

The study on digital green marketing in Retail industry with special reference to Coimbatore City

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Abstract

Digital Green Marketing has emerged as a vital concept in India as in other parts of the developing and developed countries. It is a new revolution in India in late 1990's. There is a radical modify in consumer preferences and life styles. There has been a change in consumer attitudes towards a Digital green lifestyle. The companies are actively trying to increase their crash on the environment. Due to this shift from traditional marketing to Digital Green marketing, companies these days are facing many new challenges. Organizations and business though have seen this change in consumer attitudes and are tiresome to gain an edge in the competitive market by exploiting the potential in the Digital green market industry. This conceptual study discusses the initiatives of few selected corporate towards Digital green marketing in India and abroad also. However their initiatives are different but the goals are similar and the initiatives have resulted in competitive advantage for these organizations. This paper describes the various initiatives introduced by selected companies for promoting Digital green marketing-revolution.

KEYWORDS: Digital, Online, IT, Marketing, Strategy, Boom in Digitization, Eco, Environment, Sustainability, Online revolution, growth

INTRODUCTION

The majority people have a positive reaction when they see 'digitalisation' and 'environmental sustainability' in the same sentence. IT innovation, digitisation, digitalisation, allow us to cut down on our personal energy custom. It's a fact that our society has moved to a cloud-based information storage and streaming system. Through India making rapid progress in the field of industrialization, concerns have also been made by various sections of environmentalists regarding the repercussions on the environment. The companies themselves are now more aware about the ways in which their factories often affect the ecosystem and have taken a Digital greener path to success. Digital 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 these needs and wants occur with smallest detrimental input on the national environment.

"By India's heritage, Indian consumers do appreciate the importance of using natural and herbal Digital green products. Indian consumer is showing to healthy living lifestyles such as yoga and natural food consumption. In those aspect the consumer is already aware and will be inclined to accept the Digital green products. The managing of the Digital green consumer will grow as environmental alertness among consumers spreads and improvements made to the environmental information available through eco-labeling schemes, consumer groups and consumer guides (Peattie, 1995). A variety of literature discuss about Digital green marketing and pays

attention to the relationship between customers attitudes and environmental strategies in relation to the company's use of marketing.

An universal Synovate survey conducted in 2007 in association with Aegis, and repeated in 2008 in association with BBC World, also found that consumers in most countries are becoming more attentive and willing to act on environmental concerns. Most of such studies on Digital green philosophy and Digital green marketing are done in developed countries but such studies remain missing in the context of developing economies like India.

EFFECTIVENESS OF GREEN MARKETING:

For green marketing to be effective, corporate organizations must be real, instruct customers, and give customers the opportunity to participate :

1. Being Genuine : It means that the organization should :Do what the organization is claiming in its green marketing campaign. The rest of the organization's policies- production, training to employees, research and development, must be consistent with green marketing objectives. For illustration, R & D should focus on the development of environment friendly products.

2. Educating Customers: The organization must let people know that it is undertaking green marketing through suitable campaigns, and at the same time, the organization must let customers know why it matters. Otherwise for a major number of organization 's customers, it is a case of "So What?" and the green marketing care and campaign may go nowhere.

3. Generous Customers an Opportunity to Participate: The organization need to personalize the benefits of environment friendly actions, normally, through letting the customers take part in environment friendly actions. For example, a tea manufacturing company y can encourage its consumers to use the tea leaves waste for the purpose of gardening as fertilizer rather than using chemical fertilizers.

PRODUCT FEATURES

The products those manufactured through Digital green technology and that caused no environmental hazards called Digital green products. Promotion of Digital green technology and Digital green products is necessary for conservation of natural resources and sustainable development. We can define Digital green products by following measures:

- Products those are originally grown
- Products those are recyclable, reusable and biodegradable
- Products with natural ingredients,
- Products containing recycled contents, non-toxic chemical,
- Products contents under approved chemical.
- Products that do not spoil or pollute the environment,
- Products that will not be accomplished on animals,
- Products with eco-friendly packaging i.e. reusable, refillable containers etc.

Digitally Rising Digital green Marketing

Digital green Marketing Mix: Understanding the target consumer will help marketers to know whether "Digital Ecomess" is an appropriate selling attribute and how it should be incorporated into the marketing mix. Every organization has its own preferred set of marketing mix. Some have 4 P's and a little have 7 P's of marketing mix.

The 4 P's of Digital Eco marketing are that of a conventional marketing but the challenge before marketers is to use 4 P's in an innovative manner if they wanted to adopt the policy of Digital green marketing.

Digital green product: Digital green products are typically durable, non-toxic, made from recycled materials, or minimally packaged (Ottman, 1997). Digital green based product tactics involve any or a combination of recycling, reduction of packaging materials, re-consumption, dematerializing the products; using sustainable source of raw materials, making more durable products; manipulative products that are repairable, producing products that are safe for disposal, producing products and packaging's that are compostable, and making products that are safer or more pleasant to use (Bhat, 1993; Ashley, 1993; Polonsky et al, 1997; Ottman, 1998 and Charter etal, 1999). The marketer's function in product management includes providing product designers with market-driven trends and buyer requests for Digital green product attributes such as energy economy, organic, Digital green chemicals, local sourcing, etc.,

Digital green Price: Many consumers assume that Digital green products are often priced higher than conventional products (Peattie, 1999; Polonsky, 2001). Digital green pricing takes into consideration the people, planet and profit in a way that takes care of the health of workers and communities and ensure efficient production. Value can be added to it by changing its exterior, functionality and through customization, etc. Wal Mart unveiled its first biodegradable cloth shopping bag. The retail shops like Big Bazaar, Life style , Reliance trends, Nilgiris , Mc Rennett started charging consumers when they opted for plastic bags and encouraged people to shop using its Eco friendly bag.

Digital green Place: Digital green place is about managing logistics to cut down on transportation emissions, thereby in effect aiming at reducing the carbon footprint. For example, as an alternative of marketing an imported mango juice in India it can be licensed for local production. This stops shipping of the product from far away, thus reducing shipping cost and more importantly, the consequent carbon emission by the ships and other modes of transport.

Digital green Promotion: According to Scholossberg (1993) as quoted by Polonsky (1997), Digital green promotion helps consumers to overcome the "greatest environmental hazard", that is, the lack of environmental information.

To lessen the gap on environmental information through promotion Ottman (1997) has suggested several Digital Green promotion strategies.

Digital green Marketing – Do's & Don'ts

- i) Educate consumers on the environmental problems that a Digital green product solves.
- ii) Empower consumers with solutions by demonstrating to consumers how environmentally sound products and services can help consumers protect health, preserve the environment for future generations. British petroleum (BP) displays gas station which its sunflower motif and boasts of putting money into solar power
- iii) Provide performance reassurance of Digital green-based products, as many consumers perceive them to be inferior to conventional products . Even the names of retail outlets like "Reliance Fresh", Fresh@Namdhari Fresh and Desi, which while selling fresh vegetables and fruits, transmit an innate communication of Digital green marketing.

SUSTAINABLE GREEN GOERS

1. LG: LG India has been a pioneer in manufacture electronic gadgets that are ecofriendly. Newly, it has launched a LED E60 and E90 series monitor for the Indian market. Its USP is that it consumes 40% less energy than conventional LED monitors. Also, they barely used halogen or mercury, trying to keep down the use of hazardous materials in their products.

2. HCL: HCL is a new brand that is trying to introduce eco- friendly products in the market and it has recently launched the HCL ME 40 notebooks. These notebooks do not use any polyvinyl chloride (PVC) substance or other harmful chemicals and the Bureau of Energy efficiency already given it a five star rating.

3. Haier: Eco branding is a part of Haier's new Digital green initiative and they have launched the Eco Life Series. They have semiautomatic and automatic refrigerators and washing machines, split and window air conditioners and a lot more.

4. Samsung: Samsung India has always had a noisy range of LED TV screens and now they have come up with eco- friendly LED backlight. They use 40% less electricity have also no harmful chemicals like mercury and lead.

5. Tata Consultancy Services: TCS has a globally recognized Sustainability practice and has already topped the Newsweek's top World's Digital greenest Company title. It also has a global Digital green score of 80.4% and this has mainly happened due their initiative of creating technology for agricultural and community benefits.

6. Oil and Natural Gas Company: ONGC, India's largest oil producer is all set to change the way with the invention of Digital green crematoriums, that would serve as a perfect replacement for the funeral pyres that emit so much smoke and uses up excess oxygen.

7. IndusInd Bank: One of the first banks in India to depress the use of paper for the counterfoils in ATMs, and sending electronic messages, it has contributed a lot towards saving paper and reducing deforestation.

8. ITC: ITC has adopted a Low Carbon Growth lane and a Cleaner Environment move towards and has already introduced ozone treated elemental chlorine free bleaching technology that has improved the lives of millions worldwide.

9. Wipro: Wipro, has not only helped in the formation of technology that gives a hand in saving energy and preventing wastes, but its corporate headquarters in Pune is the most eco friendly building in this sector all over India.

10. MRF Tyres: MRF has launched the ZSLK run and this is all about making eco-friendly tubeless tyres made from unique silica based rubber and also offers extra fuel efficiency to those who drive their vehicles.

CONCLUSION:

Digital green marketing is a relatively quite recent phenomenon and it is growing awareness amongst consumers and businesses about minimizing the adverse impact on the environment. Environmental issues are given more importance these days. This paper helps us to know the various practices made by companies for promoting Digital green environment and also aimed at transforming the consumer minds and their perceptions towards environment. Well in this scenario, many corporate has taken Digital green marketing further and as a part of their company strategy just to create brand image, gain the attention of the consumers. More and more companies need to emerge and also facilitate to the environment. This paper can also be viewed as a source of new opportunities to grow in today's highly competitive global environment.

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