

#### 4. АКТУАЛЬНІ НАПРЯМИ РОЗВИТКУ МІЖНАРОДНОГО МЕНЕДЖМЕНТУ, МАРКЕТИНГУ ТА ЛОГІСТИКИ

##### GREEN MARKETING IN INDIA: PERSPECTIVES AND OBSTACLES TO DEVELOPMENT

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In the business world, today we all are concerned about environment. In the emerging world the concept of pollution free activity is given more importance in all the sectors and in all stages. Green Marketing is a phenomenon which has developed particular important in the modern market Therefore in the phrase Green Marketing green denotes earth and marketing means eco-friendly innovation. Thus green marketing plays an important role in promoting and reinforcing the idea of environmental protection and sustainable development in the minds of the firms and customer as a result many global players are now successfully implementing green marketing practices.

Green Marketing is nothing but the process of developing products and services and promoting them to satisfy the customers who prefer products of good quality, performance and convenience at suitable cost.

Now a day, consumers are becoming more conscious about the environment and are becoming socially responsible. According to American Marketing Association, «Green Marketing is the marketing of products that are presumed to be environmentally safe, involves developing and promoting products and services that satisfy customers want and need for Quality, Performance, Affordable Pricing and Convenience without having a detrimental input on the environment».

In simple ways, it refers to the process of selling products and services based on their environmental benefits i.e. product may be environmental friendly in itself or produced in this manner. Green Marketing means the combination of two words i.e. Green and marketing, it is an eco-friendly idea for the need for quality, performance, suitable price and convenience without having a harmful effect on environment. In order to meet such harsh environment standards, the consumers and marketers are switching to green products and services. Green Marketing also known as environmental marketing and ecological marketing.

According to Peattie (2001), The Green Marketing has developed in three phase i.e:

- first phase was known as «Ecological» Green Marketing;
- second phase it was known as «Environmental» Green Marketing;
- third phase was called as “Sustainable” Green Marketing.

The present study is primarily based on secondary data and information available in the reference books, Journals, Newspapers and websites.

Green Marketing refers to the process of selling products or services based on their environmental benefits. Such a product or service can be environmentally friendly in it or can be produced or can be packaged in an environmentally friendly way.

According to Mr. J. Polonsky, Green Marketing can be defined as all activities designed to generate and facilitate any exchange intended to satisfy human needs or wants such that satisfying of these needs and wants occur with minimal detrimental input on the national environment.

Green Marketing is concerned with developing and promoting products and services that satisfy the need of customers at affordable price without having a harmful input on the environment.

Consumers are becoming more aware about the environment and are also becoming socially responsible. Therefore more and more Companies are providing eco-friendly products now days. Some of the benefits of green marketing are:

- it ensures long term growth along with profitability;
- it saves money in the long run, though initially the cost is more;
- it helps the companies in marketing their products keeping view the market aspects in mind;
- it helps in exploring the new markets.

## Defining Green Code

G	Generalizing core, consumer behavior is not necessarily consistent across different product types and particular market segments may respond to certain issues on the green agenda but not others
R	Remembers the validity of a piece of market research is not related to the degree to which it supports the preferred choice
E	Explores the context from which market research data comes
E	Ensures that where market research is crossing international border lines, the terminology and interpretation shall remain consistent. Terms like 'environment', 'green' and 'conservation' do not always Interpret exactly between languages
N	Neutrality is important. Ensure that when you ask questions to the consumers, they can make any response without being made to feel guilty or uncomfortable

There are 4 P's in the marketing like Product, Price, Place and Promotion. In the Green marketing, there are 4 P's too:

- Green product;
- Green price;
- Green place;
- Green promotion.

Green products are those which are manufactured through green technology and that caused no environmental harm. Promotion of green technology and green products is necessary for preservation of natural resources and viable development. We can define green products by following measures: products those are originally grown and can be recyclable under non-toxic chemical, reusable and biodegradable; products that do not harm or pollute the environment; products that will not be tested on animals; products that have eco-friendly packaging i.e. reusable, refillable containers etc.

Green Price takes into account the people and profit that care of the health consumers and ensures efficient productivity. Most of the consumers are ready to pay additional value if there is preparation of extra product value e.g. Wall Mart provides recyclable clothing shopping bag to the customers.

Green marketing aim to reduce carbon foot print by way of managing logistics to cut down transport cost e.g. instead of marketing an imported mango juice in India it can be licensed for local production. This avoids shipping of the product from far away as a result shipping cost will reduce.

Green promotion includes arranging the tools of promotion, such as advertising, marketing materials, signature, white papers, web sites, videos and presentations by keeping people, planet and profits in mind. For e.g. Indian Tobacco Company has green marketing in India introduced environmentally friendly papers and boards, which are free of elemental chlorine.

Table 2

## SWOT analysis of Green Marketing in India

STRENGTH	WEAKNESS	OPPORTUNITIES	THREATS
1. Marketers can change a quality on products that are seen as more eco-responsible. 2. Marketers can enter into new markets and gain an advantages over competitors that are not focusing on greenness. 3. Green Marketing builds brand equity and gain brand loyalty among customers. 4. It promotes corporate social responsibility.	1. Customers always satisfy their personal needs before caring for environment. 2. Considering «Green» as a marketing trick of producers many customers keep away from the product. 3. Over Emphasizing upon greenness rather than customer needs can prove negative for a product. 4. It will take a lot of time and effort for reaching green movement among consumers.	1. Organizations observe Green Marketing to be a competitive benefit, comparative to the competitors, firms. 2. Marketing to segment which are becoming more environmentally aware and concerned. 3. Government can provide subsidies for marketing.	1. Uncertainty as to the environment impact of present activities including that is perceived to be less environmentally harmful. 2. Uncertainty as to which Green Marketing activities are acceptable from a government perspective. 3. It is still a new concept for Indian literate and urban consumer even they are aware about the merits of Green products.

Many organizations want to turn green, as an increasing number of consumers' want to associate themselves with environmental-friendly products. Alongside, one also witnesses confusion among the consumers regarding the products. In particular, one often finds distrust regarding the credibility of green products. Therefore, to ensure consumer confidence, marketers of green products need to be much more transparent, and refrain from breaching any law or standards relating to products or business practices.

There are many challenges in the field of green marketing. Some of the major hurdles are as following:

- need for standardization: It is found that only 5 % of the marketing messages from «Green» campaigns are entirely true and there is a lack of standardization to authenticate these claims. A standard quality control board is required for labeling and licensing;

- new concept: consumers are aware about the merits of green products but still it is a new concept. The consumer needs to be educated and made aware of the environmental threats. The new green movements need to reach them asses and that will take a lot of time and effort;

- avoiding green myopia: green marketing is aiming on customer benefits. If does not satisfy the consumer needs then it will lead to green myopia. Also if the green products are priced very high then again it will loose its market acceptability;

- information disclosures: it has become the duty of Central and State Government to see whether all the claims and information regarding greenness is adequate and reliable and what claims are permissible?

- patience and perseverance: the investor and company must view the Green movement as a long term investment opportunity and long term benefits. Since it is a new concept and idea, it will have its own acceptance period.

There are the following opportunities available in the Green Marketing:

- it helps companies market their products and services keeping the environmental aspects in mind.

- it ensures sustained long term growth along with profitability.

- Government legislation and receiving subsidies from Govt.

- it helps in reduction in cost.

- it ensure corporate social responsibility.

- it saves money in the long run, through initially the cost is more

Thus, now this is the right time to select «Green Marketing» globally. Green marketing should not neglect the economic aspect of marketing. Marketers need to understand the effects of green marketing. It will come with severe change in the world of business if all nations will make strict roles because green marketing is essential to save world from pollution.

We need to educate consumer through proper campaigns. Green marketer must find an opportunity to enhance product's performance and strengthen customer's loyalty. Marketers also have the responsibility to make the consumers understand the need for and benefits of green products as compared to non-green ones.

Lastly, consumers, industrial buyers and suppliers need to force effects on minimizing the negative effects on the environment. In this way it is concluded that Green Marketing assumes even more importance and relevance in developing countries like India for the success of Green Mantra and creating the awareness regarding it, publicity is also essential.

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