

Green Marketing in Indian Context

Dr. Malay Kumar Ghosh^{1*} and Koushik Talukdar²

^{1*} Dept of Commerce, Sidho-Kanho-Birsha University, Purulia, W.B., e-mail:ghosh.malaykumar@yahoo.in

² Nazrul Centenary Polytechnic, Rupnarayanpur, W.B., e-mail: koushik.talukdar@yahoo.co.in

Abstract

Green, the colour of life, is associated with renewal, nature, energy as well as with growth, safety, money, finances, banking, ambition, greed, jealousy etc. When conventional marketing thought comes to an end, green marketing starts to work. Companies are engaging themselves in green marketing for making decisions to the entire process of company's products likewise processing to distribution. These managerial activities fall under the one roof of business environment. The countries specifically of Asia-Pacific region, Latin America, the Middle East and Africa have showed a great interest on green marketing. The word Green Marketing is also called as Environmental Marketing or Ecological Marketing and/ or Holistic Marketing. This paper attempts to explain the concept, reasons for and limitations associated with Green Marketing in India.

Key words: Energy, Green Marketing, Eco-friendly, Environmental Consciousness.

Introduction

The idea of Green Marketing emerged first in the European countries and then India started to follow the idea from the year 1990 and it was finally materialized in the year 2000. In the beginning, some multinational companies including Indian origin companies denied to accept the changes. But after that when they came to realize that their business strategy was going to be failure and not to meet their criteria, then suddenly they constituted the idea of Green Marketing in their business plan and then it has been the trend for long but now a days it has been termed into a challenging task for controlling the mind of global consumers what are the possible way we can do Green Marketing in all products that is the major as well as challenging work.

Objectives of the Study

1. To mention the concept of Green Marketing.
2. To throw light on reasons for popular organizations adopting Green Marketing philosophy in India.

3. To identify the limitations of Green Marketing in India.
4. To offer some suggestions for the welfare of Green Marketing in India.

Review of Literature

There are a few researchers who have tried to explore the area in terms of working paper with brief discussion on Green Marketing. Some of them have been mentioned below:

1. Wong Fui Yeng & Rashad Yazdanifard (2015)

The article entitled, "Green Marketing: A Study of Consumers' Buying Behavior in Relation to Green Products," expresses that environmental issues and society now regard affect of human activities with much concern. Many firms have already been started using sustainable development framework which is known as Green Marketing amongst acknowledged green products which are environmentally friendly and acceptable. This paper is to determine the study of Green Marketing with its sustainability and also focuses on the behavior of consumers and product branding.

2. Dr. M. Mary Anbunathy (2016)

The article entitled, "AWARENESS AMONG CONSUMERS ABOUT GREEN MARKETING IN TANJORE DISTRICT," reveals that when compare to other countries, in India, the level of awareness is lower about Green Marketing like organic food and eco-friendly products etc. The Indian consumer has much less awareness about global warming issues. But it is observed that many Indian multinational companies (Host country) have started green advertising like Sprite (soft drinks segment). Electronic gadget segment, Sony's Triluminos technology which is a big jump in marketing division.

3. Dr. Rouf Ahmad Rather (2017)

The article entitled, "ASSESSING THE PROSPECTS OF GREEN MARKETING IN INDIA," mentions that media are playing a significant role in creating awareness for environment and educating people about the benefits of conservation to the society. In developing awareness of a green product, companies are trying their level best to educate consumer of society at large. Changing motive, financial inclusion and developing retail outlet can change profit motive.

Methodology used for the Study

This research is exploratory in nature. The secondary data available in various Journals, Articles and Web Resources are used for this study.

Concept of Green Marketing

The colour green mixed with marketing that does create new phenomenon of business management is Green Marketing. When companies produce products and render services on bases of their environmental issues, such a product or service may be environmentally friendly itself. Such products and process of packaging and shipping etc, from all of these, devoid of environmental pollution, comes the concept of Green Marketing. While we maintain eco-friendly processes, marketing becomes the ecological issue that is universally accepted as Green Marketing.

As socio-economic concept of multicultural behavior is increasing day by day, a number of consumers are willing to back their environmental consciousness. This is a massive impact of Green Marketing.

Why Going Green Has Gone Mainstream in Business in India

Many big companies are still placing an emphasis on going green. This evolution is perhaps now so common highlighting it with special promotions and adopts a marketing tool for upgrading customer base and new technologies that can build proper Green Marketing philosophy. Such reasons are:

It earns Money

No one denies that traditional marketing increases budget and faces themselves a cutthroat competition and in the long-run, due to inability to control budget, profit margin goes down. Even in maintaining BEP level, it is a big challenge for manufacturing to service providers. For instance, previously banking transaction done by clerk through pen and paper, now using banking Application (App) clearly is the cheaper option over the period of several years. That is helpful for companies to rejuvenate their profit profile.

It saves Money.

In case of renewable energy, it is getting cheaper as technology advances. The price of fossil fuels in longer-term is expected to go up. The price of Solar is now competitive with that of fossil fuel and it may be cheaper than coal in the coming years due to extended new marketing. Committing to renewable energy today can help to reduce our monthly budget.

It offers Successful Standard of Living

Going green can reduce chemicals in the diet, cosmetics and other necessary usable items. Buying organic food can lead to increase our life span. It may also reduce greenhouse gases. Indian economy is dominated by the agricultural sector though it

is deprived due to lack of awareness of green products and its marketing. If we successfully implement Green Marketing as a massive scale, standard of living automatically will be enriched.

Green Companies take Advantage

Green companies always take advantage compared to other conventional companies. As the consumers live in twenty first century, they directly go online and learn about the supply chain, composition and emissions of a company. Survey shows that more than sixty percent of consumers prefer to buy from companies which are eco-friendly.

Go Green, Save Business

One approach of going green is that it helps to understand every aspect of business and identify new and more efficient means of production. Going green means using renewable energy in more efficient and effective ways, simple things like optimizing delivery routes, streamlining the manufacturing process and using less bulky packaging. A full audit of your energy usage and emission can reveal these opportunities to cut costs and operate more efficiently.

Environment Friendly and Staff Centric Approach

This point is obvious but repeating in nature. Beyond the prudent economic reasons to go green, it is an important step in preserving the Earth for the long term. Cutting emission of carbon dioxide and other gasses reduces the negative impact of global climatic change (97 % of scientists conform it as man-made), while cutting back on the use of paper and other materials in packaging can help to protect important natural habitats.

Limitations of Green Marketing in India

1. It is costly enough and very difficult to implement specially in small and medium enterprises.
2. This marketing system lacks super specialized personnel, new business policies for betterment of business environment.
3. As it is a new concept, people are unable to understand the basic difference between conventional products and new age green products because they are habitual to use conventional products. Whenever we see different advertisement regarding green concept (product) we overlook it.
4. It has been seen that there is a lack of green products and packaged food items on kirana shop.

5. Despite of having little green products available in FMCG segment it would create a problem for consumer buying decision.
6. One of the major hindrances for Green Marketing is that only 30 % sales revenue are coming from super market viz, Future Group, Reliance Fresh, Aditya Birla More, like that, whereas 70% sales revenue collected from kirana store.
7. Companies are not really concerned about doing Green Marketing. They focus only on short term gaining.

Findings of the study

1. This concept of marketing possesses numerous benefits and at the same time, limitations also.
2. Due to environmental consciousness, consumers are moving towards green products gradually.
3. Companies are also thinking about Green Marketing slowly.
4. Initiatives from the government side for Green Marketing are also being observed.

Suggestions

Why going green is so important in the developed to less developed countries along with government organizations to private players in every step of life, that is a „million dollar question'. Notwithstanding, we shall have to move towards going green for the sake of environment. There are many ways for going green. In general, eat local and organic food with minimal packaging, walk more, use public transport less, try to reduce air travel, avoid using too much detergent, prepare baby food in own way, drink water out of a reusable container rather than always buying water bottles, take own cloth bags whenever go for grocery and other shopping. Apart from these, the following steps should also be taken into consideration:

Local as well as National Level Awareness

Until people are able to understand why go green, it would be very difficult to reach into the local level to the national level communities with concerned benefits. This reason to go green offers a cleaner breathing environment, safe foods, safe water systems etc. It is a national policy. So the local as well as national level awareness should be increased.

Worldwide Efforts

“Think Global Act Local” is a management concept but we believe in case of Green Marketing, it would be “Act Local Spread Global” through Indian marketing

philosophy, established Indian Brand and also recycling efforts, urban gardening developments, eco-friendly real estate, cultural up gradation and so on. Worldwide efforts to implement Green Marketing must be initiated.

Government Initiatives

Initiatives from the government towards new business policies for betterment of business environment leading Green Marketing should be taken care of.

Arrangement of Specialized Personnel

This marketing system needs super specialized personnel which should be arranged properly.

Conclusion

Through Green Marketing we can protect the environment. It is very difficult to plan and implement, if all nations will make strict rules for implementing Green Marketing. It is essential to come up with joint forum as because we have to save world from gigantic pollution. From management point of view, manager is one who not only convinces the consumer, but also involves the consumer in marketing his product. Many companies in India have embraced the concept of going green. It is not just good for the bottom line; it is good for the Earth. It is something that can make shareholders and your own conscience, happy. One day will come when Green Marketing concept will lead the whole marketing environment of business in India due to rapid enhancement of environmental consciousness of the people.

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