



GREEN MARKETING -A STEP TOWARDS SUSTAINABLE DEVELOPMENT OF INDIA

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ABSTRACT Environmental and Ecological issues constitute an imperative concern for a major part of the global consumers and Entrepreneurs. Consumers are becoming increasingly educated about the environmental impact of Human activities. As 66% of global consumers are willing to pay more for sustainable products (Nielson Global Corporate Sustainability report 2015). To ensure sustained long term growth along with profitability, reduction in cost, competitive advantage, receiving subsidies from Government and Corporate social responsibility the "GREEN MARKETING" has become a necessity in the market. The Indian companies who adopted Green Marketing practices definitely achieved greater heights in success compared to those who are still working with the same traditional marketing practices and making no efforts to make the environment safer and sustainable. This research paper explains the concept of green marketing, its components, need for companies to going green (considering the pollution in the environment). It highlights the Initiatives taken by government for sustainable development and the Indian companies who succeeded in Green marketing.

KEYWORDS : Green marketing ,Green washing, Sustainable Development, Green Myopia.

Green Marketing and Sustainable Development :

According to the World Commission on Environmental Development (1978), Sustainable Development is "meeting the needs of the present without compromising the ability of the future generations to meet their own needs". The common theme throughout this strategy of sustainable development, is the need to integrate economic and ecological considerations in decision making by making policies that conserve the quality of agricultural development and environmental protection. This is what the end product of green marketing is, environmental protection for the present and the future generation. The development of energy- efficient operations, better pollution controls, recyclable and biodegradable packaging, ecologically safe products are all part of green marketing which also leads to sustainable development.

OBJECTIVE :

Objective of this research paper is to understand the meaning of Green marketing, its relation with sustainable development, why India needs green marketing, importance of green marketing, what initiatives has been taken by Government of India in promoting green marketing, companies who adopted the green marketing successfully, and what are the challenges in adopting green marketing.

REVIEW OF LITERATURE:

The American Marketing Association (AMA) held the first workshop on ecological marketing in 1975. 1980 was the first time green marketing came into existence. AMA defines green marketing as the marketing of products that are presumed to be environmentally safe. Business Dictionary defines green marketing as promotional activities aimed at taking advantage of changing consumer attitude towards a brand. A survey carried out in America, Gutfield (1991) found that eight out of ten consumers were claiming to be environmentalists (cited in Grove, Fisk, Pickett & Kangun, 1996). According to Maimieri and Barnett, 1997, as cited in Juwaheer, 2005, the environment has faced massive destructive changes: diminution of natural resources, damage to the ozone layer, and loss of agricultural land. In the recent years, due to the massive amount of environmental pollution caused by firms in the world, people have become more aware of the environmental issues. Therefore, due to the attention of the society, many organisations have started to accept their environmental responsibility (Chen, 2010). Similarly, Kangun et al., 1991 as cited in Martin & Simintiras, 1995 argued that firms were trying to respond to the rising environmental concern of consumers by selling green products. Consequently, many organisations started to promote themselves as green companies, that is, they began to produce and market goods or services in a way which minimises damage to the environment.

MEANING OF GREEN MARKETING:

The term "GREEN" is indicative of purity. Green means pure, just and

fair. Green is not the colour green specifically, but the use of word Green is to signify a company's commitment to environmental values. Concept of green marketing concerns with protection of Ecological environment. Green marketing is the marketing of products that are presumed to be environmental safe. Thus Green marketing incorporates many activities like green procurement, production, green marketing communication, and Green attitude. Green marketing is not simply the showing off love towards environment but really making efforts, whether in designing a product, offering services or building a corporate culture, that has significant impact on the environment and the Society around us. Green marketing encourages integrated efforts for purity in production and consumption as well.

GREEN MARKETING COMPONENTS:

The combination of 7 Green factors (Eco-friendly) is known as Green Marketing components namely; Green Alliance, Green product, Green promotion, Green logistics, Green waste, Green positioning, Green design.

Green Alliance: Green alliance is the relationship among products, people and the environment. So the people should use the products in such a manner that reduces its negative impact on the environment.

Green Product: Green products are the products that are eco-friendly in nature. Products that do not harm the environment in their production, usage and disposal.

Green Promotion: Green promotion refers to the promotion of products in a "green" manner. Companies will highlight the fact that their product is recyclable, biodegradable or environment-friendly. Companies will make sure that they have not harmed the environment in any way while promotion.

Green Logistics: Green logistics is concerned with making the supply channels greener and safer. Wide logistics leads to huge transportation that will eventually lead to more pollution in the environment.

Green Waste: Green waste refers to reducing, reusing and recycling the degradable waste in the environment so as to make proper utilization of resources which will contribute to sustainable development.

Green Positioning: Green positioning refers to create a brand position of green product. It is comparatively easier because of the fact that consumers are aware of the benefits of product to their health and its merits to the environment.

Green Design: Green design refers to the production of a product in a "green" manner. The product should be designed in a way that it eliminates its negative impact on the environment.

Why India needs to adopt Green Marketing?

1. A three-year analysis of the water quality in 290 rivers by the Central Pollution Control Board said about 66% of the stretches monitored had high organic pollution. It means 8,400 km of these rivers are badly polluted and not fit for supporting aquatic life. "Increasing flow of untreated waste water from cities into these rivers is the reason for our rivers getting polluted".
2. The impact of rising toxins in the air is clearly visible on an average Indian's life, as proved by a Lancet study in 2012 that ranked air pollution as the sixth biggest killer with an annual estimated toll of 66 million.
3. Of the world's top 20 polluted cities, 13 are in India. Air pollution slashes life expectancy by 3.2 years for the 660 million Indians who live in cities.
4. The Ganga and Yamuna are ranked among the world's 10 most polluted rivers. China has just one. An evaluation in February ranked Vapi in Gujarat and Sukinda in Odisha among the 10 most environmentally-degraded zones in the world.
5. 500 Million of industrial discharge from 764 units flows into the Ganga Everyday , And 7322 million litres of sewage from cities goes untreated into the Ganga river.
6. Air pollution is the fifth largest killer in India.
7. 80% of water supplied to households is returned as waste water.

PRESENT POSITION IN GREEN MARKETING IN INDIA :

Organizations see Environmental marketing as a chance to achieve its objectives. Firms have realized that consumers prefer products that do not harm natural environment as well as the human health. Firms marketing such green products be favoured, over the others not doing so and thus expand a competitive advantage, concurrently meeting their business objectives. Organizations think that it is their duty to be more socially accountable. This is in trust with the philosophy of CSR which has been fruitfully adopted by many business houses to pick up their business picture. Firms in this state can take following approaches:

- Use the fact that they are environmentally accountable as a marketing tool
- Become accountable without prompting this fact. Governmental Bodies are forcing Firms to Become More accountable. In most cases the government services the firm to accept policy which protects the benefit of the consumers. It does so in following ways:
- decrease production of damaging goods or by products
- change consumer and industry's use and /or consumption of dangerous goods;
- makesure that all types of consumers have the skill to price the environmental work of art of goods. Competitors' Environmental Activities wait for Firms to change their Environmental Marketing behaviour. In order to get even with competitors, claim to be environmental friendly, firms modify over to green marketing. Result is green marketing percolates whole industry. A Firm develops a technology for dropping waste and sells it to other firms. A waste recycling or exclusion industry develops.

GOVERNMENT INITIATIVES

1.BANON PLASTIC BAGS: Forest and Environmental Ministry of India has ordered to retail outlets like Bigbazaar, MORE, CENTRAL, D.MART, etc that they provide jute bags , paper carry bags, only if customer is ready to pay for it and cannot provide any plastic bag to customers.

2.GREEN IT PROJECT BY SBI: By using eco and power friendly equipments in its 10000 new ATMs, the Banking giant has not only saved power costs and earned carbon credits, but also set the example for others to follow. SBI entered into green service known as "GREEN CHANNEL COUNTER". SBI provides many services like paperless banking, no deposit slips, no cheques, no money transaction forms. All these transactions are done through SBI Shopping and ATM cards.

3. ECO FRIENDLY RICKSHAWS BEFORE CWG: In order to promote eco friendly transportation in the city ahead of Common Wealth Games eco friendly rickshaws were launched by Chief Minister of Delhi Sheila Dixit. These rickshaws are called E-RICKS & these are battery operated.

4.VARIOUS STANDARDS FOR ENVIRONMENT PROTEC-

TION: The Government has set up various standards for environment protection such as energy efficiency standards for appliances (refrigerators, air conditioners, tube lights, transformers, and other electrical appliances), energy conservation building code (ECBC), and fuel efficiency/emission norms for vehicles.

5.GOVERNMENT INCREASING FOREST AREA: Government, both at the state and centre, is making efforts to achieve the target of India's 33% land under forest cover. At present, 24% of India's land is under forest and tree cover.

6.CERTIFICATIONS AND AWARDS: Government is Imposing strict Rules and Regulations for pollution control. Consideration of Pollution control efforts and eco technology in awarding IS, ISO 9000, or ISO 14000 certificates and other awards.

7. Establishment of several National and International agencies to monitors efforts and activities of business firms in relation to pollution control and production of eco-friendly products.

SUCCESSFUL INDIAN COMPANIES ADOPTED GREEN MARKETING:

1.Patanjali Ayurveda Ltd.Is an Indian FMCG company. Manufacturing units and headquarter are located in the industrial area of Haridwar and Delhi respectively. The company manufactures mineral andherbal products. The company imports majority of herbs in India from the Himalayas of Nepal. According to CLSA and HSBC, Patanjali is the fastest growing FMCG company of India. Patanjali's financial year 2017 turnover up by 111%.i.e, Rs.10561cr. Now Patanjali is planning to enter into the business of restaurants that will challenge well established multinational food chains like McDonalds, Subway and Dominos.

2.Use of Wind Energy by SBI: SBI turns to wind energy to reduce emissions. The WIND project is the first step in State Bank of India's Green Banking programme dedicated to the reduction of its Carbon footprints and promotion of energy efficient processes, especially among bank clients. In phase I windmill operation 9MW in Maharashtra, 4.5 MW in Tamil Nadu, and 1.5MW in Gujarat. Additionally 20 MW windmills to be installed in Gujarat shortly.

3. Lead free paints from KANSAI NEROLAC: Kansai Nerolac has worked on removing Hazardous heavy metals from their paints. These metals are lead, mercury, chromium, arsenic and antimony which can have adverse effect on humans. These can cause damage to Central Nervous System, Kidney, and Reproductive system.

4.WIPRO's Green Machines: WIPRO Info. Tech. was India's First company to launch environmental friendly computer Peripherals. For the Indian market, Wipro has launched a new range of Desktops and Laptops called WIPRO GREEN WARE.

5.Going Green TATA's New Mantra: TATA Motors is setting up Eco friendly Showrooms using natural building material for its flooring and energy efficient lights. However project is at its preliminary stage.

6. HCL: HCL is another brand that is trying to introduce eco- friendly products in the market and it has recently launched the HCL ME 40 notebooks. These notebooks do not use any polyvinyl chloride (PVC) material or other harmful chemicals and the Bureau of Energy efficiency already given it a five star rating.

7.Haier: Eco branding is a part of Haier's new green initiative and they have launched the Eco Life Series. They have semi automatic and automatic refrigerators and washing machines, split and window air conditioners and a lot more.

8. Samsung: Samsung India has always had a roaring range of LED TV screens and now they have come up with eco- friendly LED backlight. They use 40% less electricity having no harmful chemicals like mercury and lead.

Countries ranked according to their response towards Green Marketing

Table no.1 Countries ranked according to their response level on Green Marketing.

RANK	COUNTRIES
1	India
2	UK
3	US
4	Thailand
5	Australia
6	Canada
7	China

Source- **Source-Name International journal of Management Research.**

FINDINGS

1. The alarming condition of pollution prevailing in the environment has forced the customers and marketers to adopt green marketing.
2. We found that Health of people and Ecological environment have positive relationship with Green marketing. People are aware about pure products, pure methods of producing, using and disposing the product.
3. Amongst 7 countries in Table no. 1, India is the most responsive country, towards the Green marketing.
4. The Government has also taken initiatives along with marketers and consumers for sustainable development of the nation.
5. Indian companies are providing a huge contribution in the success of green marketing as if they will not produce Green products, there will be No Green marketing.
6. Consumers are becoming highly aware about the benefits of green products and their impact on their health and the environment. The pace of this consumer awareness is highly satisfactory, i.e, increasing day by day.
7. Global Restrictions are imposed on production and use of harmful weapons, Atomic tests, etc. Various organisations of various countries have formulated provisions for protecting ecological balance.
8. There is emphasis on Corporate Social Responsibility and environmental accountability of producers.

Challenges

1. Cost Factor: Green products requires renewable and recyclable material, which is expensive.
2. It requires technology, which requires huge investment in R&D.
3. Lack of awareness: Majority of people are not aware of green products and their uses.
4. Majority of Indian consumers are not willing to pay a premium price for green product.
5. Green Washing: Some marketers try to capitalize on the growing numbers of consumers by simply taking a Green marketing approach to products that might not otherwise be considered green. They try to position their products as better choice for the environment when they are really not.
6. Non Cooperation: The firm practicing Green marketing has to strive hard in convincing the stakeholders and many a times it may fail to convince them about the long term benefits of Green marketing as compared to short term expenses.
7. Avoiding Green Myopia: Green marketing must satisfy two objectives: improved environmental quality and customer satisfaction. Misjudging either or overemphasizing the former at the expense of the latter can be termed Green Marketing Myopia.
8. Sustainability: Initially the profits are very low since renewable and recyclable products and green technologies are more expensive. Green marketing will be successful only in long run. Hence the business needs to plan for long term rather than short term strategy and prepare for the same, at the same time it should avoid falling into lure of unethical practices to make profits in short term.

CONCLUSION

"There is Never a wrong time to do the Right thing". This is the right time to adopt "Green marketing" in core business operations. In this alarming situation of pollution, it has become responsibility of Citizens, Companies, and Government collectively to take a step towards sustainable development. The positive results has been observed in the form of the reduction in use of plastic based products, more focus on organic farming, increased use of herbal medicines, Natural therapy and Yoga, provisions to protect forests, flora and fauna

etc. Every year 5th of June is celebrated as "WORLD ENVIRONMENT DAY". Everyone is contributing to safeguard the Environment but still the "Green Marketing" has a long journey to cover the path of sustainable development.

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