



Green Marketing : In Current Scenario in Context of India

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ABSTRACT

In the modern era of globalization, it has become a challenge to keep our natural environment safe. There is a great concern about green house gases in the atmosphere due to burning of fossil fuels, about the depletion of Ozone layer due to chemicals and global warming. So green marketing is concept that has emerged as an important concept in India as well as in other parts of world. The notion of the green marketing in a comparatively new one within general marketing thought, as it has chiefly grown in acceptance since the 1990's. Nonetheless, as a contemporary branch of marketing thought, it can be seen as one of the fastest growing area of marketing Principles. In this paper, major stress is given on concept, challenges, importance and future of green marketing. The paper tells us how companies can become more powerful by adopting green marketing practices.

KEYWORDS

Green Myopia, Patience, reusable

Introduction :

The negative impact of human activities over environment is a matter of concern today. Government all over the world making efforts to minimize human impact an environment. Today our society is more concerned with the natural environment. Understanding the society's new concerns business have begun to modify their behaviour and have integrated environmental issues into organizations activities. Academic discipline have integrated green issues in their literature. This is true with marketing subject too. Now government all over the world have become so concerned about green marketing that they have attempted to regulate them. Green marketing can be defined as the marketing of products which are environmentally sound. According to American Marketing Association, it is the marketing of products that are presumed to be environmentally safe.

Green Marketing – A need of today :

It is well known that increasing production and business activities are polluting the natural environment of the world. As resources are limited and human wants are unlimited. It is necessary for marketers to use resources efficiently so that organizational objectives are achieved without growing interest among people around the world regarding protection of natural environment. People are getting more concerned for environment. As a result of this, the term green marketing has emerged. Hence marketers are feeling their responsibility towards environment and growing importance to green marketing.

Not only marketers but consumers are also concerned about the environment and consumers are also changing their behaviour pattern. Now individual as well as industrial consumers are becoming more concerned about environment friendly products. They are using green products which are produced through green technology.

What is green product :

The product which are manufactured through green technology and causes no environmental hazard are called green product. Promotion of green technology and green products are necessary for conservation of natural resources and sustainable development. We can define green product as :

- Products which are less toxic
- Products which are more durable
- Products which contains securable materials
- Products which are made from recyclable material

- Products which are originally grown
- Products which are biodegradable
- Products with naturally ingredients
- Products that will not be harmful for environment
- Products that have eco friendly packaging i.e. reusable, refillable, containers etc.

Challenges in Green Marketing :

Although, many companies are following the green marketing strategies but still there are many problems in implementation. The major challenges which the companies have to face are as follows :

- **Need for Eco labeling Schemes** : It is found that only 5% of the marketing messages from green campaigns are entirely true and there is a lack of standardization to authenticate. There is no standardization currently in place to certify a products as organic. Unless some regulatory bodies are involved in providing the certification there will not be only verifiable means. So a standard quality control board needs to be in place for labeling.
- **New Concept** : Indian literate and urban consumer is getting more aware about the benefits of using green products but still it is a new concept for rural people. So rural consumer needs to be educated and made aware of environmental products.
- **Lack of Patience** : The invertors and corporate need to view the environment as a long term investment opportunity. So they will require a lot of patience and no immediate result. Because this is a new concept and it will take a lot of time.

Avoiding Green Myopia : The first rule of green marketing is focusing on customer benefits. So we have to motivate consumers to switch brands or even pay a premium for green alternative. Consumers will not accept a product if it does not fulfil customer satisfaction criteria. This will lead to green Myopia. Also if green products are priced very high then they will lose their acceptance in the market.

Cost factor : It is also a major challenge for producers when producer adopt green marketing then the has to spend a lot of money on research and development. It increases the cost of product. So these are priced very high and due to high price consumers do not accept it.

How to Overcome from these Challenges : To overcome

from problems the companies need to use the Four P's of marketing in context of green marketing. These four 'P' includes price, product, place, promotion. The marketers have to use these words in an innovative manner.

- **Product** : It is the first marketing mix of green marketing. Marketers should identify customers environmental needs and develop product according to these needs. Marketers should manufacture product, that supports sustainable development and good for their health also. They should produce those products which can be recycled, reused. Products with green labels should be preferred. Efficient products. Which save water, energy, gas and money should be used.

- **Price** : Price is the most important factor of green marketing mix. Most consumers will only be prepared to pay additional value if there is a perception of entire product value. Product value means improved performance of product like design, taste, colour, quality etc. Green marketing should take all these facts into consideration while charging a premium price.

- **Place** : The choice of place is also a marketing mix component of green marketing the location must be consistent and it should differentiate the company from its competitors. Very few companies will go out of their way to buy green products. The environment where a sale happens can have a big impact on the outcome. If we tries to make environment more natural and eco friendly then our chances of making an eco sale will increase.

Promotion : It is the fourth component of marketing mix. A communication with the market should put stress on environmental aspects. This may be publicized to improve a firm's image. The expenditure which a company spends an environmental protection should be advertised. We should sponsor the natural environment and prefer ecological products.

Benefits of using Green Marketing : Green marketing is about "green products", those that protect natural resources. It involves a broad range of activities including product modification, changes to the production process, packaging changes as well as modifying advertising. The main advantages that companies get by using green marketing are :

- **Promote for better to customer** : As marketing actors, we should give the best to customers, by making green marketing strategy we can do it. We provide better packaging that can support surrounding environment. We pay more attention towards consumer health impacts this can make us more stand out in front of the customers.

- **More attractive Product with green** : Green marketing makes us different from others and this make our interest towards product. For successful marketing we should be more specific in choosing the words. Choose words sothat customers can not confused.

- **Educate Customers** : Green marketing educate customers to become better at preserving nature by providing eco friendly products indirectly. We invited customers to choose products that can conserve nature and also good for health.

- **We can become influence maker** : Green marketing allows us to be influence maker because we can trigger new ideas that influence our customers to realize the importance of environmental sustainability and health.

- **Feeling of proud and responsibility in Employees** : Green marketing is a manifestation of a brand that care about the good of natural surroundings, not just pursue advantage of a brand by making green marketing campaign has created a product that can be used to preserve the environment. This makes our employees feel proud and more responsible in maintaining the quality of the products.

- **Open the Opportunity for customers to participate** : There is a few people who realize the importance of protecting the environment, we can be utilized it to encourage them by providing a place that could allow them to work directly in preserving the environment, use the social media to inform consumers because media is considered more effective medium than other.

- **Create a new kind of infotainment** : Each brand requires the presence of an infotainment to make it known. By using green marketing we can do that. We can provide information as well as entertainment.

Green Marketing in India : In India, major steps are taken for accepting green marketing. Indian people believe in "Pollution Prevention Pays" Preventive measures have been adopted to avoid pollution. Over 70% of the pollution in the country is estimated to be caused by the vehicles. Some examples of green marketing in India are:

- **No Polythene carry bags for free** : Forest and environmental Ministry of India had ordered to retail outlets like Big Bazar, D-Mart that they could provide paper carry bags to customers only if customers are ready to pay for it.

- **Digital Tickets by Indian Railway** : Recently IRCTC has allowed its customers to carry PNR No of their E-tickets on their laptop and mobiles. Customers do not need the printed version of their ticket anymore.

- **Wipro Green Machines** : Wipro infotech was India's first company to launch environment friendly computers peripherals for the Indian market. Wipro has launched a new range of desktop and laptops called Wipro green ware. These products are called ROHS (Restricted of Hazardous Substances)

- **Use of ATM by Banks** : By using Eco and power friendly equipment in ATM, the banking giant has not only saved power cost and earned carbon credit but also set the right example for others to follow. Many banks are providing services like paper less banking, no deposit slip, no withdrawal form, no money transaction form.

- **Introduction of CNG in Delhi** : Capital of India, New Delhi was being polluted at a very fast pace. To decrease pollution, a directive was issued to completely adopt CNG in all public transport systems to curb pollution.

- **Lead free paints from Nerolac** : Nerolac has worked on removing hazardous heavy metals from their paints. The hazardous heavy metals like lead, mercury, chromium and antimony can have adverse effects on human. Lead in paints especially poses danger to human health where it can damage the central nervous systems, kidney and reproductive system. Children are more prone to lead poisoning leading to lower intelligence levels and memory loss.

- **Use of tank instead of Plastic** : Coca Cola pumped syrup directly from tank instead of plastic which save money.

- **Use of super long life bulb** : Philips has launched the 'super long life' bulb which save up 20% energy.

- **Use of recycled paper bags** : Mc Donald's has started to use napkins, bags which are made from recycled paper.

So we can say India has paid more attention towards green marketing. Many brands like Amul, Dabur India Ltd. Britannia Industries Ltd, HUL, Wipro technologies, Infosys, Maruti, Philips electrical, Godrej etc. have achieved the status as 'Green Brands of India'.

Conclusion : In brief, we can say that India made great efforts for green marketing but still it is in infancy stage. And green marketing programs have not been entirely successful. Two main problem are that consumers may believe the prod-

uct is of inferior quality as a result of being green and they also feel that the product is not really that green to begin with. So we have to educate customers with marketing messages for eg. "Pesticide free product is healthier", "Energy efficiency saves money ", solar power is convenient. We have to aware customers through educational internet sites. However, organizations are aware with the fact that without adopting green in the case of their strategy they cannot alive. But a lot of research is required on green marketing to fully explore its potential.

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