

# Green Marketing: Challenges and Suggestions

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**Abstract – Marketing means selling and purchasing of goods and services. But when these selling and purchasing are done to keep in mind the importance of environment then it is called Green Marketing. It means marketing of those products which are friendly to environment. It has be easily acceptable by consumers. Many standards are fixed for the verification of product that they are up to standard or not. Consumers are giving the preference to these products. It is a modern concept of marketing. It arises due to harmful effect on environment all over the world. Environmental issues are rising day by day, so it has become important for us to protect environment to save our future life. India is a developing country and also giving the priority to this sector. The purpose of this research paper is to find out what are the challenges and purpose of Green Marketing because mostly people are unaware in the field of Green Marketing. It is a typical situation for India. Because in India mostly people belong to rural area and they do not know about all these. So it has become the duty of government to spread awareness about Environmental Protection and to encourage the people to purchase those products which are Eco-friendly. The cost of the product at initial stage may be high but it would be cheap in coming future. No doubt Green Marketing is necessary for the clean environment to the coming generation.**

**Keywords:- Green Marketing, Environment, Challenges.**

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## INTRODUCTION

Green Marketing means marketing keeping in mind the importance of environment. It means produce those goods which are Eco-friendly and not harmful to the society. We have limited resources and we have to save these resources for coming generation. So proper use of these resources is our first priority. Green Marketing is a new concept. Mostly companies are using these concepts. They make these type of products. They keep in mind this concept while packaging. Plastic containers are used in packaging of mostly product. These containers are used for domestic purpose. The idea of Green Marketing came into existence during the 1980's as a result of environment degradation. Today the need for Green Marketing has heightened as environmental issues facing the world has become more pronounced. Past research on Green Marketing and consumer purchase behavior has been conducted mainly in developed countries. Green Marketing is helpful in educating customers about the benefit of using natural and organic products which is good for them and environment. Some common examples of green marketing are use of natural resources, use recycling, reduce plastic etc.

## GREEN MARKETING MIX

A model green marketing mix contains four P's

## PRODUCT

A producer should offer ecological products which not only must not contaminate the environment but should protect it and even liquidate existing environmental damages. Some points are in this favors are:

- Product should be recycled and reused. Efficient product that can save water, energy, money and reduce environmental impact.
- Products should be green labeled as long as they offer substantiation.
- Organic product should be produced which promises the quality of product.
- Produced should be certified that meet or exceed environmentally responsible criteria.

## PRICE

Prices for such products may be a little higher than conventional alternatives. Pricing is a critical element of the marketing mix. Most consumers are prepares to pay a premium if there is a perception of additional value. This value may be improved performance, function, design, visual appeal or taste. Environmental benefits are usually an added

bonus but will often be the deciding factor between products of equal value and quality. Environmentally responsible products however are often less expensive when product life cycle costs are taken into consideration. For example fuel efficient vehicle, water efficient printing and non-hazardous products.

## PLACE

Their choice of where and when to make a product available has a significant impact on the customers being attracted. Very few customers go out of their way to buy green products merely for the sake of it. Marketers looking to successfully introduce new green products should, in most cases, position them broadly in the market place so they are not just appealing to a small green niche market. The location must also be consistent with the image which a company wants to project. The location must differentiate a company from its competitors. This can be achieved by in store promotions and visually appealing displays or using recycled material to emphasize the environmental and other benefits. So place also play a crucial role in the field of green marketing.

## PROMOTION

Promoting products and services to target markets includes paid advertising, public relations, sales promotions, direct marketing and on-site promotions. Smart green marketers will be able to reinforce environmental credibility by using sustainable marketing and communication tools and practices. For example many companies in the financial industry are providing electronic statements by email, e-marketing is rapidly replacing more traditional marketing methods and printing materials can be produced using recycled materials and efficient processes such as waterless printing. Retailers, for example, are recognizing the value of alliance with other companies, environmental groups and research organizations when promoting their environmental commitment. To reduce the use of plastic bags and promote their green commitment, some retailers shopping bags under the banner of the Go Green Environment Fund. The key to successful green marketing is credibility. Never overstate environmental claims or establish unrealistic expectations and communicate simply and through sources that people trust. Promote your green credentials and achievements.

## CAUSES FOR THE GENESIS OF GREEN MARKETING

### Use of Dangerous Material

Main reason of origin of green marketing concept was the use of dangerous material in products like fertilizer, pesticides, detergent etc. Material used in these products has created a threat for the

environment. These harmful products have not only influenced environment but also human being.

### Not Easy to Dispose

Boxes, container etc. used in the packaging of product are not easily destroyed because this packaging is made from various layers example bags of milk packaging of other food product etc. If these are destroyed then these create a lot of pollution. Due to this reason also green marketing concept is developed.

### Opposition

Opposition of environment is also a cause of origin of green marketing concept. Marketers use such packaging which is known disposable like disposable cup, glass, plate etc. these are called disposable but these cannot be destroyed. These are harmful for environment due to which these were resisted and the concept of green marketing developed.

### Environment Protection Act

In modern times, environment protection act has also given rise to green marketing.

### Awareness

At present consumer has become aware. Now, he has started using eco-friendly products. Thus consideration of consumer towards environment has also given promotion to green marketing.

And this has become a great achievement for the protection of environment.

## PRINCIPAL OF GREEN MARKETING CONCEPT

### Use of Eco-Friendly Material

For adopting the green marketing concept, Marketers should develop those products in which eco-friendly material is used. Marketers should use herbal material in the product that is such material should be used which is suitable from environment point of view.

### RE-USE Packaging

Marketer should use that packaging which can be recycled like carton of old pages, poly bags etc. In this way green marketing concept can be implemented by using recycled material.

### To Provide the Benefits of Environment

For adopting the concept of green marketing, knowledge about the benefits of environment

should be imparted to consumers and marketers so that people may get aware about environment.

### **To Use Natural Resources**

Marketers should use natural resources in their product for adopting the concept of green marketing. For example flowers and fruits can be used for color and fragrance in the product.

### **Concept of Publicity**

Green Marketing can be adopted by promoting the concept of publicity.

### **Less Use of Packaging**

For attracting consumers, bubble packaging is used more. Through this quantity of goods looks more. This type of packaging is used for the products like toys of children, fancy products, shampoo etc. But from environment point of view this type of packaging is harmful. Thus for adopting the concept of green marketing, lesser packaging should be used for the product.

### **Establishment Of Recycle Plants**

Recycling plants should be established for immediate recycling of wastage of product and their packaging.

### **Use of Labels**

For adopting the concept of green marketing, marketers should used eco-friendly labels on their products.

### **Social Responsibility**

For adopting the concept of green marketing, it is necessary to popularize it as a social responsibility. Every citizen should have the responsibility to avoid the products that are harmful for environment and to use eco-friendly products.

### **Purpose of Green Marketing**

Everything which exists in the world is off course for a purpose. Green marketing emergence is some special purpose such as:

### **Social Responsibility**

Green marketing is social responsibility and it's under the concept of extended producer responsibility. It is social responsibility of every producer and even consumers also to save the environment from the harmful effect of chemical products.

### **Government Pressure**

Indian government is also pressurizes to the company to promote green marketing and to produce those products which are friendly to environment. Government also attract to the consumers through green marketing.

### **Competitive Pressure**

Globalization increases the pressure on the organization to provide competitive products. Firms have face competition not with only domestic firms but also with the global firms.

### **Opportunities**

Green marketing provides great opportunities to the companies. Because consumers are aware towards their health and environment. They will purchase only those products which are eco-friendly. So it become a great opportunity to the company.

### **Profit in the Long Run**

Survival, growth and long term profit is possible because of green marketing.

## **ENVIRONMENTAL PROTECTION**

Protection of the environment is necessary for future survival. Green products are environment friendly so it reduces the harmful effect on environment.

### **Good Health**

Green products are good for health because it is produced by organic methods. People desire those products which are good for health.

### **Better Standard of Living**

Adoption of green marketing leads to better standard of living of the human being. People feel very better.

### **High Initial Cost with Low Cost in Future with More Profitability**

Green marketing installation includes high cost because of research and development, technology adoption but the cost reduce in future and this will lead to high profit in future with long term survival.

## **CHALLENGES OF GREEN MARKETING**

Green marketing is a new concept and a new concept is not easily accepted. There are some challenges in the field of green marketing.

## Large Investment

For green marketing there is need to invest a lot in research and development, product development and adoption of new technology. Material purchased for production is costly. Renewal and recycling is not easy. It need high technology which cost is very high and it is not easy for a normal business to do such type of huge investment.

## PRICE SENSITIVE CONSUMERS

No doubt green products have high price. India is a developing country where income of the people is very low. So it is not possible for the people to pay high price and also they do not want to pay high price because they are price sensitive also.

## LESS AWARENESS OF CONSUMERS

Green marketing concept is a new concept. It is on the growing stage. So the people do not know about this. Another reason of this unawareness is that mostly people belong to rural area. So they do not know about green products and green marketing.

## Initial Concept

Green marketing is on initial stage and is lot of development under it.

## Promotion Tools

Green marketing is a new concept and it is important to use various kinds of promotion tools to aware the people about the existence and importance of green products. They have to use multiple tools like advertisement, personal selling, sales promotion, social media etc. Government should also take initiatives to spread awareness.

## Poor Marketing Plan and Implementation

Marketing plan and implementation is poor in India which is major cause of failure of green marketing in India. So there should be proper plan and then implementation should be done according to planning.

## Problem of Standardization

In India products are not follow the international standard so consumer don't trust on their originality.

## Misleading and Availability of Imitate Products in the Market

There are lots of firms which are selling their products by advertising them as green product but they are not green products even consumer pay high price and after that they cheated.

## Advantages of Green Marketing

Companies that develop new and improved products and services with environment inputs in mind give themselves access to new markets, increase their profit sustainability and enjoy a competitive advantage over the companies that are not concerned for the environment.

- It ensures sustained long-term growth along with profitability.
- It saves money in long run, although initial cost is more.
- It helps the companies to market their products and services keeping the environment aspect in mind. It helps in accessing the new markets and enjoying competitive advantage.
- Most of the employees also feel proud and responsible to be working for an environmentally responsible company.
- It promotes corporate social responsibility.
- Gain more profit from green marketing due to competitive advantage.
- Raise awareness on important environmental or social issues.
- New opportunities arise for the company to enter the product in new market. A company can easily capture the market due to green products.
- A benefit of green marketing expansion is that consumer may become more comfortable and accepting of paying higher premium prices to acquire earth friendly products or to support companies that engaged in green activities.
- A challenge faced by early adopters of the environmental movement was the limited supply of earth friendly food and non-food products. Companies that initially sold organic foods faced high prices due to a limited number of organic farmers and suppliers.
- It also promote the consumers to get education regarding green marketing. It spread education also.
- Green marketing campaign allows the company to become influencer marketer. By this company can trigger new ideas that influence the customer to realize the

importance of environmental sustainability and health.

- Green marketing opens the opportunity for the customers to participate in generating new ideas about green marketing through campaign.
- It create high image of the company in the market.

### **Suggestion for the Improvement in Green Marketing**

Green marketing is an excellent concept. There is some challenge in the way of green marketing but with some strategies overcome from these challenges is not too hard. Some of these suggestions are as follows.

#### **Understand Customers**

An organization must be aware from the needs and wants of consumers. Organizations produce the product according to the customers demand and the price they ready to pay. Customers demand are changed day by day so a good concentration should be given to this field.

#### **Need of the Management Support**

For the success of green marketing there is high need of support from the management. Management should be capable of handling such kind of new concept. Proper plan should be maintain by the managers and work should be done according to the plan.

#### **Aware the Consumers**

Government of India and organization try to aware customers about the benefit of green marketing on their life. Campaign should be organized in such a manner that should be able to spread awareness and also able to educate the people about importance and uses of green products.

#### **Adopt International Standards**

Indian organization must try to adopt the international standard for the green product to gain the trust of the consumers. These standards should be made without any biasness and there should be strict rule to follow the standards.

#### **Implement Marketing Strategies**

Organizations develop good control system and implement strategies for the betterment. If businesses want to grow in the future then a good strategy should be maintained by the business organization. Proper environmental study should be done.

### **Better Marketing Plan**

Everything is starts with a good plan so there is a need of the organization to develop a good marketing plan which can help them to capture the large share in the market.

### **Composition, Reusability and Recoverability of Packaging**

The requirements are:

- Packaging should be small, light but according to safety standards, hygiene and acceptability of packed product and the consumer.
- It should be designed, manufactured and sold in such a way that it can be reused, recycled or renamed in compliance with safety standard.
- The concentration of harmful and dangers substances should be as low as possible packaging should with stand possibility of wear and tear.
- Used as an energy source, packaging waste must have a minimum calorific value and must be bio-degradable. Producer responsibility for.

## **GOLDEN RULE OF GREEN MARKETING**

### **Know Your Customer**

Make sure that the customer is aware of and concerned about this issues that your product attempts to address.

### **Educating Your Customers**

It is not just a matter of letting people know whatever you are doing is to protect the environment but also a matter of letting them know why it matters.

### **Being Genuine and Transparent**

It means that you are actually doing what you claim to be doing in your green marketing campaign and the rest of your business policies are consistent with whatever you are doing that's environment friendly.

### **Reassure the Buyer**

Consumers must be made to believe that the product performs the job, in this firm should not forgot product quality in the name of the environment.

## Consider Your Pricing

If you are charging a premium for your product and many environmentally preferable products cost more due to economies of scale and use of higher quality ingredients make sure those consumers can afford the premium and feel it's worth it.

## Methods to implements Green Marketing

- Using environment friendly material in the products.
- Using Herbal medicine, Herbal shampoo, Herbal toothpaste etc.
- Use the technique of refilling like gas cylinder are used in refilling the gas.
- By the technique of repairing we can efficiently use the product and can increase the life of the product.
- The part of some products may be damaged due to some uncontrollable events. These parts can be changed and we can use these products as they were before the damages.
- Manufacturing concern can reuse the packaging of the products. For example plastic bottle can be reused easily.
- Environmental friendly packaging should be used. On the other hand we can say, that packaging should be used which can easily disposed in the soil.
- Manufacturing concern should not use Blioter or bubble packaging.
- We should use recycling products.
- We should use the waste in such a manner that new product may be produced like melting the tier tube rubber mats can made.
- Use natural colors and natural fragrance in the products.
- Install recyclable equipment.
- Spread Environmentalism among the people.
- Organizing the seminar at rural level.
- Government take initiatives to promote green marketing
- Use environment friendly labeling.

- Companies should also involve in green marketing.

## Ways to Go Green

- Unplug when not in use.
- Choose the product with less packaging.
- Buy organic and local food.
- Drive less that saves fuel.
- Walk more.
- Recycle more.
- Switch to green power, use non-conventional energy like solar power etc.
- Spread the world about green, live green, stay green.

## Countries Ranked According to Their Response Level

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

## A LIST OF FIVE INDIAN GREEN COMPANIES IN GLOBAL

At the time when the government is exploring various options to move on to a low-carbon growth path, 5 Indian companies have made it to the global list of firms that have shown leadership in adopting measures to cut their climate damaging emission.

Most of the companies performing better in terms of their efforts to combat climate change are located in Europe, followed by the US and JAPAN

The Indian Companies that made it to the list CDP climate performance leadership index 2014 are

- Essar Oil
- Larsen and Toubro
- Tech Mahindra
- Tata consultancy services (TCS)
- Wipro

## CONCLUSION

At last we can say that Green Marketing is very important concept in today's life. In this research paper we study the importance, reasons, challenges, suggestions and methods to improve green marketing. No doubt if we will use the methods in our life then we can make sure that we can save our resources and can make our life better. Green marketing is on developing stage. But it is an important concept. Many companies are adopting green marketing. But we should take participate in this efforts to use green products in our life. Awareness should be spread by the government to rural area and also tell them the importance of green products. It's true that environment is ours and we should protect it. So promote GREEN MARKETING.

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