

The Altering Magnitude of Green Marketing: Indian Development

Kriti Agarwal*

Assistant Professor,
Department of Management & Commerce,
Jayoti Vidyapeeth Women's University,
Jaipur, Rajasthan, India

Pooja Sharma

Assistant Professor,
Department of Management & Commerce,
Jayoti Vidyapeeth Women's University,
Jaipur, Rajasthan, India

Abstract:

In the recent time of globalization, it has become a challenge to keep the customers in fold and even keep our natural environment safe and that is the biggest need of the time. Environmental pollution is a buzz word in today's business environment. Green marketing is a phenomenon which has developed particular important in the modern market and has emerged as an important concept in India as in other parts of the developing and developed world, and is seen as an important approach of facilitating sustainable development. This concept has enabled for the re-marketing and packaging of existing products which already stick on to such guidelines. Additionally, the development of green marketing has opened the door of opportunity for companies to co-brand their products into separate line, lauding the green-friendliness of some while ignoring that of others.

Keywords— Green marketing, Ecological, Environmentally safe, Eco Friendly, Recyclable

I. INTRODUCTION

In 2010, a report on environmental claims made in the North American market and the researchers expressed that green is a difficult word (Defining Green Products 2010). The complicating matters is the widespread use of terms such as natural, organic, planet-friendly, earth-friendly, ecological, non-toxic, biodegradable, plant-based, chlorine-free, and 100% compostable, which consumers wrongly assume are the same with green (Terra Choice 2009).

It is no wonder that every company has a green story. The development and offering of green products and services positively impact consumer and investor perceptions of a company and it also improve the underneath line of the company. The concept of green marketing is the business practice that considers consumers concerns with regards to preservation and conservation of the natural environment (Coddington, 1993).

“Marketing is the societal process by which an individuals and groups obtain what they needs and wants through creating, offering and freely exchanging goods and services of value with others”.

- Philip Kotler

II. GREEN MARKETING

The term green marketing is often used freely and in the wrong context. The terms like phosphate free, recyclable, refillable, ozone friendly and environmentally friendly are some of the things consumers most often associate with green marketing. But green marketing incorporates a broad range of actions such as the product modification, changes to the production process, packaging changes, as well as modifying advertising which can be applied to consumer goods, industrial goods and even services (Welling and Chavan 2010).

According to a recent research, at a world level, the positive fame of a company about its environmental responsibility is determined by the 53% of consumers (about 1 billion) as a important reason that makes them buy and use its products (Spanos 2008, Papadopoulos et al. 2012).

Unfortunately, a majority of people believe that green marketing refers only to the endorsement or advertising of products with environmental characteristics. Terms like Phosphate free, Recyclable, Ozone friendly, and environment friendly are some of the things consumers most often associated with green marketing. While these terms are green marketing claims, in general green marketing is a much broader concept, that can be useful to consumer goods, industrial goods and even services. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising. The American Marketing Association (AMA) held the first workshop on 'Ecological Marketing' in 1975. The proceeding of this workshop resulted in one of the first books on green marketing entitled "Ecological marketing".

III. ANCHOR OF GREEN MARKETING

- **Business panorama:** A majority of the population in countries of varying geographical and economic background want to consume in a more sustainable way. Businesses can tap into this huge potential client base by stepping up their environmental performance and by communicating this change to their buyers. Organic food, beverages and supplements, for example, delivered revenues of US\$51 billion in 2008 and are expected to grow by 12.8 per cent annually until 2015, reaching nearly US\$105 billion. In Asia, this growth is projected to reach an even higher rate of 20.6 per cent.

- **Environmentally conscious businesses:** In addition to enhanced profitability, which is a direct benefit for the business itself, green marketing can also benefit society by facilitating not only the communication about but also the use of green business practices. It can be supposed that companies engaging in environmental marketing activities in fact have a high possibility to get better their behaviour, because to claim that their products are green they have to actually measure the product in a way that meets certain requirements. They do not want to lose the conviction of the environmentally aware consumers they address.
- **Business practice meticulousness:** Green marketing is a double-edged weapon for businesses. On one hand, they can appeal to green consumers, but on the other they have to live up to the green reputation they try to establish. In this sense, green businesses are held accountable by both the government and society. To be certified by green labels, companies have to disclose information about their management and production practices that would normally not be available to the public. Hence, green marketing is tools that also increase business lucidity.
- **Recognition of environmental price internalization:** An intrinsic part of green marketing is to communicate why green products are valued differently than their conventional counterparts. The best price is the indication of the environmental costs that the resource taking out and processing acquire, which is usually not reflected in the market price. This way, green marketing helps accumulate consumers to accept paying higher prices for products that actually put together the environmental impacts they cause into their prices.
- **Development of supply chain:** Green marketing can provide consumers an idea of what green products and their benefits are and can persuade them to look for more green purchase alternatives in their closeness. This helps to get bigger the supply chain of green products by raising the demand for regional supply networks.
- **Closing the product life cycle:** Green products, advertised by the use of green marketing, do not only include new development but also recycled, renovated and remanufactured goods. By communicating their substitutes, which often are cheaper than usual green products and are considered as waste in the conventional supply and consumption patterns, green marketing can contribute to opening consumers' minds to the options and thereby closing the product life cycle.

IV. A CHALLENGE AHEAD OF GREEN MARKETING

India's green brands have unambiguous challenges like given the current low levels of consumer awareness about global warming; India's brands need to assist elevate consumer awareness. Indian manufacturers have so far to find a market for green products. But by espousal the green crucial, and investing in green initiatives and consumer education, Indian brands can crack this vicious cycle. Implementing Green marketing is not going to be an easy job. The firm has to face many problems while stepping the way of Green marketing. Challenges which have to be faced are listed as under:

1. Green marketing support green products/services, green technology, green power/energy; a lot of money has to be used up on R&D programmes. Thus practicing green marketing to begin with will be a costly matter.
2. The customers may not believe in the firm's strategy of Green marketing, the firm therefore should make sure that they encourage the customer about their green product, this can be done by implementing Eco-labelling schemes. This schemes offer its "approval" to "environmentally less harmless" products has been very popular in Japan and Europe. In fact the first eco-label programme was initiated by Germany in 1978.
3. At first the profits will be very low because renewable and recyclable products and green technologies are more expensive. Green marketing will be successful only in long run.
4. The firm may give up on Green marketing concept or be forced to practice unbalanced means to cut cost to continue in the competition and thus the total idea of going green will be a scorn.
5. The firms practicing Green marketing have to endeavour hard in compelling the stakeholders and many a times there may be some who simply may not believe and co-operate.

V. SCHEME OF INDIA

In India, around 25% of the consumers desire environmental-friendly products, and around 28% may be considered vigorous mindful. Therefore, green marketers have varied and fairly sizeable segments to cater to. Eco-mark Scheme introduced by Government of India in 1981 was a major step towards the promotion of green marketing in the country. Eco-labels provide information regarding the environmental performance of products. The basic objective of eco-cataloguing is to provide authentication to genuine claims regarding the environmental impact of products and processes by manufacturers. The Eco-mark Scheme of India has the following stated objectives.

1. To provide incentives to manufacturers and importers to reduce unfavourable environmental impact of products.
2. To help consumers to become environmentally responsible in their daily lives by providing them information to take account of environmental factors in their daily lives.
3. To convince citizens to procure the products which have less environmental impact of products.
4. To reward actual initiatives by companies to reduce adverse environmental impact of products.
5. Ultimately to improve the quality of the environment and to encourage the sustainable management of resources.

Examples of Green Marketing in India: As there is a continuous increment in awareness for the 'Green Products' globally, the India is also not behind so far. In India there are examples where the concept of green is applied in

successful manner and also have taken green initiatives. They are the top 10 Green Brands in India are: the Amul, Dabur India Ltd, Infosys, Taj Hotels, Britannia Industries Ltd, Suzlon India, Hindustan Unilever Ltd, Wipro technologies Ltd, Maruti Udyog Ltd, Godrej Consumer Products.

VI. PROSPECT OF GREEN MARKETING

There are many lessons to be learned to avoid green marketing myopia, the short version of all this is that effective green marketing requires applying good marketing principles to make green products desirable for consumers. The question that remains, however, is, what is the prospect of green marketing? Business scholars have viewed it as a “brink” topic, given that environmentalism's acceptance of limits and conservation does not mesh well with marketing's traditional axioms of “give customer what they want” and “sell as much as you can”. Evidence indicates that successful green products have avoided green marketing myopia by following important points:

- Propose environmental products to perform as well as (or better than) alternatives.
- Endorse and deliver the consumer desired value of environmental products and target applicable consumer market segments.
- Educate consumers with marketing messages that connect environmental attributes with desired consumer value.
- Frame environmental product attributes as “solutions” for consumer needs.
- Make use of environmental product and consumer benefit claims that are specific and meaningful.
- Acquire product endorsements or eco-certifications from reliable third parties and educate consumers about the meaning behind those endorsements and eco-certifications.

VII. CONCLUSIONS

The Environmental problems in India are growing rapidly. The increasing economic development, rapid growth of population and growth of industries in India is putting a strain on the environment, infrastructure and the countries natural resources. By widening & deepening the meaning of green, relevant actors will have an economic incentive to pursue green product development. Now this is the right time to select “Green Marketing” globally. It will come with essential change in the world of business if all nations will make strict roles because green marketing is crucial to save world from pollution.

It draws attention to the greener aspect by focusing on the products which are made from eco friendly materials. Various multinational focusing on this aspect of green marketing still has to undergo more facts and figures as consumer of today not only makes his or her decision process only on quality of products. The other important element which reminds customers and consumers about green product is green advertising. To make the first move green marketing products all the supports of the government must be needed. Also the consumers will be aware to buy green marketing products, even though these products are quite costly.

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Kriti Agarwal received the B.Sc. (Information Technology) degree from University of Kota, Rajasthan, India and M.B.A. degree from Rajasthan Technical University, Kota, Rajasthan, India. She is Assistant Professor in Department of Management and Commerce, Jayoti Vidyapeeth Women's University, Jaipur, Rajasthan, India.



Pooja Sharma received the B.A. (Mathematics) degree from Maharishi Dayanand University, Rohtak, Haryana, India and Further M.B.A. Degree From Punjab Technical University, Punjab, India. She is Assistant Professor in Department of Management and Commerce, Jayoti Vidyapeeth Women's University, Jaipur, Rajasthan, India.