

GREEN MARKETING IN INDIA

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ABSTRACT

Green Marketing is a concept which has developed particular importance in the modern market. Now a day it has become a big problem to protect the environment from pollution. Consumers are also aware of the environmental issues, like global warming and impact of the environmental pollution. There has been a wide change in consumer attitudes towards a green lifestyle. Increasing awareness on the various environmental problems has led a shift in the way consumers go about their life. People are actively trying to reduce their negative impact on the environment. The current study introduces the concept of green marketing and looks into the various ways in which the different consumer attributes are related to the concept of green marketing. The paper describes the current scenario of Indian market and explores the challenges and opportunities businesses have with green marketing, why companies are adopting it and future of green marketing and concludes that green marketing is something that will continuously grow in both practice and demand.

Keywords: Consumer; Green-Products; Environment; Golden Rules

INTRODUCTION

Green Marketing refers to the process of selling products and services based on their environmental benefits. Such a product or service may be environmentally friendly in itself or produced in an environmentally friendly way, including; being manufactured in a sustainable fashion, not containing toxic materials or ozone-depleting substances; able to be recycled and is produced from recycled material; being designed to be repairable and not “throwaway” etc. The green marketing incorporates a broad range of activities, including product modification, changes to the production process, sustainable packaging, as well as modifying advertising. As per holistic marketing concept “Green Marketing” refers to wherein the production, marketing consumption and 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 in to green products and services. While the shift to “green” may appear to be expensive in the short term, it will definitely prove to be indispensable and advantageous, cost-wise too, in the long run.

OBEJECTIVES OF THE STUDY

The term green marketing has a prominent place in today’s marketing concept. So the objectives of this study are to understand the actual meaning of green marketing, challenges faced by Green marketers in India and strategies needed for successful Green marketing.

RESEARCH METHODOLOGY

The present study is exploratory in nature to provide a clear guidance for empirical research. For this purpose secondary data were collected. The secondary data were collected through books, journals, Government reports, magazines and websites.

PARTICIPANTS WHO NEED TO UNDERSTAND THE GREEN MARKETING

Green marketing is progressively more an important issue for most entities concerned in marketing whether they are consumers, sellers or regulators of an industry.

- Consumers.
- Governments.
- Companies with recognized environmental reputations.
- Companies highly dependent on scarce human capital.
- Companies with low market power.
- Companies operating in highly regulated industries.
- Companies dependent on natural resources.

GREEN PRODUCTS AND ITS CHARACTERISTICS

The products those are manufactured through green technology and that caused no environmental hazards are called green products. Promotion of green technology and green product is necessary for conservation of natural resources and sustainable development. We can define green products by following measures:

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

SOME CASES

Interestingly, green marketing continues to be an issue of 5 global interests. In fact, Google Trends reports that, on a relative basis, more searches for “green marketing” originated from India than from any other country.

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

Many companies are adopting green for capturing market opportunity of green marketing, some cases are: HCL’s Environment Management Policy under HCL Eco safe

The key objective under HCL Eco Safe is targeted at integrating environmental management procedures into its business processes thereby protecting the environment, health, and safety of all its stakeholders. HCL commits to manufacture products that are environment friendly in all respects and are free from hazardous chemicals.

HONDA India introduced its Civic Hybrid car. However, initially it was unable to sell the same due to the high price. The price was reduced to Rs. 8 lakh, and within a day, 98 Civic Hybrids were sold, which was more than what Honda had been able to sell during the previous five months since its launch.

IndusInd Bank installed the country's first solar-powered ATM and thus brought about an eco-savvy change in the Indian banking sector.

Eco-friendly Rickshaws before CWG – Chief Minister Shiela Dikshit launched a battery operated rickshaw, “E-rick”, by a cellular services provider, to promote eco-friendly transportation in the city ahead of the Commonwealth Games.

LG Company in India has been a pioneer in making electronic gadgets that are eco-friendly. Recently, it has launched a LED E60 and E90 series monitor for the Indian market. Its USP is that it consumes 40% less energy than conventional LED monitors. Also, they hardly used halogen or mercury, trying to keep down the use of hazardous materials in their products.

Oil and Natural Gas Company (ONGC) India's largest oil producer is all set to change the way with the invention of green crematoriums, that would serve as a perfect replacement for the funeral pyres that emit so much smoke and uses up excess oxygen.

Wipro company has not only helped in the creation of technology that helps in saving energy and preventing wastes, but its corporate headquarters in Pune is the most eco friendly building in this sector all over India.

CHALLENGES IN GREEN MARKETING:

Need for standardization: It is found that only 5% of the marketing messages from —Greenl campaigns are entirely true and there is a lack of standardization to authenticate these claims. There is no standardization currently in place to certify a product as organic. Unless some regulatory bodies are involved in providing the certifications there will not be any verifiable means. A standard quality control board needs to be in place for such labeling and licensing.

New concept: Indian literate and urban consumer is getting more aware about the merits of green products. But it is still a new concept for the masses. The consumer needs to be educated and made aware of the environmental threats. The new green movements needs to reach the masses and that will take a lot of time and effort. By India's ayurvedic heritage, Indian consumers do appreciate the importance of using natural and herbal beauty products. Indian consumer is exposed to healthy living lifestyles such as yoga and natural food consumption. In those aspects the consumer is already aware and will be inclined to accept the green products.

Patience and Perseverance:

The investors and corporate need to view the environment as a major long term investment opportunity, the marketers need to look at the long-term benefits from this new green movement. It will require a lot of patience and no immediate results. Since it is a new concept and idea, it will have its own acceptance period.

Avoiding Green Myopia:

The first rule of green marketing is focusing on customer benefits i.e. the primary reason why consumers buy certain products in the first place. Do this right, and motivate consumers to switch brands or even pay a premium for the greener alternative. It is not going to help if a product is developed which is absolutely green

in various aspects but does not pass the customer satisfaction criteria. This will lead to green myopia. Also if the green products are priced very high then again it will lose its market acceptability.

Some other challenges ahead in Green Marketing:

- Green products require renewable and recyclable material, which is costly
- Requires a technology, which requires huge investment in R & D
- Water treatment technology, which is too costly
- Majority of the peoples are not aware of green products and their uses
- Majority of the consumers are not willing to pay a premium for green products.

Golden Rules of Green Marketing

Know You Are Customer- Make sure that the consumer is aware of and concerned about the Issues that your product attempts to address.

Educating Your Customer- Is not just a matter of letting people know you are doing whatever You are doing to protect the environment, but also a matter of letting them know why it matters. Otherwise for a significant portion of your target, it's case of "so what"? And your green marketing Campaign goes nowhere.

Reassure The Buyer- Consumers must be made to believe that the product performs the job It's supposed to do they won't forego product quality in the name of the environment.

Consider Your Pricing- If you are charging a premium for your product and many environmentally preferable products cost due to economies of scale and use of higher-quality Ingredients-make sure those consumers can afford the premium and feel it's worth it.

Giving Your Customers can Participate- It means personalizing the benefits of your environmentally friendly actions, normally through letting the customer take parting positive Environmental action.

SUGGESTIONS:

Green marketing is still in its infancy and a lot of research is to be done on green marketing to fully explore its potential. There are some suggestion that an organizations should implement for catering challenges of green marketing and successful exploitation of green marketing. Those are: Consumer needs to be made more aware about the merits of Green products. It is still a new concept for the masses. The consumer needs to be educated and made aware of the environmental threats. It should be made sure that the consumer is aware of and concerned about the issues that your product attempts to address. Green Marketing campaign and green advertising is good step toward it. Consumers must be motivated to switch brands or even pay a premium for the greener alternative. Make sure that consumer feel that they can make a difference. Make sure that consumer feel that they can make a difference. This is called —empowerment and due to this main reason consumers will buy

greener products. Further steps should be taken to control false promise and claim by the marketer to maintain legitimacy and trust worthiness of green products. Consumers must be made to believe that the product performs the job it's supposed to do-they won't forego product quality in the name of the environment. For effective and efficient implementation of this concept of Green Marketing the factor that plays a major role is the Government. Unless the government creates specific and stringent laws and utilizes its authority to implement them the concept cannot be conceptualized. If the Consumer, the Organization and the Government work in unison towards the common goal of minimizing the detrimental environmental impact of their activities, then they can surely save this environment and make this world a better place to live in. Thus leading brands should recognize that consumer expectations have changed. It is not enough for a company to green its products;

consumers expect the products at they purchase pocket friendly and also to help reduce the environmental impact in their own lives too. Today's consumers are becoming more and more conscious about the **environment and are also becoming socially responsible. Therefore, more companies should become** responsible to consumers' aspirations. Many companies want to have an early mover advantage as they have to eventually move towards becoming green. Green marketing is very low on the agenda of most businesses and therefore it's still an underleveraged USP (Unique Selling Proposition). Therefore, effective green marketing targeted at the right audience will make a difference.

CONCLUSION:

Now this is the right time to select —Green Marketing globally. It will come with drastic change in the world of business if all nations will make strict roles because green marketing is essential to save world from pollution. From the business point of view because a clever marketer is one who not only convinces the consumer, but also involves the consumer in marketing his product. With the threat of global warming looming large, it is extremely important that green marketing becomes the norm rather than an exception. Recycling of paper, metals, plastics, etc., in a safe and environmentally harmless manner should become much more systematized and universal. It has to become the general norm to use energy-efficient lamps and other electrical goods. Marketers also have the responsibility to make the consumers understand the need for and benefits of green products as compared to non-green ones. In green marketing, consumers are willing to pay more to maintain a cleaner and greener environment. Green marketing assumes even more importance and relevance in developing countries.

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