

Green Marketing in India

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As we all know that pollution level is increasing day by day and there is a need to take some action against it. Now a day's consumer are also aware about the Environment condition & want to buy those products which are less harmful to the society and also want to connect with the Organization using Green Marketing. This results in a trend of green marketing used by the Companies as one of the strategies implemented to gain profit and protect the environment. Green marketing is used for environment friendly products that are considered to be green like low power consuming electrical appliances, organic foods, lead free paints, recyclable paper, and phosphate free detergents. This paper helps us in imparting knowledge about the Effects of Green Marketing on Consumer behaviour & Satisfaction and Environmental safety, its impact in Textile and Automobile industry.

INTRODUCTION: -

Green Marketing is the marketing of those products & services which are environmentally friendly. 'Involves making changes in product, changes in the process of production, changing packaging and modifying advertising'. Greenhouse Gas, Emission of Pollutants & Global Warming is the central problem which everyone is facing today, the awareness level of same is increasing and leads the marketers to brand and rebrands their products towards their global problem. Green Marketing affects all aspects of Economy, it not just protect the environment but also create new market and job opportunities. "The American Marketing Association (AMA) defines Green Marketing as the marketing of products that are presumed to be environmentally safe".

The American Marketing Association (AMA) definition

(Retailing definition) Green marketing means marketing of those products that are presumed to be environmentally safe.

(Social Marketing definition) The marketing development of those products which are designed

to minimize negative effects on the environment or to improve its quality.

(Environmental definition) The efforts taken by the Organizations to produce, package, promote and reclaim products in a manner that is responsive to ecological concerns.

Evolution of Green Marketing

Green marketing is the term that was first discussed in a seminar on "Ecological Marketing" organized by American Marketing Association (AMA) in 1975 and took its place in marketing terminology.

According to Peattie (2001), the evolution of green marketing has three phases. First Phase was termed as "**Ecological**" Green Marketing. In this period all the marketing activities were concerned to help environmental problems and to provide remedies to those problems.

Second Phase was "**Environmental**" Green Marketing. The focus was shifted to clean technology that involves the designing of innovative products that take care of pollution and waste issues.

Third phase was "**Sustainable**" Green Marketing. It came into existence in late 1990 and early 2000. It was concerned with developing the products

that meet the criteria of quality, performance, pricing and convenience in an eco-friendly way

The Three R's of Environment

- **Reduce** the amount of waste you produce from using the product as much as you can
- **Reuse** old items, donate to the unfortunate, do not throw them, repair if broken
- **Recycle** as much as possible, buy recycled products to support recycling & to make sure that environment is harm least

In the current scenario, Green Marketing is still in its neonate stage. Some of the Organizations are exploiting it & have started connecting with the consumers in a better way by making them aware about the benefits of using Green products. By using electronic print media technology companies are able to cut short the usage of paper, using air conditioners with high star rating and CFL lighting to reduce power consumption. Even Education Institutions are making students participate in social welfare activities & discourage the use of public vehicles. Retailers also discourage plastic bags, give options for online shopping and also promoting green products.

Green Marketing Mix

- **Product:** A producer must manufacture eco-friendly products that must not harm the environment but should also protect it.
- **Price:** Pricing of Green Products will be a little higher than traditional alternatives because they are produced with the latest technology and heavy R & D is done on it.
- **Place:** A distribution logistics is also significant; main core is on ecological packaging. Marketing the products which are local & seasonal e.g. vegetables from regional farms are more easy to be marketed "green" than those products which are imported.

Promotion: A communication with the market should be done in such a way that it affects all

environmental aspects. If we publicized the same, it will result in improving a firm's image. Furthermore, if a company is spending expenditures on environmental protection, should be advertised to make consumers aware about the company efforts. Thirdly, to backor the natural environment is equally meaningful. And last but not least, ecological products will probably require more & special sales promotions as customers are less aware & products are expensive

Why do Companies go green?

Companies may prefer to green their products, policies & systems. The reasons of doing this is due to the pressures coming from their business partners, consumers, Stakeholders and regulators. Some of the other reasons are discussed below:

1. Manyof the scholars in their study claim that adopting the policies which are greenare profitable. Green policies results in reducing costs, firms with the green image can shape future of the environment and take first mover advantage.
2. Recently firms are becoming more concerned about the environment safety and they feel it is their social responsibilities to harm the environment least. They have started taking Green Marketing as a good strategic tool& opportunity to grab the attention of consumers. Firms which are socially responsible are getting leverage, whenever they intend to enter into foreign countries. Some example of firms are ITC, HLL (Surf excel) who are promoting them as an environmentally concerned firms & want consumers to know about their actions they are taking in favour of environment, whereas there are other firms too working towards the same path but silently, like Coca-Cola, have invested ample money in

various recycling activities and packaging has been changed in such a way that is reducing the overall environmental impact. The brand is concerned about the environment & have done so much to protect the environment but does not heavily advertised it & used it as a marketing tool. So firms can be viewed in this situation from two perspectives:

- One is using green marketing as a tool of Marketing.
 - Other is working in this field silently, without promoting the fact.
3. Change in customer's attitude: Customers are now more concerned about the environment & are having positive attitude towards firms which are having green policies or green products
 4. Governmental pressure: In every Country, Govt. has made the laws to protect the consumers and the environment from the harmful products. Govt. has set up several rules & regulations to control the hazardous waste being produced by firms
 5. Competitive pressure: Competition is the integral part of business; and every firms react on the action of its Competitor. So to survive in the market you have to keep a eye on your competitors move for marketing its products. Now a days, many firms are using green-marketing as a strategy to build up its brand image & to capture good market share rather than use it as a part of the policy and work silently towards it.
 6. Cost or profit issue: Firms are found to be using green marketing as an attempt to address cost or profit related issues. By reducing the amount of harmful wastes, firms can substantial save the cost . firms need to re-examine their production

processes in order to reduce the waste. In the process of re-examining they come up with better effective production processes that not only reduce waste, but reduce the need for some raw materials. This results in a double cost savings, since both waste and raw material are reduced.

Objectives of The Study

Green marketing in India: a review of literature titled paper is designed to study the concept of green marketing. This review based paper also stress upon impact of green marketing on consumer behaviour & satisfaction and challenges & opportunities.

Review of literature

(Singh & Khan, 2014) Conducted research on the topic 'Green Marketing & its Impact on Society: Emerging Challenges & Opportunities'. Green Marketing will lead to a happy tomorrow. Modern society will not find solution to any environmental problems unless it changes its lifestyle. By asking consumer about their choices, what they need most in the green product and preferences, the Organization can improve their Green Products. The results were Consumers are aware about the Environmental issue & they have a strong positive attitude towards Green Marketing & will prefer green products.

(Valecha, Mathur, & Khanna, 2018) conducted research on 'A Study on the Impact of Green Marketing on Consumer Buying Behaviour in Automobile Industry' and analysed Consumers in terms of their knowledge, awareness, attitudes and Behaviour. It has been observed that customers are aware that largest contribution in pollution is caused by vehicle emission and CNG is the most environment friendly auto fuel. Car owners know about the Global Warming & its effects, but few are aware of the term 'Green Marketing'. Most of the consumers feel that Four wheelers available in our country are not environmental friendly and

companies charge too high price for environment friendly cars and only few consumers believe that automobile companies follow green practices.

(jain, 2019) has conducted research on 'Impact of Green Marketing on Consumer Behaviour: A study with special reference to Jammu'. The aim of the study is to know how consumer is having knowledge in buying eco-friendly products and Environmental issue & their perception regarding green initiatives in production process. The conclusion was that Green Marketing will lead to a happy tomorrow. This modern society will not come up with solution to any environmental problems unless it changes its lifestyle. By asking consumer about their choices, what they need most in the green product and preferences, the Organization can improve their Green Products

(Manjunath, 2013) Has conducted research on 'Green Marketing and its Implementation in Indian Business Organizations' is done in Bangalore. The results showed up that consumers with large majority have realized that their action & behaviour had a direct impact on Environment and to have a positive impact on the Environment, they are shifting from conventional products to the green one. The paper also concludes that it is high time for the firms to change their mind set from traditional marketing strategies to green marketing strategies by doing huge investment in R & D& technology such as eco design, eco-labelling, eco-packaging & green logo in order to survive.

(Poongodi & Gowri, 2017) Conducted research on 'Green Marketing and Its Impact on Consumer Buying Behaviour on Green Products with Special Reference to Selected Districts of Tamilnadu' and concluded that consumers are in a positive way towards the purchase of green products, the marketers should take a keen note of them in order to get the best marketing strategy. It can be suggested that prices of the green products should be kept at an affordable level so that even an average income earner can also avail the green

products and use them. The problem faced in the acceptance of green products is their high prices. There is also a need to spread awareness about the labels and brands of eco-friendly products. Environmental advertising should be done in an attractive way by using celebrity endorsed to intrude consumers' minds about the concept of green products

(Sharma & Singh, 2015) Has conducted research on 'Green Marketing: Challenges and Ways to Green Your Business' and the conclusion was Green marketing is considered as an instrument to bring about environmental change. The researcher suggested that green marketing can be adopted as an opportunity whose benefits marketer can take by providing green products and creating awareness about these products by using different medium. Companies adopting green marketing practices produce environment friendly products. Green marketing improves goodwill, brand image and sales of the various companies.

(Mishra & Sharma, 2010) Conducted research on "Green Marketing in India: Emerging Opportunities and Challenges" concluded that using Green marketing globally will bring drastic change in the world of business. World will be saved from pollution. Just to convince the customer is not important, to include them in marketing the product is crucial. Marketers must take efforts to make consumers understand about the need and benefits of using green product. It is more important and relevant in India.

(Bhatia & Jain, 2013) Found that Consumers are aware about the green product but they are not aware about the green initiatives taken by Govt. and Non-govt. agencies. Consumers are concerned about the Environment which results in the need for green products & practices. While advertising & communicating, the theme of message should focus on green practices. Customers are willing to buy green products so marketers should produce them

(Tiwari, 2014)Suggested that Green Marketing is going to be a tougher & challenging concept & company need to plan and carry out research to analyse how feasible it is. Adoption will be difficult in short run but in long run will definitely results in positive impacts. With the threat of global warming increasing day by day, it is extremely important that green marketing becomes the norm& compulsory for all the firms to follow. It has been find out that consumers want a cleaner environment and are willing to pay premium price for it & also modify individual lifestyles. An environmental committed organization will not only produce those goods that reduce detrimental impact on the environment, they will also be in position to pressure their suppliers to behave in a more environmentally responsible fashion

(Singh D. S., 2012)Concluded Green Marketing is posing some of challenges which require innovative technology so that the ‘green products’ can fetch wider market at domestic and international levels. It requires a periodic review of the ‘green product’the products may become ‘ecological viable’ as well as ‘economical viable’ for the consumers, especially belong to middle and low income groups. Finally, suppliers, industrial buyers and consumers need to pressurize so that adverse effects on Environment can be reduced.

(Maheswari & Sakhtivel, 2015)Suggested that Manufacturers, Retailers and Consumers of Green products should start using themselves in their day to day life. Utility score found to be average. The State Corporation should take initiative to promote the use of Green products. He also concluded that the high time have come to implement Green Marketing globally. Future generation can be prevented through Global Warming. People are aware about the Green Products in the City.

Green Marketing Practices in India

Samsung

Samsung India had a vast range of LED TV screens and they have come up with eco-friendly LED backlight which use 40% less electricity & does not contain any harmful chemicals like mercury and lead.

IndusInd Bank

It is one of the first banks in India to discourage the use of paper in ATM’s and by facilitating electronic messages, it contributed in saving paper & reducing deforestation.

Wipro

Did not even helped in invention of technology which helps in saving energy & to prevent wastes, but its corporate headquarters in Pune is the eco-friendliest building in all over India

Digitisation of Parliament

Have helped in saving 1000 trees. The Parliament house is able to save 80 Lakh annually by reducing the use of 194 lakh A-4 sized paper. According to the research, for every tree that destroyed, approximately 20,000 sheets of paper are generated. Therefore, if we reduce the use of paper, we can save 1000 trees.

Haier

Eco branding is a part of Haier’s new green initiative and they have launched the Eco Life Series. They have semi-automatic and automatic refrigerators and washing machines, split and window air conditioners and a lot more.

Conclusion

From the above discussion, it has been concluded that Consumers are now more concerned about the future & safety of Environment which has pressurized the firm to modify its process in such a way which is least detrimental to the Environment. Companies must start producing green product and need to advertise the same regarding their benefits and how they are environmental friendly. Consumers don’t want to compromise on the quality & benefits, so

manufacturers must make sure that they provide all the benefits what the consumers wants in Green product. Only then Consumers will be willing to pay premium price. It has been observed that Consumers do have positive attitude towards the product as they harm the Environment in the least manner.

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