



# GREEN MARKETING IN INDIA

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**Abstract:** Environmental issues have gained significance in trade as well as in community life throughout the globe. It is not like that a small number of leaders of different countries or few big well-known business houses are worried about the day to day worsening of oxygen level in our environment but every common citizen of our nation and the world is concerned about this common danger of global warming. So in this situation of international concern, business houses has taken green-marketing as a part of their policy to encourage products by employing ecological claims either about their attributes or concerning the systems, policies and processes of the firms that produce or sell them. Evidently green marketing is part and parcel of on the whole business strategy; along with manipulating the conventional marketing mix (manufactured goods, price, promotion and place) , it need an understanding of community policy process. So we can say green promotion covers a wide range of actions. The main objectives of this paper are to study the evolution of Green Marketing and the Green Initiatives taken by various company. Also identify the challenges faced by Green Marketing.

**Key words:** - Green, Marketing, Corporate houses, Global warming, Environment

## I. INTRODUCTION

Yes, green promotion is a golden goose. As per Mr. J. Polonsky, green marketing can be distinct as, "All actions intended to produce and facilitate any swap over intended to please human needs or wants such that pleasing of their needs and wants occur with minimal harmful input on the national environment." Green promotion is also called ecological marketing. As resources are restricted and human needs are infinite, it is vital for the marketers to make use of the resources competently without misuse as well as to attain the organization's purpose. So green marketing is predictable. There is rising interest among the clients all over the world concerning the defense of the atmosphere. Worldwide proof indicates public are concerned about the surroundings and are shifting

their behavior. As a result of this, green promotion has emerged which speaks for the rising market for sustainable and publicly responsible products and services. Now this has become fresh mantra for marketers to keep happy the needs of consumers and earn enhanced profits. . So we can observe that green marketing encompasses a wide range of activities counting product alteration, change to production procedure, wrapping change as well as modifying promotion.

**Need and Importance of the study:** Since early 1990s, a major concern on ecological impact of industrial house on atmosphere has been surfaced on marketplace. Not only the relation among human, institute and natural surroundings being redefined ,but the inference thereof are being interpreted; because of these, new perceptions are being formed or re-evaluated on issues like environmental friendly products, reprocess aptitude, waste-reduction, the cost linked with toxic waste and the price value association of green politics. So in this age where customers decide the destiny of a company, green advertising imparts a practical policy for these companies to cater the market by imparting nature-friendly products/ services which or else reduce or reduce any harmful collision on environment. Green-marketing approach in the manufactured goods area promotes the incorporation of ecological issues into all aspects of the business activities; from policy formulation, setting up, re-engineering in manufacture process and dealing with clients. So to remain competitive inside the confront thrown by the atmosphere protectionists, the companies will have to discover answer during their selling strategies, product service redesign, client handling etc

**Statement of the problem :-**To examine the growth of Green Marketing in India and various issues faced by Green Marketing in India.



## II. OBJECTIVES OF THE STUDY

1. To study the evolution of Green Marketing.
2. To identify the challenges faced by Green Marketing
3. To study the Green Initiatives taken by various company.

## III. RESEARCH METHODOLOGY

The study is qualitative study based on secondary data.

## IV. LITERATURE REVIEW

**Prothero, A. (1998)** introduced numerous papers discussed in the July 1998 issue of 'Journal of Marketing Management' focusing on green promotion. This incorporated a quotation of the need to review presented text on green marketing, an experimental study of United States and Australian advertising managers, a explanation of what a green association look similar to in practice in Great Britain, ecotourism and definitions of green promotion.

**Prothero, A. & Fitchett, J.A. (2000)** argued that greater environmental explanation can be protected during entrepreneurship by using the uniqueness of product culture to more growth ecological goals. Marketing not only has the possible to supply to the establishment of extra sustainable forms of civilization but, as a principle manager in the process and explosion of product discourse, also has a significant liability to do so.

**Oyewole, P. (2001)** in his manuscript presented a theoretical link between green marketing, environmental fairness, and engineering ecology. It argues for greater awareness of ecological justice in the practice for green promotion. A study agenda is finally optional to determine clients consciousness of ecological justice, and their enthusiasm to bear the expenditure connected with it.

**Karna, J., Hansen, E. & Juslin, H. (2003)** interpreted that practical marketers are the majority real group in implementing environmental selling willingly and in search of cutthroat advantage through ecological openness. The consequences also give proof that green standards, ecological marketing strategies, structures and functions are rationally linked to each other as hypothesized according to the model of ecological marketing used to direct this study.

**Sanjay K. Jain & Gurmeet Kaur (2004)** in their study of environmentalism which had quick emerged

as a worldwide occurrence discussed business firms too have risen to the occurrence and have ongoing responding to ecological challenges by involving green marketing strategies. Green consumerism has played a catalytic task in ushering business environmentalism and making business firms green advertising oriented. Based on the statistics together through a field survey, the paper made an evaluation of the degree of ecological consciousness, attitudes and performance prevalent between clients in India.

**Donaldson (2005)** in his research realized in the Britain that in common the ecological approach of customers changed optimistically. This study reported the strong trust of customers in the recognized commercial brands and in the weak performance referring to the "green" claims, which was the major cause behind the intense failure to understand their concerns beyond the atmosphere in their performance.

**Alsmadi (2007)** while investigating the ecological behaviour of Jordanian clients reveals a high stage of ecological conscience. Regrettably however this optimistic tendency and first choice in the "green" products did not come into view to have any outcome on the concluding decision, obviously because these customers had a stronger trust in the conventional products and a little assurance in the green statements. The above **obstacles** were extra strengthened by the lack of ecological ethics by a lot of enterprises and the survival of a huge scale of prices for the similar product, many of which incorporated an impetuous estimate of environmental liability. The same occurrence has been presented in other researches too (Ottman, 2004; Donaldson, 2005; Cleveland et al, 2005).

**Brahma, M. & Dande, R. (2008)**, The Economic Times, Mumbai, had an article which declared that, Green Ventures in India is a subsidiary of New York based asset administration firm Green Ventures worldwide. The latter recently announced a \$300 million India listening carefully fund aimed at renewable energy products and sustaining trading in carbon credits.

## V. EVOLUTION OF GREEN MARKETING

Green marketing word was initial discussed in a seminar on -Ecological Marketing planned by American Marketing Association (AMA) in 1975 and recorded its place in the literature. The word green marketing came into eminence in the late 1980s and near the beginning 1990s. The first gesture of green marketing occurred in the 1980s. The physical milestone for the initial wave of green marketing came in the shape of in print books, together of which



were called Green Marketing. They were by Ken Pattie (1992) in the U.K and by Jacquelyn Ottman (1993) in the United States of America.

First stage was termed as "**Ecological**" green marketing, and throughout this period all marketing behavior were concerned to help ecological difficulty and offer remedies for environmental harms.

Second stage was "**Environmental**" green marketing and the focus shifted on clean expertise that concerned designing of innovative original products, which take concern of toxic waste and throw away issues.

Third stage was "**Sustainable**" green marketing. It came into prominence in the delayed 1990s and near the beginning 2000. Worried with developing high-quality goods which can meet customers want by focusing on the superiority, presentation, pricing and convenience in an environment friendly way.

**GOLDEN RULES OF GREEN MARKETING**

1. Know your purchaser: Make certain that the buyer is alert of and worried about the issues to your manufactured goods attempts to address.
2. Educating your clients: It is not just a material of letting public know, whatever you're doing is to defend the surroundings, apart from also a topic of letting them to make out why it matters.
3. Being Authentic & See-Through: means that a) You are really doing what you maintain to be doing in your green marketing movement and b) The rest of your company policies are reliable with whatever your liability for the environment friendly.
4. Reassure the Purchaser: Clients must be made to consider that the manufactured goods perform the job, in this firm should not remember product quality in the name of the surroundings.
5. Think about your Pricing: If you are charging a premium for your manufactured goods and many environmentally preferable products price more due to economies of scale and utilize of higher-quality ingredients make sure those clients can pay for the premium and feel it's value .

**Countries ranked according to their response level on Green Marketing**

**Table No.1**

RANK	COUNTRIES
1	INDIA
2	UK
3	US
4	THAILAND
5	AUSTRALIA
6	CANADA
7	CHINA

Source – Namex International Journal of Management Research

**GREEN MARKETING IN INDIA**

It's far from grounds well yet, but gradually business crossways India are hitching themselves to the green bandwagon. A survey was done by BT(Business Today) & Tata Energy Research Institute (TERI) to recognize top ten green companies of India. In March 2000, Business Today and the Tata Energy Research Institute strong-willed to perform the first-ever study of ecological practices in corporate India. The study had two aims. The first was to examine key trends and leading environmental practices as experimental in Indian companies. The next was to recognize the 10 'greenest' companies in conditions of the maturity of their ecological systems and practices.

**Ten greenest companies are:**

1. ABB
2. Bayer (India)
3. Clariant (India)
4. Tata Iron & Steel Co
5. Gujarat Ambuja Cements
6. ICI India
7. Indian Aluminum Co
8. Orchid chemicals and Pharma.
9. Philips India
10. Coromandel Fertilisers

**Company's Green Initiatives**

**ITC:-**

\*From the last three years ITC has been 'Carbon Positive' in a position (sequestering/storing double the sum of CO<sup>2</sup> than the Company emits).

\*From six years 'Water Positive' in a row (creating three times extra Rainfall Harvesting possible than ITC's net utilization).



\*In water recycling it is near to 100% solid waste recycling.

\* All atmosphere, physical situation and Security Management Systems in ITC obey the rules to the best international standards.

\* ITC's businesses produce livelihoods for over 5 million citizens

\* ITC's internationally acknowledged e-Choupal initiative is the world's major rural digital infrastructure benefiting over 4 million agricultural families.

\* ITC's communal and Farm Forestry initiative has greened more than 80,000 hectares creating an probable 35 million human being days of employment among the underprivileged.

\* ITC's Watershed Development proposal brings expensive water to almost 35,000 hectares of waterless lands and moisture-stressed areas.

\* ITC's Sustainable Community expansion initiatives comprise women empowerment, supplementary learning, integrated animal husbandry programmes.

#### **MARUTI: GREENING THE SUPPLY CHAIN**

The corporation has remained in front of regulatory necessities in tracking down of environment defense and energy protection at its developed facilities, and in expansion of products that use less ordinary resources and are atmosphere friendly. The company attributed the 'Just-in-Time' philosophy adopted and internalized by the workers as the major cause that helped to excel in this direction. The company has been promoting 3R while its inception. As a result the business has not only been proficient to reprocess 100% of treated waste water but also reduced fresh water utilization. The company has implemented rainwater harvesting to renew the aquifers. Also, eco-friendly packing for bought out components is being keenly promoted. The company has been facilitating accomplishment of Environment Management System (EMS) at its suppliers' last part. Regular teaching programs are conducted for all the suppliers on EMS. Surveys are conducted to evaluate the vendors who require more direction. The systems and the environmental presentation of suppliers are audited. The green co-efficient of this scheme is much better than the conservative system

#### **HCL's ENVIRONMENT MANAGEMENT AND ECOSAFE POLICY**

In structure of a system to recognize, develop and sustain the maintenance of an environment management system at business level HCL has formulated a program that is refer as HCL's Eco safe.

The aim is to encapsulate information, consciousness, and key developments on all ecological issues faced by today's world and to incorporate these in HCL's operation assuring the promise in delivering excellence products, solutions and services.

The main objective under HCL Eco secure is targeted at integrating environmental management procedures into its business processes thereby defensive the surroundings, physical condition, and security of all its stakeholders.

HCL commits to construct products that are environment friendly in all respects and are free from harmful chemicals.HCL Eco Safe focuses on manufactured goods life cycle management to make certain that our products right from when they are manufactured, bought by clients, recovered at their end-of-life and recycled after proficient life are done in an environmentally responsible manner Key initiatives undertaken during HCL Eco Safe program are:

#### **More Examples**

\* McDonald's restaurant's napkins, personal belongings are made of recycled paper.

\* Coca-Cola pumped syrup straight from tank instead of plastic which saved 68 million pound per year.

\* Badarpur Thermal Power station of NTPC in Delhi is devising ways to make use of coal-ash that has been a main basis of air and water pollution.

#### **GREEN MARKETING- CHALLENGES**

Although a large quantity of firms is working on green marketing, it is not an simple job as there are a number of troubles which need to be addressed even though implementing Green marketing. The main challenges which Green marketing have to be faced are:

1. **New Concept-** Indian educated and urban customer is getting more awake about the qualities of Green products. But it is still a latest idea for the masses. The buyer needs to be educated and made conscious of the ecological threats. The new green activities need to arrive at the masses and that will take a lot of time and attempt.



2. **Cost Issue-** Green marketing involves promotion of green products/services, green technology, green power/energy for which a lot of cash has to be spent on R&D programmes for their expansion and following promotional programs which in the end may lead to increased costs.

3. **Convincing Clientele-** The clients may not consider in the firm's policy of Green marketing, the firm therefore should make convinced that they take on all possible actions to convince the client about their green manufactured goods, the most excellent possible choice is by implementing Eco-labeling schemes. Sometimes the clients may also not be keen to pay the additional value for the products.

4. **Sustainability-** Primarily the profits are very low since renewable and eco-friendly products and green technologies are extra costly. Green marketing will be flourishing only in long run. Hence the trade needs to plan for long term rather than short term policy and get ready for the same, at the similar time it should keep away from falling into lure of immoral practices to build income in short term.

5. **Non Cooperation-** The firms working Green marketing have to struggle hard in convincing the stakeholders and many a times it may fail to induce them about the long term benefits of Green marketing as compared to small term operating expense.

6. **Avoiding Green Myopia-** Green marketing must convince two objectives: improved environmental excellence and customer pleasure. Misjudging either or overemphasizing the previous at the expense of the latter can be termed green marketing myopia.

## VI. CONCLUSION

- Consumer Behavior plays a main and important role in the choice of green products.

- It's our accountability to do value addition to our cultural products (green products) by promoting green marketing in India.
- Improve consciousness about green products and their effectiveness.
- Go green should be priced according to its superiority.
- Business organization should start green marketing strategies as it offers incentives and growth opportunity in the long term, through it may involve huge start up-costs.
- There should not be more cost difference among standard product and green product.
- Green product's superiority should be better than normal products.
- Green marketing is still in its early years and a lot of research is to be done on green marketing to fully explore its potential in India.

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