

“A STUDY ON CONCEPT OF GREEN MARKETING IN INDIA”

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ABSTRACT

Green marketing has been defined in many ways since the term first originated in 1970s and took its actual journey in the late1980s. Green marketing has been defined in many ways since the term first originated in 1970s and took its actual journey in the late1980s existence.

AMA defines green marketing as the marketing of products that are presumed to be environmentally safe; it incorporates several activities such as product modification, changes to production processes, and packaging, advertising strategies and also increases on compliance marketing amongst.

KEYWORDS: *Marketing, Compliance, Environmentally, Implication.*

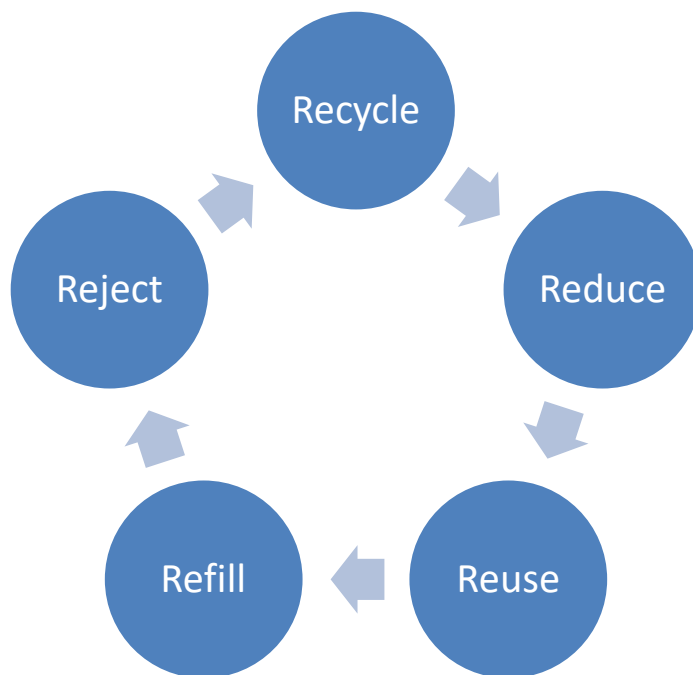
INTRODUCTION

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People attitude change towards the green product. Most of consumers in all the countries desire to buy from environment responsible companies. Consumer think environment consciousness is an important priority of companies behind good value, trust worthy and cares about customers. Growing awareness about the implication of global warming, non biodegradable solid waste, harmful impact of pollutants etc. both marketers and consumers are becoming increasingly sensitive to the need for switch into Green Products and Services. It refers solely to the promotional and advertising of products with environmental characteristic. To save earth's resources in production, packaging and operation, business are showing consumer also too share the same concern's, boosting their credibility. Divergent aspect of green marketing includes

ecologically safe products, recyclable and biodegradable packaging, energy- efficient operation, and better pollution controls. Advance produced from green marketing include packaging made from recycled paper, phosphate free detergent, refillable containers for cleaning product, bottles using to reduce plastic. Ozone friendly and environment friendly are most of the things consumers often associated with green marketing.



Concept of Green Marketing

GREENPRODUCTS

The products those are manufactured through green technology and that caused no environmental hazards are called green products

Characteristics of Green Products We can define green products by following measures:

1. Products those are originally grown.
2. Products those are recyclable, reusable and Biodegradable.
3. Products with natural ingredients.
4. Products containing recycled contents and non Toxic chemical.
5. Products contents under approved chemicals.
6. Products that do not harm or pollute the environment.
7. Products that will not be tested on animals.
8. Products that have eco-friendly packaging i.e. reusable, refillable containers etc.

GREEN MARKETING MIX:

PRODUCT

Entrepreneurs wanting to exploit emerging green market either by identifying customer's environmental needs or by developing environmentally responsible products to have less impact than competitors. The increasingly development of:

1. Products that can be recycled or reused. Efficient products, which save water, energy or gasoline, save money and reduce environmental impact.
2. Products with environmentally responsible packaging. McDonalds, for example, changed their packaging from polystyrene clamshells to paper.
3. Products with green labels, as long as they offer substantiation.
4. Organic products — many consumers are prepared to pay a premium for organic products, which offer promise of quality. Organic butchers, for example, promote the added qualities such as taste and tenderness.

PRICE

Pricing is a critical element of the marketing mix. Most customers are prepared to pay a premium if there is a perception of additional product value. This value may be improved performance, function, design, visual appeal or taste. Environmental benefits are usually an added bonus but will often be the deciding factor between products of equal value and quality. Environmentally responsible products, however, are often less expensive when product life cycle costs are taken into consideration, for example fuel-efficient vehicles, water-efficient printing and non-hazardous products.

PLACE

The choice of where and when to make a product available has a significant impact on the customers being attracted. Very few customers go out of their way to buy green products merely for the sake of it. Marketers looking to successfully introduce new green products should, in most cases, position them broadly in the market place so they are not just appealing to a small green niche market. The location must also be consistent with the image which a company wants to project. The location must differentiate a company from its competitors. This can be achieved by in-store promotions and visually appealing displays or using recycled materials to emphasize the environmental and other benefits.

PROMOTION

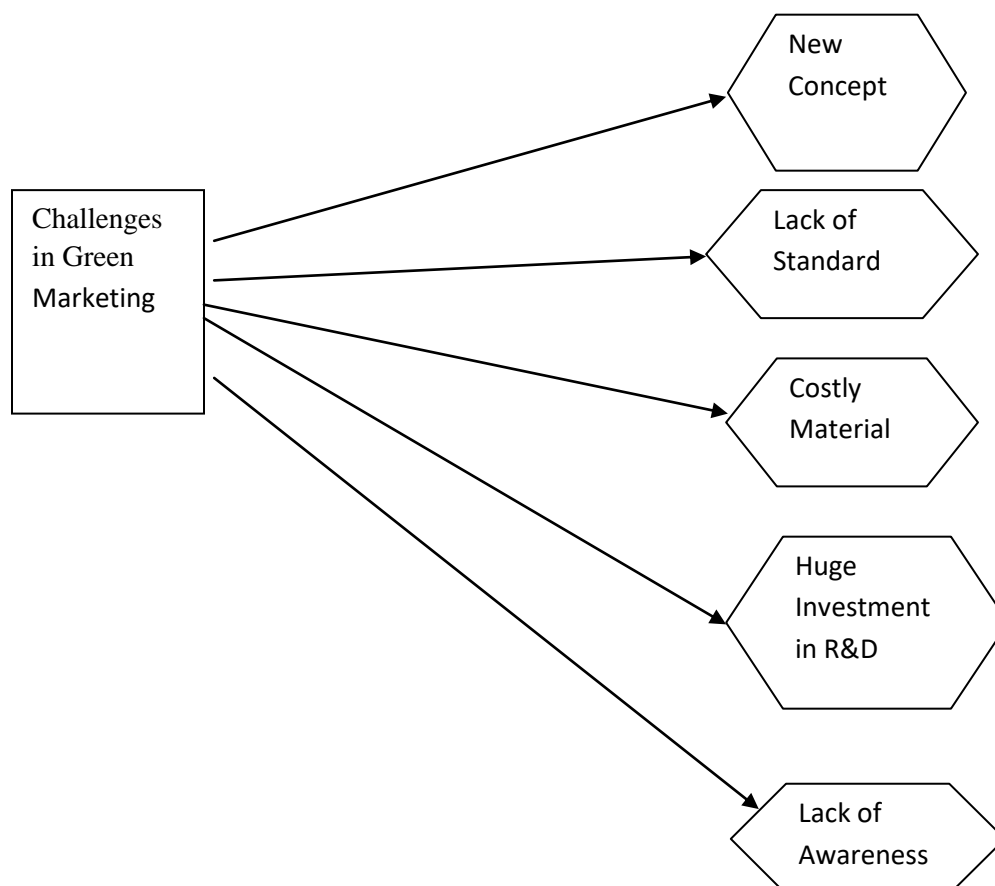
Promoting products and services to target markets includes paid advertising, public relations, sales promotions, direct marketing and on-site promotions. Smart green marketers will be able to reinforce environmental credibility by using sustainable marketing and communications tools and practices. For example, many companies in the financial industry are providing electronic statements by email, e-marketing is rapidly replacing more traditional marketing methods, and printed materials can be produced using recycled materials and efficient processes, such as waterless printing. Retailers, for example, are recognizing the value of alliances with other companies, environmental groups and research organizations when promoting their environmental commitment. To reduce the use of plastic bags and promote their green

commitment, some retailers sell shopping bags, under the banner of the Go Green Environment Fund. The key to successful greenmarketing is credibility.

CHALLENGES IN GREEN MARKETING

The concept of Green Marketing promises to create a better environment, however it faces some challenges. These challenges are:-

1. The GO GREEN and Green Marketing are comparatively new concepts; hence it will take some time for the masses to accept it. There is a need to create a lot of awareness about this concept. The message needs to be spread intensively among the masses to ensure every person is aware of green marketing and GO GREEN initiatives. This will make it easier for the masses to be a part of this initiative.
2. Lack of standards or benchmarks to measure the authenticity of messages from green campaigns, dampens the long term benefits of green marketing.
3. Green products require renewable and recyclable material, which is costly.
4. Requires a technology, which requires huge investment in R & D.
5. Water treatment technology, which is too costly.
6. Majority of the people are not aware of green products and their uses.
7. Majority of the consumers are not willing to pay a premium for green products.



Green marketing has certain objectives to be fulfilled for its inclusion in the business arena to be meaningful. Green marketing is faced with several specific challenges depending on factors such as the variability of demand, unfavourable consumer perception and high costs. Though there are several challenges and of different nature in its effective implementation the world over, with proper planning and strategy one can definitely stand on the winning seat. All this can be understood from the success stories of many companies. In fact, it can be realized that this green marketing has come up as a saviour for the developing countries and it can be truly said that it provides an opportunity for them to prove themselves and carve a niche for themselves.

IMPACT OF GREEN MARKETING

1. Now, people are insisting pure products – edible items, fruits, and vegetables based on organic farming. The number of people seeking vegetarian food is on rise.
2. Reducing use of plastics and plastic-based products.
3. Increased consumption of herbal products instead of processed products.
4. Recommending use of leaves instead of plastic pieces; jute and cloth bags instead of plastic carrying bags.
5. Increasing use of bio-fertilizers (made of agro-wastes and wormy-composed) instead of chemical fertilizers (i.e. organic farming), and minimum use of pesticides.
6. Worldwide efforts to recycle wastes of consumer and industrial products.
7. Increased use of herbal medicines, natural therapy, and Yoga.
8. Strict provisions to protect forests, flora and fauna, protection of the rivers, lakes and seas from pollutions.
9. Global restrictions on production and use of harmful weapons, atomic tests, etc. Various organisations of several countries have formulated provisions for protecting ecological balance.
10. More emphasis on social and environmental accountability of producers.
11. 11. Imposing strict norms for pollution control. Consideration of pollution control efforts and eco-technology in awarding IS), ISO 9000, or ISO 14000 certificates and other awards.
12. Declaration of 5th June as the World Environment Day.
13. Strict legal provisions for restricting duplication or adulteration.
14. Establishing several national and international agencies to monitor efforts and activities of business firms in relation pollution control and production of eco -friendly products.

BENEFITS OF GREEN MARKETING**Internal Benefits**

Marketing starts before a business begins advertising or promoting its products. It includes strategies covering product development, pricing and distribution. In addition to helping boost sales, green marketing can help companies reduce operating and A Study on The Green Marketing Practices Adopted by Various Companies In India production costs, specifically by

lowering energy usage. Environmentally sensitive companies are more attractive to potential employees who seek to become part of a positive corporate culture.

External Benefits

When a business uses energy efficient lighting, heating and cooling, reduces its water use, recycles office materials, organizes employee community clean up activities, uses recycled materials and creates less waste, it generates positive public relations in its community and industry and with customers. It can advertise itself as a green company or its products as green on its product packaging, in its advertising and on its website. This can create brand preference or loyalty and boost sales and profits. Green marketers also can qualify as vendors or suppliers with government agencies and more over businesses that prefer to do business with these types of businesses

EXAMPLES OF WORLD WIDE GREEN MARKETING PRACTICES

PHILLIPS'S "MARATHON" CFL

LIGHT BULB

Philips Lighting's first shot at marketing a standalone compact fluorescent light (CFL) bulb was Earth Light, at \$15 each versus 75 cents for incandescent bulbs. The product had difficulty climbing out of its deep green niche. The company re-launched the product as "Marathon," underscoring its new "super long life" positioning and promise of saving \$26 in energy costs over its five-year lifetime. Finally, with the U.S. EPA's Energy Star label to add credibility as well as new sensitivity to rising utility costs and electricity shortages, sales climbed 12 percent in an otherwise flat market.

MCDONALDS

McDonald's restaurant's which have worldwide franchisee use napkins and bags that are made of recycled paper.

Coca- cola

Coca- cola in order to save water does rain water harvesting at a huge level thus saving water & giving back to environment a small part of the water that it consumers for its production.

Wipro's Green Machines

Wiproinfo tech was india's first company to launch environment friendly computer peripherals. Wipro has launched a new range of desktops & laptops called wipro greenware. These reducing e- waste in the environment.

KFC

KFC opens new green restaurant The latest store was built using elements that follow the Leadership in Energy and Environmental Design (LEED) certification process created by the U.S. Green Building Council. "This new KFC Green restaurant is part of our E3 initiative, which looks at economically responsible ways of saving Energy and being environmentally aware," said Roger McClendon.

EXAMPLES OF GREEN MARKETING IN INDIA

Firms have realized that costumers prefer products that do not harm the natural environment as also the human health. Firms, marketing such green products are preferred over the others not doing so and thus develop a competitive advantage, simultaneously meeting their business objectives. Organizations are Perceiving Environmental marketing as an Opportunity to achieve its objectives. Organizations believe they have a moral obligation to be more socially responsible. Many companies are adopting green for capturing market opportunity of green marketing. Some examples are:-

Nerolac:Kansai Nerolac Paints Ltd. has always been committed to the welfare of society and environment and as a responsible corporate has always taken initiatives in the areas of health, education, community development and environment preservation. Kansai Nerolac has worked on removing hazardous heavy metals from their paints. The hazardous heavy metals like lead, mercury, chromium, arsenic and antimony can have adverse effects on humans. Lead in paints especially poses danger to human health where it can cause damage to Central Nervous System, kidney and reproductive system. Children are more prone to lead poisoning leading to lower intelligence levels and memory loss.

ITC Limited: ITC strengthened their commitment to green technologies by introducing ozone-treated elemental chlorine free bleaching technology for the first time in India. The result is an entire new range of top green products and solutions: the environmentally friendly multi-purpose paper that is less polluting than its traditional counterpart.

Tamil Nadu Newsprint and Papers Limited (TNPL): Adjudged the best performer in the 2009-2010 Green Business Survey, TNPL was awarded the Green Business Leadership Award in the Pulp and Paper Sector. The initiatives undertaken by this top green firm in India includes two Clean Development Mechanism projects and a wind farm project that helped generate 2,30,323 Carbon Emission Reductions earning Rs. 17.40 Crore.

Tata Metaliks Limited (TML): Every day is Environment Day at TML, one of the top green firms in India. A practical example that made everyone sit up and take notice is the company's policy to discourage working on Saturdays at the corporate office. Lights are also switched off during the day with the entire office depending on sunlight.

State Bank of India: Green IT@SBI SBI entered into green service known as "Green Channel Counter". SBI is providing many services like paper less banking, no deposit slip, no withdrawal form, no checks, no money transactions form all these transaction are done through SBI shopping & ATM cards. State Bank of India turns to wind energy to reduce emissions

HCL Technologies This IT major may be considered as the icon of Indian green initiatives, thanks to the "go green" steps taken in solving the problem of toxics and e-waste in the electronics industry. HCL is committed to phasing out the hazardous vinyl plastic and Brominated Flame Retardants from its products and has called for a Restriction on Hazardous Substances (RoHS) legislation in India.

Digital tickets by Indian Railways: IRCTC has allowed its customers to carry PNR no. of their E-Tickets on their laptop and mobiles. Customers do not need to carry the printed version of their ticket anymore.

Marketing Area: No Polythene carries bags for free. Forest & Environmental Ministry of India has ordered to retail outlets like Big Bazaar, Central-Mart etc. that they could provide polythene carry bags to customers only if customers are ready for pay for it.

CONCLUSION

Green marketing should not neglect the economic aspect of marketing. Marketers need to understand the implications of green marketing. If we think customers are not concerned about environmental issues or will not pay a premium for products that are more eco-responsible, think again. We must find an opportunity to enhance our product's performance and strengthen your customer's loyalty and command a higher price.

Green marketing is still in its infancy and a lot of research is to be done on green marketing to fully explore its potential. Think of a refrigerator for example. While we may have had to be convinced in the 1950s to buy a refrigerator, we would have wanted the great white box to look cool in the 1970s, but in today's uncertain world, we might ask ourselves about the impact of the chlorofluorocarbons (CFCs) that our refrigerator is emitting and demand a more environmentally friendly refrigerator.

If today's successful marketing is about appealing to personal values and delivering consumer empowerment, then surely the time is right to inject sustainable development into the marketing mix to help address some of the gritty issues currently facing our planet. Green marketing methods produce highly effective results. They apply all of the steps you need to cut costs, raise response rates and increase growth in the most important marketing metric we are all held accountable for—the bottom line.

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