

Corporate Social Responsibility: Strategic Implication of Adopting Green Marketing in Indian Companies.

Gopika G¹, Athira Hind Senan², Karthika M B³

¹Assistant Professor, Amrita School of Arts and Sciences,
Amrita Vishwa Vidyapeetham University, Kerala, India. g.gopika@gmail.com

² Amrita School of Arts and Sciences,
Amrita Vishwa Vidyapeetham University, Kerala, India.

³ Amrita School of Arts and Sciences,
Amrita Vishwa Vidyapeetham University, Kerala, India.

Abstract: Firms use social responsibility to improve their own image and activities, which help to improve the employer's higher turnover, lower absenteeism. Green marketing refers to holistic marketing concept wherein the production, marketing, consumption & disposal of products and services happen in a manner that is less ¹ harmful to the environment. No longer can firms continue to act as independent entities as the business is a part of society and every firm is dependent on its social environment for its survival and growth. Therefore the company needs to develop its social responsibility in its policies and practices and make them an integral part of its mission, values, strategy and operations.

Keywords: Social Responsibility, Green Marketing, Environment, Strategy

Introduction

According to the American Marketing Association, green marketing is the marketing of products that are presumed to be environmentally safe ². Green marketing refers to companies trying to reach out to customers with products and services that are harmonious with natural resources and are manufactured ethically. Green marketing began in the 1980's, with the implementation of Corporate Social Responsibility (CSR) Reports which provided an overview of companies' environmental, social, and financial impacts. The government of India launched an Eco-mark theme in 1991 to extend customer awareness in respect of setting friendly products with an aim to encourage the consumers to get those products that are less harmful. Eco label is an environmental claim that seems on the packaging of a product. ISO 14020 may be a guide to the award of Eco-labels.

Without social acceptance and approval it is difficult for any business unit or firm to provide quality products and services to their customer. It is perceived that the success in business is dependent on profit and social responsibility. Therefore the company needs to develop its social responsibility in its policies and practices and make them an integral part of its mission, values, strategy and operations. It is considered that for a business to be successful it must be built on a conscious conciliation with morality, for this reason there is a major conflict between business and moral life.

Literature Review

According to Alexander, Business will have to adopt CSR as part of its business Philosophy. Business plays a key role on job and wealth creation in society. While business compliance with laws and regulations on social,

environmental and economic objectives ³, which set the official level of CSR performance; it focuses on new opportunities as the simplest way to retort to inter related economic, societal and environmental demands in the market place. Many authors and researchers suggest that the company should mention their social responsibility in their report as they mention their financial statement because it not only help the company to build their image as well the government, shareholders, employees, customers and public is also aware about what company has done for it. Social audit is a one way of convincing a public view about the company's product, prize their performances and to win their trust and confidence.

Labbai.M (2007) is of the view that corporate social responsibility is the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large⁴. Meon & Jorgensen (2010), talks of how environmental (green) factors affect international business and competition. Lau T (2010), examined the effect of religiosity and money ethics on socially responsible consumption (SRC) which indicates that a more religious consumer would likely be supportive of companies CSR initiative such as buying from companies that help the needy and support victims of natural disasters or avoid buying products from companies that discriminate against the minorities.

Objectives of the Study

- To understand the need & importance of Green marketing in India.
- To identify the strategy needed for successful Green marketing.
- To discuss which company implemented green marketing in India.
- To know the present scenario and growth potential of Green marketing in India.
- To examine the pros and cons in implementing green marketing philosophy.
- To know why the manufacturers and marketers launch eco-friendly products.

Significance of the Study

Green selling is additionally concerning serving to a business become socially accountable similarly to supply higher product improve operating conditions and contribute to the community. Implementing CSR initiatives in business may be a good way to maximize your inexperienced selling efforts and leverage your sales. Therefore, this study poses a desire to analyze the matter of CSR and inexperienced promoting and how it affects the behavior of customers whereas they make their purchase.

Research methodology

This study is based on secondary sources of information from various research publications, published newspapers, journals-online & printed, magazines, web sites, books and it is collected from libraries and websites.

CSR and Green Marketing in Practical World

The organizations make uses of the resources of the society for its functions; it's the organization duties and responsibility that it should work for the welfare of the society, as the organization's growth depends on society's growth. Companies have to answer to two aspects of their function

1. Quality of their management in terms of people and processes
2. The nature of Quantity of their impact on society in various areas

This operation help to know what the companies are doing to fulfill their social responsibilities in different areas and through these we can measure their quality and quantity towards society. The quality of management can be known in terms of people and processes i.e. the activity which company perform in their marketplace, workplace, environment and community which helps the company to indicate their future performance. Anything that companies do either bad or good in terms of its product and services has their impact on society. This can be substantiated by citing certain companies which has initiated green marketing philosophy in their approach. Following are some companies which deliver their CSR by producing green products for welfare of the environment and society.

➤ **Tata steel**

Tata Steel commits to minimize the adverse impact of its operations on the environment by conserving the natural resources & energy by reducing the consumption and wastage. Minimized process waste and promote recovering & recycling of materials. 'Phase out pollution that' is install the technology for pollution prevention and developing environmentally aware workforce. Develop and rehabilitate waste dumps through forestation and landscaping. Maintaining and operating the facilities with applicable environmental laws, statutes and other regulations.

➤ **Hindustan Unilever Limited**

At HUL, they believe that an organization's worth is equally reflected by the service it renders to the community. Through different projects, they provide care for HIV-positive patients, education and support for children with challenges, a hospice for dying destitute, basic education for children in rural areas, and support to government relief measures in natural calamities.

➤ **Idea Cellular**

One of the most effective Indian firms, IDEA, paints India green with its national 'Use Mobile, Save Paper' campaign. The company had organized inexperienced Pledge campaigns at Indian cities where thousands came forward and pledged to save lots of paper and trees.

➤ **Hero Honda Motors**

Hero Honda is one among the largest two wheeler manufacturers in India and an equally responsible prime inexperienced firm in India. The company's approach of continuous innovation in inexperienced products and solutions has contended a vital role in striking the right balance between production, consumers and environment.

➤ **Oil and Natural Gas Company (ONGC)**

India's largest oil producer, ONGC, is prepared to guide the list of top ten green Indian companies with energy economical, green crematoriums that can presently replace the conventional wooden pyre across the country. ONGC's Mokshada Green Cremation program will save sixty to

seventy percentage of wood and a fourth of the burning time per cremation ⁵.

Green Marketing Strategies

Companies should adopt the following green marketing strategies which will help the society in long run:

- The companies should implement new technology or modify existing ones, so as to reduce environmental impact.
- It should establish an internal control system that may cause adherence of tight environmental safety norms.
- Emphases should be given on the usage of additional environment-friendly raw materials at the manufacturing stage itself.
- Discover potential of recycling of the used products so that it can be used to offer related or other benefits with less wastage.
- Build up a marketing plan outlining strategies with regard to 4 P's.

Pros and Cons of Implementing Green Marketing; faced by Indian Companies

Green marketing helps companies to boost sales; in addition to that it can help companies to reduce operating and manufacturing costs, especially by lowering energy usage. Environment friendly companies are more attractive to potential workforce who seeks to become part of a positive corporate culture. However there can be a number of disadvantages associated with green marketing i.e. the firm using green marketing should ensure that their activities are not ambiguous to customers and do not violate any of the regulations or laws dealing with environmental marketing ⁶. This will lead to higher production cost and conversion expenses.

Guideline for Indian Manufacturer for Producing Green Products

1. Know your customers
2. Educating your customers

3. Being Genuine & transparent
4. Reassure the buyer
5. Consider you're pricing
6. Giving your consumers an opportunity to participate.

Conclusion

The overall focus of this research paper is to evaluate and assess corporate social responsibility, the public that organization serve and benefit from. The above example of Indian organizations shows that how different companies are contributing towards social responsibility, they are working for society by saving natural resources, improving the workplace for the employees, providing good and quality product to the customers without any fraud. The most admired companies in the world abide by a code of serving people's interests, not only their own. Now the consumers are not only interested in knowing more about the products they buy, but they wish to know more about the companies behind the products. Social investors do not just look at companies, which make money but also issues such as a corporation's impact on society. The development of CSR can be seen in the growing expectations of the community

and stakeholders of the developing role of companies in society and the response of companies to growing environmental, social and economic pressures. Successful businesses should promote the interests of not only their shareholders, but also assume a position with social responsibility programs that aims to serve the society.

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