

Marketing – Emergence & Growth of Lohas Consumers and Impact of Green Labelling In Green Marketing

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Abstract: *Green Marketing Is The Marketing Of Environmentally Friendly Products And Services. It Is Becoming More Popular As Many Consumers Are Increasingly Concerned With Environmental Issues And Wish To Lead A Conscious Life. Green Marketing Involves Creating An Eco-Friendly Product, Using Eco-Friendly Packaging, Adopting Sustainable Business Practices, Or Focusing Marketing Efforts On Messages That Communicate A Product's Green Benefits. Consumers Who Prefer To Purchase Green Products Regularly Without Any Comparison To Non-Green Products Fall Into The 'LOHAS' Category. LOHAS Stands For Lifestyles Of Health And Sustainability. These Consumers Are Active Supporters Of Environmental Health And Are The Heaviest Purchasers Of Green And Socially Responsible Products. They Also Have The Power To Influence Other Consumers. They Term The Community As "Ethical Consumers" Making Ethically Conscious Product Choices. The Natural And Organic Product Industry Is Growing Rapidly Worldwide Making It Necessary For Indicators To Support Their Claims. This Small Differentiation Is Potentially A Huge Opportunity For Values-Based Brands. The Paper Uses Secondary Data To Study The Impact Of One Such Benchmarking Mechanism Known As Rainforest Alliance And Its Impact On LOHAS Customers And Green Marketing.*

I. Introduction

Green Marketing Is The Marketing Of Environmentally Friendly Products And Services. It Is Becoming More Popular As Many Consumers Are Increasingly Concerned With Environmental Issues And Wish To Lead A Conscious Life.

Green Marketing Involves Creating An Eco-Friendly Product, Using Eco-Friendly Packaging, Adopting Sustainable Business Practices, Or Focusing Marketing Efforts On Messages That Communicate A Product's Green Benefits.

Consumers Who Prefer To Purchase Green Products Regularly Without Any Comparison To Non-Green Products Fall Into The 'LOHAS' Category. LOHAS Stands For Lifestyles Of Health And Sustainability. They Were Earlier Known As "Cultural Creatives."

LOHAS Describes An Integrated, Rapidly Growing Market For Goods And Services That Appeal To Consumers Whose Sense Of Environmental And Social Responsibility Influences Their Purchase Decisions.

These Consumers Are Active Supporters Of Environmental Health And Are The Heaviest Purchasers Of Green And Socially Responsible Products. They Also Have The Power To Influence Other Consumers. They Term The Community As "Ethical Consumers" Making Ethically Conscious Product Choices.

Certain Common Traits Of These Conscious And Environment Friendly Consumers:

- They Are Optimistic Thinkers.
- They Think Locally And They Are Information Seekers.
- They Will Actually Read Your Label And Visit Your Website.
- They See Themselves As Individuals. And They Believe Their Own Ecosystem Is Interconnected With The World And They Live Their Lives That Way.
- They Appreciate And Genuinely Want To Know About Your Journey And Support Small And Local Organizations.

The Natural And Organic Product Industry Is Growing Rapidly Worldwide Making It Necessary For Indicators To Support Their Claims. This Small Differentiation Is Potentially A Huge Opportunity For Values-Based Brands.

More Than 25% Of The US Population Now Identifying As LOHAS, The Once Niche Market Has Become Undeniably Mainstream And Encompasses A Much More Diverse Sample Of The Population. This Trend Is Growing Globally. In India It Is Limited To Metros And Tourist Destinations Mainly.

LOHAS Consumers Can Hardly Be Defined By A Demographic At All As They Cut Across All Generations, Genders, And While More Concentrated In Certain Geographical Areas. What Defines LOHAS

Consumers Is Not Demographics – But Rather, Their Values – Concern For The Environment, Authenticity, Personal Fulfillment, Holistic Health, And Social Conscience, To Name A Few.

LOHAS Customers Are Vary Of Greenwashing.

Greenwashing Is The Practice Of Making An Unsubstantiated Or Misleading Claim About The Environmental Benefits Of A Product, Service, Technology Or Company Practice. It Makes A Company Appear To Be More Environmentally Friendly Than It Really Is. The Act Of Greenwashing, Also Known As "Green Sheen," Entails Misleading Consumers About The Environmental Benefits Of A Product Or Policy Through Misleading Advertising, Public Relations And Unsubstantiated Claims.

Building A LOHAS Brand:

- When Marketing To LOHAS Consumers, Care Has To Be Taken To Not Segment Them Only By Their Age, Gender, Or Geography, Instead, Try To Understand And Appeal To Their Core Values.
- LOHAS Consumers Are Looking For More Than Organic, They Wish To Buy From Brands That Are Honest, Authentic, And Real. As The Brands Consumers Use Reflect Their Persona, Psychology, Image And Choices As An Individual.
- To Reach LOHAS Consumers, You Have To Do More Than Just Market To Them - You Have To Prove To Them That You Are One Of Them. It Is A Community Driven Approach Of Conscious Citizens First, And Profit Seeking Entrepreneurs Later.
- One Of The Most Widely Used Strategies For Target Audience Segmentation Is Called Persona Development. With Persona Development, Marketers Use Known Or Inferred Characteristics About Their Target Audience To Segment Them Into Groups, Often Characterized By A Fictional Person, Or Persona. These Personas Don't Represent One Specific Person, But Rather A Group Of People Who Have Similar Attitudes, Interests And Characteristics. These Personas Are Then Used To Help Determine Which Messages Are Deployed To Which Audience For Maximum Results.
- In Order For Any Brand To Succeed, The Right People Need To Know About It. LOHAS Advertisements Focus On The Inherent Sentiment Of The Consumers Or Potential Consumers, Not On Sales Alone. Many Students, Young Working Individuals Opt For Products That Are Reasonable. As Environmentally Certified Products May Be Expensive In Comparison, The Advertisement Needs To Underline And Highlight The Importance Of Being Conscious In Action And Not Only In Thoughts. Eg. Anti-Piracy Is A Movement In Action. So Is Using Organic Products A Movement In Practice.
- Public Relation, Direct Mails, Live Events Are Important Promotional Tools To Express The Sentiments And Core Values Of The Organization To The Consumers At Large.
- Measuring Loyalty Should Be Done Regularly To Assess Engagement, Awareness, And Overall Brand Health. Unlike Regular Customers LOHAS Customers Keep Regular Check Of Their Brands At A Micro Level And Hence The Caution To Retain Loyalty And Innovate.

Green Marketing Mix

A Model Green Marketing Mix Consists Of:

- **Product:** A Producer Should Offer Ecological Products Which Do Not Contaminate The Environment And Protect It From Possible Environmental Damages.
- **Price:** Prices For Such Products May Be Higher Than Conventional Alternatives. The Target Groups Like LOHAS Are Willing To Pay Additionally For Green Products.
- **Place:** A Distribution Logistics Is Of Crucial Importance; Main Focus Is On Ecological Packaging. Marketing Local And Seasonal Products E.G. Vegetables From Regional Farms Is More Easy To Be Marketed "Green" Than Products Imported.
- **Promotion:** A Communication With The Market Should Highlight Environmental Aspects, For Example That The Company Possesses A CP Certificate Or Is ISO 14000 Certified. This May Be Publicized To Improve A Firm's Image. Furthermore, The Fact That A Company Spends Expenditures On Environmental Protection Should Be Advertised. Third, Sponsoring The Natural Environment Is Also Very Important. Additional Social Marketing "P's" That Are Used In This Process Are:
- **Publicity:** Effective Social Marketing Knows Its Audience, And Can Appeal To Multiple Groups Of People.
- **Partnership:** Most Social Change Issues, Including "Green" Initiatives, Are Too Complex For One Person Or Group To Handle. Associating With Other Groups And Initiatives To Team Up Strengthens The Chance Of Efficacy.
- **Policy:** Social Marketing Programs Can Do Well In Motivating Individual Behavioural Change, Though It Is Difficult To Sustain Unless The Environment Supports That Change In The Long Run. Often, Policy Change Is Needed, And Media Advocacy Programs Can Be An Effective Complement To A Social Marketing Program.

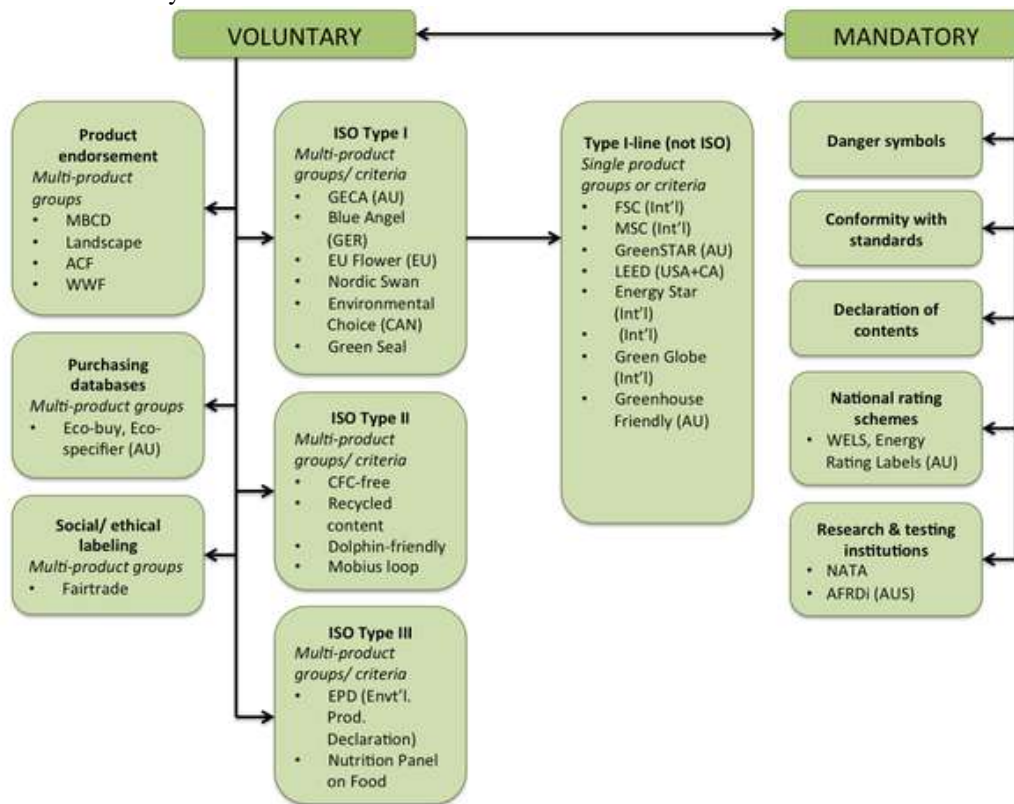
The Level Of Greening—Strategic, Quasi-Strategic, Or Tactical—Dictates What Activities Should Be Undertaken By A Company. At Times Strategic Greening In One Area May Or May Not Be Leveraged Effectively In Others. A Firm Could Make Substantial Changes In Production Processes But Opt Not To Leverage Them By Positioning Itself As An Environmental Leader. So Although Strategic Greening Is Not Necessarily Strategically Integrated Into All Marketing Activities, It Is Nevertheless Strategic In The Product Area.

	Tactical greening	Quasi-strategic greening	Strategic greening
Targeting	Ads mentioning green features are run in green-focused media.	A firm develops a green brand in addition to its other brands.	A firm launches a new Strategic Business Unit (SBU) aimed at the green market.
Green design	A firm switches from one raw material supplier to another with more eco-friendly processes.	Life-cycle analysis is incorporated into the eco-design process to minimize eco-harm.	E.g. FUJI XEROX develops its Green Wrap paper to be more eco-friendly from the ground up.
Green positioning	E.g. a mining company runs a Public Relations (PR) campaign to highlight its green aspects and practices.	E.g. British Petroleum (BP) AMOCO redesigns its logo to a sun-based emblem to reflect its view to a hydrogen/solar-based future of the energy industry.	E.g. the BODY SHOP pursues environmental and social change improvements and encourages its consumers to do so as well.
Green pricing	Cost-savings due to existing energy-efficiency features are highlighted for a product.	E.g. a water company switches its pricing policy from a flat monthly rate to a per-unit-of-water-used basis.	A company rents its products rather than selling; consumers now pay only for use of the product.
Green logistics	A firm changes to a more concentrated detergent, which.	Packaging minimization is incorporated as a part of a firm's manufacturing review process.	A reverse logistics system is put into place by FUJI XEROX to reprocess and remanufacture copiers.
Marketing waste	A firm improves the efficiency of its manufacturing process, which lowers its waste output.	E.g. TELSTRA (a phone company) has internal processes so that old telephone directories (waste) are collected and turned into cat litter products by other companies.	E.g. a Queensland sugar-cane facility is rebuilt to be cogeneration based, using sugar-cane waste to power the operation.
Green promotion	An oil company runs a PR campaign to highlight its green practices in order to counter an oil spill getting bad press coverage.	A company sets a policy that realistic product eco-benefits should always be mentioned in promotional materials.	As a part of its philosophy the BODY SHOP co-promotes one or more social/eco campaigns each year with in-shop and promotional materials.
Green alliance	A company funds a competition (one-off basis) run by an environmental group to heighten community awareness on storm water quality issues.	E.g. SOUTHCORP (a wine producer forms a long-term alliance with the Australian Conservation Foundation to help combat land-salinity issues.	A company invites a representative of an environmental group to join its board of directors.

Eco-Labels

An Individual's Belief That An Environmental Claim Lacks Honesty Can Have A Negative Effect On Attitude Toward A Brand. If, On The Other Side, The Consumer Grants Credibility To The Claim, The Individual Will Behave More Respectfully Toward The Environment. The Problem In Extending That Credibility To A Brand Is That Consumers Interested In Ecological Products Generally Are Skeptical Of Commercial Advertisements. This Skepticism Is Due To Various Factors Such As Lack Of Understanding Of Language, The Absence Of Scientific Knowledge Necessary To Interpret Advertising Meaning, And, In Particular, The Falsehoods And Exaggeration Of Some Advertising Techniques. To Resolve This Problem, Independent Organizations May Choose To Guarantee Messages On The Environmental Benefits Of Brands

With Environmental Labeling Systems Sponsored By Independent Organizations. This Practice Tries To Diminish Perceived Biases In Environmental Information By Promoting Standardization Of The Information With The Aim Of Improving Confidence In The Evaluation Of Environmental Benefits Of Products—All Of Which Should Positively Affect The Purchase Intention.



The Rainforest Alliance

The Rainforest Alliance Is A Non-Governmental Organization (NGO) Working To Conserve Biodiversity And Ensure Sustainable Livelihoods By Transforming Land-Use Practices, Business Practices And Consumer Behaviour.

It Works In The Following Areas:

- Sustainable Forestry
- Sustainable Agriculture
- Sustainable Tourism
- Food & Farming
- Climate Change
- Wildlife
- Communities
- Human Rights

Certification Process & Detailed Study:

Thousands Of Products Bearing The Rainforest Alliance Certified Seal Are Found On Shelves, In Advertisements, And Websites Around The World. They Are Seen As An Enhanced Product In Themselves Which Speak Of Quality, Virtue And Value.

Frogs Are Indicator Species, They Are A Symbol Of Environmental Health, And They Are Found On Every Continent Except Antarctica. The Green Frog Certification Seal Indicates That A Farm, Forest, Or Tourism Enterprise Has Been Audited To Meet Standards That Require Environmental, Social, And Economic Sustainability.

Types Of Certification:

The Rainforest Alliance Family Of Marks Includes Three Distinct Icons, Which Represent Different Relationships With The Organization. In Each Case A Company Or Operation Must Meet Specific Criteria And Have A Signed Agreement With The Rainforest Alliance.



This Is Awarded To Farms And Forestlands That Meet The Rigorous, Third-Party Standards Of The Sustainable Agriculture Network Or The Forest Stewardship Council And To Tourism Businesses Certified By The Rainforest Alliance.



This Is Awarded To Certain Forestry Enterprises And Projects That Meet Criteria Developed (Or Endorsed) By The Rainforest Alliance.



This May Be Used To Denote A Cause Marketing Relationship, A Smartsource Or Other Formal Sourcing Agreement, Or For Illustrative Purposes. It Cannot Be Use By Certified Or Verified Operations.

Agriculture

In Order To Become Certified, Farms Must Meet Criteria Of The Rainforest Alliance Sustainable Agriculture Standard. The Standard Encompasses All Three Pillars Of Sustainability—Social, Economic, And Environmental. Rainforest Alliance Certified Farms Are Audited Regularly To Verify That Farmers Are Complying With The Standard’s Comprehensive Requirements, Which Require Continual Improvement On The Journey To Sustainable Agriculture. The Standard Is Built On These Important Principles Of Sustainable Farming:

- Biodiversity Conservation
- Improved Livelihoods And Human Well-Being
- Natural Resource Conservation
- Effective Planning And Farm Management Systems

The Rainforest Alliance And UTZ (A Leading Certification Program For Coffee, Cocoa, Tea, And Hazelnuts) Are Merging.

Rainforest Alliance Certifie Farms Use Methods That Protect The Health Of Farmers, Their Livelihoods, Their Land And The Surrounding Waterways. Through Our Training And Certification Programs, We Are Promoting Farming Techniques Designed To Protect The Land For Future Generations.

Forestry

The Rainforest Alliance Is One Of The Founding Members Of The Forest Stewardship Council (FSC), The Largest Sustainable Forestry Standard Setter In The World. Products That Bear The FSC Mark And The Rainforest Alliance Certified Seal Are Sourced From Forests That:

- Protect Endangered Species And Forest Areas Of High Conservation Value
- Set Aside A Portion Of Land As Forest Reserve
- Provide Workers With Decent Wages And Protect Their Ability To Organize

- Follow FSC Guidelines That Determine How, When, And Where Timber And Non-Timber Forest Products Are Harvested
- Respect The Rights Of Local Communities And Indigenous People.

Tourism

Proprietors Of Tourism Businesses, Including Lodging Services And Inbound Tour Operators, Who Demonstrate They Are Minimizing Their Environmental Footprint And Supporting Workers, Local Cultures, And Surrounding Communities May Also Be Eligible For Using The Rainforest Alliance Certified Seal. Rainforest Alliance Audits Confirm These Businesses Meet Our Tourism Criteria, Which Are Recognized By The Global Sustainable Tourism Council. The Criteria Require:

- Protection Of Nearby Ecosystems
- Wise Use Of Natural Resources
- Climate Change Mitigation
- Benefits To The Social And Cultural Development Of Surrounding Communities

Ecotourism Is Defined By The International Ecotourism Society As: “Responsible Travel To Natural Areas That Conserves The Environment And Improves The Welfare Of Local People.” The Key Principles Of Ecotourism Include Minimizing Impact, Protecting Biodiversity, Building Environmental Awareness, And Respecting Local Culture. Typically, The Primary Attractions For Eco-Tourists Are Flora, Fauna, And Cultural Heritage.

Sustainable Tourism Businesses Support Environmental Conservation, Social Development, And Local Economies. Examples Of Sustainable Business Practices Include Conserving Water And Energy, Supporting Community Conservation Projects, Recycling And Treating Wastes, Hiring Staff From The Local Community, Paying Them Just Wages And Providing Training, And Sourcing Locally-Produced Products For Restaurants And Gift Shops. Sustainable Tourism Businesses Take Concrete Actions To Enhance The Well-Being Of Local Communities And Make Positive Contributions To The Conservation Of Natural And Cultural Heritage. The Rainforest Alliance Works In Sustainable Tourism, Which Encompasses All Three Pillars Of Sustainability-Environmental, Social, And Economic.

Some World Leaders Using Rainforest Alliance As An Integral Part Of Marketing Their Products.

- Woolworths :Australian Retail Giant, Woolworths, Highlights The Impacts A Cup Of Rainforest Alliance Certified Tea Can Have.
- Dagoba Chocolate, The Rainforest Alliance And The Extraordinary Impact Of Sustainable Cacao On San Juan De Cheni, Peru, An Area That Fought Back Against Terrorists To Protect Their Land, Their Community And Their Cocoa Heritage.
- Procter & Gamble Works With Rainforest Alliance To Help Ensure Responsible Forest Management And Sustainable Practices In The Creation Of Paper Products.
- Patagonia’s Natural Rubber Wetsuits (Yulex®) Neoprene Is A Non-Renewable Material With An Energy-Intensive Manufacturing Process. By Replacing It With Yulex® Natural Rubber From Sources That Are Forest Stewardship Council® Certified By The Rainforest Alliance, Patagonia Is Causing Less Harm To The Planet And The Ocean.
- Innocent Drinks: Innocent Has Been Using Rainforest Alliance Certified Bananas In Their Smoothies For Over 10 Years.
- Nespresso: Its Been 14 Years Of Working Together On Sustainable Coffee.
- Nabob Coffee In Canada “Only These [Coffee Beans] Are Rainforest Alliance Certified, Helping The Environment, Farmers And Their Communities.”
- Lyons Tea, Ireland: “Lyons Tea Is On A Journey And Acting As Our Guide, Independent Experts On Sustainability, The Rainforest Alliance. Make Tea Make A Difference.”
- Martin Guitar: Ever Wonder Where The Wood For Musical Instruments Comes From? We're Proud To Share This Video Made By C.F. Martin & Co. (Aka Martin Guitar) That Explains How The Company Works With The Rainforest Alliance To Source Sustainable Wood.

Benefits Of Adhering To Eco-Friendly Business Practises By Certain World Renowned Corporate:

Heineken Of The 130 Heineken Breweries Across The World, 23 Are Located In Water Scarce Areas, Some In Algeria, Egypt, Tunisia, Indonesia And Spain. Bringing The Environment Dimension Closer To The Organisational Goals In Various Ways Includes Building Solar Breweries And Sustainable Water Sources. As Heineken's Director Global Sustainable Development, Michael Dickstein Observes, "It Is Not Just About

Eco-Efficiency Or Risk Mitigation But Also About Business Opportunity." In The Last Couple Of Years, Heineken Has Saved Around 75 Million Through Its Eco-Efficiency Programs.

Unilever:

Since 2008, Unilever Has Avoided Factory Costs Of Over 400 Million By Reducing Its Environmental Impact.

P&G

P&G's Waste To Worth Program Has Successfully Found Uses For Tons Of Material That Was Previously Sent To Landfills; And In The Process Has Created Nearly \$2 Billion In Value For The Company Through Cost Savings And Revenue Generation. For Instance, In Mexico, Waste From The Production Of Charmin Toilet Tissue Is Recycled And Used To Make Roofing Tiles. In India, P&G's Mandideep Site Uses Scrap Material To Build Partitions For Low Cost Housing.

Through This Process They Are Able To Diverge 3000 Tons Of Waste Per Year Away From Landfill And Convert Our Waste Into A Product With Value.

On The Packaging Front, A Seemingly Insignificant Tweak On Olay Total Effects Bottle-Pump Design Saved The Company 800,000 Tons Of Plastic A Year. Since 2007, P&G Has Reduced Packaging By 7% Per Consumer Use; The Goal Is A Reduction Of 20% By 2020. Pepsico's Saved Over 1,000 Metric Tonnes Of PET In 2013 Through Innovations In Its Packaging Sustainability Efforts.

ITC

For Indian Conglomerate ITC, Present In Categories From Foods To Hospitality, Sustainability Efforts Focus On Two Specific Areas — The Creation Of Sustainable Livelihoods And Environmental Replenishment. ITC's Sustainability Strategy Focuses On Triple Bottom Line Performance That Builds And Enriches The Country's Economic, Environmental And Societal Capital.

II. Conclusion:

- Global Warming Is A Serious Phenomenon Impacting Lives Across The Globe. Today's Consumers Are Aware And Conscious Of The Changes It Is Bringing About Such As Loss Of Habitation, Depletion Of Environmental Layers, Loss Of Forests, Vegetation, Wildlife And Marine Life.
- The Awareness Also Triggers A Sense Of Duty Towards Environment And Sustainability, Which Encourages Consumers To Opt For Natural And Organic Goods Which Have Minimal Negative Impact On The Ecology.
- As A Marketer Highlight The Importance Of Healthy Versus Chemical, Natural Versus Synthetic, Organic Versus Processed Products.
- The Benefits Outweigh The Added Costs If Any And Are Beneficial As A Practise In Then Long Run.
- Many Consumers Are Turning Into LOHAS Consumers, And They Are Curious About Local Brands Or Outlets And Physically Examine Each Product Offering Making "Genuine And Transparent" Communication A Key Informative Factor.
- Consumers Today Are More Open To Experimentation And Like Trying Fresh Ideas, Hence The Market Is Open To New Entrants And Experienced Players Equally.
- Local Flavours Are In Demand Highly Among The Travellers And Tourists Making Survival Challenging For Many Globally Branded Outlets In Certain Categories.

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