

Emerging Concept of Green Marketing in India

Kirti

Assistant Professor, Department of Commerce, Ch. Devi Lal Memorial Girls PG College,
Sewah, Panipat

Abstract

Green marketing is environment friendly, sustainable and socially responsible. Green marketing covers the overall brand of marketing activities undertaken by companies in a manner that they promote manufacture of products which have a positive impact on environment or alternatively reduce negative impact on the environment. Today green marketing is a vital component of marketing research which began due to increasing media exposure and pressure on firms to present eco-friendly behaviour. The growth in green marketing over the years has been promoted by adoption of product packaging and presenting to the public these improvements.

The development of green marketing has opened the door of opportunity for companies to co-brand their products into separate line, lauding the green-friendliness of some while ignoring that of others. Such marketing techniques will be explained as a direct result of movement in the minds of the consumer market. As a result of this businesses have increased their rate of targeting consumers who are concerned about the environment. These same consumers through their concern are interested in integrating environmental issues into their purchasing decisions through their incorporation into the process and content of the marketing strategy for whatever product may be required. This research paper describes the concept of green marketing as an overview and major emphasis is laid down on the opportunities and problems in growing need of this emerging concept of green revolution. Data has been collected from various sources in addition to the books, journals, newspapers and websites. This paper outlines the needs and issues arise in way of green revolution.

Keywords: Green Product, Green Marketing, Scope, Opportunities, Challenges.

1. INTRODUCTION

Technology has shown a drastic impact on the environment and no doubt, it is increasing with every passing year and causing irreparable damage to the earth. Today in the era of advanced technology and fast moving life, where people do not even have enough time and space for themselves, the degree of concern for environmental issues are really disappointing. The matter of concern is that though the advancement in the technology has made our life easier and comfortable, but on the other hand, it has shown a drastic detrimental impact on the environment. So for the purpose of diminishing this life-threatening impact, government and many communities are focusing on such practices that can prevent the future hazards. One of such practice is “**Green Marketing**”.

While being responsible some of the business has shown their keen interest to accept the concept of environmental management and waste minimization. Basically, **Green Marketing** is a business practice that takes into account customer concern, about promoting preservation and conservation of the natural environment. To implicate green marketing business firm are focused on reducing

waste and chemicals, increased energy efficiency of their product. While practicing Green marketing, business firms are not only concentrated on promoting the products which are environmentally safe but, also they have incorporated changes in the production process, advertisement and packaging. So fundamentally the business firm focuses on optimally utilizing the available resources while accomplishing the organizational goal and customer satisfaction.

2. LITERATURE REVIEW

Prothero, A. (1998) introduced numerous papers discussed in the July 1998 issue of 'Journal of Marketing Management' focusing on green promotion. This incorporated a quotation of the need to review presented text on green marketing, an experimental study of United States and Australian advertising managers, an explanation of what a green association look similar to in practice in Great Britain, ecotourism and definitions of green promotion.

Prothero, A. & Fitchett, J.A. (2000) argued that greater environmental explanation can be protected during entrepreneurship by using the uniqueness of product culture to more growth ecological goals. Marketing not only has the possible to supply to the establishment of extra sustainable forms of civilization but, as a principle manager in the process and explosion of product discourse, also has a significant liability to do so.

Oyewole, P. (2001) in his manuscript presented a theoretical link between green marketing, environmental fairness, and engineering ecology. It argues for greater awareness of ecological justice in the practice for green promotion. A study agenda is finally optional to determine clients consciousness of ecological justice, and their enthusiasm to bear the expenditure connected with it.

Karna, J., Hansen, E. & Juslin, H. (2003) interpreted that practical marketers are the majority real group in implementing environmental selling willingly and in search of cutthroat advantage through ecological openness. The consequences also give proof that green standards, ecological marketing strategies, structures and functions are rationally linked to each other as hypothesized according to the model of ecological marketing used to direct this study.

Sanjay K. Jain & Gurmeet Kaur (2004) in their study of environmentalism which had quick emerged as a worldwide occurrence discussed business firms too have risen to the occurrence and have ongoing responding to ecological challenges by involving green marketing strategies. Green consumerism has played a catalytic task in ushering business environmentalism and making business firms green advertising oriented. Based on the statistics together through a field survey, the paper made an evaluation of the degree of ecological consciousness, attitudes and performance prevalent between clients in India.

Donaldson (2005) in his research realized in the Britain that in common the ecological approach of customers changed optimistically. This study reported the strong trust of customers in the recognized commercial brands and in the weak performance referring to the "green" claims, which was the major cause behind the intense failure to understand their concerns beyond the atmosphere in their performance.

Alsmadi (2007) while investigating the ecological behaviour of Jordanian clients reveals a high stage of ecological conscience. Regrettably however this optimistic tendency and first choice in the "green" products did not come into view to have any outcome on the concluding decision, obviously because these customers had a stronger trust in the conventional products and a little assurance in the green statements. The above obstacles were extra strengthened by the lack of ecological ethics by a lot of enterprises and the survival of a huge scale of prices for the similar product, many of which incorporated an impetuous estimate of environmental liability. The same

occurrence has been presented in other researches too (Ottman, 2004; Donaldson, 2005; Cleveland et al, 2005).

Brahma, M. & Dande, R. (2008), The Economic Times, Mumbai, had an article which declared that, Green Ventures in India is a subsidiary of New York based asset administration firm Green Ventures worldwide. The latter recently announced a \$300 million India listening carefully fund aimed at renewable energy products and sustaining trading in carbon credits.

3. NEED AND IMPORTANCE OF THE STUDY

Since early 1990s, a major concern on ecological impact of industrial house on atmosphere has been surfaced on marketplace. Not only the relation among human, institute and natural surroundings being redefined ,but the inference thereof are being interpreted; because of these, new perceptions are being formed or re-evaluated on issues like environmental friendly products, reprocess aptitude, waste-reduction, the cost linked with toxic waste and the price value association of green politics. So in this age where customers decide the destiny of a company, green advertising imparts a practical policy for these companies to cater the market by imparting nature friendly products/ services which or else reduce or reduce any harmful collision on environment. Green marketing approach in the manufactured goods area promotes the incorporation of ecological issues into all aspects of the business activities; from policy formulation, setting up, re-engineering in manufacture process and dealing with clients. So to remain competitive inside the confront thrown by the atmosphere protectionists, the companies will have to discover answer during their selling strategies, product service redesign, client handling etc.

4. OBJECTIVES OF THE STUDY

- To study the evolution of Green Marketing.
- To identify the challenges faced by Green Marketing
- To study the Green Initiatives taken by various company.

5. EVOLUTION OF GREEN MARKETING

The term Green Marketing came into prominence in the late 1980s and early1990s.

- The green marketing has evolved over this period of time. The evolution of Green marketing had three phases. First phase was termed as "Ecological" green marketing, and during this period all marketing activities were concerned to help environment problems and provide remedies for environmental problems.
- Second phase was "Environmental" green marketing and the focus shifted on clean technology that involved designing of innovative new products, which take care of pollution and waste issues.
- Third phase was "Sustainable" green marketing. It came into prominence in the late 1990s and early 2000. This was the result of the term sustainable development which, is defined as "meeting the needs of the present without compromising the ability of future generations to meet their own needs."

6. GOLDEN RULES OF GREEN MARKETING

1. **Know your purchaser:** Make certain that the buyer is alert of and worried about the issues to your manufactured goods attempts to address.

2. **Educating your clients:** It is not just a material of letting public know, whatever you're doing is to defend the surroundings, apart from also a topic of letting them to make out why it matters.
3. **Being Authentic & See-Through:** means that
 - You are really doing what you maintain to be doing in your green marketing movement and
 - The rest of your company policies are reliable with whatever you liability for the environment friendly.
4. **Reassure the Purchaser:** Clients must be made to consider that the manufactured goods perform the job, in this firm should not remember product quality in the name of the surroundings.
5. **Think about your Pricing:** If you are charging a premium for your manufactured goods and many environmentally preferable products price more due to economies of scale and utilize of higher-quality ingredients make sure those clients can pay for the premium and feel it's value .

7. GREEN INITIATIVES TAKEN BY VARIOUS COMPANIES

Various Indian and Multi National Companies are manufacturing Green products and are positively impacting the Indian green marketing sector. Companies like

➤ **Fab India**

Fab India is a Indian fashion brand with its stores all across the nation. This brand is popular for promoting handloom and hand made products. This brand is into fashion clothing, cosmetics and furniture's. They have been manufacturing the products in a complete eco friendly manner and they claim of using the ingredients without any harmful chemicals. The packaging is also eco friendly and they discourage use of polythene for packaging.

➤ **Patanjali**

Patanjali is promoted by a person who is face of natural and healthy practices. Swami Baba Ramdev who started Patanjali proudly claims of producing eco friendly and safe products.

➤ **TATA Group of Companies**

Tata Group is another trendsetter in promoting green marketing in the Indian markets. Tata Group under their flagship produces products which are eco friendly and adopts green ways of marketing its image. The Tata Group companies such as Tata Steel, Tata Motors, Tata Chemicals and Tata Consultancy Services contribute positive results to the environment. Tata Steel said it is currently working on more than 17 CDM i.e. Clean Development mechanism projects to check harmful emission with Ernst & Young and these projects are at various stages of approval at United Nations Framework Convention on Climate Change.

➤ **LG India**

LG India is one of the initial propagators of Green products in India, they have a number of electronic gadgets those are eco friendly in nature. They rarely use halogens or mercury and lead in the manufacturing process. The products do harm the environment and also uses 40% less electricity.

➤ **HCL**

HCL is also adopting the green strategy. It has recently launched HCL ME Notebooks which are eco friendly in nature. These notebooks do not use any polyvinyl chloride or any other harmful chemicals in manufacturing. It has also got a five star rating from the Bureau of energy efficiency.

➤ **Haier**

Haier in its new green initiative has been focusing on eco branding. They have launched Eco life series. Their products are also energy efficient and safe to the environment.

➤ **Samsung India**

They are taking a lot of considerable efforts in the path of promoting and practicing green marketing in the India. Their eco friendly products like LED TV, Air conditioners does not use any harmful chemicals like mercury and lead. Their products also claim to consume 40% less electricity.

➤ **SAIL**

SAIL is one of largest producer of steel in India. SAIL is also engaged in green activities. SAIL in various cities Rourkela and Bhillai has established green crematoriums that serve as a replacement for funeral pyres that emits so much smoke and uses oxygen.

➤ **IndusInd Bank**

IndusInd Bank is one of the first banks to introduce green practices. They discouraged the use of papers in the branches and their ATM's and started sending electronic messages and mails. These practices has helped in saving the environment and also reduced deforestation. Many other banks like ICICI, SBI, and Axis etc are also following these practices.

➤ **ITC Ltd**

Indian tobacco Company i.e. ITC uses a technology of bleaching that is ozone treated and free from chlorine. This has impacted the environment positively. They have also adopted a Low Carbon Growth Path and a Cleaner Environment Approach that is creating a better environment.

➤ **Wipro**

Wipro the IT giant has produced a number of electronic gadgets under its green initiatives and have undertaken a lot of measures.

8. BENEFITS OF GREEN MARKETING

- ✓ **Opportunity:** In India, around 25% of consumers prefer eco friendly products. So marketers have diverse segments to cater to.
- ✓ **Social Responsibility:** Many companies have started realizing that they must behave in an environmental friendly manner. They believe that they should fulfill social responsibility by achieving both environmental objectives and organization profits objectives.
- ✓ **Govt. Support:** Various regulations are framed by governments to protect consumers and society. The Govt of India has developed a framework of legislations to reduce the production of harmful products e.g. ban of plastic bags in Punjab.
- ✓ **Competitive Edge:** Many companies take up green marketing to maintain their competitive edge. Initiatives by small companies have prompted the many others companies to follow suit.
- ✓ **Cost Reduction:** Reduction of harmful waste may lead to saving in cost. It is possible to use waste generated by one company in another company as cost effective raw material.

9. CHALLENGES IN GREEN MARKETING

- Currently there is no standardization working to certify a product as eco friendly. Unless some regulatory bodies are involved in providing the certifications there will not be any verifiable means. A standard quality control board needs to be in place for such labelling & licensing.
- Marketer need to be patient to achieve the long-term benefits from go green movement. It will require a lot of patience and no immediate results. Since it is a new concept and idea, it will take its time to be accepted.
- Green products require renewable and recyclable material, which is costly affair. This new concept also requires a technology, which needs huge investment in R & D.
- No customer will pay a premium price for green products. The purport of green marketing is to focus on customer benefit. Thus, if the price of green product is very high, then again it will lose its market acceptability.

10. CONCLUSION

Now this is the right time to select “Green Marketing” globally, it will create a future opportunity for the business. It will come with drastic change in the world of business if all nations will make strict roles because green marketing is essential to save world from pollution. From the business point of view because a clever marketer is one who not only convinces the consumer, but also involves the consumer in marketing his product. Green marketing should not be considered as just one more approach to marketing, but has to be pursued with much greater vigor, as it has an environmental and social dimension to it. With the threat of global warming looming large, it is extremely important that green marketing becomes the norm rather than an exception or just a fad. Recycling of paper, metals, plastics, etc., in a safe and environmentally harmless manner should become much more systematized and universal. It has to become the general norm to use energy-efficient lamps and other electrical goods. Marketers also have the responsibility to make the consumers understand the need for and benefits of green products as compared to non-green ones. In green marketing, consumers are willing to pay more to maintain a cleaner and greener environment. Finally, consumers, industrial buyers and suppliers need to pressurize effects on minimize the negative effects on the environment-friendly. Green marketing assumes even more importance and relevance in developing countries like India.

11. SUGGESTIONS

- Environment friendly behaviour is far and difficult to attain. Hence environmental awareness and attitudes should be created in the minds of consumers during their childhood days itself.
- It requires rigorous efforts at school level to create an attitude of environment sustainability.
- Eco clubs play an important role in creating environmental awareness amongst the future generation. So eco clubs should be there in all schools and colleges.
- Expand the consumer awareness of green products by creating effective green marketing campaigns or environmental related activities. The companies should try to more focus on the green features of the product in their marketing activities.
- Price is the attribute that consumers reflect on when making a green purchasing decision. Consumers are less likely to purchase green products if they are more expensive. So price should be reduced for the eco-friendly products.
- Companies should create ads that are more focused on green, eco-friendly image that will influence their customers purchasing decision.

12. FUTURE OF GREEN MARKETING

There are many lessons to be learned to avoid green marketing myopia, the short version of all this is that effective green marketing requires applying good marketing principles to make green products desirable for consumers. The question that remains, however, is, what is green marketing's future? Business scholars have viewed it as a "fringe" topic, given that environmentalism's acceptance of limits and conservation does not mesh well with marketing's traditional axioms of "give customer what they want" and "sell as much as you can". Evidence indicates that successful green products have avoided green marketing myopia by following three important principles:

- Consumer Value Positioning
- Calibration of Consumer Knowledge
- Credibility of Product Claim

13. REFERENCES

1. Ameet Sao. (2013). Research paper on green marketing. IOSR Journal of scientific and Applied research Vol.3 No.1 1-6.
2. Bhattacharya, Saurabh. (2011). Consumers Attitude towards Green Marketing in India. The IUP Journal of Marketing Management, 62-70.
3. Cherian Jacob, Jolly Jacob. (2012). Green Marketing: A study of Consumers' Attitude towards environment friendly products. Asian Social Science Vol. 8, No. 12,118-126.
4. Hemantha Y. (2008). Green Marketing-An exploratory research on consumers in bangalore city. Abhinav Vol.1 No.9. 84-97.
5. Ken Peattie, Andrew Crane. (2005). Green marketing: legend, myth, farce or prophesy?. Qualitative Market Research: An international Journal Vol. 8 No.4 357-370
6. Lee, K. (2008). Opportunities for green marketing: young consumers. Marketing Intelligence & Planning, 26(6), 573- 586.
7. Leslie Lu, Dora Bock, Mathew Joseph. (2013). Green marketing: What the millennials buy. Journal of business strategy Vol.34 No.6 3-10.
8. M N Welling, Anupamaa. (2010). Analysing the feasibility of green marketing in small and medium scale manufacturers. Sri Krishna International research and education consortium APJRBM, Vol.1 No.2 1-15.
9. Nicola Mendleson, Michael.J.Polonsky. (1995). Using strategic alliances to develop credible green marketing. Journal of Consumer Marketing Vol.12 No.2 4-18.
10. Peattie K. (1999). Rethinking marketing. In Greener Marketing 2nd edn, Charter M, PolonskyMJ (eds). Sheffield; 57-70.
11. Polonsky, Michael. (1994). An introduction to green marketing, Electronic green journal, Vol.1. No.2.
12. Polonsky, M., Ottman, J. (1998a). Exploratory examination of whether marketers include stakeholders in the green new product development process. Journal of Cleaner Production, Vol. 6 No.3, 269-75.
13. Ramaswamy, Namakumari, "Marketing Management" McGraw Hill Education, 2013.