Go Green - Spreading Happiness

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ABSTRACT
This study aims to throw light on the importance of switching from advertising to green advertising by the companies and its effect on revolution of consumers’ mindset in the society. There have been emerging facts in the past that have influenced the society to “go green”. Green Revolution has recently gained attraction among the people to move towards the products which are eco friendly in nature. Experts also have brought into the limelight how the different activities of human and the advancing technology has disturbed ecological balance of the earth and also alarmed the sustainable life cycle on earth. By these facts, the society has showed diversion and has readily taken steps to protect the earth. The companies also have involved themselves in Green Revolution and have made their utmost important tool of Advertising also to “go green”. According to “Wikipedia”, “Advertising” is a form of marketing communication used to persuade an audience to take or continue some action, usually with respect to a commercial offering, or political or ideological support. According to “businessdictionary.com”, “Green advertising” is a specific type of advertising that is centered around the promotion of factors having to do with the environment. Oftentimes the companies that use green advertising also use very environmentally friendly operations and product packaging as well”. According to me, Green Advertising, we can say that along with the society, the products manufactured today are adopting 3R’s – Reduce, Reuse, Recycle and it has become essential to promote and advertise these products. With the help of Green Advertising, awareness is being created among people in the society. This paper attempts to find how green advertising can play a vital role in protecting earth and sustaining life cycle. With the outcome of this paper, advertising will now achieve a globally accepted shape that will attract people to build and reside in a healthy environment. The result of this paper will help the companies worldwide and society to become a small global environment. The result of this paper will help the companies worldwide and society to become a small global environment. The result of this paper will help the companies worldwide and society to become a small global environment.

I. INTRODUCTION
From the time of evolution of the earth, people have been keen to know about the resources the Earth hold within it. Most of the natural resources present in the Earth are highly exhaustible and non-renewable in nature. Constant ignorance of utilization and exploitation of these resources have resulted in their gradual depletion and have shown adverse effects on the ecological balance of the Earth. Recent forecasts have revealed that intimacy of the doom’s day is near so it’s high time that people start thinking about protecting the Earth lest their future generations will have to pay for them. By the alarm of these forecasts, the companies and consumers are taking better and effective steps to protect the Earth from being destroyed. The companies are now changing their dimensions for the product towards the “green products”. Since advertising plays a major role in attracting consumers towards the products and create awareness in the society, many companies are organizing campaigns as a part of the advertising to bring into the limelight the necessity of “going green”.

The green advertising is all about using the advertising tool of the company to promote “green products” in the society and developing and sustaining customer loyalty towards the products. With this type of advertising, the companies are focussing on education as well as commercial background of the consumers. Regarding education background, companies are emphasising on teaching and creating awareness among the people about the prevention of Earth to sustain healthy life cycle. After the facts like constant Ozone depletion, global warming, it is necessary that consumers understand the necessity of “going green” and adopting “green products”. Regarding commercial background of the consumers, companies are advertising the “green labels” on the “green products” which attracts the consumers and thus sales are maximizing and in turn, profit too is maximizing. So the companies while switching to “green advertising”, are able to fulfil dual objectives – first of profit maximization and secondly, of protecting Earth and allowing sustainable life cycle.

The constantly used term “green products” refer to the products that are recyclable in nature, are eco-friendly and contributing negligible to the disturbance of ecological balance.

II. ADVERTISING AND CHANGING ROLE
Marketing of a product involves 4P’s, that is, Product, Price, Place, Promotion. Promotion plays the most important role in establishing the product in the market. It involves various medium such as advertising, sales promotion, personal selling, etc, advertising being the most influential one. The modes of advertising have
changed as per the time and as per the changing mindset of the consumers.

Advertising has always played an important role in influencing the customers. Initially, the advertising was just through radios. As per the technology advanced and the increase in the surplus income of the consumers, advertising attained the form of visual ads on televisions, banners, pamphlets. Today the most popular advertising is the social advertising, that is, advertising on social websites like Facebook, Twitter, etc.

Consumers are readily swept away by attractive advertisements on social websites specially when they call for goodwill and welfare. So companies today are looking after the quantity of craziness of consumers towards a product in the market. They are leaving no stones upturned to attract consumers towards their product.

But from the time the facts about the disturbance in ecological balance and the constant threat to the earth have come into light, the companies are driving their products as well as their marketing strategies towards the encouragement of Green Revolution. From the advertisement of luxurious products, the companies are heading towards the advertisement of “green products” through green advertising.

New form of advertising “green advertising” has enabled consumers to not only get attracted towards the “green products” but also towards the adoption of Green Revolution’s 3R’s in their day-to-day life. Today the attractive form of advertisement is coupled with green advertising to develop new consumers and retain old consumers towards the “green products” in accordance with making the globalized world a better place to live in for many more years to come.

III. WHY TO ADOPT CONCEPT “GO GREEN”

Till now, we have talked about “Green revolution”, “Green products”, “Going green”. Now it has become essential to break up the words and to understand the common factor between these three terms and relate it with “green advertising”. The common factor “green” is used over and over again but why is it important to have “green” in our day-to-day life.

The precious resources on the Earth are exhaustible and non-renewable in nature. These resources are of immense utilization in our world but their excessive use has led to their wastage and constant exploitation. Today, many of these resources are depleting and are unable to replenish in future by any means. Some of the reasons or the factors which have forced us to “go green”:

- Constant use of fuel woods for burning has caused poisonous gases to be released in the atmosphere. Gases such as sulphur dioxide, hydrogen sulphide, etc go up in the atmosphere and cause acid rain which affects or destroys marbles.
- Petroleum products such as petrol, diesel release poisonous gases in the atmosphere when used as fuels in vehicles and cause air pollution.
- Industrial wastes such as chemicals, etc released in water bodies cause water pollution.
- Excessive use of coal for burning and converting into electricity is also a threat because by-products during conversion release poisonous gases creating smog (smoke + fog).
- Loud volumes of sound cause noise pollution which affects the normal lifestyle of wildlife.
- Urbanization, a revolution in which rural people migrate to urban areas for higher standard of living, causes land to be deforested. This deforestation destroys habitats of many animals and birds resulting in their extinction.
- Various fertilizers, pesticides, insecticides cause erosion of land due to presence of chemicals affecting the quality of soil.
- Usage of plastics which is non-recyclable.
- Deforestation for clearance of land has disturbed balance of oxygen-carbon dioxide in the atmosphere causing many diseases.
- Constant release of poisonous gases into the atmosphere has depleted the ozone layer causing the global warming. It has been estimated that due to global warming, glaciers in Arctic and Antarctic areas are melting that can cause flooding all over earth.

According to a survey, by the Numbers (Ref: http://www.treehugger.com/htgg/how-to-go-green-why-to-go-green.html)

- 1 pound per hour: the amount of carbon dioxide that is saved from entering the atmosphere for every kilowatt-hour of renewable energy produced.
- 60 percent: the reduction in developmental problems in children in China who were born after a coal-burning power plant closed in 2006.
- 35 percent: the amount of coal's energy that is actually converted to electricity in a coal-burning power plant. The other two-thirds is lost to heat.
- 5 percent: the percentage of the world’s carbon dioxide emissions produced by air travel.
- 1.5 acres: the amount of rainforest lost every second to land development and deforestation, with tremendous losses to habitat and biodiversity.
- 137: the number of plant, animal and insect species lost every day to rainforest deforestation, equating to roughly 50,000 species per year.
- 4 pounds, 6 ounces: the amount of cosmetics that can be absorbed through the skin of a woman who wears makeup every day, over the period of one year.
- 61 percent: the percentage of women’s lipstick, out of the 33 popular brands tested, found to contain lead in a test by the Campaign for Safe Cosmetics in 2007.
- 1 out of 100: the number of U.S. households that would need to be retrofitted with water-efficient appliances to realize annual savings of 100 million kilowatt-hours of electricity and 80,000 tons of greenhouse gas emissions.
- 3 trillion: the number of gallons of water, along with $18 billion, the U.S. would save each year if every household invested in water-saving appliances.
- 86.6 million tons: the amount of material prevented from going to landfill or incineration thanks to recycling and composting in 2012.
- 95 percent: the amount of energy saved by recycling an aluminium can versus creating the can from
virgin aluminium. That means you can make 20 cans out of recycled material with the same amount of energy it takes to make one can out of new material. Energy savings in one year alone are enough to light a city the size of Pittsburgh for six years.

- **113,204**: the number, on average, of aluminum cans recycled each minute of each day.
- **3**: the number of hours a computer can run on the energy saved from recycling just one aluminum can.

As per above survey and the factors, it has revealed the importance of the increasing “green” in our life. The “green products” need to be in demand more and more, right from the manufacturing process till the consumption of the product by the consumer. Here, the “green advertising” comes as a relief in the way that the consumers create awareness among them about the facts that are pulling their life towards the doom’s day and prevent themselves from going into the worst possible days.

All the above factors are responsible for encouraging “green advertising” in our day-to-day life.

IV. GO GREEN - A NECESSITY NOW A DAYS

With the alarming threat on life cycle of the earth, not only the consumers but also the companies are understanding the importance of thinking about protecting the earth. Thus, companies are taking various steps through which more and more consumers in the society become aware of the “green products” and follow the concept of 3R’s.

By advertising, the companies make consumers ready for the trend which is going to start off in the society with the launching of their products in the market. This trend is all about to rely products which speak of Green Revolution.

It has been observed that 70-80% of the consumers in the society are such who get greatly influenced by the advertisements. Even if at some point, they might realize that these advertisements are misleading but it has been seen that many of the advertisements though misleading relatively give a welfare message to the society. There have been constantly seen that many of the companies bring advertisements relating to the welfare of the society.

It has become essential for the companies to switch to green advertising from advertising in today’s era when at least some of the consumers are being swept by the wind of Green Revolution. Also there are many factors which lead companies towards consumers’ changing mindset. Firstly, to create awareness among consumers about the importance of switching to “green products”. Secondly, to build their image strong in the market with constantly launching of such products which are eco-friendly in nature and goes with the mindset of the consumers. Thirdly, to make consumers realize that the companies are able to fulfill the CSR that is expected. The consumers are often attracted to the companies which are not only bothered about their profit but also work towards the society as a whole. So here too the concept of “green advertising” adopted by the companies stay true.

It is necessary that the companies adopt “green advertising” and keep in mind that they are making “green products” and advertising them from the process of packaging and branding till the consumer has the product in the hands.

V. CONSUMER’S RESPONSE AND BEHAVIOR

The main motive behind discussing green advertising at large scale is to launch and promote “green products”, attracting more and more consumers towards these products by creating awareness among them. But also the point to be kept in mind is that the consumers not only rely on “green advertising” to become aware but also there are various other means from which they get awareness of adopting Green Revolution.

So the main challenge for the companies today is to understand accurately how the consumers are reacting to their products and how are they perceiving their concept of “green advertising”. Though consumers are readily accepting and are being influenced by green advertising but the influential rate is relatively low.

In the fast moving world, when the consumers are looking for 3C’s (Comfort, Consumer, Convert), it has become difficult to easily persuade them towards “Green Revolution”. To this, “green advertising” comes to a relief. Due to the concept of green advertising, these hi-tech-fi consumers are being influenced to give positive response towards green advertising.

If we talk in the form of statistics, then about 65-75% of the consumers are giving positive response to green advertising and are heading towards the maximum usage of green products. This % is usually to rise in future as the consumers become more and more aware of the green products through “green advertising.”

VI. SPREADING THIS CONCEPT LIKE VIRAL

Green advertising has not only made impact on a particular targeted market but on the whole world as a whole at a global basis.

Today, due to globalization all nations of the world have come closer and form a small globalized family who works together and is highly connected in all terms to each other. A single activity of any nation throws its impact on all the nations. Be it any progressive activity or any activity that puts adverse effect on a global basis.

The rising concept of industrialization, urbanization has not only shown impact on a single nation but on all the nations over the globe. From this, we can conclude that only one nation is not responsible for the threat on the Earth but all the nations are equally responsible for the threat prevailing on the Earth, be it disturbance in ecological balance, acid rain, depletion in Ozone hole or rising in global warming.

So, it’s the responsibility of all the nations equally to join hands and work together for the betterment of the Earth by adapting to “green products”. It is not necessary that the consumers use the “green
products” manufactured in their own nation but the consumers can use any of the “green products” manufactured by any nation. To become aware of these products, “green advertising” is very necessary.

Green advertising is in high demand when it comes to make consumers aware of the “green products” present in the market. This advertising can be done through any means varying from social websites to which consumers are “highly” addicted today. This green advertising has shown impact on the globe in the way that as the consumers are becoming more and more aware of the importance of “green products”, they are heading towards them. So we can say that “green advertising” has not only shown positive impact on single society but it has shown positive results at a global basis too.

VII. FINDING AND CONCLUSIONS

Green advertising is simply a form of promotion tool in marketing by which we try to promote and advertise “green products”, products which are eco-friendly and recyclable in nature. This advertising should start right from the point of packaging and branding and should continue till the product reaches to the ultimate consumer.

Today, when the earth’s life is at stake, it has become essential for consumers all over the world to understand the need of Green Revolution and for the companies to become responsible to drag the consumers towards the “green products”.

It’s high time that the globalized family remove all barriers and to start thinking about the steps that can save the Earth from reaching the doom’s day. Yes, it’s possible still that the Earth can be saved if we try to find and adapt to the alternatives possible. But these alternatives should be eco-friendly in nature and should not harm the environment. It is not only for human life we are striving for, but it is from the micro-organisms to the macro-organisms.

If green advertising is motivated further then the rate of consumers being influenced towards “green products” can easily rise from 65-70% to 100%. So, companies should rely on “green products” and switch to “green advertising” to make more and more consumers to come together to save the Earth.

REFERENCES

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