

GREEN MARKETING- ITS APPLICATION, SCOPE AND FUTURE IN INDIA

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ABSTRACT

Green Marketing a major breakthrough in the vast field of marketing has become one of the growing areas and is inviting a lot of attention towards it. In India Green Revolution started as a new revolution in late 1990's. Consumer Preferences and their buying behavior are changing and so is their concern for the society. Green lifestyle has become a new way and has been accepted as a trending attitude of the consumers. Most of the national and multinational organizations are becoming more concerned about their roles in improving the quality of the environment and our surroundings. Our traditional marketing system has evolved over the time to a more sustainable way of marketing that is ecological in nature and is here to stay. This change in the marketing system and the change in the preferences of the consumers is rightly observed by the organizations who are changing themselves radically in order to cater to the demands of the dynamic market. Each player in the market is trying their best to create a niche for themselves and to stand out in the crowd and in order to sustain and make profits in the long term without negatively impacting the environment in this competitive era. The aim of this paper is to understand the change in the attitudes of the consumers and companies and to find out the various changes that has been adopted by the consumers as well as the organizations with respect to green marketing

KEYWORDS: Green Marketing, Green Product, Consumer Preferences, Competitive Advantage, Green Price

Green Marketing takes into account all those activities that ensure the best of service to the customers and also meeting the needs of the customers in such an efficient and innovative way that ensure that the environment is not under threat in any manner due to the above activities. Ecological marketing, sustainable marketing are some of the terms which are synonymous to the green marketing. As there has been an increase in concerns about the safety and sustainability of environment and society among the consumers the practice of a more sustainable and eco friendly marketing is gaining popularity and acceptance thereby resulting in its application.

Green or ecological way of marketing is technically a way where the goods and services are produced and advertised on the basis of their positive impacts on the environment and their benefits to the society. The goods that are produced are considered harmless to the environment and are also considered safe for consumption and by the mean of this virtue they are appropriately termed as are as Green Products. It is important to identify the products which can be tagged as 'Green'. Green products includes products:

- Being manufactured in an environmentally sustainable manner
- Energy Efficient and Water Efficient
- They are healthy

- Non toxic materials and not containing ozone-depleting substances
- Can be recycled and/or is produced from recycled material
- Can be made from renewable materials (such as bamboo,cotton etc.)
- Not making use of excessive packaging or using plastic packaging
- Being designed to be repairable and not "throwaway"
- Green products are products that are more durable and efficient

Green Marketing is about holistic marketing in which all the process from procurement of raw materials to consumption of finished goods India and Indian market is marked by a lot of emotional factors. Most Indian consumers are sensitive about the sustenance of a green and healthy environment. Indian consumers and also many Indian Corporate are working towards the betterment of a green environment by adopting healthy and innovative ways. The consumers are getting aware and concerned about the environmental issues and are playing their little parts in making a change. Various social Medias are also influencing the consumers by making them aware of the probable hazards due to inappropriate marketing activities. The various social media are also giving platform for educating people about environmentally friendly activities like non usage of plastic bags, usage of bio-degradable bags,

generation of minimum amount waste, using energy efficient electronic appliances. Educating the consumers through various media has shown a remarkable change in the buying pattern of consumers and has helped in making the consumers more environments friendly.

SOME GREEN CONCEPTS IN GREEN MARKETING

Green Products

Green Products are the ones which are which are recyclable in nature are not harmful to the environment. They are manufactured in an eco friendly manner and are also use eco friendly packaging and promotion.

Green Consumerism

Informing and educating the consumers and thus attracting the consumers to use green products and to recycle the products and motivating them to buy eco friendly products we can involve consumers in the process of Green Marketing. This phenomenon is known as Green Consumerism

Green Pricing /Green pricing Gap

As the manufacturing of genuine green products attracts genuine raw materials which are pure and making them also attracts additional charges in terms of labor and raw materials they are normally charged at a higher price than the normal products .This creates a gap in price between the prevailing non green products and green products. This is known as Green Pricing or Green pricing gap.

Green Promotion

Creating an image of Go green for their products and their brand in the market through appropriately projecting them is known as Green promotion. Through Green promotion the companies tries to create and claim their concern for sustainable business and environment.

Green Place

Green Place with respect to green marketing is creating an environment friendly place. Companies build energy efficient buildings for their offices. Many big and small corporate houses are adopting this strategy of Green Place. Tata's have created a building that runs entirely on solar energy and thus saves electricity.

Application of Green Marketing by Corporate Houses in India

Various Indian and Multi National Companies are manufacturing Green products and are positively impacting the Indian green marketing sector. Companies like

Fab India

Fab India is a Indian fashion brand with its stores all across the nation . This brand is popular for promoting handloom and hand made products. This brand is into fashion clothing, cosmetics and furniture's. They have been manufacturing the products in a complete eco friendly manner and they claim of using the ingredients without any harmful chemicals. The packaging is also eco friendly and they discourage use of polythene for packaging.

Patanjali

Patanjali is promoted by a person who is face of natural and healthy practices. Swami Baba Ramdev who started Patanjali proudly claims of producing eco friendly and safe products.

TATA Group of Companies

Tata Group is another trendsetter in promoting green marketing in the Indian markets. Tata Group under their flagship produces products which are eco friendly and adopts green ways of marketing its image. The Tata Group companies such as Tata Steel, Tata Motors, Tata Chemicals and Tata Consultancy Services contribute positive results to the environment. Tata Steel said it is currently working on more than 17 CDM i.e. Clean Development mechanism projects to check harmful emission with Ernst & Young and these projects are at various stages of approval at United Nations Framework Convention on Climate Change.

LG India

LG India is one of the initial propagators of Green products in India, they have a number of electronic gadgets those are eco friendly in nature. They rarely use halogens or mercury and lead in the manufacturing process. The products do harm the environment and also uses 40% less electricity.

HCL

HCL is also adopting the green strategy. It has recently launched HCL ME Notebooks which are eco friendly in nature. These notebooks do not use any

polyvinyl chloride or any other harmful chemicals in manufacturing. It has also got a five star rating from the Bureau of energy efficiency.

Haier

Haier in its new green initiative has been focusing on eco branding .They have launched Eco life series. Their products are also energy efficient and safe to the environment.

Samsung India

They are taking a lot of considerable efforts in the path of promoting and practicing green marketing in the India. Their eco friendly products like LED TV,Air conditioners does not use any harmful chemicals like mercury and lead.Their products also claim to consume 40% less electricity.

SAIL

SAIL is one of largest producer of steel in India . SAIL is also engaged in green activities. SAIL in various cities Rourkela and Bhillai has established green crematoriums that serves as a replacement for funeral pyres that emits so much smoke and uses oxygen .

IndusInd Bank

IndusInd Bank is one of the first bank 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 in saving the environment and also reduced deforestation. Many other banks like ICICI,SBI ,Axis etc are also following these practices.

ITC Ltd

Indian Tobacco Company i.e. ITC uses a technology of bleaching that is ozone treated and free from chlorine. This has impacted the environment positively. They have also adopted a Low Carbon Growth Path and a Cleaner Environment Approach that is creating a better environment.

Wipro

Wipro the IT giant has produced a number of electronic gadgets under its green initiatives and have undertaken a lot of measures.

STRENGTH OF GREEN MARKETING

Is Self Sustainable

Green Marketing is a breakthrough strategy in the current era where the focus is on adopting practices

those are safe on the environment i.e. having least or no negative impact on the environment. This helps in creating a more sustainable and healthy surrounding around us.

Is Cost Saving

Green Marketing also saves a lot of cost with respect to its manufacturing, packaging and promotion. As they use eco friendly products and also practices 3R's i.e. Reduce, Reuse and Recycle these practices cuts down on a lot of expenditure that otherwise could have taken place.

Is Innovative

The ecological way of marketing is sustainable and creative and thus it attracts a lot of consumers towards it. And as it comes with a message of Go Green it is more worthy in the perception of the consumers.

Helps in Sustainable Long Term Growth

Green marketing is here to stay. As it is based on an eco friendly process it is sustainable and also ensures long term growth and profit to the organization.

A Part of CSR Activities

Green Marketing is a part of CSR activities which is practiced by most of the corporate houses. And it is a mandatory activity which strengthens the image of the corporate in society.

WEAKNESSES OF GREEN MARKETING

Lack of Appropriate Knowledge

Green Marketing being a new concept many people are not fully aware of it. Many consumers are not educated enough about green produces. And this lack of knowledge is acting as a weakness for the promotion of green marketing.

Highly Priced

As sometimes the manufacturing of the green products are expensive it automatically demands a high selling price that is higher than other contemporary substitutive products this may sometimes discourage the consumers to go for green products until they are green customers.

Beliefs of Consumers

Many consumers are of the belief that the green products are not as efficient as the other competitive products and they also have a perception that the green products are much highly priced.

Lack of Research and Development and Technology

Another barrier in the way of Green marketing is the lack of proper technology to bring about green products in use and also lack of adequate research and development in this field.

SCOPE OF OPPORTUNITY GREEN MARKETING IN INDIA

Consumer Demand

Indian consumers are emotional buyers, if we study their buying behavior we see that the Indian consumer does a lot of emotional buying. As we see that many Indian consumers are more green product oriented it gives a great scope for the green market to expand. Organization in India has indentified the need of the consumers, they are realizing the need for adoption of an ecological marketing as they are aware that consumers are demanding products that are not only safe for them to consume but should also be same to the environment. Conscious and green customers prefer the organizations that provide environmentally safe products. Companies nowadays have taken green marketing as a competitive advantage.

Corporate Social Responsibility

Organizations like Tata group, Wipro, have been doing green marketing as a duty towards environment and society. They have been engaging in various activities to promote the green activities. This is also falling in line with the company's corporate social responsibility. Where the companies are discharging their duties towards the environment in which they are operating.

Competition

One more scope of growth for green marketing comes in disguise of competition from the organizations that are practicing green marketing. Other companies who have not adopted the green marketing strategy are pressurized to adopt the strategy to compete in the industry.

Government Initiations

Government today is taking a lot of initiatives to promote the activities that are safe for the environment. They have laid various policies and guidelines for the companies to adopt environment safe activities.

Cost Effectiveness

Green Marketing has a wider scope in the current scenario because of its cost effectiveness. In green marketing activities the focus is on recycle and reuse of materials. The firms use technologies for reduction of waste materials and also for reutilization of materials. These activities are environment safe and also good for the society and are a need of the hour.

THREATS IN GREEN MARKETING

Balance Between Company's Profitability and Responsibility

Various companies in today's time are finding it very difficult to strike a balance between the profitability and social responsibility. In today's time both profitability and social responsibility is important to sustain in the market.

Expensive Raw Materials

Green Products are made up of materials which are natural and safe and can be recycled and reused. These materials attract a lot of costs, and as the manufacturing is costly this also acts as a threat in the way of green marketing.

Threat from Competitors

Many competitors come up with cheaper products as compared to green products and thus they act as a threat because most customers prefer to buy cheaper products.

Green Washing

Various companies have identified the need of green marketing for sustainability. As not every company is capable of producing green product they pretend to produce green products and try to mislead the consumers. This is known as green washing.

CONCLUSION

Studies have shown that various Social Medias like the ones given below are creating a lot of awareness among the consumers and is helping in creating and promoting Green marketing:

- Internet
- Commercial Messages
- News Paper and Magazines
- Hoardings and Banners
- Television and Radio

➤ Friends and Relatives etc

The things to rejoice is that the corporate as well as the consumers are becoming more and more concerned about their roles in building a green environment.

We can thus say that green marketing is much beyond only products that are environment safe. It is also about how the company promotes its sustainable ways of practicing and producing goods which have little or no adverse impact on the environment.

Green Marketing is also facing a lot of challenges in meeting its goals. One of the common challenges faced is striking a balance between the profitability and of a company and its responsibility towards the society and environment. In today's scenario both the things are important to sustain in the market. A company has to be good in business as well as in discharging his duties towards the society and also towards the customers who are concerned about their surroundings.

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