

## **Green Marketing: Recent Trends and Challenges in India**

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### **Abstract**

Green marketing is the marketing of products that are presumed to be eco-friendly. Green marketing means re-marketing of products, which adhere to certain environmental guidelines. Green marketing also known as sustainable marketing is an effort made by any business organization to develop or promote the products which are environmentally safe. Green advertising is a wonder which has created specific significance in the present scenario and has risen in India as well as in different parts of the world and is seen as an essential procedure of encouraging practical advancement. The main aim of this paper is to find out the challenges of green marketing and latest trends of green marketing.

**Keywords:** Green Marketing, Sustainable Marketing, Environmental Challenges, Green Products.

### **Introduction**

Today marketing is consumer-oriented process where consumer is king of the market. Marketers produce those goods which are demanded by the consumers and now-a-days consumers are more aware about the environmental issues like pollution and global warming (Sarkar, 2012). Green marketing is essential to save the world from environmental destructions. Marketer must have the responsibility to make aware the consumer about the needs and importance of green products. Final consumers must have the ability to persuade organizations to integrate the environment into their corporate culture and thus ensure all organizations minimize the detrimental impact on environment (Bhattacharjee and Mukherjee, 2015). Adoption of green marketing is not an easy task in the short run but it has positive implications in the long run. Now, this is the right time to adopt green products and Green Marketing globally. Government, social and business organization must to follow Green Marketing for sustainable development.

## **What is Green Marketing**

The term Green Marketing came into prominence in the late 1980s and early 1990s. Green marketing is the marketing of products that are presumed to be environmentally safe. It incorporates a broad range of activities including product modification, changes to the production process, sustainable package as well as modifying advertising. Yet defining green marketing is not a simple task where several meanings intersect and contradict each other; an example of this will be the existence of varying social, environmental and retail definitions attached to this term. Other similar terms used are environmental marketing and ecological marketing.

First phase was termed as "Ecological" green marketing and during this period all marketing activities were concerned to help 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. It came into prominence in the late 1990s and early 2000 concerned with developing good quality products which can meet consumers need by focusing on the quality, performance, pricing and convenience in an environment friendly way.

A model green marketing mix contains four "P's":

- **Product:** A producer should offer ecological products which must not pollute the environment but should protect it and even liquidate existing environmental damages.
- **Price:** Prices for such products may be a little higher than conventional alternatives.
- **Place:** A distribution logistics is of crucial importance and the main focus is on ecological packaging. Marketing local and seasonal products is easier to be marketed "green" than products imported.
- **Promotion:** A communication with the market should put stress on environmental aspects, for example that the company possesses a CP certificate or is ISO 14000 certified. This may be publicized to improve a firm's image. Furthermore, the fact that a company spends money on environmental protection should be advertised. Third,

sponsoring the natural environment is also very important. And last but not least, ecological products will probably require special sales promotions.

## **Review of Literature**

**Menon and Menon (1997)** conducted a study on green marketing and found that twenty first century saw vast changes in climatic conditions, depletion of natural resources and the growing prominence for ecological bio degradable products has put total humanity to alert. Green Marketing is part and parcel of the overall corporate strategy.

**Jain and Kaur (2004)** studied the trends of green marketing and found that Indian consumers showed high level of concern for the environment and engagement in environmental behavior. They are seeking eco-friendly actions, information and pursue activities that help to conserve the environment and prevent pollution Green Marketing is thus seen as a strategy of competitive advantage.

**Nadaf and Nadaf (2014)** studied the challenges in green marketing in India and found that government, consumer and competition were the main reason of emergence of green marketing in India. The results showed that high cost, less consumer awareness, less creditability, misleading claim were the reasons for challenges in the green marketing and better management, control, technology and good marketing plan were suggestion for the better management of green marketing.

## **Objectives**

- To find out the challenges of green marketing in India.
- To study the emerging trends of Green Marketing in India.

## **Research Methodology**

The present study is descriptive in nature. Secondary data has been used in this study. In order to achieve the objectives, the data has been collected from various journal, websites, books and magazines etc.

## **Importance of Green Marketing in India**

The importance of green marketing are described as follows:

- **Environment protection:** For future perspective protection of the environment is necessary. Green products are eco-friendly so it reduces the harmful effect on environment. Green marketing is very much essentials for environmental protection.

- **Good health:** Now-a-days people are concerned about their health. Green products are good for health because it is produced by organic methods without using adulterated and harmful things.
- **Better standard of living:** Adoption of green products would raise the standard of living of people. Green marketing leads to increase in the standard of living of human beings.
- **Economies:** Many consumers complain that green products is very costly. But actually, by adopting green products, they save their money indirectly in the long run. As described earlier, that many companies are using green methods to lowering down the consumption of energy resulting indirectly saving of money.
- **Social responsibility:** green marketing is social responsibility and it's under the concept of EPR (extended producer responsibility). It is social responsibility of every producer and even consumers also to save the environment from the harmful effect of chemical products.
- **Opportunities:** Green marketing is considered as good opportunity for the future. It is a great opportunity for firms to attain organizational objectives effectively and efficiently.

### **Challenges of Green Marketing in India**

There are various challenges faced to make the green marketing concept successful are as follows:

- **Patience and perseverance:** 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.
- **Need for standardization:** Only 5% of the green messages are true and 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:** 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.

- **Price sensitive:** Price sensitive consumers are not able or want to pay high prices for green products. It is a challenge for organization to produce eco-friendly products at affordable price.
- **It requires huge investment:** Green marketing requires huge investment for research and development, technology advancement, products development etc. Manufacturing green products is costlier process and needs huge investment for recycling and reusing the products.
- **Less awareness:** Mostly Illiterate persons are less aware about the benefits of using green products. It is a new concept for Indians.
- **Avoiding Green myopia:** The first rule of green marketing is focusing on customer benefits with safe. It is not going to help if a product is developed which is absolutely green in various aspect but does not pass the customer satisfaction criteria. This will lead to green myopia.

## **Emerging Trends of Green Marketing**

### **Indian Tobacco Company**

Inspired by a vision to serve a larger national purpose and abide with the strong value of Trusteeship, ITC has crafted innovative business models to create larger societal capital while simultaneously delivering long term shareholder value. ITC is an exemplar in Sustainability and is the only company in the world of comparable dimensions to be Carbon, Water and Solid Waste Recycling Positive. It uses a technology of bleaching that is ozone treated and free from chlorine. This has affect the environment positively. They have also adopted a Low Carbon Growth Path and a Cleaner Environment Approach that is creating a better environment.

### **Indusland Bank**

IndusInd Bank is one of the first banks to introduce green practices. They discouraged the use of papers in the branches and their ATM's and started sending electronic messages and mails. These practices has helped the environment positively and also reduced deforestation. Many other banks like ICICI, SBI, Axis etc. are also following these practices.

### **Panasonic**

Panasonic has ambitious energy goals, both in terms of efficiency and renewable, and it also focuses on making environmentally friendly products. What sets them apart is the way they have incorporated sustainability into their day-to-day life. It moved its North American headquarters from suburban Seacaucus, New Jersey to a LEED-certified building in downtown Newark by Penn Station, an intention almolve to eliminate the need for employees to drive to work and reducing their carbon footprint. They are also partnering with several companies to make a demonstration Sustainable Smart Town in Japan centered around sustainability.

## **Unilever**

Unilever has done more than make green investments; it's made sustainability part of its corporate identity. The company's Sustainable Living Plan sets targets for sourcing, supply chain and production on everything from energy and water use to treatment of suppliers and communities where they operate. When it was first adopted in 2010, CEO Paul Polman said he wanted to double the company's business while halving its environmental impact in just 10 years. Its amazing strides: three quarters of Unilever's nonhazardous waste does not go to landfills and the share of its agricultural suppliers that use sustainable practices has tripled.

## **Idea Circular Ltd.**

In an endeavor to save the planet Earth from hazardous environment changes, and to spread awareness about global warming and its adverse effects, IDEA has announced its E-Bill initiative wherein it will promote access of monthly mobile bills by its postpaid subscribers, from its website, thus reducing the usage of paper. The new E-Bill service will not only contribute towards saving paper, and thereby trees, but will also provide easy, anytime access of subscribers' monthly bills from its website

## **Wipro**

Wipro social and community initiatives are focused on responsible and deep engagement with all stakeholders. Eco- eye represents the way we see ourselves and our engagement with our stakeholders on the journey to more sustainable business practices. Eco eyes focusses on the followings.

- Significant reduction of the ecological footprint of our business operations, through the dimension of energy, water, waste.

- Engagement with employees, customers, partners and our supply chain on defined sustainability outcomes.
- Further research led advocacy on energy, water, biodiversity.
- Engage and influence policy making and direction setting on critical sustainability issues by working closely with government and industry network.

## **Conclusion**

Green Marketing is the effective tool to protect the environment for future generation. Green Marketing concept is still at its infancy stage. It requires huge investment for research and development, product innovation, product development etc. Organizations are facing a lot of hurdles to make the green marketing concept successful. It will come with drastic change in the world of business if all nations will make strict rules because green marketing is essential to save world from pollution. An effort from organization, consumers, government and society should be made for the development of green marketing. Many companies like Wipro, ICT, Unilever, Indusland Bank should make a move towards green marketing and environment protection.

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