AN OVERVIEW OF GREEN MARKETING FOR INDIAN MARKET

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ABSTRACT

In the modern era of globalisation, it has become a challenge to keep the customers as well as consumers in fold and even keep our natural environment safe and that is biggest need of the time. Consumers are also aware of the environmental issues like, global warming and the impact of the environmental pollution. Green marketing is a phenomenon which has developed particular important in the modern market and has emerged as an important concept in India. In this research paper, main emphasis has been made of concept, need and importance of green marketing. Data has to be collected from multiple sources of evidence, in addition to books, journals, websites and newspapers. It explores the main issues in adoption of green marketing practices. 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

INTRODUCTION

According to the American marketing, 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, modification, changes to the production process, packaging changes as well as modifying advertising. Thus, “Green marketing” refers to holistic marketing concept wherein the production, marketing, consumption an disposal of products and services happen in a manner that is a less detrimental to the environment with growing awareness about the implications of global warming, harmful impact of pollutants etc., both marketers and consumers are becoming increasingly sensitive to the need for switch into green products and services.

Pride and Ferrell (1993). “Green marketing also alternatively known as environmental marketing and sustainable marketing, refers to an organizations effort at designing, promoting, pricing and distributing products that will not harm the environment”.

Polonsky (1994),defines "Green marketing as all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants ,such that satisfaction of these needs and wants occurs ,with minimal detrimental impact on the natural environment.

OBJECTIVE AND METHODOLOGY

One of the biggest problems with the green marketing area is that there has been little attempt to academically examine environment or green marketing. This paper attempts to throw light on the conceptual issues associated with green marketing. The presents study is exploratory in nature to provide a clear guidance for empirical research. It is also descriptive where the focus is on fact-finding.
investigation with adequate interpretation. For this purpose secondary data were collected through newspapers, magazines, books, journals, conference preceding government reports and websites.

REVIEW OF PREVIOUS STUDIES

Oyewole, p.(2001) In his paper presents 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.

Brahma, M & Dande, R (2008). The Economic Times, Mumbai had an article which stated that, Green ventures India is a subsidiary of New York based asset management firm Green Ventures International. The latter recently announced a $300 million India focused fund aimed at renewable energy products and supporting trading in carbon credits.

Concept

According to the American marketing Green Marketing is the marketing of products that are presumed to be environmentally safe. Thus, green marketing incorporates a range of activities, including product modification, changes to the production process, packaging changes as well as modifying advertising. Yet defining green-marketing is not a simple task. Thus, Green-Marketing refers to holistic marketing concept wherein the production, marketing consumption an disposal of products and services happen in a manner that is less detrimental to the environment with growing awareness offspring.

Green-marketing has three phases. First phase was termed as “ecological” green-marketing and during this period all marketing activities were concerned to help environment problems and provide remedies for environmental problems and provide remedies for environmental problems. Second phase was “Environmental “Green marketing and the focus shifted on clean technology that involved designing of innovative new products, which take care of pollution and waste issues. Third phase was “sustainable “green marketing.

Green Products & 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 products 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.

Why Green Marketing

It is really scary to read these pieces of information as reported in the times recently. “Air pollution damage to people, crops and wildlife in us. Total tens of billion dollars Each year” more than 12 other studies in the us Brazil, Europe, Mexico, south-Korea and Taiwan have established links between air pollutants and low birth weight premature birth still birth and infant death “As resources are limited
and human wants unlimited, it is important for the marketers to utilize the resources efficiently without waste as well as to achieve the organization’s objectives. So, Green marketing is inevitable. There is growing interest among the consumers all over the world regarding protection of environment. As a result of this green-marketing has emerged which speaks for growing market for sustainable and socially responsible products & services. Thus, the growing awareness among the consumers all over the world regarding protection of the environment in which they live, people do want to bequeath a clean Earth to their marketing by the business class is still in the selfish anthological perspective of long term sustainable business and to please the consumer and obtain the license by the governing body.

The Green Consumers

The Green consumers are the driving forces behind the green marketing process. It is they who drive consumer demand, which in turn encourages improvements in the environmental performance of many products and companies. Thus, for a Marketer it is important to identify the types of green consumers. Many organizations have found that two out of every three Consumers are green in developed country like Bangladesh and out of its organizations have found that one out of every six consumer is green, but their environmental commitments vary because of their different standards, expectations from procedures, demand and buying power. It is thus not efficient to say that the green consumers are one who engages in green consumption, specially, Consumers in more sustainable socially responsible way. A great deal of market research has been concerned with identifying the green Consumers. A clear picture has not yet been established and it differs a lot between markets. But some generalizations about the green consumers can be made on the basis of the research done so far. The Green Consumer:-

- Is Consistent
- Is Confused
- Is Generally a Woman
- Is sophisticated in wants and needs.

Green Products

Green products stresses the straight and tangible benefits provided by greener designs, such as energy efficiency or recycled content, rather than stressing the environmental attributes them. For Example, CNG (Converted Natural Gas)use in the vehicles, Super concentrated laundry detergents not only save energy and packaging they save end space, money and effort. Therefore, Green products means any product, which is not hazardous for environment and customer as well, and it also work as a future remedy of negative impact of a product.

Green Marketing Process
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.

Importance of Green Marketing

Green Marketing offers business bottom line incentives and top line growth possibilities. While modifying of business or production processes may involve start-up costs. It will save money in the long-term. When looking through the literature there are several suggested for firms increased use of Green-marketing. Possible reasons are as follows:-

1. Organization’s perceives environmental marketing to be an opportunity that can be used to achieve its objectives.
2. Organization believes they have a moral obligation to be more socially responsible.
3. Governmental bodies forcing firms to become more responsible.
4. Competitor’s environmental activities pressure firms to change their environmental marketing activities.

Challenges in Green Marketing

Need for standardization: It is found that only 5% of the marketing messages from "Green" campaigns are entirely true and there is lack of standardization to authenticate these claims. A standard quality Control board needs to in place for such labeling and licensing.

New Concept: Indian literature and urban consumers is getting more aware about the merits of green products. But it is still a new concept for the masses. Indian consumers do appreciate the importance of using natural and herbal beauty products. Indian Consumers is exposed to healthy living lifestyle such as yoga and natural food consumption.

Avoiding Green Myopia: The first rule of Green-Marketing is focusing on customer benefits, the primary reason why consumers buy certain products in that’ve first place. Do this right and motivate and motivate consumers to switch brands or even pay a premium for greener alternative. Also if the Green products are priced very high then again it will market acceptability.

Some Cases

Interesting Green-Marketing continues to be an issue of global interest. Infact google trend reports that on a relative basis, more searches for ”Green Marketing” originated from INDIA than from any other country.

Example1: Best Green IT project: State Bank of India: Green IT@SBI
SBI is also entered into green service known as “Green channel counter ”SBI is providing many services like paperless banking, no deposit slip, no withdrawals form, no check ,no money transaction from all these transaction are done through SBI shopping & ATM cards. State Bank of India turns to wind energy to reduce emissions. The State Bank Of India became the first Indian bank to harness wind energy through a 15 megawatt wind farm developed by Suzlon energy.

Example 2-Indian oils Green Agenda- Green Initiatives

- Indian oil has invested about Rs 7000 crore so far in green fuel projects at it’s refineries, ongoing projects account for a further Rs 5000 crore.
- The R&D center of Indian oil is engaged in the formulations of eco-friendly biodegradable Lube formulations.

Example 3-India’s first Green Stadium- The Thyagaraja stadium stands tall in the quite residential colony behind the capital’s famous INA market. It was jointly dedicated by union Sports minister MS Gill and chief minister Sheela Dixit on Friday.

Example 4-Eco-friendly Rickshaws before CWG- Chief minister Sheela Dixit launched on Tuesday a battery-operated rickshaw, ”E-rick”, sponsored by a cellular services provider, to Promote eco-friendly transportation in the city ahead of the commonwealth Games.

Example 5- Wipro can do for you in your quest for a sustainable tomorrow-reduce costs, reduce your carbon foot prints become more efficient all while saving the environment.

Some Problems with Going Green

Although a large number of firms are using green-marketing, there are a number of potential problems which need to be addressed. One of the main problem is that firms using green-marketing must ensure that their activities are not misleading to the consumers or the industry do not breach of any of the regulations or law dealing with environmental marketing. In short green-marketing claims of a firm must:

- Clearly state environmental benefits.
- Explain environmental characteristics.
- Explain how benefits are achieved.
- Ensure negative factors are taken into consideration.
- Only use meaningful terms pictures.

When firms attempt to become socially responsible, they face the risk that the environmentally responsible action of today will be found to be harmful in the future.

Example 6- The aerosol industry which has switched from CFCs (Chloro - fluro - carbons) to HFCs (Hydro- fluro- carbons) only to be told HFCs are also a greenhouse gas .while government regulation is designed to give consumers the opportunity to make better decisions or to motivate them to be more environmentally responsible, there is difficulty in establishing policies that will address all environmental issues.

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. In green marketing, consumers are willing to pay more to maintain a cleaner and greener environment. Finally, consumers, Industrial buyers and Suppliers need to pressurize to minimize the negative” effects on the
environment friendly. Green-Marketing assumes even more importance and relevance in developing countries like India.

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