

Green Marketing: A New Phase of Marketing in India

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ABSTRACT

Environmental issues have gained importance in business as well as in public life throughout the world. The environmental protection and other ecological issues has made the consumers to seek for a green life style. Green marketing concern about the marketing products and services based on environmental factors or awareness. Green marketing uses environment friendly processes in production reducing carbon dioxide emissions and avoiding toxic materials in the product."This paper deals with Green marketing as a new phase of marketing in India" and it discuss about the green marketing in India along with the effectiveness and future of green marketing. The Green Marketing will ensure an environmental Friendly Products and there by acts as a tool to save the resources for the future Generation.

1. Introduction

Marketing in the present stage is not merely aimed at profit through sales. The marketing concept is a consumer's needs orientation backed by integrated marketing aimed at generating consumer satisfaction as the key to satisfying organizational goals. The environmental and ecological issues have made the consumer to opt Green Marketing.

American Marketing Association defines Green Marketing as, "Green Marketing is the marketing of products that are presumed to be environmentally safe". 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. Green marketing may also refer to the production and marketing of goods based on their pro-environmental factors. It consists of marketing products and such a product or service may be environmentally friendly in itself, in addition to being produced in a sustainable way. This may include avoiding toxic materials in the product, the use of recycled materials in the product, products made from renewable materials, not using excessive packaging, and so on. Thus, Green marketing refers to the process of selling products and services based on their environmental benefits. Such a product or service may be environmentally friendly in itself or produced and packaged in an environmentally friendly way.

2. Evolution of green marketing

Green marketing term was first discussed in a seminar on —Ecological Marketing organized by American Marketing Association (AMA) in 1975 and took its place in the literature.

The term green marketing came into prominence in the late 1980s and early 1990s. The first wave of green marketing occurred in the 1980s. The tangible milestone for the first wave of green marketing came in the form of published books, both of which were called Green Marketing. They were by Ken Pattie (1992) in the United Kingdom and by Jacquelyn Ottman (1993) in the United States of America.

According to Peattie (2001), the evolution of green marketing has three phases. First phase was termed as "Ecological" green marketing, and during this period all marketing activities were concerned to help environmental problems and provide remedies for environmental problems.

Second phase was "Environmental" green marketing and the focus shifted on clean technology that involved designing of innovative new products, which take care of pollution and waste issues.

Third phase was "Sustainable" green marketing. It came into prominence in the late 1990s and early 2000s concerned with developing good quality products which can meet consumers need by focusing on the quality, performance, pricing and convenience in an environment friendly way.

3. Characteristics of green marketing

- Green Marketing Products are originally grown.
- The Products are recyclable, reusable and biodegradable.
- The Products always use the natural ingredients.
- The Products contain recycle biodegradable wastes..
- There will be minimum usage of plastics.
- The products will be environment friendly and don't cause any harm or pollution to the environment.
- Products that have eco-friendly packaging i.e. reusable, refillable containers etc.
- It always ensure to reduce toxic emissions.
- Those products will not be tested on Animals

4. Objectives of the study

- To know about the Green marketing in India.
- To know about the effectiveness of Green marketing
- To know about the future of Green marketing.

5. Research Methodology

The research is exploratory in nature. It focuses on review of various researchers' literature, books, websites and other reliable sources.

6. Benefits of green marketing

- It ensures sustained long-term growth along with profitability.
- It saves money in the long run, although initial cost is more.
- It helps the companies to market their products and services keeping the environment aspects in mind.
- It helps in accessing the new markets and enjoying competitive advantage.
- Most of the employees also feel proud and responsible to be working for an environmentally responsible company.
- It promotes corporate social responsibility.

7. Green marketing companies in India

- Agartala to be India's first Green City Tripura Sunday announced plans to make all public and private vehicles in Agartala run on compressed natural gas (CNG), thus making the capital "India's first green city". Amway claims that its products are environmentally friendly.
- Apple has adopted the philosophy that going green streams. It recycles e-waste and also generates revenues
- Wipro Infotech was India's first company to launch environment friendly computer peripherals. For the Indian market, Wipro has launched a new range of desktops and laptops called Wipro Greenware. These products are RoHS (Restriction of Hazardous Substances) compliant thus reducing e-waste in the environment.
- Coca-Cola pumped syrup directly from tank instead of plastic which saved 68 million pound/year.
- Forest & Environmental Ministry of India has ordered to retail outlets that they could provide polythene carry bags to customers only if customers are ready for pay for it.
- The IRCTC has allowed its customers to carry PNR No. of their E-tickets on their laptops and mobiles thereby they need not carry the printed version of their tickets. It will reduce the usage of printed papers.
- Idea Cellular implemented its national campaign 'Use Mobile Save Paper'. The company organized Green Pledge campaigns to save paper and trees.
- Idea decorated bus shelters with potted plants and tendrils to communicate the green message.
- Kansai Nerolac has worked on removing hazardous heavy metals from their paints.
- By using eco and power friendly equipment in its 10,000 new ATMs, the banking giant has saved power costs and earned carbon credits.
- SBI is also entered into green service known as "Green Channel Counter". SBI is providing many services like paper less banking, no deposit slip, no withdrawal form, no checks, no money transactions

form and all these transaction are done through SBI shopping & ATM cards.

- ITC has introduced paper kraft, a premium range of eco-friendly business paper. The company's social and farm forestry initiative has greened over 80000 hectares of arid land. ITC conform to the best international standards of Environment, Health and Safety Management Systems in India.
- Oil and Natural Gas Corporation Ltd (ONGC) India's largest oil company has introduced energy-efficient Mokshada Green Crematorium, which saves 60 to 70% of wood and fourth of the burning time per cremation.

For better living in society and sustained economy, many other firms are contributing to conservation of environment directly and indirectly.

8. Effectiveness of green marketing

LG, HCL, Haier, Samsung, Tata Consultancy Services, IndusInd Bank, ITC, WIPRO. MRF Tyres are the top 10 companies that market green products in India. Green Marketing is the concept that is adopted for an environmentally friendly market. Running an environmentally friendly business helps to reduce the impact on the environment and natural resources. These environmentally sensitive companies are more attractive to potential employees who seek to become part of a positive corporate culture.

The adoption of Green Marketing leads to avoiding of toxic materials that are harmful to the human beings. Though the concept of Green Marketing is adopted by most of the companies, it has to be further developed. Lack of communication is considered to be a major reason for commercial failure of environmentally sustainable products (Cherian & Jacob p.123). Moreover the higher cost for the Green Products is also an issue for the wide development of Green Marketing.

9. Challenges of green marketing

Although a large number of firms are practicing green marketing, it is not an easy job as there are a number of problems which need to be addressed while implementing Green marketing.

- There is always a chance of false statement that the product is "Green". There should be some regulatory bodies to ensure that the product is "Green".
- Most of the customers are not aware of Green products and so it must be taken into consideration and the customers should be made aware of the Green products. Educating Customer is an important aspect that must be considered.
- It always needs huge investment for the market research for the innovation of new green products.
- Green marketing must satisfy two objectives: improved environmental quality and customer satisfaction. Misjudging either or overemphasizing the former at the expense of the latter can be termed green marketing myopia.

- Initially the profits are very low since renewable and recyclable products and green technologies are more expensive. Green marketing will be successful only in long run. Hence the business needs to plan for long term rather than short term strategy and prepare for the same, at the same time it should avoid falling into lure of unethical practices to make profits in short term.
- Overemphasizing greenness rather than customer needs can prove devastating for a product.

10. Future of green marketing

Our Mother Earth is currently facing lot of environmental concerns. The environmental problems like global warming, acid rain, air pollution, urban sprawl, waste disposal, ozone layer depletion, water pollution, climate change and many more affect every human, animal and nation on this planet. Over the last few decades, the exploitation of our planet and degradation of our environment have gone up at an alarming rate. Small actions when combined together can play a big role in protecting this planet..Environmental asset abuse is an important environmental concern. Air contamination is created by different gasses and poisons discharged by businesses and manufacturing plants and burning of fossil fuels. Soil contamination is majorly created by mechanical waste that takes supplements out of the soil. Waste from industrial and agricultural activities pollute the water that is used by humans, animals and plants. The over utilization of assets and formation of plastics are making a worldwide emergency of waste transfer. The ozone layer is an undetectable layer of protection around the planet that secures us from the sun's unsafe

beams. Depletion of this critical Ozone layer of the air is credited to contamination brought about by Bromide and Chlorine found in Chlorofluro carbons (CFC's).

All these have to be taken seriously as it will have an adverse effect on human beings. Green Marketing is considered as a new phase of marketing as it considers the environmental protection. Most of the companies have adopted for going green yet there are so many to adopt going green. We have to ensure that the environment is not exploited and is saved for our future. So we can opt Green marketing even though there are challenges. Let Green marketing be a new phase for the modern marketing.

11. Conclusion

Green marketing is a tool for protecting the environment for the future generation. Green product development is more than just creating products that are environmentally friendly, it is about systemic change in society that includes consumers, producers and the general commercial structure within which they negotiate. By widening & deepening the meaning of green, relevant actors will have an economic incentive to pursue green product development. Harnessing the market forces that favour green product development will lead to mainstream green. Now this is the right time to select "Green Marketing" globally as it will create a future opportunity for the business. It will come with drastic change in the world of business if all nations will make strict roles because green marketing is essential to save world from pollution. Green marketing assumes even more importance and relevance in developing countries like India.

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