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## **GREEN MARKETING: - CURRENT SCENARIO, NEED, STRATEGIES FOR AWARENESS AND CHALLENGES IN INDIAN MARKET**

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### **ABSTRACT**

*In this age of modernisation, liberalization and globalisation, it has become an even more difficult task to make the customers as well as consumers happy, contained and not forgetting making our natural environment safe and pollution free that is the need of time. Pollution to the environment is a major issue in the contemporary business world. There are also the environmental problems known by the consumers such as global warming and effect of environmental pollution. Green marketing is an aspect that has become particularly significant in the contemporary marketplace and has become the significant concept in India as in any other part of the world regardless of being a developing or a developed one. In this research work, a lot of attention has been focused on the concept, need, and significance of green marketing. All these sources of evidence such as books, journals, websites, and newspapers are important since data must be gathered concerning the significance of green marketing. The Paper seeks to determine what exactly green marketing is all about and how a business firm can be more competitive by employing the strategies of green marketing so as to come up with a competitive advantage over others. It discusses the key challenges in adoption of green marketing practice. Describing the existing Scenario of Indian market and requirements, the paper has elaborated Strategies that may be used to create awareness, the challenges and opportunities available to businesses regarding green marketing. Why companies are adopting it and future of green marketing and gives conclusion that green marketing is something that will always keep on increasing woman sex tape with regard not just to the practice but even in the demand too.*

**KEYWORDS:** *Green Marketing, Liberalization, Globalization, Adoption.*

### **INTRODUCTION**

India is a nation that has over 121 Cr. and off the book over 17 percent of the world population. It ranks the seventh biggest nation in the earth in terms of sum total of land area of 3,287,263 sq kilometres. The length of India spans north south direction at 3214 km and east west direction at 2993km. Its land porous international limit is 15,200km; 7,517km is the coastline. India boasts of 28 states and 7 union territories. Green marketing is a key research subject in the academic world that has been defined in numerous ways and has been around at least three decades. Green

Marketing or Environmental Marketing, 1 according to the AMA, is all the activities aimed at producing and mediating any exchanges to sustainably satisfy human needs and wants, such that satisfaction of human needs and wants will take place with minimal harmful effect on the natural environment. Accordingly we can state that Green Marketing deals with: - Producing and offering the consumers good quality of products that are also non-hazardous to them even in the long run. Utilize the developmental resources in a way that will make the development resource available to the future generation in a way that will be able to have access to the development resources to satisfy their needs thus resulting to Sustainable Development. To formulate and use policies that would no bad impact on the environment i.e. both in the present and the future time. So, with the increasing awareness of the consequences of global warming, non-biodegradable solid waste, harmful effects of the pollutants etc., the production, marketing consumption, and disposing of the products and services are occurring in a less way harmful to the environment leading to the development of a concept of such holistic marketing and this is also termed as Green Marketing. A keen realization that switch in to green products and services is necessary is on the rise among marketers, as well as, the consumers. Even though this transformation towards going green seems costly at first, it will most certainly be irreplaceable and beneficial, even in terms of costs, in the foreseeable future. There was the initial wave Known as the Green Marketing in the 1980s. The two physical checkpoints of the first wave of green marketing came in the form of published books the titles of which were (both) Green Marketing. In the United Kingdom they were by Ken Peattie (1992) and by Jacquelyn Ottoman in the United States.

Green marketing flourished in the late 80s and very early 90s; it was spoken about long before then also. The practice of green marketing is the in vogue term. Even the leaders of the companies are concentrating on the products that are eco-friendly. By default adoption of usage of organic product can create environment friendly products that have reduced or no mal-effects on the environment in the course of production.

**Organic Goods:-**The case of Asian country is unique, which cannot be replicated anywhere as here the farming methodologies are organic in most of the instances due to custom as well as several economic and societal determinants. The aim of green marketing is fulfilling two goals, which are enhanced quality of the environment and customer satisfaction. An inaccurate assessment of one of them or even sacrificing one in favor of the other can be called green marketing myopia. Subsequently, the concept of marketing myopia was popularized by a Harvard business professor called Theodore Levitt in an influential and popular article in The Harvard Business Review in 1960. There is the environmental marketing which was based on clean technology which entailed the designing of new ingenious products. The next and the current marketing phenomenon is the sustainable. Green marketing, therefore, is beneficial to firms in maintaining a steady long-term growth as well as profit and helps the firms to market products and services according to the environmental needs. The question is however, not that straight forward pinning down what green marketing is. In fact the terms in which this section has been utilised have been divergent and they comprise: Green Marketing, Environmental Marketing and Ecological Marketing. The American Marketing Association has defined green marketing as the activities of businesses and companies aimed at producing, marketing, releasing and reclaiming items in a way that is ecologically considerate or sensitive. Green marketing is a way of selling a product and/or service on its merits in terms of the environment. Such a product or service can be globally friendly in bits or is created and/or packaged in environmentally friendly manner. Concisely, it is similar to marketing but driven by the environment and with an

urge to seek favour of the environmental concerns of the consumers. It is also known as sustainability marketing or ecological marketing. The developed products can be of recycled type or of used merchandises that should be created on the basis of betting on the customer requirements.

The energy saving, the water saving and the money saving and moreover the minimization of the negative environmental impact are the keys by which efficient products are developed. Under product management, the marketers will offer market-driven trends and client needs to inexperienced product attributes to product designers. Some of these attributes include energy conservation, organic, untested chemicals and home grown supply among others. Some of the terms can be explained as follows:

**Organic:** In the present scenario the only products which can retain a legitimate claim of being organic are the products which can be termed as agricultural products. The United States Department of Agriculture (USDA) regulates this term and all organic products must meet the specifications in order to pursue the USDA Organic certification.

**Ozone Friendly or Safe:** This is one of the commonly used phrases depicting how a product or packaged item can affect the upper ozone layer in a negative, or in this case, positive manner, like an aerosol can that does not produce chlorofluorocarbons (CFCs).

**Recyclable:** The product or a package that can be recovered in or separately out of the solid waste stream by means of a comprehensive recycling program known as recyclable product.

**Recycled:** A product, or a package made with something that has been recycled in it. This recycled material is reclaimed or intercepted by the solid waste stream, which is either pre-consumer (duringmfg of product or post-consumer (after the consumer uses it).

**Refillable:** A product or package has a system established to allow collection and returns of the packaging to allow it to be refilled with the product by the consumers under what is called refillable.

**Sustainable:** What this means is that ways of farming, constructions, manufacturing and electricity generating are done in a way that cannot be used in delectable resources, such as coal or oil, also allowing them to be used repeatedly.

**Carbon footprint:** Refers to the impact that a process or act creates on the climate in relation to the greenhouse gases that it generates. Many people would tend to attribute global climate change directly to greenhouse gases i.e. methane, water vapour, nitrous oxide, carbon dioxide and fluorocarbons.

**Carbon Neutral:** This is lowering its energy consumption and compensating to make its energy consumption near the amount of carbon dioxide produced by it by acquiring energy using renewable source or by offsetting by planting trees or by investing in windmills.

**Compostable:** Any compostable product or packaging material being promoted must be able to decompose into usable compost in a secure and affordable way into a compost site as well as in a domestic compost heap or unit.

**Degradable:** A product or a package which fully decomposes and it goes back to nature, in a fairly short time, after the consumer disposes of the product also called as degradable product.

**Natural:** Probably the most vague of all the green terminologies, the term natural products does not have any definitive environment impact but is presumed to be produced of natural materials or ingredients as compared to manmade. Although a product that is touted as natural might sound good to the consumer, in most of the instances it is mere rhetoric. Consider it, poison ivy, anthrax and gasoline can be considered technically natural as well, that does not make it healthier or even friendlier to the environment. Words such as Phosphate Free, Recyclable, Refillable, Ozone Friendly, and Environment Friendly are some of the things that are most likely to be associated with green marketing by the consumer and these are words that would be described as green marketing claims.

**Aims of the Study:-**

To research on the significance of green marketing in the current situation.

To study application of green marketing to Indian corporate sector.

To analyze the necessity of the Green marketing in India in various points of view.

To investigate and comprehend the strategy that should be used in order to conduct an effective Green marketing.

To research into the current situation and possibilities of Green marketing in India.

**Current Scenario-India:-**

There is a lot of talk among many analysts that 2025 will be the year that will determine the fate of many of the green businesses because, with the growing competition in the green arena, some businesses will reach new heights in terms of innovation and services whereas others will start drifting behind. The trends can be here and there, and naturally, no green business can follow all of them, and there is no sense in trying. Nevertheless, monitoring the trends of green business is an excellent equivalent measure that guarantees that your business can be successful, versatile, and imaginative when new challenges and opportunities claim their way in, as there was no better way to have green business prosperity in 2025 and beyond.

**Consumers:-**

According to the research done, deforestation and air pollution have got the largest number of respondents as the most significant green issue in India. More consumers in India believe it should instead be developing countries that should work on green innovation compared to the developed countries than in any other nation. The findings of the just-released 2014 edition of the Global Image Power green Brands Survey reveal that the environment worry is being expressed by the consumers in terms of a willingness to pay a premium on going green products. 64 per cent of Indian consumers show that they would spend more on green products next year. Moreover in line with the rest of the emerging nations, Indians are ready to pay pricing on a green premium with 48 % of the Indians ready to lay additional 10 per cent of the product just because the product is green. Indians response to green advertising is relatively high considering that 86 percent of the consumers in India have indicated that they trust green advertising more in making choices unlike in other countries. There is a 28 percent extended period of consumer purchase plan of auto in India in the recent one year as compared to purchase of 16 percent last year.

**Producers:-**

AMUL has been judged as the Top Indian Green Brand under Global Green Brands survey. AMUL Green movement has also been adjudged as the Best Environment Initiative in the Sustainability Category by the International Dairy federation in the year 2014. Srishtis good green Governance award has also been given to it four years in succession since 2014. The 2014,

**Best 10 Green brands in India are:**

1. AMUL
2. Dabur India ltd.
3. Infosys
4. Taj Hotels
5. Britannia Industries ltd.
6. Suzlon India
7. Hindustan Unilever Ltd.
8. Wipro technologies ltd.
9. MarutiUdyog ltd.
10. Godrej Consumer Products

The results indicate that going both green and consumer friendly is the only mantra of long term success today.

**Government:-**

One of the promoters of green marketing and eco friendliness by the Indian government has been to ban or stop using of plastic bags in their daily usage and has assisted its automotive industry to develop greener vehicles by helping using of hybrid and electric vehicles (EVs) by investing in greener vehicles. The government put itself on the forefront of environmental building construction, use of alternate sources of energy by the companies. The governmental Bodies are Making Firms more Responsible. In most instances, the government compels the company to resort to policy that safeguards the interests of the consumers by cutting down production of substandard products or by products, Change consumer and industry softer-and/or consumption of substandard goods; or, Enable all forms of consumers to consider the environmental makeup of goods.

**Green Marketing Need:-**

In the given context, the issue revolves around ensuring that the customers stay within the fold as well as ensuring that even our natural environment stays safe and this is the major requirement of the hour. Green management is essential to companies because they will lose a lot of their loyal and profiting customers and consumers. In the modern innovative business world of high technology caused by ever growing community and consumer interest in green and socially responsible product, more community pressure on company to internalize externality like health concerns, neighbourhood amenity, global warming; environmental and governmental regulations and initiatives, innovative technologies and methods of dealing with pollution, use of resources and energy and to maintain old (loyal and profitable) customers and consumers, implementation of green marketing is very much in need.



Additional green management generates new eco-friendly customers and this results in rise of sales and profits of the organization thus growth and development of the business; it also results in favorable image of the organization among the people. The current times are a phase where the government policies around the globe are very rigid and everyone around the world is talking about global warming and climate change and protection of environment, the companies would not have the option but to go green in terms of marketing their products because otherwise it would be late and then no one knows whether they would be able to survive in the greener world or not. The world economy in general and India in particular is turning towards energy efficient products on the part of the consumer. One way or another, most of the companies are treading into green marketing due to the following reasons:

In India, 25 per cent of the consumers seek products that are environmentally friendly and about 28 per cent can be regarded as health conscious. Thus, green marketers can have a rather large number of segments to target. It has also started dawning on many companies that they need to conduct themselves in an environment friendly manner and believe in the fulfilment of environmental goals in pilot as well profit related goals. Green marketing was adopted as a form of compulsion rather than choice due to a number of regulations that have recently been adopted by the government to protect the consumers and the society in general. Such as the prohibition of plastic bags in most of the country, denying of smoking in the very places, etc. Green marketing is adopted by many companies so that they can remain competitive.

**Successive Green Marketing Strategy:-**

**1. Knowing the Customer:** Knowing the customer consists of the consumer being aware and concerned about the issues that your product is trying to help, without this knowledge it will be difficult to attain success in green marketing.

**2. Educating the customer:** This would mean educating the people as to why whatever they are doing is not only to conserve on the environment, but also informing them why it is important. Otherwise, a major part of your target market will be thinking, so what? Does it make any difference to me and your sales pitch on green is lost.

**3. Authenticity, openness to the customer:** This portrays that a) In practice, you are actually doing what you have been preaching on your green marketing and also the b) the policies that you have as a business are in good terms with whatever deeds that you might be doing which is environmentally positive. Both these criteria must be achieved so that you can make a business with this level of environmental credentials to enable your green marketing campaign to succeed.

**4. Convincing thy Buyer:** This implies that, the customers must be given knowledge that the product on offer shall serve the purpose or vision as to why it is bought i.e. no compromise in the quality of the goods in the name of the environment.

**5. Charging thy customer:** Which is offering a premium and ensuring that the consumer can afford it and that they perceive it to be worth it and charging them accordingly, because many of the environmentally preferable products are more expensive as there are economies of scale involved and they are made of higher quality of materials.

**6. Providing your customers with the chance to take part:** Involves personalizing the value of your environmentally controlled behaviours which is usually achieved in letting the consumer

participate in some positive environmental activity, nor to overlook the altered expectations on the side of the customers.

**Four Ps of Green Marketing:-****Green Product:**

The products will need to be developed on basis of the needs of the customers who like environment friendly products. The products manufactured can be of used goods or by recycling. Efficient products do not only save water, energy and money, but also minimize hazardous impact on the environment.

Impacts, on the environment. Green chemistry constitutes the increasingly popular dimension of product development. The marketer in the process of product management would have a role to play by providing the product designer with the market driven fashions and customer requests of green product properties like energy saving, organic, green chemicals, local sourcing, etc. That is the case in point of example Nike being the pioneer among the shoe companies to sell itself as green. It is branding its Air Jordan shoes as having environmental friendly aspect as it has vastly minimized usage of corrosive glue adhesives. All the pictures in this range of shoes have been chosen to underline the message that, they have decreased the wastage levels and utilize environmental friendly materials.

**Green Price**

Green pricing considers factors that are relevant to people, planet and profit, and factors that take care of the well-being while being productive to the employees as well as the communities. It can be made to have a Value added by altering its looks and functionality as well as being customized etc. Wal- Mart came out with a recyclable cloth shopping bag. At IKEA, customers started paying when using bags made of plastic, and people were also persuaded to penny shop using what was termed by IKEA as the big blue bag.

**Green Place**

Green place is all about management of logistics in order to minimize transportation emissions hence in effect attempting to minimize the carbon footprint. As an example, it can license a local producer of a mango juice manufactured in India rather than selling an imported mango juice. This prevents transportation of the product by long distance which is cost consuming when it comes to transportation costs and carbon emission as a result of ship and other means of travel.

**Green promotion**

Green promotion deals with the set-up of the instruments of promotion, which include advertising and marketing materials, signage, white papers, web sites and videos, and presentations without failing to consider people, planet and profits in mind. British petroleum (BP) has a gas station with their sunflower logo, and it prides itself in investing in solar energy. Indian Tobacco Company has made environment- friendly papers and boards that are elemental chlorine free. Toyota has been attempting to introduce gas/electric hybrid technology to most of its products. It is also in the process of carrying out the largest research and development into the much-hyped hydrogen car, and in marketing itself as the global first of eco-friendly cars companies. International business machines Corporation (IBM) has unveiled a series of green retail store technologies and services that will enable retailers to drive better energy efficiency in retailing through their IT operations. The main attraction of this portfolio consists of the IBM

SurePOS 700, a point-of-sale product that saves nearly 36 percent of power or more, according to IBM. We even find the name of retail outlets like Reliance Fresh, Fresh@Namdhari Fresh and Desi that though dealing with selling fresh vegetables and fruits, conveys a subliminal message of green marketing. Green Marketer will have ability to attract customers based on various concepts performance, money savings, health and convenience, or simply the environment friendly aspect so that green marketer can target a wide range of customers. Consciousness among the people can be achieved by sensitizing the consumers about the advantage of using products which are environmental friendly. Placing profiles that deal with green marketing on social networks informs other peer groups in the online world. It can also directly be marketed to the consumers and they can be marketed through the advertisement of a product like energy saving compact fluorescent lamps, the battery powered Reva car etc.

### **Green Marketing in Indian Corporate Sector:**

The companies in India are slowly discovering that they belong to the greater community and hence will have to act in a responsible manner in terms of environment. This goes to mean that companies are faced with the view that they should meet environmental goals along with profit related goals. This makes the environment problems become part of the firm corporate culture.

A company should consider the adoption of green marketing basically because of five reasons.

- i. The companies feel that they owe it a moral duty to be more socially responsible.
- ii. Organizations see the environmental marketing as an opportunity that can be harnessed in order to accomplish the goals of the organization.
- iii. Expenses linked to disposal of waste compel the companies to change their ways of actions.
- iv. The environmental activities of the competitors compel the firms to transform their environmental marketing activities.
- v. Responsible firms are being enacted by the government.

### **Best Companies who Green the India**

The green business trend is a perfect manner to be sure that your business remains fresh, adaptable, and innovative to new confrontations and possibilities.

#### **1. Suzlon Energy**

One of the greenest and best Indian companies in India is the wind-turbine maker as the fourth largest in the world. Tulsi Tanti; founder of Suzlon, has made the whole world believe that the future of energy is wind and this is why he has constructed his factory in the city of Pondicherry to operate completely on wind energy. Corporate building of Suzlon is the most energy efficient building to be constructed in India

#### **2. ITC Limited**

ITC reinforced their green drive by launching the first time ever in India the ozone treated elemental chlorine free bleaching technology. The outcome is a complete new line of best green services and products: the multi-purpose paper is environmentally friendly, and much less polluting than the conventional one.

#### **3. Tata Metaliks Limited (TML)**



Environment Day at TML, one of the greatest green companies in India, occurs every day. One of the practical examples which made everyone take note is the fact that the company does not encourage working on Saturdays at the corporate office. The lights are also turned off in the day time and the whole office relies on sunlight.

#### **4. (TNPL) Limited**

TNPL was also adjudged the best performer in the 2010-2011 Green Business Survey and honored with a Green Business Leadership Award, which was presented to it in the Pulp and Paper Sector. The projects that have been done by this greenest company in India in Clean Development Mechanism projects and wind farm project enabled it obtain 2,30,323 Carbon Emission Reductions and produced earning of Rs. 17.40 Crore.

#### **5. Wipro Technologies:**

Wipro Technologies the global IT services division of Wipro Limited has become a member of The Green Grid, a global consortium aimed at promoting the improvement of energy efficiency in data centres and business computing ecosystems. Green IT efforts of Wipro comprise of energy efficient data centres along with eco friendly product engineering designs and PC ranges. Wipro will also expand its green IT programs by joining The Green Grid, as the organization aims to offer industry wide guidelines of recommended best practices, metrics and technologies that would serve the purposes of overall improvement in data centre and business computing energy efficiencies.

#### **6. HCL Technologies:**

The reason why this IT major can be regarded as the epitome of Indian green initiatives is the fact that the company took some steps to go green in resolving the toxics and e-waste issue in the electronics business. HCL has already pledged to eliminate the vinyl plastic, which is hazardous, and Brominated Flame Retardants in the products and has urged the law makers in India to come up with Restriction of Hazardous Substances (RoHS) regulation for India.

#### **7. Oil and Natural Gas Company (ONGC):**

On top of the list of other 10 green Indian companies is India largest oil producer ONGC that will front the top 10 green Indian companies as the move to install energy efficient, green crematoriums, which will substitute the traditional wooden pyre all over the country, first move. Mokshada Green Cremation will result in 60 to 70 per cent less use of wood and a quarter reductions in burning time precreation according to the NGO.

#### **8. IndusInd Bank:**

Green banking has been gaining pace as one of the leading Indian green initiatives since the concept was introduced by the first solar powered A TM by IndusInd launching a bank-changing eco-friendly approach to the effort of Indian market. The bank has more of such initiatives to come in line so as to deal with the in clemencies of climate change.

#### **9. IDEA Cellular:**

IDEA, one of the best Indian Companies, makes India green with the 'Use Mobile, Save Paper, campaign. The company had adopted environment friendly initiative of Green Pledge campaigns in Indian cities whereby thousands had volunteered to be part of saving paper and trees. IDEA

has also established bus shelters adorned with potted plants and climbing tendrils and so on to communicate the green message.

#### **10. Hero Honda Motors:**

Hero Honda is a large two-wheeler production company in India and a very responsible eco-friendly company in India as well. The philosophy of the company to constantly innovate the green products and solutions has contributed a lot in maintaining the right balance between business, man and nature.

#### **Green Marketing Problems:-**

Despite the fact that green marketing is being exercised by so many firms, green marketing has some issues that should be dealt with during the implementation of green marketing. The main obstacles to

#### **Cost Factor:**

Green marketing refers to the marketing of green-products/services, green technology, green power/energy whereby, a lot of funds have to be incurred towards R and D programs to develop such products and then subsequent programs of promotion and as a result, such may bring about increase in costs.

#### **Convincing customers:**

The customers might not agree with the green marketing strategy employed by the firm hence, the firm must make sure they take every action to persuade the consumer of their green commodity and the only way is by doing implementation.

#### **Sustainability Initially:**

This is because the profits are very small as green technologies and renewable and recyclable products cost a lot. Green marketing will only succeed in long term. Therefore the business should not think in short term strategy and should prepare the same but not to get into trap of unethical practice to gain profits within short time.

#### **Non Cooperation:**

The companies, which have engaged in Green marketing, must ensure that they put their best foot forward trying to convince the stakeholders and most of the times they will not be able to convince them about the merits of Green marketing in the long run vis a vis short term costs.

#### **Free of green myopia:**

There are two goals which have to be fulfilled by green marketing they are enhanced quality of environment and customer satisfaction. Underestimating one of them or focusing too much attention on one of them instead of another one may be called -green marketing myopia.

To break the challenges the green marketing statements by a firm should work as follows:

1. Speak of the benefits for the environment elegantly;
  2. Give descriptions of the properties of the environment;
  3. Exposition as to how benefits are attained;
  4. Make sure that the differences in comparison make sense;
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5. Make sure negative aspects are put into consideration; and

6. Do not use any meaningless terms or pictures.

## **CONCLUSION**

Green marketing is not such a simple concept. It would require the company to conduct a plan and then conduct a research work to achieve this to determine how feasible it is going to be. Green marketing needs to be developed as it is very young. Green marketing may not be so simple to adopt in the short-run, yet there will be benefit effect in the long-run to the firm. In the Indian companies, the Green Marketing is still at the childhood stage. In Indian market, the lots of opportunities are available. Green products are also ready to pay premium price by customers. This shift in consumer behaviour is forcing corporate to consider effects of its actions on the natural environment of the world which proved to be quite disastrous. The sky rocketing growth of the environment concern over the past two decades is pushing the companies to show the transition so to guarantee the sustainable development of the society. It is always not an additional form of marketing, but should be acted upon with more force since it possesses societal as well as environmental aspect. It is also the role of the marketers to create awareness to the stakeholders on the necessity and the benefits of the green products. It is a fact that the organizations have realized that they cannot stay in the current competitive world without embracing green as a part of their introspective strategy. The Indian FMCG companies are not left behind since they are opting green to maintain their image on the market. The companies are engaged in a number of actions in order to demonstrate their care about the environment and the society, however, on the other hand, the companies need to realize that the Green marketing cannot neglect the economic side of marketing.

Green marketing is useful in effective results such as cost saving, employee satisfaction, minimization of wastes by comp to society as well as the companies which use it. All it takes is the desire and dedication of all the stakeholders of the companies. Marketers also need to ensure that the consumers are aware as to why and how they would require use of green products over the non-green ones and the advantages they would get subsequently. The green marketers will get all the support of the Government and even consumers will not complain at paying extra price to have cleaner and greener environment. Lastly, the consumers, the industrial buyers and suppliers should spread the good message about the impacts of Green marketing on the environment. Green marketing is even more significant and applicable in the developing nations of the world such as India who must set the pace and be trend setters in this area.

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