

An Analysis of Green Marketing - A case study of Green Apparels in Bengaluru

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Abstract -Rapid industrialization and the resultant hazardous waste generation has led to green house gas emissions and environmental degradation. Growing environmental consciousness by the countries of the world during the end of 80s and beginning of the 90s especially the “Earth Day” in 1990 has given way to the emergence of green marketing and green industries. Among green industries apparel industry occupies an important place as it is best suited for a labour abundant country like India. Apparel industry has a huge environmental impact in every phase of product life cycle. Apparel industry can do a lot in mitigating green house gas emissions. Therefore the industry needs to be made sustainable by producing green apparels. The objective of the study is to find out, if the garment industry has adopted new green technologies and lean practices to improve the sustainability of environment and to identify problems and prospects of garment industries in practicing environmental management measures and to identify policy suggestions The study has used both primary and secondary data to study the objectives. The study reveals that the consumers do not buy green apparels because of its high price(premium). Therefore Green Marketing Myopia should satisfy two objectives namely improved environmental quality and customer satisfaction.

Key words: Sustainable development, Green Marketing, Green industry, Green Apparels, Competitive edge, Green PLM and Lean practices.

INTRODUCTION

Unscrupulous business practices in the 20th century contributed to the destruction of the eco-system on which the economy and life depends. These trends are projected to continue with greater intensity over the course of the 21st century and beyond (Green facts, 2007). A number of Countries are seeking to frame programs and policies for sustainable development. United States was the first country to take climate

change and its impact on environment seriously. An important milestone in environmental management was the establishment of the ISO 14000 standards, whose development came as a result of the Rio Summit on Environment held in 1992. Today, the companies have started realizing that practising the philosophy of green marketing will deliver optimal commercial outcomes by retaining customers, increasing sales and maximizing profit. Therefore the industries are shifting towards manufacturing and marketing of green products.

EMERGENCE OF GREEN MARKETING

Green Marketing is an important pathway to achieve sustainable development. It came into prominence in late 1980s and early 1990s. According to American Marketing Association “Green Marketing is the marketing of products that are presumed to be environmentally safe. It incorporates broad range of activities including product modification, changes in the production process, packaging change as well as modifying advertisements”.

EMERGENCE AND MEANING OF GREEN INDUSTRIES

Green industries emerged after the Earth Day in 1990. The industries that manufacture products through green technology that cause no environmental hazards are called Green Industries. They produce green products.

POLICY APPROACHES TO ENCOURAGE PRODUCTION AND MARKETING OF GREEN PRODUCTS

- Eco-Taxation: Taxes on production inputs and processes will encourage production of eco-

friendly products, growth in renewable energy and creation of green jobs.

- Efficient production techniques: The government should undertake investment in R&D and education programmes.
- Regulations: To control hazardous wastes generated by firms.
- Incentives: Eco-efficiency awards, certification system etc.

INDUSTRIES UNDER GREEN CATEGORY

The industries that come under Green category are:

Advertising, Agriculture, Aviation, Banking, Biotechnology, Biscuit, Chocolate, Coir, Cosmetic, Cottage, Electronic, Food processing, Furniture, Garment, Insurance, Information Technology, Leather, Music, Mutual fund, Pearl, Plastic, Poultry, Railway, Real estate, Retail, Shipping, Solar, Tea, Telecom, Television, Tourism, Toys and Turbine industry (pollution control board of India).

SIGNIFICANCE ABOUT INDIAN TEXTILES AND APPAREL INDUSTRY

Apparel industry is a component of textile industry. The textile industry in India is the largest industry in the country contributing to: Industrial output-20%, Export earnings-35% ,where as it adds only 1-1.5% to the gross import bill, Direct employment-35% (that too for women). The readymade garment (RMG) is one of the sectors which has seen a dramatic growth in terms of investment, output, employment and exports in the post economic liberalization period.

The major garment industries in India are: Bombay , Delhi, Bengaluru.

In Karnataka garment industries are concentrated in: Bengaluru, Bellary, Shimoga Dharwad, Belgaum (Directorate of Industries and Commerce)

Field studies have showed that there are approximately 40,000 readymade garment (RMG) manufacturing units in India. Around 3412 RMG'S are in Bengaluru which amounts to more than 30% of the RMG in the country and 3rd biggest RMG manufacturing cluster in the country.

REVIEW OF LITERATURE

Before enlightening the objectives of the study a brief review of literature related to green industry is essential.

ErinGray and JohnTalberth (2011) reveal that “green industry” is a term which recognizes the fact that in a world of increasing resource scarcity, climate change, pollution and depletion of natural capital, economic growth must rely on clean and efficient production processes.

Tanu DeoSharma, Christopherhall conclude that using Green PLM the retailers can create optimal green apparel, meeting affordability, fashion and regulatory criteria.

Rennie. E(2008) opines that a businesses’ green initiative can include conserving materials through remanufacturing, converting harmful gases into clean energy, generating greener power and improving fuel economy.

S.Tholkappian (2005) in his study on Karur textile industrial cluster using firm level primary survey data , finds that there are hidden costs involved in complying with environmental regulation; the policy maker has to take these additional costs into consideration.

NEED FOR THE STUDY

Green clothing today is not merely a fashion statement but it has become a way of life. Of late it has become inevitable for corporate citizens to accept green industry and green marketing concept as a means to sustain in business. Environmental regulations such as REACH, TESA etc. are becoming more stringent, the fashion manufacturers have to manufacturer sustainable product. Consumers are becoming more aware of negative environmental impact of manufacturing apparel. The ethical dilemma faced by fashion retailers while incurring wasteful expenditure on the promotion of throwaway fashion.

Hence the study becomes important.

RESEARCH ISSUES

Though garment segment under textile industry category has bright prospects, it is posing a serious threat to environmental protection. Synthetic fabrics and clothing fibers processed with heavy chemical agents are facing a declining popularity because of the

harmful and enduring effects on our environment and our health. Due to large quantity of products manufactured, used and disposed of the textile and apparel industry has a huge environmental impact in every phase of product life cycle. Apparel Industry can do a lot in mitigating green house gas emissions (GHGE). Therefore the industry needs to be made sustainable by producing green apparels. Therefore apparel industry under green industries category is selected.

OBJECTIVES OF THE STUDY

Based on the above discussion the present study seeks to set the following objectives.

- To know the attitude of customers towards green apparels.
- To know whether the companies have adopted, lean practices, product life cycle management and green marketing
- To identify problems and prospects of garment industries in practicing environmental management measures and to identify policy suggestions.

METHODOLOGY

The study has used both primary and secondary data to study the objectives. The secondary data was collected from Government offices like Department of Textiles, Pollution Control Boards, Ministry of Forest and Environment, from both published and unpublished documents, annual reports etc. The primary data was collected from garment manufacturing firms in the selected areas using schedules and interview methods.

LEAN PRACTICES, PLM AND GREEN MARKETING MYOPIA

Lean manufacture is manufacturing without waste and thereby to increase productivity and quality of the product. By applying green product lifecycle management (PLM) and lean technology, waste and the overall environmental impact of manufacturing apparel can be reduced. Thus, green apparel meeting affordability, fashion, regulatory criteria and profitability has to be created to retain customers and avoid green marketing myopia.

COMPANIES PROMOTING GREEN PLM

Green PLMs developed by INFOSYS, provide scope for fashion retailers to produce green apparel which meets affordability, fashion and regulatory criteria. Levis, Nike and the Gap use organic cotton, energy efficient machineries, have reduced solid waste generation throughout the apparel supply chain. Prathiba Syntax private limited under the Vasudha project grows certified organic cotton to produce cotton yarn which is later transformed into garments. Prathiba Syntax convert solid fibre and fabric waste into designer or trendy thread generated in the product life cycle.

STUDY AREA

Apparel industries at Banashankari, Yeshwanthpur and Peenya in Bengaluru were selected for analysis.

ANALYSIS and FINDINGS

- An holistic observation of the apparel industries, revealed that all the industries in the study area suffered from serious problem of overproduction.
- Output defect rate was higher than input defect rate.
- The industries under analysis were hardly motivated by the global competitive environment.
- The customers felt that the price of Green apparels at present were high and therefore sales fell drastically

PROBLEMS/BARRIERS, to adopt green technology are:

Lack of consumer awareness, high cost prevents them from buying, not prepared to pay a premium, high service cost for repairs, novel coatings, remanufacturing or fashion upgrades.
Lack of technology development for efficient sorting of used clothing, new fiber recycling technology and new low temperature detergent.

POLICY SUGGESTIONS:

Developing sustainable garment by eliminating waste and reducing environmental impact and promote social equity attracts following suggestions:

- Green Marketing to increase sales volume, should target on mass market by reducing price compared to traditional product.

- A textile product containing a blend of organic, biodegradable cotton and recycled polyester can be cut into strips and used in another textile. Eg., Rug
- Adoption of cradle to cradle design rather than cradle to grave as there is scope for recycling and reuse of materials.
- Motivate greener choice- use of eco-labels, ratings, green awards, patent, marketing assistance, providing career opportunities (green jobs) in garment industries.
- Target women and teenage children who influence the family while buying green apparels.
- Emphasise personal benefits by using concepts such as safe, non-toxic and cost-effective.
- Educate consumers about environmental issues and their responsibilities in protecting environment.
- Whole Life Cycle approach to green marketing from designing better sustainable and green products to finding a sustainable ways to build sales and business.

CONCLUSION

Researches have shown that green products have failed because of green marketing myopia. The companies practicing the philosophy of green marketing will have a competitive edge over traditional firms and will enjoy sustainable development through green marketing. Green clothing is still in the infancy stage. But there will definitely be a transition from traditional clothing to green fashions in the near future by the consumers. People living in metros and big cities hold positive view towards green garments. Indian consumers are exposed to healthy lifestyles such as Ayurveda, Yoga natural food and clothing. As such the consumer will surely accept green apparels in course of time.

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