in different journals. Through these secondary data and information available I have done my research on green advertising so deeply to meet up with the objective of the study.

Why Green Advertising?

Green advertising is the trend of new mass media. With the green advertisement people can easily get attracted towards green product or eco-friendly products which are the necessities of today’s time where pollution and ozone depletion has taken place. Therefore, for the environment safety and healthier surroundings green advertisement is the initiation towards green media for the sustainable communication. For this, we have to understand our green consumers to tap them.

Know about Green Consumer

Prior implementing green advertising strategy advertisers have to identify green consumer so that they can easily communicate with them through advertisement. Green consumers are those who prefer eco-friendly products, green products and concern more about the protection of environment along with the protection of health. Also, green consumers are those who prefer products which are not tested on animal’s skin specially the cosmetic segments. This will help in positioning the brand image in front of consumers through green advertisement.

Classification of Green Advertisements

Green advertisement must classified into four parts that are consists of-

- Target of Green Advertisement- Target audience must be clear that is companies must understand their green consumers so that they can easily communicate with them through green advertisement.
- Objective of Green Advertisement- Companies has to understand their objective very clearly for going with green advertisement so that they can easily grab the attention of consumers.
- Appeal through green advertisement- The advertisement must be appealing to drag into mindset of consumers and so effective to retain for the long period of time. It should give clear idea about going green that is so beneficial and profitable to both producer and consumers.

Result and Discussions

Green advertising is considered to be one of the innovative tools to grab the attention of consumer by highlighting green features and eco- friendly products which are obviously a safeguard for the environment .Also, it have very good impact on consumers and able to build strong trust on the communicator of natural products producer. It was seen consumers are turning towards more on natural products like green tea, organic food, organic products, wax paper etc. which are environmental friendly product which will lead to sustainable and green development of surroundings. In India, lots of people had started preferring eco-friendly products

which will give them healthy lives along with environment safety which is itself a big opportunity for the advertisers or companies to come with green features in front of consumers. Many companies already realized their social responsibility towards environment therefore; they had turn somewhat towards featuring themselves more responsible by changing their packaging system of products and services. Many steps have been taken by the Government side like framework of legislation to reduce use of plastic bags which is harmful for the society and replace the plastic bags with the paper bags which are environmental friendly. Green advertising may be costlier as it needs to be focused, generous and attractive by reflecting those small features of green products. It can also be costly because green products require renewable and recycled material for this company had already putted high cost equipment in their production unit. Green advertising helps in spreading that information which are required and necessary to those consumers who are unaware of presuming eco-friendly products and its features. Green advertising must reflect a good and positive impact on consumers so that the motive of advertisement can be achieved with the increase in sales and demand of the particular product which is advertised.

Findings

During research I found the major things for both the organizations as well as consumers that are:-

- Green advertising is important for highlighting key features of green products and eco-friendly products as it will help in generate a direct link with the consumers by featuring is fanatical demand of natural products.
- Green advertising always advertises eco-friendly products which are environmental safe that means it has a positive impact on environment as well by stressing those products which are for environmental safety.
- Consumers have accepted this trend of advertisement and they are looking for these type of advertisement which will able to connect them with those products and services they wanted to be that is “natural” and “eco-friendly”.
- With the harmful effects on society and on their health by the use of different products, services etc. consumers are adopting natural products. For this, green advertising is turned to be best tool to tell them about the eco-friendly products.
- Consumers are going with the advertisement which have green image in the market for purchasing their products.
- Organizations are turning more social and responsible towards environment and doing green advertising to reach mass consumers with their green image.
- Companies like FabIndia and Mc Donalds adopted this strategy of green advertising to grab the attention of consumer by changing its packaging system of products. Mc Donalds turned with waxed paper packaging which is eco-friendly in nature and FabIndia also turned with eco-friendly packaging system which help in retaining their consumers and drive the rush towards their stores.
- Xerox has also introduced a “high quality” recycled photocopier paper to satisfy the demands of firms for less environmentally harmful products.
- Amway also claims to be natural producers and come up in front of consumers with the help of green advertising to grab their attentions.

Suggestions

Although many organizations have come up with good advertising strategy to tap the potential targeted group and they are doing good and getting positive result through this strategy. But there are others also who need to understand and identify their loophole in this field. Although everyone is well aware of environmental issues and problems which are occurring from harmful production of products, fertilizers use in industry, wastages from industry as well as household, etc. many of them are not taking consideration of these and they are going as like that only. For them it is necessary to understand the keen features of green products and its advantages to both producers and consumers. Then only they can make the use of green advertising strategy for environmental safety. There are many companies who are doing green advertising but then also they are not getting those response which they require, for them there are few suggestions which definitely give them more benefit for long period of time. The following can be adopted –

- **Emphasize on green launch-** With the green launch that is highlights the green features more on advertisement where consumers can relate themselves with eco-friendly products which are environmental safety and give them healthy live too for a long period of time. This help in retaining consumers for long lasting.
- **Must ensure of green labels or green stickers on products front side-** By this consumers get 100% assurance and trust on producers for producing natural products which is good for them and for environment . This is the first feature which will attract the consumers directly while purchasing the products or services. This can also be highlight on the companies green advertisement on air to attract the consumer’s attention towards product features.
- **Ensure Natural Claim-** Companies must ensure of producing their products of natural things which are environmentally safe and good for consumers As Amway claims that their products are made up of natural things and they are environmental friendly.
- **Sustain Green profile-** Companies must ensure of producing those products which follow sustainable measures and have written documentation of sustainability measures which shows the results and impact on the environment, society, health of consumers etc. Companies must show the green profile in terms of specific, focused, and clear about the objectives. Also they can do printed documentation distribution which specifies the brief of products attribute and eco-friendly features.

Conclusion

With the increasing demand of eco-friendly product, companies are producing green products, changing packaging system, modifying their existing product etc. to meet this demand for the environmental safety and help in maintaining healthy lives. Green advertising helps in spreading the key features and information about the products which are environmental safe in one and another way. Thus, green advertising become an essential tool for the companies to adopt to tap the target market. Green advertising has become then custom tool rather than assumption these days as to

protect the surroundings with hazard of global warming and ozone depletion. It is the need of the companies to adopt green advertising so that they can easily able to capture the targeted consumer and to maintain long-time relationship with them. As discussed above about the few companies like McDonalds, FabIndia, etc. has started adopting some modification in their products and there are many companies who has started using the concept of 3R's that is Reduce, Recycle and Reuse of such waste products like papers, plastics etc. for the protection of environment and individual life's. This feature attract the consumers as they are adopting green or natural products for environmental safety as well as own safety. Therefore, Green advertising becomes an important part of advertising industry to promote companies products in an innovative way to grab the attention of consumers as consumers are going to buy eco-friendly products in future. Moving towards "green" may be expensive for companies but it will definitely prove too advantageous and vital in the long run and profitable through customer satisfaction.

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