



PRINCIPLES AND CHALLENGES OF GREEN MARKETING IN INDIA

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ABSTRACT

Green Marketing is important of the modern marketing. This concept were re-marketing and packaging existing products which already adhere to such guidelines. Thus green marketing incorporates a broad range of activities including product modification, changes to the production process, packaging changes, as well as modifying advertising. This paper examines the concept of green marketing, characteristics, strategy of green marketing, challenges of green marketing.

KEYWORDS : Green Marketing, Green Products, Eco friendly Products

INTRODUCTION

The world's economy is rapidly developing; the global environment is increasingly declining. Protecting environment, creating a safe living environment has become one of the most important concerns of consumers. Green marketing is not easy concept. Green marketing generally aims to promote environmentally friendly products and a safe environment where people could stay. "According to the American Marketing Association, green marketing is the marketing of products or goods that are supposedly believed to be environmentally safe. Green Marketing is also alternatively termed as environmental marketing or ecological marketing. Thus green marketing refers to the holistic marketing approach and concept wherein a broad range of activities include product modification, changes to production process, packaging changes as well as modifying advertisements". It is incorporates a broad range of activities, including product modification, changes to the production process, packaging, as well as modifying advertising. The defining green marketing is not a simple task where several meanings intersect and contradict each other; an example of this will be the existence of varying social, environmental and retail definitions attached to this term. Other similar terms used for environmental marketing and ecological marketing. Thus, "Green Marketing" refers to holistic marketing concept where in the production, marketing consumption and disposal of products and services happen in a manner that is less detrimental to the environment with growing awareness about the implications of global warming, non-biodegradable solid waste, harmful impact of pollutants etc., both marketers and consumers are becoming increasingly sensitive to the need for switch in to green products and services. There are basically five reasons for which a marketer should go for to adoption of green marketing.

1. Opportunities or Competitive advantage
2. Corporate social responsibility (CSR)
3. Government pressure
4. Competitive pressure
5. Cost or Profit issues

GREEN PRODUCTS

Green products can be defined as "Products which have minimal impact on the environment".

REVIEW OF LITERATURE

Ravinder Kaur (2017) The title of "Green Marketing in India –An Overview", This study examine the Ethical measures in marketing are an important part of modern business. Environment pollution is the main concern in the today's business environment. Green marketing is the phenomenon that has been developed in the whole world to facilitate sustainable development. There has been a change in consumer attitude towards green life style. In this paper main emphasis has been given on concept, need, importance, golden rules of green marketing and its angle of difference from

traditional marketing. This paper describes the current scenario of Indian green marketing and exploring the challenges it faces in the India.

Aasha Sharma¹, Seema Joshi² (2017) the title of "Green Consumerism: overview and further research directions", this paper examines existing literature on green consumerism and discusses various influences on green purchase behaviour. The study digs into less explored influences mainly the role of environmental concern and green product attributes on actual behaviour. The proposed model is adapted from Theory of planned behaviour, built on the premise that environmental knowledge, environmental attitude and perceived consumer effectiveness leads to green purchase intention. But purchase intention and actual behaviour is mediated by environmental concern. Depending on the level of environmental concern which may be high or low the influence of green product attributes namely perceived relative advantage (cost benefit), perceived risks and product parity, on the purchase behaviour can be predicted.

OBJECTIVES OF THE STUDY

This paper is aimed to cover the following objectives.

1. To understand the concept of green marketing.
2. To learn the challenges and prospects of green marketing.

RESEARCH METHODOLOGY

The research is exploratory in nature. It focuses on review of various researchers' literature, Books, Journals, Websites and other reliable sources.

Characteristics of Green Products

The following factors are characteristics of green products. Figure-1



CHALLENGES IN GREEN MARKETING

There is large number of challenges in the field of green marketing. They are followings;

Standardization of the Products: it has been observed that very loss proportionate of the marketing message from "Green" campaigns is true to requisite standard and reflect the authenticity which they claim. There is no 'yard stick' currently, from where we could certify that the product as organic. Until or unless some of

regularly bodies are involved in providing the certifications, which can be proved helpful to verify the authenticity of the product's characteristics. A standard quality control board needs to be in place for such labelling and licensing.

New Notion: The consumers of different rural and urban hierarchy are gradually becoming aware of the merits of green products. But it is still new notion or concept for the masses. It is therefore, become imperative to educate the people about growing menace of deteriorating environment. The new green movements and advocacy programs need to reach the masses and that will be a time consuming process. Long gestation period request patience and perseverance; It has been observed that the inventors and corporate need to view the environment as a long-term investment opportunity. It is because of the projects related to 'Green Marketing' have a long-gestation period. It requires a lot of patience to get the desired results.

Myopia: The first principle of green –marketing is focusing the customer benefits. i.e that is why consumers buy particular goods and services in their first priority.

STRATEGIES OF GREEN MARKETING

The following factors strategies of green marketing in India.



CONCLUSION

Green marketing is a tool to protect the environment for future generations. It is not an easy concept. The firm has to plan and then carry out research to find out how feasible it is going to be. It has to evolve since it is still at its infancy stage. Adoption of Green marketing may not be easy in the short run, but in the long run it will definitely have a positive impact on the firm. Green Marketing is still in the stage of childhood in the Indian companies. Lots of opportunities are available. Now this is the right time to select Green Marketing globally. It will come with a drastic change in the world of business if all nations will make strict rules because green marketing is essential to save the 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. 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. Indian market customers too are ready to pay a premium price for green products.

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