

A Study on Challenges and Opportunities in Green Marketing

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Abstract

“Green marketing is the marketing products that are presumed to be environmentally safe” ---American Marketing Association.

In the modern era of Globalization, it has become a challenge to keep the customer and natural environment safe that it is the biggest need of the time .The consumers are aware of pollution, global warming and depletion of scarce resources and other environmental threat are also important factors influence on the purchasing decisions of consumers .Now a days a common word is popular as eco friendly and every one seems to love the nature, Our mother earth is suffering from many environmental issue and globally the Govt. also thinking about environmental protection at their priority level, Climate change, deforestation, increase in population, loss of bio diversity, over fishing, threat of deceases are some issues that are threatening the modern world. As a result of this, Green marketing has emerged as growing market for sustainable and socially responsible products and services.

KEYWORDS:- Green marketing ,recyclable, Global warming, sustainable development.

Introduction

According to the American marketing Association ”Green marketing is the marketing of products that are presumed to be environmental safe, involves developing and promoting product and services that satisfy customers want and need for quality, performance, affordable pricing and convenience without having a detrimental input on the environment. The green marketing concept incorporates a broad range of activities which involves the production, marketing, consumption and disposable products and services in safe and smoother way without harming the environment. Green marketing refers to the process of selling product and services based on their environmental benefits

- Objectives of the Studies:-
- To discuss the need for Green Marketing in India from different perspective
- To understand the strategy needed for successful green marketing
- To study the present scenario and potential of green marketing
- To study the challenges faced by the marketers in India

Review of Literature

Green marketing has been an important academic research topic since it came (coddinton 1993)(fuller 1999) ottman (1994). Attention was drawn to the subject in the late 1970’s when the American marketing Association organized the first ever workshop

on “ecological marketing” in 1975 which resulted in the first book on the subject titled ecological marketing by henion and kinnear in 1976. The green marketing evolved over a period. According to Peattte (2001),

Importance of green marketing in India

- It reduce the use of plastic and plastic based products
- It increases the consumption of natural products and reduces chemical products
- It creates a demand for herbal medicines, natural therapy and yoga
- Creates awareness for the consumers to reuse of the consumer and industrial products.
- It makes nature healthy.

Challenges of 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 in authenticate these claims. A standard quality control board need 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 marketing. The Indian consumer is exposed to healthy living life styles such as yoga and natural consumption of food stuff. Consumer is interested to accept the green marketing products in view of the exposure and awareness about the products.
- Cost Factors:-
Green marketing carries on research and development activities and promotional activities hence spending for such activities involves heavy cost burden. The activities such as water treatment technology, renewable and recyclable cost which are very costlier.
- Patience and Perseverance:-
Return on investment is not immediate as the green marketing activity is long term investment the marketers need to look for the long term benefits and hence require a lot of patience and perseverance.
- Majority of people are not aware of green products and their uses.
- Majority of the consumers are not willing to pay a premium for green products.

Conclusion

Green marketing in India is still in its infancy and lot of research is to be done on green marketing to explore its full potential. Marketer need to understand the implications of green marketing. Hence green marketing. It is considered as a tool used for protecting the environment for future generations.

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