

GREEN MARKETING IN INDIAN CONTEXT

Ms. Sunita P. Kharate,

Assistant Professor, Dr. D. Y. Patil Vidyapeeth's Global Business School &
Research Centre, Tathawade, Pune, India

ABSTRACT:

Continuous rise in the education and increase in social and environmental awareness in the country has given importance to many good concepts like green marketing, environment friendly product, reusable packaging. Producers are continuously updating the packaging and product designs and processes to get customers' acceptance in the market. Green marketing takes a novel impression in the market and for those who desire to plan their products as an ecofriendly and attract the large market segment of environment caring customers. Green marketing focuses on the process of making products and services which are constructive for the environment and contribute towards sustainable development. Green marketing covers the widespread scope which includes modifications in manufacturing process to the marketing strategy of a business. New generation customers are educated and aware of what is going around the world,

they are keener to keep the family lifestyle as well as surroundings healthy, it is the major reason customers are favoring products are services which are less harmful to the nature. This paper explains pros and cons of green marketing in details as well as the Indian context of green marketing along with how customer has been accepting it.

Keywords: Green Marketing, Indian Context, Green Marketing strategy, Green marketing in India

1. INTRODUCTION:

Technological advancements and globalization has increased manufacturing, industrialization and market demands for products and services. Due to rise in the global population the consumption rate and demand is going high. The rise in the manufacturing has brought so many problems like global warming, pollution, scarcity of natural resources. Due to increased pollution many health and environment problems has raised. Lot of organizations and NGOs are taking

initiatives to spread the awareness of the same issues and create sensitivity amongst people. Accepting the fact that humans are nothing without a healthy planet, now customers has started to give preference for environment friendly products and service. Customers are continuously shifting their lifestyles to contribute in well-being of ecosystem. This is the reason terms like green marketing, eco-friendly products, recycled packaging, eco-labeling are considerably popular in the market.

Jacquelyn Ottman the author of a popular book "The New Rules of Green Marketing: Strategies, Tools, and Inspiration for Sustainable Branding" has wrote in his book that businesses should consider environment benefit in all the processes they do from manufacturing to marketing and communication. Marketing must contribute in solving environmental problems and help firms establish sustainable development (Polonsky et al, 1997).Mr. J. Polonsky well-defined green marketing as, "all activities designed to facilitate any transaction for the purpose of meeting human needs and deserve the least harm to atmosphere."

Because natural sources are restricted in addition human needs are limitless, it is essential that marketing personnel use

resources proficiently and achieve the company's mission. Environment being the most important factor in everybody's lives people from all over the world are taking interest in saving it or even if they can contribute a little to save the atmosphere they are willing to do it. Studies shows that new consumer is more caring for environmental safety and he is trying to shift himself to green goods and services to maintain the sustainable development. Marketers and manufacturers knowing the same fact are trying to shift to the Green businesses from processes to the end product and services. Analyzing this scenario, green marketing has grown faster focusing a lot on ecological and socially responsible products and services. The World Commission for the Environment and Development describes ecological progress as "meeting the needs of the future without compromising on the needs of the future generation" (Front land Report, 1987).

2. STRUCTURE OF PAPER

This research paper is grounded on secondary data which is collected as of scholarly research paper and websites. First section of the paper discusses the green marketing scenario in India. In Second Section review of literature analyses the

green marketing concept elaborated by different scholars. In third section illustrates the green marketing strategies then the limitations and advantageous of green marketing and customer acceptance in India so far.

3. SCOPE OF THE STUDY

The paper is restricted to marketing discipline and covers the relevance of green marketing concept in Indian market context only. The similar research can be conducted for outside India region or for global context.

4. OBJECTIVES OF THE STUDY:

1. To outline green marketing term in detail
2. To recognize green marketing future opportunities
3. To understand green marketing pros and cons
4. To know costumer perception about green marketing

4. LITERATURE REVIEW:

In developed nations the rules and regulations related to environment protection are becoming more and sterner due to the environment issues world is facing recently. Modern consumer is more

aware about environment so businesses are moving towards green practices (Polanski et al., 1998; Protiero, 1996). Many nations from Europe has got their attention on green movements. (European Green, 2004). Media and environmental organizations who works to protect green are taking lot of efforts to sensitize the people for environment safety from policy making to monitor the actual progress. (Medleson and Polanski, 1995)

Environmental marketing or sustainable marketing is composed of all the efforts that an organization takes while designing, manufacturing, selling and promoting in eco-friendly way. (Bright and Ferrell 1993) Many other authors like While Pride and Ferrell, Polanski and Elkington has mentioned in their studies that eco-friendly products and services are necessary to keep the environment safe and balanced.

The bad impact of global warming and other man made pollution is getting lot of attention these days. Manufacturers as well as consumers are becoming more and more sensitive toward green marketing practices. Beatty (2001) mentioned in his studies that the term green marketing has three phases first is environmental issues and solutions for those, second is the concern towards

eliminating pollution that causes lot of environmental harm, pollution can be reduced by designing the clean manufacturing processes and recycled packaging's even technology can contribute in this process, the third concern is sustainable development which will help to follow green practices for long period. Many organizations are paying a close attentions on green marketing as it contributes a lot in sustainable developments. (Polanski et al., 1998; Protiero, 1996).

Benefits of Green Marketing

Green marketing has many parameters to taken care of like Energy efficiency, clean / renewable energy use, water conservation, recycling and waste management, environmentally friendly clothing, organic produce, sustainable agriculture and more. The key to a successful green marketing strategy is to communicate real and tangible facts about a company's involvement in social and environmental causes.

New Market Opportunities

Businesses can create many opportunities in green marketing field because if the right products and services with the fulfilling need of costumers are available in the

market off course these will get much popular and in demand for long time. If businesses create awareness for green products and services customers will choose these products again and again. Products with recycled packaging are already getting more popular in the market is the best proof for this. Benefits of Green Marketing includes highlighting sustainable manufacturing practices, the use of environmentally friendly and organic materials within the workplace, composting and recycling at work, and carpooling to work. Enhanced packing, paperless policies, recycling ink cartridges, planting trees, reducing your carbon footprint.

Added Profit

Products and services having green or sustainable content are popular among customers. Customers willingly pays more for organic and chemical less products due to its health and environment benefits. Companies have opportunities to market their products and services as eco-friendly and increase demand for them.

To win the competitive advantage

Company who stands for social and environmental issues and takes efforts to improve any of it has a special place in customer's heart, these businesses easily stand taller among the other competitors. Rather than producing hazardous chemical products which has some hidden harm to human health and environment one can choose simple products which fulfills the true needs of customers with right marketing campaign promoting green and sustainable products.

Corporate Social Responsibility

Organizations that contribute for the wellbeing of society and environment has a great impact in market. Building a strong green marketing strategy can help company a lot in building a good brand image. Customers give preference to such companies who are sensitive towards environment and social charity. Entire Foodstuffs supports sustainable agriculture with its suppliers and created its own environmental scale for cleaning products that are sold. These may be large-scale companies, but when it comes to green marketing benefits, the same possibilities apply to smaller companies as well.

Green marketing Limitations

Increased budget

Green practices often is not that easy to implement due to many standards and procedure involved. When organizations are making new strategy according to it they need to change product designs to manufacturing processes even that includes packaging and labelling of products, doing all this takes lot of expenses.

Certificate fees

To promote green legally companies need authentic certifications issues by government departments or consumer right organizations. These certificate agencies required lot of standards and procedure to follow meticulously. Lot of organization has seen these difficulties from energy consumptions and recycling sector. These certification processes cost lot of fees and without authentic certificate customer may not believe in green claims.

Green washing

Due to the increased demand of green products and services many companies are trying hard to present themselves as green but in reality they are just fooling customers

by green washing. Having only green certificates or too much focus on a very little detail is often done by companies.

Green Marketing strategies

Organization who are contributing towards green marketing and has actually practicing green and eco-friendly sustainable approach are customers favorite. Any organization small or big can shift themselves as a green marketer below are some strategies they can opt:

1. Designing the green products and services can be a good strategy. Products like solar water heater can save lot of energy consumption.
2. Positioning a brand as green can help company a lot in terms of popularity in the market and creating brand loyalty. This strategy may need green certifications and association with other green organizations to be successful.
3. Promoting green products and services as price saving or economically benefited is one more strategy organizations can follow. CNG cars have used the same green pricing strategy, they always promote how economically

affordable CNG is and also the environment benefits associated with it.

4. Green distribution and logistics by designing all the activities in such a way that it will not harm the environment is one more good green strategy that any company can follow.
5. Many manufacturing organizations produce hazardous waste that can harm human health as well as lot of pollution to environment. Green disposal can be used to reduce such harmful waste and contribute towards ecological wellbeing.

Green Marketing in India:

HCL Technologies

Ego to identify is the initiative taken by HCL to promote and practice environment friendly corporate campus. The main objective of this project is to integrate knowledge and spread awareness regarding environmental problems without compromising on the quality of products and services. HCL follows environment protection and includes ecofriendly practices in organization. HCL manufactures products that are not harmful to environment, they

believe in product life cycle so make reusable packaging for most of the products.

Kansai Nerolac: Lead less paints

Kansai Nerolac took initiative and eliminated hazardous and dangerous heavy metals from its paint. The dangerous heavy metals was not good for human health. Types of heavy metals are lead, mercury, chromium, arsenic and antimony. Paint containing these materials are harmful to humans it can damage the central nervous system, kidneys, and reproductive system. Kids are at more risk from lead paints as it can cause memory loss or other problems like decreasing their intellectual power. Kansai Nerolac has introduced the environmental cleanliness of Nerolac logs. It is an eco-friendly paint with low volatile organic compounds (VOC).

Oil, Natural Gas Corporation (ONGC)

Oil & Natural Gas Company is one of the India's largest oil supplier, is heading a rundown of the top 10 Indian systems for green marketing with energetic, green cremations, a nation that quickly replaces conventional wood fires. ONGC saves around 75% of the timber and one-fourth of

the time to burn by following the crematorium.

ITC

ITC being a big player becomes first company who has introduced ozone-treated elemental chlorine-free bleaching technologies in country. ITC known for its active initiatives and participation in protective green. It recycles almost all of its produced solid wastes and has active rainwater harvesting which generated more water than they use. By following all the environmental rules and standards ITC has developed initiative which saves nearly 35 thousand hectares of dry land.

Suzlon Energy

Being 4th largest wind-turbine manufacturer in the globe and India's top 10 company has established Tulsi Telegraph in Pondicherry. They produce 30% of renewable energy in our country and they are one of the largest group in the glob to reduce their carbon footprint. The Suzlon Corporate Building is the most energy efficient building ever built in our country.

Wipro

Wipro is Indian IT giant who does many businesses as individual companies. Wipro introduced environment friendly devices in India for the first time. Wipro brought new range of laptops and desktops entitled Wipro Green Wear, which are ROHS [Control of Hazardous Materials] and thus reduce electrical waste in the environment. Wipro introduced sustainable development in terms of energy, water and waste recycling. It is desperately trying to be a green company. Its core efforts to be a green company are achieved by achieving its objectives of being carbon neutral, water positive and energy saving in the business enterprise. It designs products to reduce hazardous waste. Wipro has reduced its personal electricity consumption and purchased renewable energy. Wipro buildings conform to various international green standards.

Godrej

The Godrej Green center has adopted green practices in their day to day working. Godrej has been taking good initiatives to nurture the environment by ecofriendly designs, construction, operations, maintenance and waste recycling. Godrej Green Buildings has set the pace for change in the Indian construction industry

6. CONCLUSION

Green Marketing is the need of today's global market. Green products and practices will help us to save our environment and it will establish sustainable development. Companies should start following green marketing in their day to day production. Customers should demand more green products as this is the only way to motivate industry to adopt more green marketing strategies. A small steps towards saving environment can solve many problems and in the long term we may be able to save our environment. Green marketing is getting more and more popular in Indian market but it needs greater push from the government side also.

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