

GREEN MARKETING IN INDIA

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ABSTRACT

Today, Environmental issues are seen everywhere in the world. Country's government and society as well has started to be more aware about these issues. Increasing awareness on the various environmental issues, leads to a trend of green marketing used by the firm as one of the strategies in order to protect the environment and to get profit. Green Marketing is a part of the new marketing approaches which has developed particular important in the modern market. And helps to refocus, adjust or enhance marketing thinking and practices, and also seeks to challenge those approaches and provide substantially different perspective. With the development of awareness among general public towards protection and prevention of natural environment, many manufacturers or producers have recognized environmental concerns as a source of competitive advantage and have developed products and services with green image. The study concludes that Green marketing is perceived as an opportunity by many organizations to achieve their long term as well as short term goals. It includes broad activities like product alteration, improvement in the production processes, packaging restyling etc. The objective of this paper is to present some perceptiveness into conceptual framework of green marketing. The paper presents principles and challenges of green marketing and also presents suggestions for effective green marketing.

KEYWORDS: Green Marketing, Environment, Importance of Green Marketing, Green Image, Green Product

Speedily changing environment is now a major concern for the people throughout world, making them more and more concerned about the environment. So in this scenario of global concern, organizations have taken green-marketing as a part of their strategy to promote their products.

The concept of environmental Marketing also called ecological marketing and Green marketing was emerged in the late of 1980s and early of 1990s. Green marketing focuses on product planning and development activities, distribution activities and promotional activities which are environmentally safe. Green marketing also focuses on the fact that the products and services delivered by the marketer should satisfy the expectations of the customers and required to be environmentally safe.

American Marketing Association (AMA) said that, "environmental marketing is the marketing of products that are presumed to be environmentally safe, involves developing and promoting products and services that satisfy customers want and need for Quality, Performance, Affordable Pricing and Convenience without having a detrimental input on the environment".

Today, governments, organizations, as well as the general public are concerned about the environment. They are taking initiatives to protect the environment. Governments have implemented environmental laws for

environment protection and also providing subsidies on green/ eco-friendly products.

OBJECTIVES OF THE STUDY

The present study is intended to present some insights in to green marketing and to offer the suitable suggestions to improve the green marketing products.

The main objectives of this study are to investigate the:

1. Consumer beliefs and attitudes on green products.
2. Influence of marketing efforts with reference to Consumers.
3. Consumer awareness on the availability of environmentally friendly products.

DEFINITION AND MEANING

In simple terms, Green Marketing refers to the process of selling products and/or services based on their environmental benefits. Such a product or service may be eco- friendly in itself or produced in an eco- friendly way. It is also known as eco-marketing or sustainable marketing, is the practice of marketing the offering based on its environmental benefits.

These eco-friendly business practices include:

1. Sustainable manufacturing

2. Reduced or zero carbon footprint
3. Reduced or zero water pollution
4. Recycled ingredients/materials
5. Recyclable product
6. Renewable ingredients/materials
7. Eco-friendly packaging
8. Reduced or zero plastic footprint

Characteristics of Green Marketing

1. The production processes are compatible with eco system.
2. The packaging and distribution activities of the firm are compatible with environmental system.
3. It provides the competitive benefits to the manufacturers and marketers.

Characteristics of Green Products

We can define about green product by following:

1. Products those are originally grown.
2. Products those are recyclable and reusable.
3. Products having natural ingredients.
4. Products having recycled contents and nontoxic chemical.
5. Products content under approved chemicals.
6. Products that do not harm or pollute the environment.
7. Products that do not dispose off any hazardous substances or chemicals.

PRINCIPLES OF GREEN MARKETING

The concept of Green marketing concerns with promoting the green product / eco-friendly product and increasing in consumption of green products. It becomes the serious responsibility of the companies to adopt new way and creativity and be more committed to the development of green product.

Under the green marketing concept, a company focuses on the best long run performance of the marketing system. It should be guided by five sustainable marketing principles.

Consumer Oriented Marketing

It means that the company should organize its marketing activities from the consumer's point of view. It should satisfy the needs and wants of their customers with an eco-friendly environment. It should work hard to serve and satisfy the needs of a defined group of customers, both now and in the future.

Customer Value Marketing

According to this principle the company should put most of its resources into customer value building marketing investments. Many things marketers do - cosmetic packaging changes, direct response advertising - may raise sales in the short run but add less value than would actual improvements in the product's quality and its features. By creating value for consumers, the company can capture value from consumers in return.

Innovative Marketing

This principle requires that the company continuously seeks real product and marketing improvements. The company that overlooks new and better ways to do things will eventually lose customers to another company that has found a better way.

Sense of Mission Marketing

It means that the company should define its mission in broad social terms rather than narrow product terms. A company should define a social mission in such a way that employees will feel better about their work. Brands linked with broader missions can serve the best long run interests of both the brand and consumers. For example, Pears wants to do more than just sell its beauty care products. It's on a mission to discover -real beauty and to help women be happy just the way they are.

Societal Marketing

It means a company makes marketing decisions by considering consumers wants and interests, the company's requirements and society's long run interests. The company must aware that neglecting consumer and societal long run interests is a disservice to consumers and society and may create obstacle for company.

CHALLENGES OF GREEN MARKETING

The producers and marketers of green products face many challenges:

1. Green marketing is entirely a new concept. The consumer needs is to be educated and made aware of environmental threats. But still many people are unaware about the concept of green marketing.
2. Green marketing concerns marketing of green products and services, green technology, green power or energy for which a lot of money has to be spent on R&D programmes for their development.
3. Green products require renewable and recyclable material, which is costly.
4. The firms practicing Green marketing have to strive hard to convince the stakeholders and many times it may fail to convince them about the long term benefits of Green marketing.

SUGGESTIONS FOR EFFECTIVE GREEN MARKETING

For the well-being of society, the concept of green marketing and green product must be well known to public. But it is facing many challenges as abovementioned. The companies adapting green marketing have to take up certain measures for enhancing the effectiveness of Green marketing and their competitive efficiency. They are as follows:

1. To price the green products according to their quality. And to see that there is no greater price difference between green and non-green products.
2. To improve awareness about green products and their effectiveness among public in general.

3. To bring pressure on the government to make rigid legislations for companies to follow environmental marketing.
4. Consumer needs to be made more aware about the merits of Green products.

CONCLUSION

Green marketing is however in its growth phase. With the development of awareness among general public towards protection of natural environment, many manufacturers have recognized environmental concerns as a source of competitive advantage and have developed products and services with green image.

It is considered as a tool used for protecting the environment for future generations. Green marketing has a positive impact on environment safety, because of the growing concern of environmental protection, and there is an emergence of a new market which is the green market.

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