

Role of Green Marketing in India

R. Venkatesh Kumar

Research Scholar, Dept of Management Studies, Sri Vidya Mandir Arts & Science College,
Uthangarai, (Tamil Nadu) India.

ABSTRACT

In the present business situation environmental issues and problems have become primary concern for the business. Having an environmentally balanced and supportive business has become a compulsion for every organization. Green marketing is one such policy that supports environment friendly business. Green marketing can effectively facilitate sustainable improvement globally. There has been an inclination in consumer mind for green life fashion. In the current study I have discussed significance and impact of green advertising. This paper describes the current scenario of Indian green advertising and its evolution.

Key words: Green Marketing, Environment, Organization, Sustainable.

I INTRODUCTION

(a) **Inception** - Green advertising includes various aspects to improvement, pricing, advertising and distribution of items without causing any sort of damage to the environment. Environmentalists examine products to decide their effect on surroundings and marketer's commitment to the environment. Environmentally secured merchandise is accredited and businesses receiving the inexperienced signal can use it in marketing and on packaging. Consistent with the American Marketing Association, green marketing is the promotion of products which are presumed to be environmentally secure. As a consequence, inexperienced advertising and marketing contains an extensive range of activities, together with product amendment, modifications to the manufacturing procedure, change in packaging, in addition to modifying advertising.

(b) **Importance of Green Marketing** - Green marketing has become in evidently crucial due to the following reasons:

(i) **Future Scope:** Green advertising and marketing may help to acquire targets. As an example, Maruti Suzuki has introduced a peppy ok collection engine for its new car.

(ii) **Social Conscience:** Many firms are starting to comprehend that as participants of the broader network they ought to behave in an environmentally responsible fashion.

(iii) **Government Interferences:** Government regulations are seeking to protect clients and the society from negative effect of commercial enterprise activities on the environment.

(iv) **Competitive Edge:** Companies advertising and marketing surroundings friendly products and services could have an aggressive gain over firms marketing non-surroundings friendly products and services. For example, P&G makes use of the fundamental chlorine-unfastened pulp for agency's all paper merchandise and packaging.

(v) **Cost Component:** Companies who reduce dangerous wastes can gain big price financial savings.

(c) Characteristics of Green Products

(i) Grown without the use of toxic chemicals and within hygienic conditions.

(ii) Can be recycled.

(iii) Reused and is biodegradable in nature.

(iv) Use less packaging and Comes with eco-friendly packing.

(v) Products with natural ingredients.

(vi) Items that do not contain ingredients causing any sort of harm to the environment.

(vii) Items the tests of which won't be performed on the animals.

(d) Instances of Green Products in India

(i) Power generated through renewable sources like wind and solar energy

(ii) Solar energy-based water heater

(iii) Vehicles running on gas

(iv) Energy saving lights and bulbs

(v) Green data centers

(vi) Vehicles running on electricity

(vii) Electric kitchen appliances

(viii) Apple green technologies

(ix) ITC Paper Kraft Premium Business Paper

(x) Suzlon Energy manufactures and markets wind turbines, which provide an alternative source of energy based on wind power.

(e) Golden Rules of Green Marketing

(i) Understand your clients.

(ii) Guiding the customers in the right direction.

(iii) Delivering authenticity and clarity in operations.

(iv) Comfort the customer by solving their doubts and queries.

(v) Contemplate the pricing allocated.

II OBJECTIVES AND METHODOLOGY

(a) Objectives of the Study

(i) To know the concept of green marketing.

(ii) To identify the importance and impact of green marketing.

(iii) To study the prospects of green marketing.

- (b) **Research Methodology:** The current research that is taken up is more analytical in nature that gives ample direction for further empirical research about the concept. To address the stated issue secondary data has been gathered. The secondary data had been gathered through print media such as newspapers, magazines, books, journals, conference proceedings, government reports and websites.

III IMPACT OF GREEN MARKETING

Green marketing bothers the life as well as the environmental balance in a positive manner. Public is more informed about pure items as well as purified techniques of generating, utilizing and disposing of the item in an eco-friendly manner. One important aspect of green marketing has been creating an ecofriendly way of creating and disposing off the item from the environment as well. Following instances are the resultants of green marketing

- (a) Now, people are insisting more on natural merchandise – fit for human consumption objects, fruits, and greens based on natural farming. The range of people looking for vegetarian food is on upward push.
- (b) Limiting the usage of plastics and plastic-based products.
- (c) Multiplied consumption of herbal merchandise in place of processed products.
- (d) Recommending use of leaves in preference to plastic portions; jute and fabric luggage as opposed to plastic wearing luggage.
- (e) Increasing use of bio-fertilizers (manufactured from agro-wastes and wormy-composed) as opposed to chemical fertilizers (i.e. Organic farming), and minimum use of pesticides.
- (f) International efforts to recycle wastes of consumer and commercial merchandise.
- (g) Enhanced use of herbal medicines, natural therapy, and Yoga.
- (h) Strict provisions to guard forests, vegetation and fauna, protection of the rivers, lakes and seas from pollutions.
- (i) International regulations on production and use of risky guns, atomic tests, and many others. Various companies of several international locations have formulated provisions for shielding ecological balance.
- (j) Greater emphasis on social and environmental duty of producers.
- (k) Inflict severe norms for pollution control.
- (l) Declaration of 5th June to be World Environment Day.
- (m) Strict legal norms for limiting duplication.
- (n) Setting up numerous national and global groups to monitor efforts and activities of business companies in relation pollutants manipulate and production of eco-friendly merchandise.

IV HURDEES & SOLUTIONS

- (a) **Obstacles Encountered by Green Marketing:** Green marketing is a new advent in the line of marketing. And any new concept or notion has its own inbuilt provocations and challenges in its way of implementation. It becomes inevitable for the marketer to address all the issues for a successful implementation and assured results thereafter:
 - (i) **Demands heavy capital outlay:** Green marketing being a new advent demands heavy initial investment in terms of R&D, product development and inculcation of new techniques and technology.
 - (ii) **Price sensitive consumers:** Consumers in India are more bothered of prices they are not ready to afford heavy prices for the green products that also process a biggest problem to the survival of green marketing in the country.
 - (iii) **Limited knowledge among consumers:** the level of understanding among the consumers with regard to the concept of green marketing has been relatively limited and less as it has been a new concept to be acknowledged in India.
 - (iv) **Inception stage:** One of the major hurdles is that the concept of green marketing is still in the inception phase and there is a need for a lot of development to take place to grab benefits of the process.
 - (v) **Promotion tools:** Being a new and fresh concept green marketing demands more and efficient promotional tools for its effective implementation as well as publicity in order to make the public aware of the green products around us. A combination of several techniques like social media, personal selling and advertisements through various mediums is inevitable to make it more popular and acceptable.
 - (vi) **Availability of duplicate products in the market:** one of the major problems confronting green marketing has been that many marketers cheat the consumers by misleading the consumers stating that the particular product is a green product and thereby charge a higher price from the consumer for a non-green product as well.
 - (vii) **Issue of evenness:** In India the major hurdle has been the non-availability of a standard benchmark for the qualifying the products quality. This problem also made the consumers loose trust in the products and the marketers as well.
 - (viii) **Substandard marketing plans and execution:** less effective or no effective marketing plans and their inefficient execution has always stranded as a major cause of failure for green marketing products and policies in the nation.

(b) Keys to Successful Green Marketing

- (i) Brand with Green Logos or Insignias
- (ii) Save water by efficient and proper usage of water without wasting even a drop.
- (iii) Shift to energy saving bulbs and lights.
- (iv) Opt for items with less packaging requirement.
- (v) Vocal for local is the new mantra; encourage buying more of local organic products.
- (vi) Choose to operate on the fuel-efficient vehicles.
- (vii) Sort for low energy-based solutions.
- (viii) Give preference to print on the recycled paper.
- (ix) Convert to green power resources, non-conventional renewable energy resources like solar power.
- (x) Increase awareness on importance of staying green.

V CONCLUSION

Green advertising and marketing have proved to be a good technique for securing and safeguarding the environment for future generation. It is not a simple undertaking. The company has to plan and then perform research to find ways and means to achieve. Green advertising and marketing should have the economic component of advertising and marketing too. Marketers want to apprehend the implications of inexperienced advertising. This is the most proper time to choose advertising globally. All the countries need to make strict regulations to save from pollutants. From the enterprise point of view, a smart marketer is person who not only convinces the client, but additionally involves the client in advertising and marketing his product without damaging the environment.

Indian market customers too are to pay premium price for green merchandise. Therefore, there is a need for green advertising and a need for a shift within the patron's conduct and mind-set towards more surroundings pleasant existence patterns. In the long run green advertising should motivate consumers for a cleaner environment make them are willing to pay higher price for it, even through governmental intervention if required.

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