

**GREEN MARKETING IN INDIA :
EMERGING OPPORTUNITIES AND CHALLENGES**

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Abstract :

Green marketing is the promotion of products that are thought to be safe for the environment. A wide range of actions are included in green marketing, such as the modification of products, adjustments to the manufacturing process, the use of sustainable packaging, and the revision of advertising campaigns. Green marketing refers to the creation, advertising, and distribution of goods and services that are environmentally friendly and safeguard the environment from deterioration. Due to the negative effects on the environment, organizations and business entities have adopted the modern notion of "green marketing." This paper explains the concept, need and importance, challenges and opportunities of green marketing and green marketing mix. This Research paper is based on secondary sources which are collected from different sources such as website, articles and research paper.

Introduction :

Environmental issues were a contributing effective factor in the development of green marketing. According to the American Marketing Association, green marketing is the marketing of products that are presumed to be environmentally safe. Since there are only finite amounts of environmental resources, it is up to humanity to preserve and safeguard the environment. Therefore, it is crucial that we all use the resources wisely and effectively. Green marketing covers a range of actions, including product modification, production process adjustments, and product packaging changes. With growing awareness of the effects of global warming, non-biodegradable solid waste, the harmful effects of pollutants, etc., both marketers and consumers are becoming more sensitive to the need for a switch to green products and services. Green marketing refers to a holistic marketing concept wherein the product, marketing consumption, and disposal of products and services happen in a manner that is less detrimental to the environment. Many individuals mistakenly think that "green marketing" just includes the promotion and advertising of goods with environmental features. Consumers frequently identify green marketing with terms like "phosphate free," "recyclable," "refillable," "ozone friendly," and "environment friendly." The business organizations work with clients, vendors, dealers, and staff in an ethical and environmentally friendly manner. Today, policies are being adopted by the government and public sector organizations to combat environmental challenges such as global warming, pollution, water contamination, etc. Consumers in emerging nations including India, Brazil, and China scored highest in the Consumer Greendex survey, which was performed by the National Geographic Society and the international polling company Globe scan in 2010. Because human wants are limitless and resources are scarce, it is crucial for marketers to make effective, waste-free use of resources in order to

meet organizational goals. Green marketing is therefore necessary. To meet consumer requirements and increase revenues, this is now the new motive for marketers.

EVOLUTION OF GREEN MARKETING

The term "green marketing" first came up at a 1975 American Marketing Association (AMA) lecture on "Ecological Marketing."

The first stage was known as "Ecological" green marketing, and all marketing operations during this time were focused on addressing environmental issues and offering solutions.

The second phase was "Environmental" green marketing, when the emphasis turned to clean technology and the creation of novel new goods to address difficulties with waste and pollution.

"Sustainable" green marketing was the third phase. It gained popularity in the late 1990s and early 2000s because of its concern for creating high-quality products that can satisfy consumer needs while putting an emphasis on convenience, affordability, and environmental friendliness.

The Features Of Green Products

By taking the following actions, we can define green products:

1. Products those were first grown.
2. Goods those are biodegradable, recyclable, and reusable.
3. Goods made with natural components.
4. Goods made using non-toxic chemicals and recycled materials.
5. Product ingredients that contain permitted substances.
6. Items that don't damage or contaminate the environment.
7. Goods that won't be put through animal testing.
8. Products with environmentally friendly packaging, such as reusable or refillable containers.

REVIEW OF LITERATURE :

According to Seema Bhardwaj, Kiran Nair (2023), Green products are made from recyclable materials and strive to reduce waste by utilizing resources as efficiently as possible. Recycled paper, herbal goods, and energy-saving bulbs are a few examples of green products. These items are simple to recycle and help the environment by generating less trash during production. The terms ethical, green, ecological, and eco-friendly marketing have drawn a lot of attention in the previous ten years, according to an observation.

According to Pragati Singh, Dr. Anjani Kumar (2022), Due to its negative effects on the environment, green marketing is a contemporary notion that businesses and corporations have adopted. In addition to describing the concept of green marketing, its evolution, the green marketing mix, and its obstacles, this research study describes the businesses that are implementing green strategies in the market and the variables that may have an impact on green marketing.

In his study, Mrs. P.Anitha, and Dr. C.Vijai (2020), In this study, the researcher used the Convenient Sampling Method to evaluate how consumers perceive green products and green marketing. The essay

also seeks to clarify the meaning of the terms "green marketing," "green products," and "green eco-labels," while emphasising "consumer awareness" of such terms.

Abdal Ahmed, SumeraQureshi(2021), In today's market, green marketing has taken on a critical role. Customers' demands vary as a result, and producers' supplies also develop. Customers are increasingly more satisfied with the things they purchase, and companies have increased the rate at which they target customers and profits, which has fueled company expansion and raised concerns about the development of a sustainable environment.

J. Pamina, KarpagamV.(2019), The study explores the opportunities and difficulties that today's company and environment face with respect to green marketing from three angles. The essay offers a thorough explanation of how to make modern enterprises environmentally friendly as well as some pointers for disseminating the marketing philosophy that encourages production and sales while safeguarding the ecological balance.

Zainab Zulfiqar, Misbah Shafaat(2015), The study's results showed that people are less knowledgeable about the attributes of green products, necessitating better green marketing, but they also agreed with the significance of green products and wanted to buy them at any cost because they care about the environment. The researchers have made some suggestions on what may be done to raise awareness of the issue.

Jasmine (2014) has identified that industrialists and end-users both are concerned about eco-friendly items. More of them believe that eco-friendly items are safe to use and consume.

The three distinct categories of green consumers are identified by Rathod (2014), who also looks at the potential and problems firms can face when using green marketing.

OBJECTIVES OF GREEN MARKETING :

1. To identify the importance and need of green marketing.
2. To study the challenges and Opportunities green marketing.
3. To get knowledge about Green Marketing Mix.

NEED AND IMPORTANCE OF GREEN MARKETING :

1. People now demand pure goods, such as edibles, fruits, and vegetables produced through organic farming. People are increasingly looking for vegetarian food.
2. Reducing the usage of plastics and products made of plastic.
3. Businesses may stand out from their rivals and attract customers who are looking for environmentally friendly goods and services by promoting eco-friendly products and practices.
4. Promoting the use of leaves as opposed to plastic bits and jute and cloth bags as opposed to plastic carrying bags.
5. Companies with a great brand reputation and enhanced consumer loyalty can profit from being viewed as environmentally conscious.

6. Companies can help to spur good change and contribute to a more sustainable future by embracing sustainable practices and publicizing them through marketing initiatives.
7. The prospects for green products are damaged by a number of misconceptions about them, including In Florida, the United States, Walt Disney World and Coca-Cola both have a robust trash management programme in place.
8. Governments desire to "protect" society and consumers. In order to safeguard customers and society at large, the Indian government has created a framework of laws that aim to reduce the creation of dangerous items and byproducts. For instance, a ban on plastic bags, a rule on smoking in public places, etc.
9. In order to compete in the market, businesses are converting to green marketing. Companies like Body Shop and Green & Black, for instance, have inspired their direct rivals to adopt green marketing strategies.
10. Cutting back on hazardous trash could result in significant cost savings. For instance, fly ash from thermal power plants is used to make bricks for construction instead of adding to the enormous amount of solid waste that would otherwise be produced.

GREEN MARKETING - CHALLENGES

Green marketing is being used by many businesses, but it is not always simple to execute because there are a lot of issues that must be resolved. The following are the main obstacles that Green Marketing must overcome.

1. **New Concept :** Urban, educated Indian consumers are becoming more knowledgeable about the benefits of green products. But the majority of people still don't get it. The public has to be informed about the dangers to the environment. The new green movements must engage the general public, which will require a lot of time and effort.
2. **Cost Factor :** Green marketing involves promoting environmentally friendly goods and services, green technologies, and green sources of energy, all of which require significant financial investments in research and development (R&D) projects and subsequent marketing campaigns that could eventually result in higher expenses.
3. **Convincing Customer :** Customers might not believe in the company's green marketing plan, thus the company must take all reasonable steps to persuade them of the benefits of their green products. The best course of action is to introduce eco-labeling programmes. Customers might not always be willing to pay the higher price for the products.
4. **Non Cooperation :** The companies using green marketing must work hard to persuade the stakeholders, and frequently they may not succeed in doing so regarding the long-term advantages of green marketing compared to short-term costs.
5. **Sustainability :** Green technology and renewable and recyclable products are more expensive, the earnings are initially very low. Green marketing will only be effective over the long term.

Example- Coca cola releasing a new bottle size for the first time in 10 years. It is composed of 100% recycled plastic and it involves huge cost. Other brand can damage coca cola's market position are Nescafe, Red bull, Costa Coffee and Starbucks etc.

GREEN MARKETING : OPPORTUNITIES

Many businesses view shifting consumer preferences as opportunities to gain a competitive edge against those selling ecologically irresponsible alternatives.

- **Social responsibility :** A growing number of businesses are realizing that they are a part of society at large and must act accordingly. As a result, environmental concerns are being incorporated into the corporate culture of these businesses. Coca-Cola, which has made significant financial investments in a number of recycling efforts and redesigned its packaging to reduce its environmental impact, is an example of a company that does not actively market its environmental initiatives.
- **Governmental Pressure :** Governmental rules pertaining to environmental marketing are intended to safeguard customers through regulations meant to regulate the amount of hazardous wastes created by businesses by providing a variety of environmental licenses, thereby changing organizational behavior.
- **Cost or Profit Issues :** Disposing of environmentally damaging byproducts, such as oil polluted with polychlorinated biphenyls (PCBs), is become more and more expensive and challenging in some circumstances. When reducing wastes, businesses frequently create more efficient production techniques that require less raw materials, saving money twice over.
- Firms' drive to maintain their competitive position has been another key force in the environmental marketing field. Businesses frequently try to imitate competitors' environmental behaviors after observing how they promote their brands. A whole industry may have changed as a result of competitive pressure in some cases, reducing its harmful environmental behavior.

Following are some instances of businesses that have worked to increase their environmental responsibility in an effort to better meet the requirements of their customers:

- Due to growing public concern over the creation of polystyrene and ozone depletion, McDonald's switched from clam shell packaging to waxed paper.
- Because of the growing concern over driftnet fishing and the ensuing dolphin deaths, tuna producers changed their fishing methods.
- Two instances of green marketing are the water-saving Surf Excel detergent (marketed with the slogan "do bucket paani roz bachana") and the energy-saving LG consumer products.
- A "high quality" recycled photocopier paper was introduced by Xerox in an effort to meet business needs for fewer environmentally hazardous products.

GREEN MARKETING MIX :

Each business has its own unique marketing mix, some with 4Ps and some with 7. The four pillars of green marketing are similar to those of traditional marketing; however it might be difficult for marketers to employ these pillars in novel ways.

1. **Product :** A producer should provide environmentally friendly goods that do not only harm the environment but also safeguard it and even undo past environmental damage. Products packaged in an environmentally friendly manner. For instance, McDonald's switched from plastic clamshells to paper packaging.
2. **Price :** Prices for these goods could be a little more than those of comparable conventional products. Target audiences like LOHAS are prepared to pay more for environmentally friendly goods. For example water-efficient printing, safe products, and fuel-efficient vehicles.
3. **Place :** When and where a product is made available are very important. The main focus is on ecological packaging. Marketing local and seasonal products, such as vegetables and fruits from local farms, is easier to market Green than those imported.
4. **Promotion :** Environmental considerations should be emphasized in communications with the market. Fore.g. the business is either ISO 14000 certified or holds a CP certificate. This may be publicized to boost the company's reputation. Publicizing accounts of green measures taken by the business and its employees. Some merchants sell shopping bags under the Go Green Environment Fund brand to limit the usage of plastic bags and to demonstrate their commitment to the environment.

GREEN PRODUCT IN INDIA :

The first business in India to introduce environmentally friendly computer accessories was Wipro Infotech (Green It).

The W510 and F268 eco-friendly mobile phones from Samsung were the first to be introduced in India.

Honda India introduced its Civic Hybrid car.

ITC has unveiled Paper Kraft, a premium line of environmentally friendly office paper.

SUGGESTION :

- There are certain recommendations that organizations should put into practice to address the difficulties of green marketing and ensure its effective utilization.
- The benefits of green products need to be made more widely known to consumers. The public has to be informed about the dangers to the environment. The consumer's awareness and concern for the problems your product tries to solve should be ensured. Green marketing initiatives and green advertising are positive steps in that direction. Customers must be encouraged to switch products or even pay more for the environmentally friendly option.
- Make sure the customer feels like they can change the world. This is referred to as "empowerment," and it is the key reason why customers will choose greener goods. In order to preserve the validity and reliability of green products, further measures should be implemented to regulate misleading promises and claims made by the marketer. The government is a significant factor in the effective and efficient execution of this notion of green marketing. The idea cannot be realized unless the government makes clear, strict rules and uses its power to put them into effect.

- Consumers want the things they buy to be cost-effective and to contribute to reducing the environmental impact in their own lives in addition to the environmental impact of the company's products. Green marketing is not a high priority for most firms.

CONCLUSION :

Due to the negative effects of global warming, green marketing is now practically required for every organization. Choosing to change to a greener lifestyle shouldn't be an option. Recycling of materials like paper, metals, and plastics should be more widely practiced and systematized to protect the environment. For consumers, industrial customers, and suppliers, adopting green marketing should be a must rather than an option. Government should enact stringent regulations to protect the globe from pollution's detrimental impacts. Everyone needs to utilize electrical appliances and bulbs that are energy-efficient. It reduces costs, encourages the development of new products, and increases the value of brands.

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