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Green Marketing in India-A Tactic of E-Education

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Abstract – Nowadays, Green Marketing or green advertising is a very important and emerging issue in research as most of the educational institutions are concerned about green buildings, green purchasing, or teaching students' green sense and knowledge. The term green advertising came into prominence in the late 1980s and early 1990s. The first wave of green advertising occurred in the 1980s. E-Learning is a rapidly growing industry, the effects of which we can trace back to the 1980s and even well before that in the form of distance learning and televised courses. It is a new education concept by using the Internet Technology, it delivers the digital content, provides a learner-oriented environment for the teachers and students.

Keywords: Green Marketing Green Advertising, Educational Institutions-Learning-Education

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1. INTRODUCTION

According to the American advertising association green advertising is the advertising of products that are presumed to be atmosphere safe. Thus green advertising incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising. Yet defining green advertising is not a simple task where several meanings intersect and contradict each other; an example of this will be the existence of varying social, atmosphere and retail definitions attached to this term. Other similar terms used are Atmosphere Advertising and Ecological Advertising. The tangible milestone for the first wave of green advertising came in the form of published books, both of which were called green advertising. They were by ken pattie (2005, 2002) in the United Kingdom and by Jacquelyn ottman (2006, 1993) in the United States of America.

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and contradict each other; an example of this will be the existence of varying social, atmosphere and retail definitions attached to this term. Other similar terms used are Atmosphere Advertising and Ecological Advertising.

2. REVIEW OF LITERATURES:

According to Jon Woodall (2012) E-Learning saves the environment and the local community as it has the potential to reduce the amount of paper materials associated with traditional classroom instruction. E-Learning also economizes energy and pollution through the elimination of lengthy commutes and the maintenance required for an elaborate education institution.

Valentina Piccioli (2013) this blog analyses that going green is one of the key pillars of Corporate Social Responsibility Strategy. It states that in this new organizational efficiency non-profit organizations are also playing a significant role to create awareness of world's population to reduce carbon footprint of individuals by adopting the use of web-based technologies, the Internet and home offices.

E-Learning also has a positive impact on the environment in a way as it reduces budget expenses because a learner is able to access a course at any time without waiting for a classroom and trainer to become available. E-Learning is unique opportunity that can help companies achieve CO2 emission reduction.

Sanjay Rajpal (et al., 2008): Their paper examines the current status of e-learning education in India. This paper reflects a comprehensive overview of

distance learning/online educational programs in India and how it would be beneficial to many businesses exploring the opportunities for profitable venture. In their paper they have tried to analyse that how developing online systems can help the industry by providing new development avenues and also enables the optimum use of resources anytime and in any part of the country. The paper includes 3 case examples which reflect that with the growth of the population interested in education, successful e-learning models can be developed and implemented by various universities across the country.

Chih-Cheng Lin (et al., 2009):

In their paper have discussed on the latest issue these days that how teaching students' about green education and inculcating a green sense and knowledge amongst them can have a positive impact on our environment/can make us environmental friendly. They have also examined that it should be a compulsion for education sectors nowadays to provide a greener approach to deliver their teaching and learning as education remains an important public good. In their study they have stated that internet in context of e-learning is a green management tool through which e-learning has become most efficient solutions to provide green education and become environmental friendly.

J.Elliott Campbell and David E. Campbell (2011): E-Learning adds to a number of benefits such as reduced use of campus facilities, increased accessibility, and control of disease transmission. In this study, they have tried to explore an additional benefit: mitigation of anthropogenic carbon dioxide emissions contributing to global climate change.

Glaser, P. S. (2009) indicated that Green Advertising is not all about manufacturing green products and services but encompassing all those advertising activities that are needed to develop and sustain customer's eco-friendly attitudes and behaviors in a way that helps in creating minimal detrimental impact on the atmosphere.

The study by **Vaccaro, L., V. (2009)** examined that green advertising was still in infancy. In the perception of advertising scholars, green advertising refers to eco-level and market segmentation and the role of structural factors and economic incentives in influencing customer behavior. The green marketers must understand to satisfy two objectives: improved atmosphere quality and customer satisfaction.

Darling, R. J., Heller, L. V., & Tablada, M. D (2009) examined that Green Advertising has positive influences on multiple participants in the economy. The atmosphere, developing economies, customers, corporate strategy, the product, production processes, and supply chain benefit from green advertising. Green advertising firms establish strategic alliances with government, local communities, nongovernmental

organizations (NGOs), industry experts, and competitors.

3. E-LEARNING AND ITS IMPACT:

E-Learning helps the institutions and organizations to become more environmental friendly in the following ways:

- E-Learning reduces travelling.
- E-Learning eliminates the need for paper based resources.
- E-Learning reduces expansion costs and the need to construct new learning space.
- E-Learning reduces the amount of electronic equipment, furniture etc.
- E-Learning a Socio-Friendly concept/Save paper, save money, saves trees.
- E-Learning promotes Green Business Activities.

4. GREEN MARKETING STRATEGIES:

Ottman (2006) further suggests that all marketing activities must convince the consumers through identifying the basic product features. He suggested the following Strategies

a. Consumer Value Positioning:

A firm should focus in designing a product, which is differentiated from and performs better than the alternatives.

b. Calibration of Consumer knowledge:

In designing marketing communication, a firm should always present product unique features, environmental benefits and solutions that matched with the Customer norms and values.

c. Credibility of Product Claim:

A firm should build confidence in the consumers' minds by presenting or communicate benefits of the product "that are specific and meaningful and qualified for the consumers".

Davis (1993) explained that consumer wanted to know about the particular and specific information about the product or service which they about to buy are environmentally friendly. Through advertisements on radio, on billboards & in print media, are making aware the consumers about the environmental issues by the green companies along with price that has substantial effect on consumers to choose a new electric supplier (Glaser, 2009). Consumer's decisions influence by the media, as a

stakeholder, the role of media cannot be ignored; it is the only source through which a consumer received much of environmental related information. Ottman (1993). Vaccaro (2009) has presented two main strategies for the companies in responding to their external environment as "proactive strategies" (First Mover) and "reactive strategies". In reactive strategy, organization starts making adjustments in its operations when threats and/or opportunities are seen, whereas in proactive strategy, firm responds to the external environment before changes occurred (see Figure 6 in appendix). The same approach is also presented by McDaniel, W. S., & Rylander, H. D., (1993) a Defensive and Assertive approach. In "Defensive or reactive approach", a firm meet minimum standards set by the government in order to avoid tax penalties and reacting to competitors and sometimes to avoid boycotts from consumers not to avoiding environmental regulations. Whereas, "Assertive approach", companies has opportunity for competitive advantage. This approach is also known as "First mover". It is an image creates strategy for the firms to do more than it is required. McDaniel, W. S., & Rylander, H. D., (1993). Adopting a proactive approach, a firm can find the best available cost effective solutions, and built long term relations with their customers and create a good will image in Public. Ottman (1993). Companies make their offerings competitive through price/quality or prestige/image strategies from their competitors but eco friendliness and social responsibility make companies more profitable (Darling et al., 2009).

CONCLUSION:

Early mover companies have enhanced their image as environmental friendly. The Municipality owned electricity companies of Stockholm and Goteborg set example as early movers. Some studies suggested that companies can create competitive advantage if they use innovations related to environmental sustainability rather than simply comply with the government regulations.

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