



EMERGING CONCEPT OF GREEN MARKETING IN INDIA

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Abstract

Green revolution is the emerging concept in this era. People are now more aware and conscious toward environmental problems and their bad effects. Now people prefer products which are eco-friendly and have no harmful effects to the society. Since globally, there is a cut throat competition. Consequently a businessman and entrepreneur have more options to produce by keeping in mind the satisfaction of customer. An entrepreneur can offer customer more products and services by providing them eco friendly and green products. An entrepreneur by keeping watch on growing needs of green marketing can sustain development and make his survival damn possible in the business world.

This research paper describes the concept of green marketing as an overview and major emphasis is laid down on the opportunities and problems in growing need of this emerging concept of green revolution. Data has been collected from various sources in addition to the books, journals, newspapers and websites. This paper outlines the needs and issues arise in way of green revolution.

Keywords: *Green Product, Green Marketing, Scope, Opportunities, Challenges.*

INTRODUCTION

Now a day's people are more concerned about environmental problems. Today green marketing is a burning issue of study in marketing research which began due to increase in media exposure and pressure on entrepreneurs to produce and present eco-friendly products. The concept of green marketing is the consequence of consumer choice, students' education, academic research and corporate strategy. People are willing to pay premium price for "Go Green." Sustainability marketing or green marketing is a mode of consumers' expectations and competitive advantages. The concept of green marketing is based on the idea of environment protection & resource conservation. Thus green marketing is a holistic concept that consists of all the functions of marketing that are performed in a way which is less detrimental to the environment. Other terms that used for green marketing are environmental marketing and ecological marketing.

In attempt to define green marketing, researchers and practitioners has addressed several items related with concept. (**Prakash 2002**), pointed out that the employed term green marketing in his survey; to refers to the strategies to promote products by employing environmental claims either about their attributes or about the system, policies and processes of the firm that manufactures or sell them." while **Polonsky (1990)** has defined green marketing as all the activities designed to generate and facilitates and exchanges intended to satisfy human needs or wants, such that satisfaction of these needs and wants occurs, with the minimum detrimental impact on the natural environment.

According to **Charter (1992)** a holistic & responsible, strategic management process that identified, anticipates, satisfied & fulfils stakeholders needs for a reasonable reward, that does not adversely affect human or natural environmental well being. Thus we can say that green marketing is a revolution that adds profits and a large share to the marketer by satisfying consumer through providing them green and eco-friendly products.

LITERATURE REVIEW

The literature review will elucidate the green marketing in general and some key factors were selected to describe how green marketing has a bright future in business world to capture a large share of market.

Oyewole P. (2001) in his study cited a relationship among green marketing, environment justice and industrial ecology. He laid stress for the greater awareness of environmental issues and justice in the practices for green marketing.

According to **Jaya Tiwari** there is a change in consumers' behaviour and their awareness toward environment still developing countries like India, it is only in infancy stage of green marketing, there is a lot of things yet to be done in field of marketing through the green idea to save environment and grab business opportunities.

Rahul A.Sen(2014) has highlighted that emergence of environmental problems is the main reason for changing people attitude towards this concept. Now people have more rational approach toward environment and they are ready to pay premium price for eco-friendly products for extra value provided. Companies can charge higher price for talking advantage of opportunities.



The study of **Mayank Bhatia (2013)** revealed that consumers' level of awareness toward green product is high but they are not aware about green initiatives and their issues.

Murugesan(2008) in his study examined that firm may use green marketing to take advantage of cost and profit issue. Disposing of environmentally harmful products are becoming rapidly costly & the firm that can reduce harmful waste may incur substantial cost saving.

According to **Indranil Mutsuddi &Rimi Mutsuddi (2009)** there is overall awareness among customers about the initiatives in work place like paperless office ,use of teleconferences & waste management .There is eager need to start wellness program for healthy work life that would be definitely result in effective output.

2.1 Evolution of Green Marketing: The term green marketing was firstly introduced in a seminar on “ecological marketing” held by American marketing association (AMA).The first wave of green marketing arisen in the 1985. The study of **Peattie (2001)** states that, the evolution of green marketing consists of three phases-ecological, environmental and sustainable.

“**Ecological**” phase known as the first phase and this phase concerned with the environmental problems and theirs remedies. “**Environmental**” phase put stress on clean and eco friendly technology it involves innovation.

“**Sustainable**” is the third and last phase. This phase came between late 1990 and 2000. It was associated to the consumer satisfaction by providing them safe and convenience product.

2.2 Green consumer: consumers who are environmental lover and associated with the green or eco-friendly products which have not any side effect on environment. The people are always ready to prefer green products at any cost.

2.4 Green product: To get the advantage of successful sustainable marketing, it need must consist of green or eco- friendly product. A green product may be defined as a product which satisfies consumers and causes less detrimental to the environment. An eco friendly product involves all attributes of a product.

Features of green product

1. It consists of products which can be recycle, reuse.
2. Packing of green products is also eco -friendly.
3. Products which are originally produced.
4. It consists of all the natural ingredients.
5. Green products consist of chemical in balanced amount or proportionate.
6. Products are neither injurious to the environment nor to the health.

WHY SHOULD ENTREPRENEURS PREFER GREEN MARKETING?

The concept of green marketing is associated with sustainability. There is now changes in consumer attitude toward green life style .people are now more concerned about environment .They have rational approach towards social responsibility. There are number of factors which are contributing by promoting green consumers towards green products. However it's not widespread still its evolving .The growth of green marketing and green consumer is “perhaps the biggest opportunity for enterprise and invention the industrial world has ever seen” (**Cairncross 1992:177**). Businesses those are more dependent on physical environment like tourism, Processed and instant food has greater need to understand the importance of green marketing and grab the opportunities consequently .since little change in physical environment can give an ample treat to these industries . So there is a keen need to convert this kind of treats into opportunities by adopting relevant green marketing practices.

Sustainability is an integral aspect of product quality .It represents an important customer need. Value of a product or service guide a customer and affect his buying habits. Green product works better and provide a premium price. Earlier consumers use to buy solely on price, performance and convenience but now everything influences his behaviour whether it's regarding its manufacturing, packaging and disposal. Even such social aspects on how workers are treated by an entrepreneur.

Further reasons for widespread of the sustainability marketing are here as under follow-

1. Green is mainstream.
2. Consumers' awareness regarding green issues.



3. Green advertising by corporations.
4. Increasing popularity of green and eco friendly products.
5. Demand of stiff competition.
6. Changing consumer attitude toward green products.
7. Growing environmental problems and their negative impact.
8. Need of strong relationship between consumer and entrepreneur.
9. Green inspires innovation and research that can add a value to the customers.
10. A life cycle approach is necessary.
11. Government pressure to produce better and qualitative product.
12. Social responsibility of business is also a cause of introduction of this concept.
13. Last but not least, cost and profit issue also contributes in the emergence of this concept of green marketing.

Opportunities for Green Initiatives

According to Jamshyd Godrej CMD & Godrej Boyce, & chairman, CII-Godrej GBC “There is an enormous potential for green business in India. Heavy energy –such as those in users –steel, cement and paper have adapted quickly to this change.”The overwhelming awareness toward environment is the mainly factor which gives its large contribution to the emerging concept of green marketing .secondly cut throat competition became the reason for increasing practices of green market in business world. However the entrepreneurs are implementing the relevant programmes to meet out the demand of customer but still there it need advancement in revolution of green marketing. Now single green strategy is not enough, it’s the time when an entrepreneur has to take help of more than one strategy depending on situation like “lean green” approach to more aggressive and visible “extreme green” approach with- “defensive green” and “shaded green” in between. This step can inflame the concept. An entrepreneur should make an extensive green strategy in order to avail opportunities. These opportunities are nothing but consequence of the environmental changes and consumer preferences. **Robert Dahlstrom (2011)** has examined in his study that green marketing has positive influence on multiple participants in the economy like the environment, developing countries, consumers, corporate strategy, the product and its process and supply chain benefits from green marketing .Green marketing entrepreneurs established strategic alliance with the external environment. According to a survey while ranking different countries about respondents in green marketing, it is found that India comes at first rank, late on comes the status of other countries such as UK, USA, Thailand, Australia, Canada and China.(source: Namex International Journal of Management Research) .

Some examples has been mentioned here which describe the bright scope of sustainable marketing or green marketing ,The Indian companies are making very effective and bright steps by making noteworthy changes in their production process in order to increase their contribution in green India.

One of such company I want to highlight is **Federal-Mogul ANAND Sealing India (formerly Victor Gasket India Limited)** was the first Indian company to eliminate the use of Asbestos & offer Asbestos-free Gaskets while Gabriel India is the only manufacturer in Asia to have invested in the environment friendly ‘Dynachrome’ technology. This company has very clear vision of green India and this can be clearly seen by noteworthy change in their prospects of using green & clean technologies.

Although most companies fall under categories that have more to do with reducing emissions or saving power, there are brands that have nothing to do with power and energy, who are working towards developing a greener environment. The leading companies grab every possible opportunity to have change and contribute and also to make emphasis on marketing of there upcoming green revolution products.

One of the biggest television maker Korean company named **LG Electronics** recently introduced LG LED E60 and E90 series monitors in the Indian market.The LED E60 and E90 series monitors are packed with the eco-friendly features such as 40 percent less energy consumption than the traditional LCD monitors.Also, the use of hazardous materials such as halogen or mercury is kept to minimal in this range. Globally, LG launched a range of eco-friendly products 'Eco-Chic' such as the platinum coated two-door refrigerator and washing machine with steam technology.

Then comes the giant in computer manufacturing namely **HCL** launched its range of eco-friendly notebooks, HCL ME 40. HCL claims that this was India's first PVC free and eco-friendly notebook.

This notebook is completely free from polyvinyl chloride (PVC) material and other harmful chemicals.



Further, Bureau of Energy Efficiency has given HCL eco-friendly products a five-star rating, and they also meet REACH (REACH is the European Community Regulation on chemicals and their safe use) standards and are 100 percent recyclable and toxin free.

Next in the line is, **Voltas from the Tata Group**. In 2007, Voltas initiated the 'Green' range of air-conditioners, following which the government made it mandatory for home appliances to have energy star ratings.

Further in the line to join the eco-friendly product wagon is the Indian tyre manufacturer **MRF** with its ZSLK series.

The premium eco-friendly tubeless tyres MRF ZSLK are made from unique silica-based rubber compounds and promises to offer fuel efficiency for vehicle owners.

At present, the ZSLK series are available for models including Honda City/Civic, Ford Fiesta, Hyundai Santro, Maruti SX4, Wagon R, Skoda Octavia, Tata Indica and Nissan Micra.

The study of **Sudhanshu joshi et al(2008)** revealed the examples of green initiatives taken by corporate India's largest private bank ICICI ask its customers to sign up for paperless bank statements & bank plant a tree for each complying customer. Further keeping in mind the importance of green marketing some initiatives has been mention here:

1. Government of India launched "Eco scheme" in "1991" to aware public about eco-friendly products.
2. Wipro InfoTech was India's first company to launch environment friendly computer peripherals .Wipro has launched a range of desktops and laptops called Wipro greenwares.
3. Tata motors are setting up an eco-friendly showroom using natural building material for its flooring and energy efficient lights.
4. The R&D centre of Indian oil is engaged in formulation of eco-friendly biodegradable tube formulation.
5. Phillips's "Marathon "CFL light bulbs is also another good initiative toward green marketing.
6. Bharti infratel has initiated green tower **P7** program based on seven innovative ideas aimed at minimising dependence on diesel and thereby ,ensuring reduction in carbon footprints.

ISSUES AND CHALLENGES IN GROWTH OF GREEN MARKETING

Green marketing is a new approach of marketing at the stake of public welfare. It is the consequence of "diffusion of innovation". The several environmental challenges to be considered in the sustainability are change in the composition of the atmosphere, depletion of the ozone layer, soil degradation and increased desertification, increased air and water pollution. While analysis different aspect of the above topic, it highlighted the following points regarding growth of green marketing that became hurdle in the sustainability marketing:

1. This approach consists of **new idea** and new is always risky so mainly firms avoid to be a part of new experiment.
2. Since green marketing is a new approach to marketing so one has to take initiative and indulge in R&D which **involves huge cost**.Extremely high cost resist entrepreneurs to take start-ups of green products.
3. Consumer is new to this concept .He don't know the important of green product so it's really a **tough job to convince consumer** regarding product.
4. A new thing takes time to setup so being a part of new approach it's the primary duty of the entrepreneurs to take a **vision**. He has to be in market for long term survival.He can't give up facing only shot term losses.
5. On the part of firm it's also an unavoidable part that **firms are not keenly interested to take initiatives**. Consequently this kind of hard behaviour became a barrier in progress of economy.
6. Although peoples are paying little attention toward green product yet **they are not ready to pay a premium price for valuable products**.
7. last but not least ,**Avoiding green myopia** also became a problem in growth of green marketing

The idea of green marketing has triggerd in the mind of marketers to adopt a change at cost of various challenges. We can't deny the fact that if one concept has its own importance yet it has to be passing by some challenges or issue but we can't avoid that concept only keeping in mind the different challenges. There is no doubt that the concept of green marketing is still at its childhood stage and it needs to be furnished .Thus here under some suggestion has been pointed out to meet the requirement of growth of sustainability marketing:

1. First and foremost step is to aware customer. He is still behind to know the benefits of green products.
2. Green advertisements and green campaign need to be start as centre point to motivate customer as well as to educate him.
3. Eco products should be provided to meet out the requirements of green consumers.



4. Government must take steps to put emphasis on this growing approach. No doubt government is contributing in this campaign by adopting different modes such as prohibiting polythin bags, introduction of e-commerce system.

However there is a lot yet to be done .So government should permit only eco friendly products. Only then progress of green marketing could be fast.

Conclusion

As environmental problems are increasing, there is a keen need to adopt remedies to face these hurdles .Green marketing provides a mode for protecting the environment for the future generations. With the threat of global warming looming large, it is extremely important that green marketing became the norm rather than exception. There is Eager need to switch over green product and green marketing by both consumers as well as producer to meet out the requirement. However Cost will be expensive but in long run it will give benefits. Green marketing assumes even more importance and relevance in developing countries like India. Thus it is the primary duty of the producers as well as the consumer to take initiatives regarding green or eco friendly products that may result in overall progress of economy. Every year there should be seminars and awareness programs arranged by world leading companies in order to educate and aware the consumers about the importance of environment and their achievements towards green India.

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