

Increasing Trend of Green Marketing in India

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ABSTRACT

The trend of green marketing is increasing in India. People are getting awareness about the preservation of environment. The demand of eco-friendly products is increasing day by day. Consumers are attracting towards green life style. Corporate sector is also approaching towards green products as they also know that eco-friendly products are the future of market. The products with lower impact on environment are becoming popular throughout the world. The manufacturers of green products take care of the whole life cycle of these products from production to disposal. It is very important that the disposal of these green products should be eco-friendly so that there should be no harmful impact on the environment. The current paper highlights the increasing trend of green marketing in India.

1. Introduction

There are mainly four significant components of green marketing i.e. product, price, position and promotion. A green product does not harm the environment as it contains no chemicals. It is observed that the price of the green products is higher than that of traditional products. The reason of this high price can be the fact that these eco-friendly products need more efforts in production.

The packaging of green products should also be eco-friendly so that it can fulfill all the requirements of the campaign. In some cases, it is observed that some manufacturers don't use the eco-friendly packaging which just wastes the purpose of marketing of these products as the product can be contaminated if it is exported to a longer destination place.

The companies making green products should be given encouragement so that other firms can also be motivated to participate in this beneficial cause for the society. These green products need to be marketed broadly so that they can be reached to more and more consumers. Also, government should initiate some programs to promote the green products among the consumers.

In this age of technology, the green marketing can also be done through social media. Social media is very popular among the young generation. Social media can be a good platform to spread the awareness about the environment and eco-friendly products.

Green consumers show their concerns about the environment and play their role in preserving the environment. They, sometimes, promote these products and spread awareness about these products to their neighbors and relatives. The whole campaign of green marketing can only be accomplished if more and more consumers start using eco-friendly products.

The green consumer is generally defined as one who adopts environmentally friendly behaviors and/or who purchases green products over the standard alternatives. Green consumers are more internally-controlled as they

believe that an individual consumer can be effective in environmental protection.

Thus, they feel that the job of environmental protection should not be left to the government, business, environmentalists and scientists only; they as consumers can also play a part. As the world is increasingly embracing the mantra of green products and services, the legal community is encountering a proliferation of litigation surrounding false and misleading environmental marketing claims.

2. Increasing trend of green marketing in India

With industrialization and development and progress of technology, diversification in human needs has increased. As result of increase in diversification in the needs, our world has faced with the devastation and pollution of its natural resources. As result of use of natural sources, environmental devastation and pollution affect human life negatively.

Humans have been in the search for ensuring their futures and sustaining their life in appropriate conditions. Consumers, by not remaining insensitive to environmental problems such as environment pollution and global warming, they have started to consider whether the products they purchase are environment-friendly or not apart from price and quality features of the products. With environment and environmental problems gaining importance for people, companies have started to change their production, goods or service generation, and hence marketing strategies accordingly.

One of the first challenges of effective green marketing is establishing credibility through a comprehensive plan. Marketers must also remember that green virtues compete against other factors such as quality and price, and generally cannot be sold on their own. Effective individual product marketing will focus on direct benefits like health first, adding the environmental benefits simultaneously.

First, green marketing has to be business-wide. It does not good to advertise the green properties of a product if the company's production and distribution entirely ignore

environmental concerns. Second, it has to be honest; unsubstantiated claims should be avoided.

Third, it should be transparent. Consumers need information about a business to evaluate its claims and reputation; therefore, the business should promote awareness of its products' histories, including origin and manufacturing. Fourth, a product can be certified green by a third party. Some companies do self-certification; however, for that to be credible, a third party needs to be able to review and approve their certification processes.

Green products have been around since the 1970s, but it's only in recent years that they've become ubiquitous. It's not because consumers suddenly prize sustainability above all. It's because savvy green marketers are no longer trying to —sell the earth!—instead they're promoting the value their products provide: better health, superior performance, good taste, cost-effectiveness, or simply convenience. This central emphasis on primary benefits—the new rules—is critical to winning over the mainstream consumer.

A company cannot succeed simply by highlighting a green aspect of a particular product, but must demonstrate a commitment on multiple levels, such as in production processes or environmental engagement. Customers are particularly skeptical of many green claims; they know that businesses seek profit and aren't above —green washing! their everyday business to make it appear environmentally friendly when it's of no real concern to them. Marketing Managers direct green campaigns and integrate them with overall business strategy.

Today's challenge of marketing is environmental marketing. It means care must be taken while developing the marketing plans, strategies and policies as to prevent the environment from any harm caused due to its operations not only today but also in future. This concept is usually known as Green Marketing. It is also known as Environmental Marketing, Ecological Marketing and Eco-Marketing.

Greening Marketing provides full-service, campaign driven marketing to help your business promote itself and capitalize on its initiatives. Everyone knows that business means making money. By community organizations and incorporating environmentalism, a company can increase brand awareness and create a positive impact. Sustainability is a key element to the survival of any institution. Greening Marketing takes a Triple Bottom Line approach of People, Planet and Profit for marketing business.

Such a product or service may be environmentally friendly in itself or produced and/or packaged in an environmentally friendly way. Potential consumers will view a product or service's "greenness" as a benefit and base their buying decision accordingly. Marketers also need to anticipate the changes which can take place in future and accordingly frame the marketing strategies.

3. Discussion

Green marketing requires a holistic approach. A company cannot succeed simply by highlighting a green aspect of a particular product, but must demonstrate a commitment on multiple levels, such as in production processes or environmental engagement. Customers are particularly skeptical of many green claims; they know that businesses seek profit and aren't above "greenwashing" their everyday business to make it appear environmentally friendly when it's of no real concern to them. For example, a hotel asking customers to "save the environment" by reusing towels to conserve water will not likely be perceived as green; instead, they'll be seen as trying to use green rhetoric to save on washing expenses.

Therefore one of the first challenges of effective green marketing is establishing credibility through a comprehensive plan. First, green marketing has to be business-wide. It does no good to advertise the green properties of a product if the company's production and distribution entirely ignore environmental concerns. Second, it has to be honest; unsubstantiated claims should be avoided. Third, it should be transparent. Consumers need information about a business to evaluate its claims and reputation; therefore, the business should promote awareness of its products' histories, including origin and manufacturing. Fourth, a product can be certified green by a third party. Some companies do self-certification; however, for that to be credible, a third party needs to be able to review and approve their certification processes.

Marketers must also remember that green virtues compete against other factors (such as quality and price), and generally cannot be sold on their own. Effective individual product marketing will focus on direct benefits (like health) first, adding the environmental benefits as icing on the cake. Meanwhile, marketers must make sure that these environmental benefits do not compromise the product's value. For example, when SunChips offered a new bag that composted easily, but produced more noise (enough to interfere with television-watching), consumers rejected the product. To them, the value of eating chips from the bag without noise was more important than the value of composting the bag.

The thing that remains to be seen is the importance green business has in India. Tackling mass poverty is the first thing that is happening, and it should be the first thing that the country emphasizes. India will be an economic powerhouse, and could be a leader in green business if they choose to be. The direction that business takes in India will have massive impact on the world. If business leaders there recognize the vast potential that green business has, and then decide to invest time, money, and effort, the world would only benefit. India is in a very unique position right now, they could either lead the world, or potentially aid in its destruction.

4. Conclusion

Green marketing is still in its infancy in India still this study shows that it is offering a number of significant benefits to Indian Market. Marketers get access to new markets and gain an advantage over competitors that are not advocating "greenness."

Marketers can charge a premium on products that are seen as more eco-responsible. Organizations that adopt green marketing are perceived to be more socially responsible. Green marketing builds brand equity and wins brand loyalty among customers.

Most customers choose to satisfy their personal needs before caring for the environment. Overemphasizing

greenness rather than customer needs can prove devastating for a product. Many customers keep away from products labeled "green" because they see such labeling as a marketing gimmick, and they may lose trust in an organization that suddenly claims to be green.

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