

GREEN MARKETING IN INDIA

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INTRODUCTION:

Green marketing is the marketing of products and services based on environmental factors or awareness. Green marketing refers to the process of selling products and/or services based on their environmental benefits. Such a product or service may be environmentally friendly in itself or produced in an environmentally friendly way. Green market companies seek to go above and beyond traditional marketing by promoting environmental core values in the hope that consumers will associate those values with their company or brand. Engaging in these activities can lead to creating a new product line that caters to a need target market. Every organization should consider the welfare of the people as well as the stability of the environment by promoting green products which won't harm the living and non living things on earth.

Definition of Green Marketing:

“**LOHAS** describes an integrated, rapidly growing market for goods and services that appeal to consumers whose sense of environmental and social responsibility influences their purchase decisions.”

Pride and Ferrell(1993): Green marketing also alternatively known as environmental marketing and sustainable marketing refers to an organizations efforts at designing, promoting, pricing and distributing products that will not harm the environment.

Polonsky (1994):Polonsky defines green marketing as all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment.

Why Green Marketing:

- ✓ Being manufactured in a sustainable fashion
- ✓ Not containing toxic materials or ozone-depleting substances
- ✓ Able to be recycled and/or is produced from recycled materials
- ✓ Being made from renewable materials (such as bamboo, etc.)

- ✓ Not making use of excessive packaging
- ✓ Being designed to be repairable and not "throwaway."

GREEN PRODUCTS AND ITS CHARACTERISTICS:

The products those are manufactured through green technology and that caused no environmental hazards are called green products. We can define green products by following characteristics

1) Products those are original growth

Any product that are in original in nature considers as one of the characteristic of green products.

2) Products those are recyclable, reusable and bio degradable

Green products are the one which can be put in to recycle and reusable and that should not harm environment while recycling process

3) Products with natural ingredients

Green products must contain natural ingredients which are easy availing by nature

4) Products content under approved chemical

Government with the help of environmental related authority regulates the product content under approved level of chemical needed to be maintain in green products

5) Products that do not harm or pollute the environment

Most importantly green products do not harm or pollute the environment or nature

6) Products that do not eco-friendly packaging, reusable, refillable containers etc..

COMPANIES PRACTICING GREEN MARKETING IN INDIA:

Most of the companies are practicing green marketing in their products and some of them are as follows

- 1) Lead Free Paints from Kansai Nerolac
- 2) L.G. introduced battery operated TV
- 3) Samsung recently launched solar mobiles

- 4) Wipro has launched a new range of desktops and laptops called Wipro green ware (reducing e-waste in the environment)
- 5) ITC paper Kraft introduce premium range of eco-friendly business paper golden rules
- 6) Agartala, Tripura announced plans to make all public and private vehicles run on compressed natural gas (CNG) by 2013, thus making the capital 'India's first green city'.
- 7) Amway claims that its products are environmentally friendly.
- 8) Apple has adopted the philosophy that going green streams. It recycles e-waste and also generates revenues.
- 9) Indian railway hence allowed its customers to carry PNR no. of their e-tickets on their laptop and cells, no need to carry printed version of tickets anyone.
- 10) Tata motors is setting up an eco-friendly showroom using natural building material for its flooring and energy efficient lights.
- 11) Taj Hotel company which runs the Taj Chain is in the process of creating eco rooms, which will have energy efficient organic bed linen, napkins made from recycled paper.
- 12) Tamil Nadu Newsprint and papers limited (TNPL) recognition of two clean development mechanism projects implemented by the company generating biogas from biogases wash water and using the same as a substitute for furnace oil.

CHALLENGES OF GREEN MARKETING IN INDIA:

1) **New concept:** New concept are not easy to reach very quickly to the consumers. They need to take more time to reach the consumers. When consumers understand the new concept, then only they are going to accept the new concept otherwise the new concept will be facing a big challenge.

2) **Need for standardization:** There is no standardization to authenticate these claims. There is no standardization currently in place to certify a product as natural. Unless some regulatory bodies are involved in providing the certification there will not be any verifiable means. The standard quality control board needs to be in place for such labeling and licensing.

3) **Patience and Perseverance:** The investors and corporate need to view the environment as a major long term investment opportunity, the marketers need to look at long term benefits of their new green practices. It will require a lot of patience and no immediate results.

4) **Avoiding Green Myopia:** The first rule of green marketing is focusing on customers benefits with safe. It is not going to help if a product is developed which is absolutely green in various aspects but does not pass the customers satisfaction criteria. This will lead to green myopia. Also if the green product, are priced very high when compared with other products, then again it will lose its market acceptability.

5) **Huge Investment for Technology:** The new technology will be high cost where the ordinary machine technology. So the investors are not ready to invest more amounts and not ready to take risks.

The Present Trends in Green Marketing:

✓ **Leave the Car at Home**

Leaving the car at home and walking or cycling to work is great exercise as well as good for the environment. If you are not used to either activity start slow. Make a commitment to doing so a few days a week, or if the distances are too large, consider walking part way. Taking transit is also healthier for you (think of the walking to/from bus stops and/or subway stations) and the environment, as well as less expensive than taking a car to work.

✓ **Work From Your Home Office**

Even better than commuting, running your business from your own home office is a great way to "go green". With the proliferation of mobile devices and online video conferencing it is no longer necessary for many business meetings to be face-to-face.

✓ **Green Procurement**

One of the best ways to make your business more environmentally-friendly is to practice green procurement. This involves sourcing goods and services that are produced and supplied in a sustainable fashion.

✓ **Help the Environment and the Less Fortunate**

One of the most shocking things I notice about home and business construction renovations is the amount of usable material that goes into landfills

✓ Switch to Cloud Computing

In addition to the many other benefits of Cloud Computing for small businesses, moving to the cloud can be good for the environment. Cloud-based applications like Google Apps, Apple iCloud, and Microsoft Office 365 allow employees to share and access information from anywhere.

✓ Join Other Businesses and Take Action on Sustainability

As a business owner, one of the best ways to take action on sustainability is to partner with like-minded businesses. Through facilitated group conversations, you can come up with a collective action plan to reduce your environmental impact.

CONCLUSION:

Green marketing is a tool for protecting the environment for the future generation. It has a positive impact on environmental safety, because of the growing concern of environmental protection, there is an emergence of a new market which is the green market. It will come will drastic change in world of business if all nations will make strict roles because green marketing is essential to save world from pollution. Green marketing should not be considered as just one more approach to marketing but has to be pursued with much greater force as it has an environmental and social dimensions in it. Marketers also have the responsibility to make the consumer understand the need for and benefits of green products as compared to non-green ones, Green marketing. Finally consumers, industrial buyers and suppliers need to pressurize effects on minimize the negative effects on the environment - friendly. Green marketing assumes even more importance and relevance in developing countries like India.

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