

Role of Green Marketing in India

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Abstract: *In my project, I have discussed the concept of green marketing in a detail. I have identified what is the actual need and importance of green marketing. Then I have in detailed analyze the challenges and opportunities which lay in the path to success of the concept of green marketing, by studying in detail in the environmental degradation. In my project I have discussed ways to go green that can be Implemented in our day today life by all to have a sustainable future. In my paper I had analysed that when we are using the green marketing then this will help the manufacturer, marketer, consumer and the end users in many different manners. Eco-friendly products also help for our environment.*

Keywords: *Green Marketing, Environment, Traditional Marketing, Consumer, Marketer.*

INTRODUCTION

First of all, environment and environmental problems, one of the reason why the green marketing emerged. According to the American Marketing Association, green marketing is the marketing of products that are presumed to be environmentally safe. Thus green marketing incorporates a broad range of activities, including product modifications, changes to the production process, packaging changes, as well as modifying advertising. Green marketing refers to holistic marketing concept wherein the product, marketing consumption on 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 into green products and services. Many people believe that green marketing refers solely to the promotion and advertising of products with environmental characteristics. Generally terms like phosphate free, recyclable, refillable, ozone friendly and environment friendly are most of the things consumers often associated with green marketing. Green marketing is also called as environmental marketing, sustainable and ecological marketing

GREEN MARKETING

As per Mr. J. Polonsky, green marketing can be defined as, "All activities designed to generate and

facilitate any exchange intended to satisfy human needs or wants such that satisfying of their needs and wants occur with minimal detrimental input on the national environment." Green marketing is also called environmental marketing/ecological marketing. As resources are limited and human wants are unlimited, it is important for the marketers to utilize the resources efficiently without waste as well as to achieve the organization's objective. So green marketing is inevitable. There is growing interest among the consumers all over the world regarding the protection of the environment. Worldwide evidence indicates people are concerned about the environment and are changing their behavior. As a result of this, green marketing has emerged which speaks for the growing market for sustainable and socially responsible products and services. Now this has become new mantra for marketers to satisfy the needs of consumers and earn better profits.

GOLDEN RULES OF GREEN MARKETING:

- Know your customer.
- Empowers consumers
- Reassure the buyer.
- Consider your pricing.

GREEN MARKETING TRENDS IN INDIA

1. Organizations perceive environmental marketing as an opportunity to achieve its objectives.
2. Firms have realized that consumers prefer products that do not harm the natural environment as also the human health.
3. Firms marketing such green products develop a competitive advantage, simultaneously meeting their business objectives.
4. Organizations believe they have a moral obligation to be more socially responsible. Firms in this situation can use the fact that they are environmentally responsible as a marketing tools.

GREEN PRODUCTS

The products those are manufactured through green technology and that caused no environmental hazards are called green products.

Characteristics Of Green Products We can define green products by following measures:

1. Products those are originally grown.

2. Products those are recyclable, reusable and biodegradable.
3. Products with natural ingredients.
4. Products containing recycled contents and non toxic chemical.
5. Products contents under approved chemicals.
6. Products that do not harm or pollute the environment.
7. Products that will not be tested on animals.
8. Products that have eco-friendly packaging i.e. reusable, refillable containers etc.

OBJECTIVES OF THE STUDY

The paper titled —**Green marketing in India: An overview** is aimed to cover the following objectives:

1. To know the concept of green marketing.
2. To identify the importance and need of green marketing.
3. To study the challenges and prospects of green marketing.

GREEN MARKETING MIX:

PRODUCT

Entrepreneurs wanting to exploit emerging green market either by identifying customer's environmental needs or by developing environmentally responsible products to have less impact than competitors. The increasingly development of :

1. Products that can be recycled or reused. Efficient products, which save water, energy or gasoline, save money and reduce environmental impact.
2. Products with environmentally responsible packaging. McDonalds, for example, changed their packaging from polystyrene clamshells to paper.
3. Products with green labels, as long as they offer substantiation.
4. Organic products — many consumers are prepared to pay a premium for organic products, which offer promise of quality. Organic butchers, for example, promote the added qualities such as taste and tenderness.

PRICE

Pricing is a critical element of the marketing mix. Most customers are prepared to pay a premium if there is a perception of additional product value. This value may be improved performance, function, design, visual appeal or taste. Environmental benefits are usually an added bonus but will often be the deciding factor between products of equal value and quality. Environmentally responsible products, however,

are often less expensive when product life cycle costs are taken into consideration, for example fuel-efficient vehicles, water-efficient printing and non-hazardous products.

PLACE

The choice of where and when to make a product available has a significant impact on the customers being attracted. Very few customers go out of their way to buy green products merely for the sake of it. Marketers looking to successfully introduce new green products should, in most cases, position them broadly in the market place so they are not just appealing to a small green niche market. The location must also be consistent with the image which a company wants to project. The location must differentiate a company from its competitors. This can be achieved by in-store promotions and visually appealing displays or using recycled materials to emphasize the environmental and other benefits.

PROMOTION

Promoting products and services to target markets includes paid advertising, public relations, sales promotions, direct marketing and on-site promotions. Smart green marketers will be able to reinforce environmental credibility by using sustainable marketing and communications tools and practices. For example, many companies in the financial industry are providing electronic statements by email, e-marketing is rapidly replacing more traditional marketing methods, and printed materials can be produced using recycled materials and efficient processes, such as waterless printing. Retailers, for example, are recognizing the value of alliances with other companies, environmental groups and research organizations when promoting their environmental commitment. To reduce the use of plastic bags and promote their green commitment, some retailers sell shopping bags, under the banner of the Go Green Environment Fund. The key to successful green marketing is credibility.

LITERATURE REVIEW

Kilbourne, W.E. (1998) discussed the failure of green marketing to move beyond the limitations of the prevailing paradigm. The author identified areas that must be examined for their effect in the marketing/environment relationship, namely economic, political and technological dimensions of the cultural frame of reference. Prothero, A. (1998) introduced several papers discussed in the July 1998 issue of 'Journal of Marketing

Management' focusing on green marketing. This included a citation of the need to review existing literature on green marketing, an empirical study of United States and Australian marketing managers, a description of what a green alliance look like in practice in Great Britain, ecotourism and definitions of green marketing. Prothero, A. & Fitchett, J.A. (2000) argued that greater ecological enlightenment can be secured through capitalism by using the characteristics of commodity culture to further progress environmental goals. Marketing not only has the potential to contribute to the establishment of more sustainable forms of society but, as a principle agent in the operation and proliferation of commodity discourse, also has a considerable responsibility to do so. Oyewole, P. (2001) in his paper presented a conceptual link among green marketing, environmental justice, and industrial ecology. It argues for greater awareness of environmental justice in the practice for green marketing. A research agenda is finally suggested to determine consumer's awareness of environmental justice, and their willingness to bear the costs associated with it. Karna, J., Hansen, E. & Juslin, H. (2003) interpreted that proactive marketers are the most genuine group in implementing environmental marketing voluntarily and seeking competitive advantage through environmental friendliness. The results also give evidence that green values, environmental marketing strategies, structures and functions are logically connected to each other as hypothesized according to the model of environmental marketing used to guide this study.

Donaldson (2005) in his study realized in the Great Britain that in general the ecological attitude of consumers changed positively. This study reported the strong faith of consumers in the known commercial brands and in the feeble behaviour referring to the "green" claims, which was the main cause behind the consuming failure to interpret their concerns beyond the environment in their behavior.

PROPOSED CONCEPT:

Ways To Go Green

1. Unplug when not in use.
2. Use less water, every drop counts.
3. Switch to compact fluorescent light bulbs.
4. Choose products with less packaging.
5. Buy organic and local food.
6. Drive less that saves fuel.
7. Walk more.
8. Recycle more.
9. Switch to green power, use non conventional energy like solar power etc.

10. Spread the world about green, live green, stay green.

CONCLUSION

Indian market Customers too are ready to pay premium price for green products. One thing that is being reiterated is that the current consumption levels are too high and are unsustainable. Therefore there is a need for green marketing and a need for a shift in the consumer's behavior and attitude towards more environment friendly life styles. Ultimately green marketing requires that consumers want a cleaner environment and are willing to pay for it, possibly through higher priced goods, modified individual lifestyles, or even governmental intervention.

(a)Green marketing should not be considered as just one more approach to marketing, but has to be pursued with much greater force, as it has an environmental and social dimension in it.

(b)Marketers also have the responsibility to make the consumers understand the need for and benefits of green products as compared to non-green ones

(c)In green marketing, consumers are willing to pay more to maintain a cleaner and greener environment.

(d)Green marketing assumes even more importance and relevance in developing countries like India

(e)The study brought out the the fact that the people are considerably well aware of green products, but not loyal entirely towards it due to host of factors like expensive, not much difference when compared to traditional products in terms of performance and quality.

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