

A Study of Green Marketing It's Challenges and Future scope in India

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Introduction:

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, including:

- 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”

History-

The term Green Marketing came into prominence in the late 1980s and early 1990s. The proceedings of this workshop resulted in one of the first books on green marketing entitled “Ecological Marketing”. The Corporate Social Responsibility (CSR) Reports started with the ice cream seller Ben & Jerry’s where the financial report was supplemented by a greater view on the company’s environmental impact. 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”, this became known as the Brundtland Report and was another step towards widespread thinking on sustainability in everyday activity. Two tangible milestones for wave 1 of green marketing came in the form of published books, both of which were called Green Marketing. They were by Ken Peattie (1992) in the United Kingdom and by Jacquelyn Ottman (1993) in the United States of America. According to Jacquelyn Ottman, (author of “The New Rules of Green Marketing: Strategies, Tools, and Inspiration for Sustainable Branding” (Greenleaf Publishing and Berrett-Koehler Publishers, February 2011)) from an organizational standpoint, environmental considerations should be integrated into all aspects of marketing - new product development and communications and all points in between. The holistic nature of green also suggests that besides suppliers and retailers new stakeholders be enlisted, including educators, members of the community, regulators, and NGOs. Environmental issues should be balanced with primary customer needs.

Impacts or Importance of Green Marketing:

Green marketing affects positively the health of people and the ecological environment. People are aware of pure products and pure methods of producing, using, and disposing the products. It encourages integrated efforts for purity in production and consumption as well.

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. 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.

SOME GREEN CONCEPTS IN GREEN MARKETING

1. Green Products

Green Products are the ones which are which are recyclable in nature are not harmful to the environment. They are manufactured in an eco friendly manner and are also use eco friendly packaging and promotion.

2. Green Consumerism

Informing and educating the consumers and thus attracting the consumers to use green products and to recycle the products and motivating them to buy eco friendly products we can involve consumers in the process of Green Marketing. This phenomenon is known as Green Consumerism.

3. Green Pricing /Green pricing Gap

As the manufacturing of genuine green products attracts genuine raw materials which are pure and making them also attracts additional charges in terms of labor and raw materials they are normally charged at a higher price than the normal products .This creates a gap in price between the prevailing non green products and green products. This is known as Green Pricing or Green pricing gap.

4. Green Promotion

Creating an image of Go green for their products and their brand in the market through appropriately projecting them is known as Green promotion. Through Green promotion the companies tries to create and claim their concern for sustainable business and environment

5. Green Place

Green Place with respect to green marketing is creating an environment friendly place. Companies build energy efficient buildings for their offices. Many big and small corporate houses are adopting this strategy of Green Place. Tata's have created a building that runs entirely on solar energy and thus saves electricity.

STRENGTH OF GREEN MARKETING

Is Self Sustainable

Green Marketing is a breakthrough strategy in the current era where the focus is on adopting practices those are safe on the environment i.e. having least or no negative impact on the environment. This helps in creating a more sustainable and healthy surrounding around us.

Is Cost Saving

Green Marketing also saves a lot of cost with respect to its manufacturing, packaging and promotion. As they use eco friendly products and also practices 3R's i.e. **Reduce, Reuse and Recycle** these practices cuts down on a lot of expenditure that otherwise could have taken place

Is Innovative

The ecological way of marketing is sustainable and creative and thus it attracts a lot of consumers towards it. And as it comes with a message of Go Green it is more worthy in the perception of the consumers. Helps in Sustainable Long Term Growth Green marketing is here to stay. As it is based on an eco friendly process it is sustainable and also ensures long term growth and profit to the organization.

A Part of CSR Activities

Green Marketing is a part of CSR activities which is practiced by most of the corporate houses. And it is a mandatory activity which strengthens the image of the corporate in society

WEAKNESSES OF GREEN MARKETING

Lack of Appropriate Knowledge

Green Marketing being a new concept many people are not fully aware of it. Many consumers are not educated enough about green produces. And this lack of knowledge is acting as a weakness for the promotion of green marketing

Highly Priced

As sometimes the manufacturing of the green products are expensive it automatically demands a high selling price that is higher than other contemporary substitutive products this may sometimes discourage the consumers to go for green products until they are green customers.

Beliefs of Consumers

Many consumers are of the belief that the green products are not as efficient as the other competitive products and they also have a perception that the green products are much higher.

Lack of Research and Development and Technology

Another barrier in the way of Green marketing is the lack of proper technology to bring about green products in use and also lack of adequate research and development in this field.

SCOPE OF OPPORTUNITY for GREEN MARKETING IN INDIA

Consumer Demand

Indian consumers are emotional buyers, if we study their buying behavior we see that the Indian consumer does a lot of emotional buying. As we see that many Indian consumers are more green product oriented it gives a great scope for the green market to expand. Organization in India has identified the need of the consumers, they are realizing the need for adoption of an ecological marketing as they are aware that consumers are demanding products that are not only safe for them to consume but should also be same to the environment. Conscious and green customers prefer the organizations that provide environmentally safe products. Companies nowadays have taken green marketing as a competitive advantage.

Corporate Social Responsibility

Organizations like Tata group, Wipro, have been doing green marketing as a duty towards environment and society. They have been engaging in various activities to promote the green activities. This is also falling in line with the company's corporate social responsibility. Where the companies are discharging their duties towards the environment in which they are operating.

Competition.

One more scope of growth for green marketing comes in disguise of competition from the organizations that are practicing green marketing. Other companies who have not adopted the green marketing strategy are pressurized to adopt the strategy to compete in the industry.

Government Initiations

Government today is taking a lot of initiatives to promote the activities that are safe for the environment. They have laid various policies and guidelines for the companies to adopt environment safe activities.

Cost Effectiveness

Green Marketing has a wider scope in the current scenario because of its cost effectiveness. In green marketing activities the focus is on recycle and reuse of materials. The firms use technologies for reduction of waste materials and also for reutilization of materials. These activities are environment safe and also good for the society and are a need of the hour.

THREATS IN GREEN MARKETING

Balance Between Company's Profitability and Responsibility

Various companies in today's time are finding it very difficult to strike a balance between the profitability and social responsibility. In today's time both profitability and social responsibility is important to sustain in the market

Expensive Raw Materials

Green Products are made up of materials which are natural and safe and can be recycled and reused. These materials attract a lot of costs, and as the manufacturing is costly. This also acts as a threat in the way of green marketing.

Threat from Competitors

Many competitors come up with cheaper products as compared to green products and thus they act as a threat because most customers prefer to buy cheaper products.

Green Washing

Various companies have identified the need of green marketing for sustainability. As not every company is capable of producing green product they pretend to produce green products and try to mislead the consumers. This is known as green washing.

CONCLUSION

Studies have shown that various Social Medias like the ones given below are creating a lot of awareness among the consumers and is helping in creating and promoting Green Marketing

- a. Internet
- b. Commercial Messages
- c. News Paper and Magazines
- d. Hoardings and Banners
- e. Television and Radio Friends and Relatives etc.

The things to rejoice is that the corporate as well as the consumers are becoming more and more concerned about their roles in building a green environment. We can thus say that green marketing is much beyond only products that are environment safe. It is also about how the company promotes its sustainable ways of practicing and producing goods which have little or no adverse impact on the environment. Green Marketing is also facing a lot of challenges in meeting its goals. One of the common challenges faced is striking a balance between the profitability and of a company and its

responsibility towards the society and environment. In today's scenario both the things are important to sustain in the market. A company has to be good in business as well as in discharging his duties towards the society and also towards the customers who are concerned about their surroundings.

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