



MARKETING IN THE WORLD OF GREEN: INITIATIVE IN THE INDIAN CONTEXT

Indrila Deb

Research Scholar and Faculty Member of St. Xavier's University.

ABSTRACT Ecologically friendly marketing, supposed to be known as marketing in the world of green or simply green marketing has become a deliberate topic and corporations or business houses are continually exerting to find the pre-eminent ways to outstretch customers or consumers or buyers with their environment-friendly note. Buyers or customers are becoming more and more stringent and they begin to concentrate further towards eco-friendly nature. The key purpose of the brand is how customer recognise and accept then, what picture or engraving of the brand is? The intention of this topic is to dredge up how intrigue issues in eco-friendly marketing are pointed by the Corporations. Eco-friendly Marketing inculcates diversification of activities which involves alterations with respect to product, process of manufacturing of a product and dissemination of product already manufactured, alterations related to covering or packaging a product and modifications in the communication process with respect marketing. This paper aims to scrutinize conception of marketing in the world of green environment, the threat /challenges and probability/chances associated with it, as well as analyse the various initiatives taken in the Indian context by various corporations whether private sector or public sector. The confabulation acknowledges that marketing in the world of green environment or we can say in simple terms, eco-friendly marketing is attaining immense significance in India for diverse matters regarding sustainable or imperishable environment.

KEYWORDS : Marketing in the world of Green Environment , Importance, reasonable steps taken by corporations (Public and Private)in the Indian Context, Probability of using Green Marketing, Threat associated with Green marketing.

Research Objective:

The main focus of this study is to scrutinize :1) necessity,2) significance and 3)issues of green marketing and also4) to make proper assessment of the initiatives taken by corporations whether private or public sector enterprises for green marketing in their fundamental business principles.

Research Design:

The design framed for this study should be **descriptive or illustrative in nature** as it involves illustration of the state of affairs as it exist in the present situation.

Findings:

- 1) Educating the youth with the concept of what is green marketing , eco-friendly product.
- 2) Focus should be more on green products
- 3) Should be given more importance on green products
- 4) Should encourage customers to buy more environment or climate friendly products
- 5) Should focus on brand images while denoting a green product
- 6) Focus on sustainable development

Implications:

Based upon examples of eco-friendly marketing initiatives taken by private and public corporations, business should make necessary alterations in the product , process of product, distribution of product using proper communicating media ,business should aims at making market sustainable and to make socially responsible products and services .

INTRODUCTION TO GREEN MARKETING CONCEPT :

Marketing in the world of Green Environment or in short Eco-friendly Environment is the marketing of products that are assumed to be naturally shielded or prudent . Thus eco-friendly marketing inculcates a wide array of pursuit inclusive of alterations with respect to products, modification in production process ,modification in terms of packaging as well as advertising. Though describing eco-friendly marketing is not a tranquil job where different convention cut across and rebut each other ,a precedent or specimen of this results an subsistence of diversified socio, eco-friendly and retail definitions affixed to it.

Clearly eco-friendly marketing or green marketing is a part of overall program accompanying, exploiting old marketing mix (4P's) , it involves an analysis of public policy process . Hence it has been observed that green marketing or eco-friendly marketing conceal wide range of activities. According to Mr.J. Polonkey, Green Marketing comprises of overall activities or programmes framed to give rise to & ease of an exchange intended to meet human commitments ,such that availing of those human commitments occurred with lesser harmful consequences on such eco-friendly environment.

EVOLUTION OF GREEN MARKETING:

Concept came into picture -By whom ?	In which year ?	Description
Concept of green marketing came into picture	In the year 1980	As per Corporate Social responsibility (CSR) Reports, the concept of Green Marketing has started with an example of ice cream seller Ben and Jerry's where an annual report has been augmented by a larger field of vision on corporates eco-friendly collision .
With reference to document or statement presented by World Commission On Environment and Development	In the year 1987	It has been defined as "the needs of the present generation without compromising the ability of future generation to meet their own needs or wants , which later became Brundtland Report -as per Sources
Next two miles stones based upon concept of Eco-friendly Marketing	-----	1) Out of 2 milestones ,One has been defined by Kinnear in the United Kingdom 2) Another has been defined by Jacquelyn Ottman in United States of America (As per the Source)
Next wave of Green Marketing emerged	After 2000	At this phase or stage , CSR and Triple Bottom Line Approach were introduced extensively on as worldwide basis .
With reference to the definition of Peattee	2001	The evolution of Eco-Friendly Marketing possess 3 distinct phases: Ecological Green Marketing – the basic object is to find out solution to those problems.

		<p>Environmental Green Marketing - the basic objective is to be put stress upon the concept of clean technology results innovation of latest products ,designing products ,take care of issues related to pollution and waste materials</p> <p>Sustainable Green Marketing – the basic objective is to make eco-friendly market sustainable over larger period of time.</p>
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REASON FOR ADOPTING GREEN MARKETING OR ECO-FRIENDLY MARKETING:

- gamesmanship
- Responsibility of Corporates towards benefits or for the welfare or wellbeing of society
- Encumbrance with respect to following rules and regulations framed by government
- competition with other responsible companies
- Issues related to expense and profit factor
- Goodwill of the company
- Deterioration of Climatic Condition
- Conservation of scarce natural resources

RELEVANCE OF THE CONCEPT OF MARKETING IN THE WORLD OF GREEN ENVIRONMENT:

Corporates which evolve current & ameliorate products and services with eco-friendly or nature -friendly inputs in purpose leads to -

- 1) Ingress towards entering into completely new markets
- 2) Enlarge and expand their sustainability with respect to profits or benefits received
- 3) Appreciate the tactics of gamesmanship over and above the Corporates who are unaware about the environment.

Green Marketing Or Eco-friendly Marketing Mix –

1)GREEN PRODUCT	2)GREEN PROMOTION	3)GREEN PLACE	4)GREEN PRICE
OBJECTIVE- to reduce resource consumption and pollution and to increase conservation of scarce resources	a)Focus more on “green advertising” b)protection of environment c)launch promotional tools d)attract consumers to buy eco-friendly products.	proper channel should be selected in order to deliver green products and services from point of producer to ultimate consumers , i.e. green consumers	It has been observed that price of green products are more than the traditional products . If production and operation costs are lowered ,it would give green products more competent force on the market .

ADVANTAGES BEHIND ADOPTING GREEN MARKETING OR ECO-FRIENDLY MARKETING CONCEPT:

- ensures **deep-rooted long term growth** along with profit factor
- **set aside hard cash in the distant future** ,although original expense factor keep on increasing
- **assist corporates with respect to merchandising product and services with an aim to safe** keep eco-friendly feature or characteristics in purpose
- assist in entering **the new markets, enjoy gamesmanship**
- **promote responsibility of corporates towards benefit or welfare of the society , gamesmanship** - environment technology can be used to gain competitive advantage
- **increasing the customers base** - increase in customer foundation or pedestal will provide the marketers a large segment to target and it will also reduce the cost per unit that will benefit the organisation . In this way increasing the foundation of the customer will give an opportunity for

organisation as well as for customers.

- **Marketing with government legislations** as well as receiving subsidies from the Government
- **Cost curtailment** – Reduction of harmful waste from the manufacturing processes will curtailed down the price of final product that will lead to cost curtailment for the organisation.

MARKETING IN THE WORLD OF GREEN : LIST OF INITIATIVES UNDERTAKEN BY GOVERNMENT AS WELL AS BY VARIOUS ORGANIZATIONS(PRIVATE):

INITIATIVES TAKEN BY PRIVATE ORGANISATION	INITIATIVES UNDERTAKEN BY GOVERNMENT
1)HCL launched HCL ME 40 ,its range of eco-friendly notebooks	1)RBI has requested NBFC – a)to increase use of electronic payment systems b)eliminate post-dated cheques c)phase-out cheques
2)VOLTAS (TATA GROUP) launched “green” range of air-conditioners	Finance Minister announced 600 crore for green initiatives – (iGovernment,2011)
3)WIPRO launched eco-friendly desktop which were introduced under wipro green ware initiative -basic objective to cut down e-waste .	The government has set up standards for protection of environment protection
4)ACC launched eco-friendly brand “concrete+”	MCA – has taken “green initiatives” on corporate governance - (Octane Research,2013)
5)PIDILITE has launched eco-friendly synthetic adhesive named Fevicol AC Duct King Eco Fresh .	In the yearly governance report of Indian economic survey published as per 2011-12 stated the fact that sustainability development and change due to climatic condition came into effect for the first time –Source (Patankar,2012)
6)Haier India -launched “eco-life” series electronic products	India spent approx. US\$ 45 billion on green IT and sustainability initiative in the year 2012 and the figure may reach US\$70 billion by 2015 ,fuelled by the Governments push for greater adoption –(YAP ,2012)
7)P&G India introduced compact detergent in India for Ariel and Tide	
8)SBI is using eco and power friendly equipment which consumes less electricity in its new ATM's .	

PROBLEMS BEHIND ADOPTING MARKETING CONCEPT IN THE WORLD OF GREEN ENVIRONMENT:

Some of the challenges regarding implementation of Green Marketing are as follows:

- **HIGH ORIGINAL COST** – although adoption of eco-friendly practices ensures profitability as well as growth in the long run , but cost of adopting green practices in most of the organisation ,specially small scale organisations are very high.
- **PRICE SENSITIVE CONSUMERS**- Environment friendly products are costly as consumers need to pay exceptional or superior prices for the products.
- **LOW AWARENESS AMONG CONSUMERS ABOUT ECO-MARK** – Consciousness among consumers about eco-friendly marketing is very less as no initiative has been by Corporates or Companies to create awareness among consumers .
- **GREEN SHEEN OR THE CONCEPT OF GREEN WASHING** - Green Washing or green sheen means marketers or organisations are making false environmental claims about their products and services.
- **LACK OF STANDARDISATION** : There is a lack of standardisation to authenticate the claims as it has been observed (as per sources) that prescribed proportion of ideas related to eco-friendly marketing crusades are true. Hence

marketers should play a pivotal or crucial role to educate the consumers and create awareness about eco-friendly product.

CONCLUSION:

After a thorough and careful analysis, it has been observed that:

- 1) Business firms need to change their mindset from traditional marketing strategies to green or eco-friendly marketing strategies in order to survive in the green world.
- 2) The Government has already declared, recommended and framed various policies and regulations for the protection of the environment.
- 3) Problems have been observed with respect to small business firms (green marketing practices) – they are concerned about short-run profits whereas implementing green marketing requires high initial costs or original costs.
- 4) Green Marketing not only deals with the profitability concern but also deals with social and environmental dimensions too.

SUGGESTED SOLUTIONS:

- 1) Framing organisational plans and approaches with respect to protecting and promoting green or eco-friendly marketing practices.
- 2) More programmes should be conducted to create awareness among employees with respect to the concept of marketing in the world of Green Environment.
- 3) Communication should be transparent and effective.
- 4) Products and processes should be refined constantly.
- 5) A lot of in-depth and thorough analysis is to be done and required on green marketing to traverse its importance and its relevance in the world of market.
- 6) It is utmost essential to inoculate the concept of sustainable development or environmental sustainability and eco-friendly environment factor into marketing mix in order to find out some sandy or grainy issues currently facing the planet.

Note: "Save our Green World – Protect our Mother Nature"

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