

# Current Scenario of Indian Green Marketing and Exploring the Challenges

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**Abstract –** In this global age, preserving our natural world is the greatest obstacle. Consumers change their behaviour and habits with the aim of maintaining a clean and sustainable atmosphere because of the increased knowledge of different environmental concerns. Corporations and organisations, through investing in environmentally conscious corporate practises, often aim to keep up with this change in the customer attitudes to achieve comparative advantages. Green marketing has now emerged as a relevant phenomenon, both in India and around the world. Quite modern marketing is, though, one of the fastest rising segments of the marketing principle. green marketing is This paper underlines the value of green marketing, its future in future years, and how businesses benefit from green marketing practises.

**Keywords –** Globalization, Marketing Principle & Green Marketing

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## 1. INTRODUCTION

The adverse effects of different human actions on the climate today are a subject of concern in the globe. The need for green marketing worldwide is becoming urgent. Consumers are increasingly mindful of the detrimental effects on the ecosystem of goods; therefore businesses have begun to integrate products and processes that do not damage the environment and consumers' wellbeing. "Green marketing is the marketing of goods which are supposed to be environmental friendly," the American Marketing Association says. Governments all over the world are also also worried with the different environmental problems and enacted a lot of laws and legislation prohibiting environmental pollution.

### 1.1 Green Marketing – A need of today:

The increasing productivity and commercial practises are well-known to pollute the world's natural environment. As there are finite resources and limitless human needs. Marketers ought to make effective use of capital to accomplish corporate goals in terms of protecting the natural ecosystem without increasing interest among citizens all over the planet. The world worries people more. This led to the use of the word green marketing. Marketers therefore sense their environmental obligation and their eco marketing value.

Not only advertisers but customers are worried about the environment and their behaviour is also evolving. Person and commercial customers are increasingly

worried for goods that are friendly to the climate. They use renewable goods created by green technologies.

### 1.2 Green product:

Green product is a product that is made using green technologies that does not pose any environmental risks. For conservation of natural resources and sustainable growth, the promotion of green technologies and green goods is required. Green product can be described as:

- Fewer harmful products
- More robust products products
- Products containing safe materials
- Products created of recyclable content
- Products initially grown
- Products that are biodegradable
- Products with additives naturally
- Products without environmental effect
- Products with environmentally safe packages, i.e. recycled, refillable, containers etc.

### 1.3 Green Marketing- 4P'S Green Product

Items which are produced in the production sector using renewable technologies and which are after usage or use environmentally friendly are called green products. Some important features of green products are:

- Eco-safe raw content products.
- less harmful products.
- Products using ingredients licenced for production.
- No livestock products checked.
- Products packaged in environmentally safe packaging, e.g. recycled and reusable cans, etc.
- Environmentally preserved products.

#### Price:

Price is the main feature of the eco marketing blend. Only if consumers realise the full meaning of the commodity would they be able to spend extra for the green product. Brand value implies improving the product in general, such as colour, taste, consistency and feature, etc. Green marketing companies should take all these things into account before charging higher prices.

#### Place:

The atmosphere in which green goods are sold will have a major effect on the results. Not many consumers are ready to purchase green goods above and beyond traditional standards. The green spot focuses on managing distribution in order to reduce shipping pollution and thereby reduce carbon footprint. If attempt is taken to render the climate environment more environmentally sustainable and normal, there would be greater probability of eco-selling.

#### Promotion:

Green promotion includes the configuration, taking into consideration human beings, the earth and profit, of certain promotional items, such as broch literature, publicity, white papers, Web pages, videos etc. In other terms, environmental aspects can be highlighted by contact with the industry. Consumer knowledge may be developed by reminding them of the advantages of environmentally sustainable goods. There can even be publicity on the expenses an organisation pays to protect the world.

### 1.4 Reasons to go Green

With the finite world capital and limitless human needs, it is crucial for advertisers to successfully handle the resources and achieve the goals of the enterprise. Green marketing is also unavoidable. Consumers are more worried about the atmosphere which demonstrate a difference in their purchasing behaviour. This means that green marketing is becoming really important and the consumer receptive to clean goods and services that are socially responsible. Green marketing refers to certain natural resources protection goods. Which includes several tasks, including the alteration of the stock, improvements in the manufacturing phase, packaging changes and promotional modifications. By utilising green marketing the key advantages for businesses are:

#### • Providing customer Value

As marketers we must develop green marketing campaigns to render all goods and services the best for consumers. We should be careful about the health of consumers and supply packaging that would not affect the ecosystem.

#### • Gaining Competitive Advantage

Green marketing encourages businesses in terms of quality success and value to be distinguished from their rivals. The customer pays attention to the goods and services offered by companies that provide green marketing.

#### • Developing Feeling of Pride and Responsibility among Employees

Green marketing is the embodiment of the business, and not just benefits the brand but also brands that have a positive impact on the natural environment. This attitude provides a sense of belonging which makes them more accountable and committed to product quality.

#### • Opening the Opportunity for Customer Participation

Few consumers are conscious of the significance of environmental protection. This clients may be promoted by their provision of a forum to help them directly promote green messaging, for example social media, as it is a highly successful channel relative to other tool.

#### • Creating an Impact

Green marketing allows us to impact our clients by generating innovative concepts that influence the importance of environmental health and sustainability

### **1.5 Green Initiatives Taken in India Wipro Green Machines**

Wipro Infotech was India's first and most important company to implement electronic peripherals that do not affect the ecosystem. Wipro has launched Wipro Greenware, a new line of laptops and desktops. These goods are called ROHS, which minimises environmental e-waste. These products are called ROHS.

#### **Free No Polythene Carry Bags:**

The Indian Ministry of Forestry and the Environment has directed large retail shops such as Major Bazaar, D-Mart etc. to supply paper and towel bags only if consumers are able to pay for them.

#### **IndusInd Green ATM:**

IndusInd Bank is India's first bank to build the first solar powered ATM that is leading to pro-environmental changes in the banking sector in India.

#### **Starting CNG Vehicles in Delhi:**

The city of Delhi is highly polluted, India, and the government has released orders to move completely into CNG-based public transportation to track emission levels in any measure.

#### **Nerolac's Lead Free Paints:**

Nerolac is a paint production company that works to release the paints of toxic heavy metals. Heavy metals such as plum, chromium and mercury may adversely affect humans. It may contribute to injury to the kidney, nervous system and reproductive system. Factory poisoning can also lead to poor intelligence and memory loss for infants.

#### **Oil and Natural Gas Corporation (ONGC):**

ONGC is India's largest producer of petroleum, and it has launched environmentally sustainable and power-efficient crematoria that are likely to substitute conventional wood pyre in India. The Mokshada green cremation project from the ONGC is designed to save up to 60-70% of cremation wood and a fourth of the cremation period.

#### **Suzlon Energy:**

Suzlon Energy is the wind turbine maker and distributor. It's the fourth largest wind turbine manufacturer in the world to provide renewable energies, as the wind energy source. The launch of this green phase is an important step towards growing the carbon footprint.

### **1.6 Future of Green Marketing**

While you are familiar with green marketing concepts and practises, green marketing myopia may be simple. Green marketing involves sound marketing principles in order to achieve the best of the green marketing, such that people can see green goods as the most attractive. According to a new study, the following three guidelines show that green goods can effectively prevent marketing myopia: While you have a good understanding of green marketing concepts and strategies, Green marketing myopia can be quickly obscured. Green marketing means good marketing values, such that people can see green brands as the most wanted. To achieve the best in Green Marketing green marketing takes. A new study has shown that green goods can effectively prevent marketing myopia by following these three principles:

#### **Consumer Value Positioning**

- ✓ C — The design of renewable goods is involved, which are more efficient or at least equal to alternatives.
- ✓ Promote and have the desired benefit to the buyer of green goods and address suitable consumer segments.
- ✓ Associate the target market benefit with the green appeal brands.

#### **Calibrating Consumer Knowledge**

- ✓ The Consumer education by disseminating marketing messages which relate the desired consumer value to the green attributes of the goods.
- ✓ Framing renewable commodity qualities for customer demands as "solutions."
- ✓ CERTH Creates blogs for eco goods and the consumer value they want.

#### **Credibility of Product Claim**

- ✓ Using meaningful and special statements regarding renewable goods and market appeal.
- ✓ Acquiring authentic third party label endorses and green certificates.

## **2. REVIEW OF LITERATURE**

**Brahma, M. & Dande, R. (2009),** The Economic Times in Mumbai wrote an article that says Green ventures India is a subsidiary of Green venture Intra-National, a New York based assets management company. The latest announcement

of 300 million Indian dollars is targeted at renewables and carbon credit funding.

**Oyewole, P. (2001)** A philosophical connection between green marketing, environmental justice and industrial ecology was discussed in his article. In the practise of ecological marketing, it advocates increased understanding of environmental justice. Finally, a research agenda is proposed to assess consumer awareness and the ability to cover the risks associated with environmental justice.

**Brahma, M. & Dande, R. (2008)**, The Mumbai Economic Times stated that Green Ventures India is an affiliate of Green Ventures International in New York. Lastly, India reported a \$300 million fund for clean energy goods and carbon credit trading.

**Paco & Raposo (2009)** Had a study carried out to determine green consumers' characteristics. Considerations included environmental protection goods, environmental advocacy, environmental science, environmental concerns, recycling, perception, saving of resources, economic factors and environmental cynicism.

The lack of knowledge about green goods and the misleading views about green products can be overcome by consumer education and the construction of better products (**Bonini & Oppenheim, 2008**).

It is not only the duty of companies to educate customers, but also the government to encourage consumers to embrace goods that are environmentally sustainable. A kind of pro-social consumer behaviour was Green Consumerism (**Weiner & Doeshner, 1990**).

**Oyewole, P. (2001)**, He proposes in his paper a philosophical connection between green marketing, environmental justice and industrial ecology. In the practise of green marketing, it calls for increased understanding of environmental justice. Finally, a study agenda is proposed to assess market understanding and readiness to support the resulting costs.

The problems faced by Green Marketers involve a lack of guidelines and general opinion about what really constitutes "green," according to Joel Makeover (**cited by shafaat and sultan, 2002**).

### 3. CHALLENGES IN GREEN MARKETING

While several businesses still pursue the strains of green marketing, there are also many implementation challenges. The key issues facing businesses include the following:

✓ **Need for Eco labeling Schemes:** It has been noticed that just 5% of green initiative

advertisement ads are true and there is a shortage of standardisation. A standardisation to certify goods as organic is not currently in force. Unless such governmental agencies are interested in the qualification process, verifiable means are not the only way out. There must also be a common quality management board for labelling.

✓ **New Concept:** The advantages of using green goods have becoming increasingly known to Indian literate and urban consumers, but for rural citizens this is still a new idea. Thus, it is essential to educate and inform rural consumers about the climate.

✓ **Lack of Patience:** The inverters and companies must see the world as a long-term catalyst for investment. They need a lot of time with no imminent outcome. It's a modern idea and it's going to take a lot of time.

✓ **Need for Standardization:** It is found that only 5% of "green" advertisement messages are completely true and that these demands are not authenticated by standardisation. These statements are not authenticated by standardisation. There is currently no standardisation to certify an organic commodity. There would be no verifiable way if such governmental agencies are interested in the provision of certifications. For such marking and licences, there must be a common quality management commission.

✓ **Patience and Perseverance:** Investors and companies must see the climate as a significant investment target in the long run, and advertisers must examine the long-term advantages of this current green campaign. There would be more patience and no quick results required. It will have its own adoption cycle because it is a modern concept and idea.

✓ **Avoiding Green Myopia:** The first law of green marketing concerns customer advantages, which is the main explanation why customers first purchase those goods. Do this to encourage people to swap labels and also pay the greener option premium. It will not help if a product that is completely green in different respects but does not meet the requirements of customer satisfaction is created. Which results in green myopia. And if the green

goods are really big, their retail acceptability would once again miss out.

#### **4. CONCLUSIONS AND SUGGESTIONS**

In summary, while India has made a great deal of effort with regard to green marketing, it remains in the early stages and significant study also needs to be carried out in order to tap its maximum potential. It is essential to inform customers regarding environmental issues and the benefits of green goods in order for the green marketing to be effective. Green marketing campaign and green ads will do this. Consumers should sense the need to turn to more sustainable goods and be prepared to pay a higher amount.

It is necessary to make customers believe they can have a positive effect. The biggest explanation for their purchase of green goods is this empowerment. The government rules are another critical part of the effective introduction of green marketing. Organization, customer and government ought to cooperate to make the planet a safer place to live.

Green Marketing is a way for potential generations to maintain the ecosystem, but its execution is not as simple as it may seem. Companies must do proper testing and preparation to evaluate their commercial viability. Initially, it will be impossible to adopt green marketing, but it certainly has a good influence on the company over the long run. Green marketing should not be seen as yet another solution to marketing but should be far more vigorous in its execution, as it often includes environmental and social aspects. If the danger of global warming is worsening day by day, green marketing can become a standard instead of an anomaly.

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