

Green Marketing in India- In Context of E-learning Approach

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Abstract

E-Learning is a method of teaching that utilizes Information and communication technologies to communicate and work together in an educational environment as it includes technological proficiency that replaces traditional classroom teaching with web-based mechanism and learning environments which enhances the educational process by making the availability of all the resources required online. This study reflects the relevance of e-learning in higher education with its scope and growth in Indian education system. Some of the major Indian initiatives and the target segments covered by the online education have also been detailed, in this study we also emphasize on the importance of perception in relation of information technologies and communication, so that futures leaders and students can be prepared regarding these technologies. Atmosphere issues have got significance in commerce as well as in society all over the world. With the increasing concern of society towards the natural atmosphere, commerce's have begun to change their behavior in an effort to address society's upcoming concerns. Some commerce's have been swift to agree to concepts like atmosphere management systems and minimization of wastes, eco-friendly products, and have integrated atmosphere issues into all of their organizational actions.

Keywords: *Green Marketing, E-learning, Green customers, Green Dilemma, Environment.*

1. Introduction

The term green marketing came into eminence in late 1980s and early 1990s. The chief wave of green marketing occurred in the 1980s. The tangible milestone for the first wave of green marketing came in the form of published books, both of which were known as green marketing. They were by ken Peattie

(1992) in the United Kingdom and by Jacquelyn Ottoman (1993) in the United States of America. According to the American advertising association green marketing is the advertising of products that are assumed to be atmosphere safe. Thus green marketing incorporates a wide range of activities, like product modification, changes to the production process, packing changes, as well as modifying advertising. However defining green marketing is not a humble task where several meanings transect and contradict each other, an example of this will be the presence of varying social, atmosphere and retail definitions involved to this term. Other similar terms used are Atmosphere Advertising and Ecological Advertising. Thus in a universal approach green marketing is defined as the concept where in the production, advertising of atmosphere safe product and services happened in a way that is less harmful to the atmosphere with growing consciousness about the effect of global warming and calamities which is going to happen due to atmosphere disturbance, non-recyclable solid waste, harmful impacts of pollution etc. both marketers and customers are becoming gradually sensitive. While the shift to green may appear to be costly in the short term, but it will definitely prove to be indispensable and beneficial cost wise too, in the long run. Therefore Green atmosphere and eco advertising are part of the new advertising approaches which do not just relocate, adjust or improve existing advertising thinking and practice, but seek to challenge those methods and provide a considerably different perspective. In more detail green atmosphere and eco advertising belong to the group of methodologies which seek to address the lack of fit between advertising as it is currently practiced and the ecological and social actualities of the broad marketing atmosphere.

Atmosphere responsible or "green" marketing refers to

the satisfaction of customer needs, wants and desires in conjunction with the preservation and conservation of the natural atmosphere. Green marketing manipulates the four elements of the marketing mix (product, price, promotion and distribution) to sell goods and services offering superior atmosphere benefits in the form of reduced waste, increased energy efficiency, and decreased release of toxic emissions.

Green customer is one who is very apprehensive about the atmosphere and thus, purchases simply those products that are eco-friendly. Eco friendly products are those which have minute or no packaging, products made from natural constituents and products that are made without causing pollution.

Harnessing customer power to effect positive atmosphere change is far easier said than done. The so-called "green customer" movements in the country have struggled to reach significant mass and to remain in the forefront of shoppers' minds. One of green marketing's challenges is the lack of public consensus about what constitutes "green". This lack of consensus – by customers, marketers, activists, regulators, and influential people has slowed the expansion of green products, because companies are reluctant to promote their green attributes, and customers are often skeptical about claims. Green marketing has continued to gain adherents, despite of many challenges particularly in light of growing global concern about climate change. This concern has led more companies to advertise their commitment to reduce their climate impacts, as their goods and services are facing a great impact.

India launched a national mission through information and communication technology in February 2009, with the facility of internet connection to approx 19-20 thousand educational institutes / universities. IGNOU started E-gyankosh, a national digital repository source of learning in 2006. It was developed with the support of software called as DSpace open source which helps to save, preserve, index and share the resources of open and distance learning digitally of various institutions in India. With the innovation of a concept like e-learning the study material can be structured in various formats like audio-video programs, self instructed materials, live interactive sessions via TV and radio, web based chats etc. A current and latest step taken by IGNOU is to give access to all the digital and online resources of various publishing houses, vendors worldwide at anytime from anywhere with the use of technology in order to deliver quality education.

A recent initiative taken by National Council of Education Research and Training is the start of online text books which reflects that e-learning can reach the

masses to the maximum. NCERT provides text book material available on internet free of cost, which can be easily accessed by both students and teachers as it includes all the subjects of curriculum.

An e-learning portal was developed which includes different self learning modules such as:

- 1) Information communication technologies (ICT).
- 2) Information literacy models and standards.
- 3) Lifelong learning and development of life skills.
- 4) Information services for disabled people.
- 5) Information literacy assessment.
- 6) Freedom of information/Right to information.
- 7) Sample Information Literacy Programs for School library:
 - a) University library/Academic library.
 - b) Special library.
 - c) Public library.
 - d) Communication information center

2. Green Marketing & CSR

“Corporate Social Responsibility (CSR) also called corporate citizen ship or sustainable responsible business is a form of corporate self regulation integrated into a business model. CSR is process with a aim to embrace responsibility for the companies’ actions and encourage a positive impact through its activities on the environment, consumers, employees, communities, stake holders and all other members of the public sphere who may also be considered as stake holders. The European Commission explains corporate social responsibility (CSR) as "a concept whereby companies integrate social and atmosphere concerns in their commerce operations and in their interaction with their stakeholders on a voluntary basis. It is also focused that an organization must accept its responsibility for its operations and their consequence on society and environment. Organizations should emphasize on greening the world and for betterment of society. Corporate Social Responsibility is not only concerned with generating the monetary and economic benefits for the firms, but it is also helpful in promoting firm’s individual efforts towards society. It was also stated that environment issues were considered exclusively the responsibility of the government. Proactive advertising strategies and government support can help in building atmosphere sustainability.

3. Green Marketing & E-Learning

Promotion of a product based on its environmental performance. A holistic and liable strategic management process which identifies, anticipates, satisfies and fulfils stakeholder needs, for a reasonable reward, that does not adversely affect human or natural environmental well-being .(Charter (1992), p. 394)

Karna, J., Hansen, E. & Juslin, H. (2003) interpret that proactive marketers are the most legitimate group in implementing environmental marketing voluntarily and seeking competitive advantage through environmental friendliness. Green values, environmental marketing strategies, structures and functions are logically linked to each other as hypothesized according to the model of environmental marketing used to guide this study. This study reported the strong faith of consumers in the known commercial brands and in the feeble behavior referring to the "green" claims, which was the major cause behind the consuming failure to interpret their concerns beyond the environment in their behavior. The above obstacles are further strengthened by the lack of environmental conscience by a lot of enterprises and the existence of a large scale of prices for the same product, many of which included an impetuous estimate of environmental responsibility. The same phenomenon has been presented in other researches too. Sanjay K. Jain & Gurmeet Kaur (2004) in their study of environmentalism has fastly emerged as a worldwide incident. Business firms too have risen to the occasion and have started responding to environmental challenges by practicing green marketing strategies. Green consumerism has played a catalytic role in ushering corporate environmentalism and making business firms green marketing oriented. Based on the data collected by a field survey, the study makes an assessment of the extent of environmental awareness, attitudes and behavior prevalent among consumers in India.

Green marketing consists of all actions framed to create and facilitate exchanges to satisfy human needs or wants, so that the satisfaction of these needs and wants occurs, with minimum damaging impact on the environment. It is sad to see, that a big part of nation believes that green marketing means exclusively to the promotion or advertising of products with environmental features. Expressions like Phosphate Free, Recyclable, Refillable, Ozone Friendly, and Environmentally Friendly are perceived by consumers most often to associate with green marketing. Whereas these green marketing is a greatly a broader concept,

which can be applied to consumer goods, industrial goods and even services. For example, around the world there are resorts that are beginning to promote themselves as "ecotourism" facilities, i.e., they "specialize" in experiencing nature or operating in a fashion that minimize their environmental impact (May 1991, Ingram and Durst 1989, Troumbis 1991). Therefore green marketing includes a broad range of activities, like product modification, changes to the production process, packaging changes, as well as modifying advertising.

Therefore, environmental marketing ensures that the interests of the organization and the consumers are protected, as voluntary exchange will not take place unless both the buyer and seller are mutually benefitted.

4. E-Learning-Trends and Issues

In a society, the student generation must be positively influenced by the providers of education who have a higher moral, ethical and social accountability. They should know the significance of technology and have to be well aware how to educate the future leaders. Annually, the demand for higher education is rising globally and India is not an exception to it. In fact, in India, the number of applicants is three to five times as against the number of seats in any institution of higher education.

- When there is a major quantity of content to be delivered to a huge number of learners.
- When the learners come from different geographical dispersed locations.
- When the learners have limited mobility.
- When learners have limited time to give to learning.
- If the learners do not have good listening and reading skills.
- When learners have only basic computer and Internet skills.
- The content must be reused for different learner groups in future.
- The training aims to build cognitive skills rather than psychomotor skills.
- When there is a need to assemble and track data.

5. Conclusion & Suggestions

Thus, it can be concluded that in today's scenario e-learning is an upcoming concept in Indian education sector as it has come up with various innovations in the

teaching pedagogy and is going to be successful in the long run. E-education decreases the role of both the teacher and the learner due to availability of web based study material anytime, anywhere across the globe. E-learning is implemented with the help of digital tools and technology. Classroom and traditional teaching methods can be easily substituted by e-education. It involves training, delivery of lectures, live chats etc. digitally. From this study it can be concluded that e-learning has made a great impact in the ways of teaching and learning. Nowadays many educational institutions/universities are adopting the approach of e-learning as a result of which is that it is benefitting the faculty members as they can easily access to the latest information and on the other hand it enriches the academic standards. This study also discusses the pros and cons of e-learning which suggests that e-learning should be implemented in higher education for faculty, students and administrators to bring a total change in the entire education system of the country.

The study comes up with a number of suggestions to be used as a strategy to promote green lifestyles some are listed as below:

- More and more population of our country should be counseled and convinced to know about green concept so that they use eco-friendly products to the maximum.
- Regular pollution check for vehicles should be practiced by the government of different states in the country.
- Consumers should be well versed about the harmful effects of plastic bags so that they may reduce the use of them to save environment.
- Educational Institutes and colleges should emphasize more on e-learning then the conventional one.
- Awareness programs should be organized by various corporate about green marketing and its uses then only the e-learning system will be more effective and widely implemented all over the country.

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