

Green Marketing in India – Challenges and Opportunities

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Abstract

In the present study of the green marketing is the marketing of products that are recognized to the environmentally security. Therefore, the green marketing integrates a wide range of activities including product changes, changes to the production process, packaging changes, as well as changing publicity. In green marketing, consumers are willing to pay more to maintain a cleaner and greener environment. Consumers are also aware of the environmental issues viz. global warming and the impact of environmental pollution. The present study made to attempt the concept, need, importance and explores the challenges and opportunities of green marketing. Data has been collected from the secondary sources like, books, journals, newspapers, reports and websites. Hence, it concludes that green marketing is something that will continuously develop in both practice and demand.

KEYWORDS: Green Marketing, Green Consumer, Green Product, Environment Pollution, Global Warming

INTRODUCTION

Green or Environmental issues have gained importance in business as well as in public life throughout the world. It is not like that a few leaders of different countries or few big prominent business houses are concerned about the day to day deterioration of oxygen level in our atmosphere but every public of our country and the world is concerned about this common threat of global warming. So, in this scenario of overall concern, corporate companies has taken green marketing as a part of their strategy to promote products by employing environmental claims either about their attributes or about the systems, policies and processes of the firms that manufacture or sell them. Clearly green marketing is part of overall corporate strategy along with manipulating the traditional marketing mix namely product, price, promotion and place, it requires an understanding of public policy process.

Green marketing consists of all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants such that the satisfaction of these needs and wants occurs with minimal detrimental impact on the natural environment.

OBJECTIVES OF THE STUDY

The main objectives of the study are:

1. To study the concept of green marketing and its importance.
2. To identify the challenges and opportunities of green marketing.

METHODOLOGY OF THE STUDY

The scope of the present study is green marketing in India. The green marketing has been chosen for this study because it is one of the important and faster growing sectors in Indian economy. The present study is based on secondary data. Data has been

collected from the journals, books, research articles, research papers, reports and different websites.

GREEN MARKETING

Green marketing is a golden goose. Green marketing is the marketing of environmentally products and services. It is becoming more popular as more people become concerned with environmental issues and decide that they want to spend their money in a way that is kinder to the planet. It can involve a number of different things such as creating an eco-friendly product using eco-friendly packaging, adopting sustainable business practices or focusing marketing efforts on messages that communicate a products green benefits.

According to American Marketing Association has defined as, “green marketing is the marketing of products that are presumed to be environmentally safe. Thus, it is incorporates a broad range of activities, including product modification, changes to the production process, packaging changes as well as modifying advertising. Other similar terms used are environmental marketing and ecological marketing.”Companies may choose to green their systems, policies, and products due to economic and non-economic pressures from their consumers, business partners, regulators, citizen groups and other stakeholders.

Companies use green marketing in an attempt to address cost or profit related issues. In implementing green marketing, consumers, corporate and the government play a very important role. But there are few constraints in implementing it lack of consumer awareness, financial constraints, limited scientific knowledge, lack of stringent rules and competitive pressures. Green marketing involves developing and promoting products and services that satisfy your customer wants and needs for quality, performance, affordable pricing and convenience without having a detrimental impact on the environment. Thus, green marketing is a marketing philosophy that promotes production and selling of pure products with protection of ecological balance. Green marketing involves multiple activities. It encourages production of pure products by pure technology, conservation of energy, preservation of environment, minimum use of natural resources and more use of natural foods instead of processed foods. Efforts of people, social organisations, firms and governments in this regard can be said as green marketing efforts.

FOUR P'S OF GREEN MARKETING

Each and every company has its own favorite marketing mix. Some have 4 P's and some have 7 P's of marketing mix. Green marketers must address the **4 P's** in new perspective in view of changed scenario:

Green Product: A company needs to develop environmentally safe products to have more impact on consumers than competitors. For this, it needs to identify customers environmentally needs and develop products to address these needs.

Green Price: It is an important factor of green marketing mix. Most of the customers will only be prepared to pay extra value if there is a perception of additional value. This value may be developed performance, function, design, value appeal or taste. It should take all these facts into consideration while charging a premium price.

Green Place: The choice of where and when to make a product available will have significant impact on the customers. Very rare customers will go out of their method to purchase green products.

Green Promotion: Promotion includes paid advertising, public relations, sales promotions, direct marketing and on site promotions. Green marketers will be able to reinforce environmental creditability by using sustainable marketing and communications tools and practices.

IMPORTANCE OF GREEN MARKETING

Green marketing affects positively the health of people and the ecological environment. People are aware of pure products and pure methods of producing, using and disposing the products. It encourages integrated efforts for purity in production and consumption as well. The following are the importance of green marketing:

1. Today, people are insisting pure products viz., edible items, fruits and vegetables based on organic farming. The number of people seeking vegetarian food is on rise.
2. Nowadays, publics are reducing use of plastics and plastic based products.
3. Presently, customers are increased consumption of herbal products instead of processed products.
4. At present, publics are recommending use of leaves instead of plastic pieces, jute and cloth bags instead of plastic carrying bags.
5. Strict provisions to protect forests, plants and wildlife, safeguard of the rivers, lakes and seas from pollutions.
6. Increased use of herbal medicines, natural therapy and yoga.
7. Further highlighting on social and environmental accountability of producers.
8. Strict legal provisions for restricting duplication or adulteration.
9. Forming several national and international agencies to monitor efforts and activities of business firms in relation pollution control and production of eco-friendly products.

CHALLENGES IN GREEN MARKETING

A company has face to many problems while filing the way of green marketing. The following are the challenges of green marketing in India as;

New Concept: New concepts are not easy to reach very quickly to the consumers. They need to take more time to reach the consumers. When consumers understand the new concept, then only they are going to accept the new concept will be facing a big challenge.

Need for Standardization: There is no standardization to authenticate these claims. There is no standardization currently in place to certify a product as natural. 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.

Patience: The investors and corporate need view the environment as a major long term investment opportunity, the marketers need to look at the long term benefits of this new green practices. It will require a lot of patience and no immediate results. It will have its own acceptance period. After the acceptance period automatically the concept reaches to the consumers. So up to that period the investors need to wait.

Avoiding Green Myopia: The rule of green marketing is focusing on customer satisfaction, benefits with safety etc.,. It is not going to help if a product 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 when compared with other products, then again it will lose its market acceptability.

Huge Investment for Technology: The new technology will be high cost were the ordinary machine technologies. So the investors are not ready to invest more amounts and not ready to take risks.

Non-Co-operation: The companies practicing green marketing have to strive hard in convincing the stakeholders and a many times it may fail to convince them about the long term benefits of green marketing as compared to short term expenses.

OPPORTUNITIES IN GREEN MARKETING

In place of demands change, many companies see these changes as an opportunity to be demoralized and have a competitive lead over companies marketing non-environmentally responsible changes.

Competitive Advantage: Alternative main force in the environmental marketing areas has been company's desire to maintain their competitive position. In many cases companies observe competitors promoting their environmental behaviour and attempt to match this behaviour. In some cases this competitive force has caused an entire industry to change and thus its detrimental environmental behaviour.

Government Pressure: As with all marketing related activities, governments want to protect consumer and society, this protection has significant green marketing implications. Government regulations relating to environmental marketing are designed to protect consumers in several ways.

Reduction in Cost: Reduction of harmful waste may lead to substantial cost savings. Sometimes, many companies develop symbiotic relationship whereby the waste generated by one company is used by another as a cost effective raw material.

Corporate Social Responsibility: Many companies are beginning to realize that they are members of the wider community and therefore must behave in an environmentally responsible fashion. This translates into companies that believe they must achieve environmental objectives as well as profit related objectives. This results in environmental issues being integrated into the company's corporate culture.

CONCLUSION

Green marketing must not desertion the economic aspect of marketing. Marketers want to understand the effects of green marketing. Green marketing is stagnant in its initial stages and lot of research is to be done on green marketing to fully explore its potential. Consumers and industrial purchasers also have the ability to pressure firms to integrate the environment into their corporate culture and thus ensure all business organisations minimize and harmful environmental impact of their activities.

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