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**STRATEGIC ANALYSIS TO EXECUTE GREEN
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Strategic Analysis to Execute Green Advertising in India

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Abstract – 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. This paper focused strategic analysis to execute green advertising in India.

Keywords: Green Advertising, Process, Atmosphere

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INTRODUCTION

The term green advertising came into prominence in the late 1980s and early 1990s. The first wave of green advertising occurred in the 1980s. The tangible milestone for the first wave of green advertising came in the form of published books, both of which were called green advertising. Atmospherely responsible or "green" advertising refers to the satisfaction of customer needs, wants and desires in conjunction with the preservation and conservation of the natural atmosphere. Green advertising manipulates the four elements of the advertising mix (product, price, promotion and distribution) to sell products and services offering superior atmosphere benefits in the form of reduced waste, increased energy efficiency, and/or decreased release of toxic emissions (McDaniel, W. S., & Rylander, H. D. 1993, Darling, R. J., Heller, L. V., & Tablada, M. D. 2009).

REVIEW OF LITERATURES:

Green advertising is the process of developing products and services and promoting them to satisfy the customers who prefer products of good quality, performance and convenience at affordable cost, which at the same time do not have a detrimental impact on the atmosphere. It includes a broad range of activities like product modification, changing the production process, modified advertising, and change in packaging that aimed at reducing the detrimental impact of products and their consumption and disposal on the atmosphere. Companies all over the world are striving to reduce the impact of products and services on the climate and other atmosphere parameters. Determinants of Green Advertising are Setting Green Objectives; Demonstrate Social Responsibility; Comply with the legislation; Respond to competitive initiatives;

Provide accurate atmosphere information; Identify products with green characteristics; Focus product enhancement on sustainability; Set realistic prices; Eliminate unnecessary packaging; Practice greener distribution; Promote green credentials efficiently; and make it easy for customers to be green. Green advertising takes into account the wider relationship of the organization and its products to the surroundings. It is about a more aware, open, targeted and sensitive approach that integrates the strategic link between the organization, the atmosphere and advertising, rather than being primarily concerned with tactical communication opportunities for profit alone. The prime emphasis is on, developing relationships and satisfying separate stakeholder needs in an atmospherely and socially responsible manner. The key stakeholders are customers, investors, the parent organization, directors, employees, the community, legislators, pressure groups, supplier, and the media. This study attempts to shed the light on the new concepts namely green advertising and green customer's. The green customers' fixes responsibility on producers for producing atmosphere-friendly goods so that the atmosphere will be preserved for the future generations too. It also deals with determinants of and ethical issues, involved in green advertising. "The world over are turning "green." In the US, outrage over the 1989 Exxon oil spill shifted the atmosphere movement from the radical fringe and placed atmosphere concerns squarely into the mainstream. During the past decade in Western Europe, Green party members have moved into positions of power within local and national governments, and even the European Parliament in Strasbourg examines green consumption in the context of an increasing focus on sustainable lifestyles" said Ottman4 (1998), one of the rigorous writers on the topic. The author argued

that green buying must be seen in the context of wider debates surrounding the enhancement of sustainable ways of living that incorporate other atmosphere actions in a holistic conceptualization of sustainable lifestyles. This framework was operationalized in a study of atmosphere action in and around the home, in which 1600 households in Devon were asked questions concerning their everyday atmosphere actions. These results were manipulated so as to investigate how the different behaviors related to each other and also whether different groups of individuals could be identified, conforming to different lifestyles.

(Polonsky, 2011). Green advertising has been Atmosphere advertising, more popularly known as green advertising or sustainable advertising can be defined as the effort by a organization to design, promote, price and distribute products in a manner which promotes atmosphere protection defined as 'all activities designed to generate and facilitate any exchanges intended to satisfy human needs and wants such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural atmosphere' by Polonsky (2011). In this study, green advertising covers the overall brand of advertising activities undertaken by companies in a manner that they promote manufacture of products which have a positive impact on atmosphere or alternatively reduce negative impact on the atmosphere. Today green advertising is a vital component of advertising research which began due to increasing media exposure and pressure on firms to present eco-friendly behavior. The growth in green advertising over the years has been promoted by adoption of product packaging and presenting to the public these improvements. Over the years there has been a subtle shift from practicing atmosphere advertising practices as a result of compulsion identified as a result of legislations and pressure from atmosphere groups to genuine efforts to improve sustainable advertising plans and behaving in an eco-responsible manner (Polonsky and Rosenberger, 2001). Customerism can perhaps be identified as a movement which initially began as a process which was presented to protect customers against practices of unethical advertising. Over time this has extended and become broader in nature. When today's agenda with regards to customer activism is taken into consideration it can be observed that protection of the atmosphere is the most vital aspect (Dono et al., 2010). There is a resultant increase in the concern expressed towards atmosphere protection leading to "green customerism" (Eriksson, 2002).

EXECUTION OF GREEN ADVERTISING IN INDIA:

In order to expand the market of green products it requires some of strategies which can be conducive to boost up the market of the green products. Those strategies can be implemented as follows:

1. **Product Differentiation:** it is a paramount need to make continuous efforts which can be helpful to differentiate then products and services using green advertising practices. There is a wide range of markets which includes retailing etc. the manufactures have used eco-performance to differentiate and to compete. It has been observed that the product with poor eco-performance can become target for new substitution, as a result of this many organization are products from the competitors (Håkansson, H. & Waluszewsk, A. (2005), Charter, M., & Polonsky, M., J. (1999)).
2. **Value positioning of customer:** the organization can design atmosphere products to perform as promoting and delivering the customer's desired value of atmosphere products and target relevant customer market segment can be proved conducive to organization to differentiate.
3. **Designing of bio-degrading prone packaging:** it has been observed that promotion of green products have been strongly influenced by the design making of the customers. Thus it indicates that bio-degradable packing will affect in a strong and moderate on their decision making. It is therefore, an imperative to the personnel's associated with green advertising should modify the product packaging by making use of recycle as well as handmade study in packaging rather than using more mechanized material. The manufacturers, who are using plastic for packaging, should meet some of requisite standard.
4. **Product strategy for green advertising:** in order to promote advertising for green advertising it is an urgent need to identify customer's atmosphere necessities and develop the products accordingly. It includes more atmosphere responsible packages which ensure that products meet or exceed the quality expectation of the customers; so that the marketers may charge higher price with highlighting the eco-logical viability of the products.
5. **Distribution strategy of green advertising:** In this strategy of green advertising, it is very essential to take customer support. In this case, the location must be differentiated form the competitors. It can be achieved by promoting the in-store activities like recycling of materials to focusing the atmosphere and other related benefits.
6. **Life cycle analysis of green advertising:** Product brand is a vital aspect, which can

help to formulate plans for green advertising. It is a best tool for performing life cycle analysis complex assessment which can make available the vital statistics on social, atmosphere and economic impact of products through the supply chain production process and after the purchase. Life cycle analysis can inform a brand requirement to go before it claims to be sustainable. The customers do not expect perfection when it shapes to sustainability but they would like to see that brands make out the levels of probe, formulate a plan and in the executing process. In addition, different commercialization programmes and incentives could be proved conducive to acquire new technologies introduced of citing the examples included fleet programme to cultivate strategic niche markets and by rendering services for financial services e.g. advanced vehicle tax credit proposal in case of vehicle purchase(Shi, W. (2010, January 30)).

CONCLUSION:

Green advertising is concerned about the atmosphere and therefore, purchases only those products that are atmosphere friendly or eco-friendly. Products with little or no packaging, products made from natural ingredients and products that are made without causing pollution are examples of eco-friendly products.

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