

# GREEN MARKETING IN INDIA- AN OVERVIEW

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## ABSTRACT

“Green marketing is defined as marketing of products that are environmentally safe”

The term Green Marketing came into prominence in the last 1980's and early 1990's. These practices may fall under the broader umbrella of Environmental, Social and Governance (ESG) criteria, which is a set of socially responsible steps that firms can undertake. Evidence indicates that successful green products have avoided green marketing myopia by following the important principles and Consumer value position along with Calibration of consumer knowledge and Credibility of Product Claim GREEN PRODUCTS. To reduce production of harmful goods or by-products and to modify consumers and industry's use and consumption of harmful goods. Marketers need to understand the implications of green marketing. Green product should not be considered as just one more approach to marketing, as it has an environmental and social dimension to it. The green product and its important started creating an awareness and help for the sustainable development, which is required for the future generation.

**Keywords: Green Marketing, Green Products, Government Acts**

## INTRODUCTION

“Green marketing consists of marketing, products and services based on environmental factors or awareness”

Green marketing refer's to the production process, to the products or services themselves, or both. Green marketing is a process of marketing the commodity's or the products with the base of environment friendly process. Companies involved in green marketing make decisions relating to the entire process of the company's products, such as methods of processing, packaging and distribution. These practices will come under the Environmental, Social and Governance (ESG) criteria, which is a set of socially responsible steps that firms can undertake. Green marketing is referred as production and marketing of goods based on their pro-environmental factors. These products or services may be environmentally welcoming and in addition to being produced in a sustainable way.

Green marketing is a practice whereby companies seek to go above and beyond traditional marketing by promoting environmental core values in the hope that consumers will associate these values with their company or brand. They found that a majority of consumers are indeed willing to pay for green marketing whereas Green marketing and ESG practices come with added costs that are often passed on to the consumer. These sustainable activities lead to new product line and new target market.

## EVOLUTION OF GREEN MARKETING:

According to Peatti (2001), the term Green Marketing came to existence in last 1980's and early 1990's. Evolution of green marketing has three phases.

**Phase I:** It is termed as ecological green marketing. During this period, all marketing activities were concerned to help environmental problems.

**Phase II:** Second phase was environmental green marketing, at this time focus shifted on clean technology that involved designing of innovative new products, which take care of pollution and waste issues.

**Phase III:** Third phase was sustainable green marketing. It came into existence in late 1990's and early 2000. In this phase the new term sustainable development gives way to product and services to have sustainability in its growth.

While public opinion polls taken since the late 1980s have shown consistently that a significant percentage of consumers in the U.S. and elsewhere profess a strong willingness to favour environmentally conscious products and companies, consumers' efforts to do so in real life have remained sketchy at best. In 1987 a document prepared by the World Commission on Environment and Development defined sustainable development as meeting "the needs of the present without compromising the ability of future generations to meet their own need", which is a widespread thinking on sustainability in everyday activity

## THE FUTURE OF GREEN MARKETING

There are many lessons to be learned to avoid green marketing myopia, the short version of all this is, that green marketing requires applying good marketing principles to make green products desirable for consumers with considering the future generation. Researchers have viewed it as a "fringe topic", given that environmentalism's acceptance of limits and conservation does not engage well with marketing's traditional axiom as the marketer can. For the survival of both company and the minimum resource available the future marketing strategies are purely based on eco friendly products and the green marketing.

Evidence indicates that successful green products have avoided green marketing myopia by following the important principles and Consumer value position along with Calibration of consumer knowledge and Credibility of Product Claim GREEN PRODUCTS. Green products are those that have

less of an impact on the environment or less detrimental to human health that are traditional equivalents which will be more helpful for the next generation to use the resources available. Green products might, typically be formed or partly-formed from recycled components, be manufactured in a more energy-conservative way, or be supplied to the market with less packaging.

### **EXAMPLE OF GREEN MARKETING PRODUCTS AND SERVICES:**

- Paper containing post-consumer waste paper.
- Cereals sold without excess packaging.
- Eco friendly verification phone apps.
- Shade-grown coffee beans.
- Cleaning equipment that do not harm humans or environment.
- Wood harvested from sustainable forests.
- Energy-efficient light bulbs.
- Energy-efficient cars.
- Energy from renewable sources of energy such as windmills and solar power.
- Solar speakers.

### **CONTRIBUTION OF INDIAN GOVERNMENT TOWARDS GREEN MARKETING:**

In this growth of all marketing related activities, Indian government want to "protect" consumer and society, this protection has significant green marketing implications. Indian Government formulates rules and regulations to control the amount of hazardous wastes produced by firms. Government regulations relating to environmental marketing are designed to protect consumers in several ways

1. Reduce production of harmful goods or by-products. Modify consumer and industry's use and consumption of harmful goods.
2. Ensure that all types of consumers have the ability to evaluate the environmental composition of goods.

NAME OF THE ACT	RELAVANCE TO GREEN MARKETING
<b><i>Environment Protection and Management Acts in General:</i></b>	
The Environment (Protection) Act, 1986	Encourages companies to adopt green technology and /or manufacture and market green products, e.g., green batteries manufactured by Tata Group; OKAYA green batteries; Green Range of Printers, ACs of 5 Star, REVA electric car.
The Biological Diversity Act, 2002	Organizations are partnering with Government of India for safeguard of biological diversity. Reliance Industries Limited is partnering with the Ministry of Environment and Forests, Government of India and Gujarat Ecological Commission to set up the National Centre for Marine Biodiversity (NCMB) for prevention of coastal biodiversity.
<b><i>Recycling and E waste:</i></b>	
The e-waste (Management and Handling) Rules, 2011	Major IT companies like Wipro, HP, Canon etc have taken constructive steps to handle and recycle their e-waste. A consultant like A2Z Dataservice Limited provides full e-lifecycle services encompassing secure, sustainable solutions for environmental responsive recovery and disposal of IT assets.
<b><i>Air Pollution:</i></b>	
The Air (Prevention and Control of Pollution) Act, 1981	Air quality monitoring stations (total 290) have been established by CPCB and state pollution control boards to control air pollution, initiatives taken by Delhi government have been successful in bringing air pollution levels in Delhi.
<b><i>Bio Medical:</i></b>	
The Biomedical Waste (Management and Handling) Rules, 1998	Organizations in India are managing their waste in the aspects of segregation of wastes in different colour-coded bags and

	containers. The disposal operations are carried out using incineration and sterilization as the two main modes. Ramky Enviro Engineers Ltd was pioneers in starting India's first Biomedical Waste Management facilities.
<b><i>Ban plastic act:</i></b>	
Under environmental (Protection)Act, 1986	Under this act announced by the government of Tamil Nadu on 05.06.2018, plastics are banned from 01.01.2019 in Tamil Nadu for any usage at any form of plastics.

Source: Compiled Literature

## GREEN MARKETING IN INDIA

According to Google trend report 2007, more searches are from India on Green marketing than any other countries in the world. In India Green Marketing concept is utilizing environment friendly products like Bamboo furniture, CFL lights, use of steel utensils and earthenware utensils. These traditional items seem to be losing its sheen and more people using modern gadgets and apparatus. But recently entire country people turn towards” GOING GREEN”. The change of people attitude in using green products will lead to a great environment friendly society.

## CONCLUSION:

Green marketing should not neglect the economic aspect of marketing. Marketers need to understand the implications of green marketing. If Marketers think that customers are not concerned about environmental issues or will not pay a premium for products that are more eco-responsible, think again. Marketers must find an opportunity to enhance the product’s performance and strengthen the 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 and now this is the right time to select “Green product” globally. It will come with drastic change in the world of business if all nations will make strict roles because green product is essential to save world from pollution. From the business point of view because a clever marketer is one who not only convinces the consumer, but also involves the consumer in the product. Green product should not be considered as just one more approach to marketing, as it has an environmental and social dimension to it. The green product and its importance started creating an awareness and help for the sustainable development, which is required for the future generation.

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