



## OUR HERITAGE

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Organised by: Sinhgad Technical Education Society's  
SINHGAD INSTITUTE OF MANAGEMENT AND COMPUTER APPLICATION (SIMCA),  
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## GREEN MARKETING SCENARIO IN INDIA

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### **Abstract**

*Ethical solutions in marketing are an important part of modern business. Environmental pollution the main concern is in today's business environment. Green marketing is a phenomenon it has been developed all over the world to facilitate sustainable development. It has arrived Changes in consumer attitudes toward a green lifestyle. The main emphasis is on this paper given the concepts, needs, importance, golden rules of green marketing and the differences from traditional marketing. This paper describes the current state of Indian green marketing and exploring the challenges facing India. The Paper aims at finding out what is the Green Marketing and all about the products. Also how can a business firm be more competitive by using green marketing strategies to gain a competitive edge over others? It should explore the main issues and challenges in adoption of green marketing practices.*

**Keywords:** Environmental pollution, sustainable development, green lifestyle, green marketing.

### **1. Introduction**

Green marketing is not a simple concept. Green refers to the marketing process delivery of high quality of life through marketing of such assumption products being environmentally safe. Green marketing is also known as environmental marketing and environmental marketing Adopting green marketing is not easy in the short term, but it will be long lasting impact on society. Green marketing involves such a wide range of activities product changes, changes in the production process, packaging changes as well as is changing. McCarthy categorized 4p of marketing as product, price, place, and so on advertising but in the age of green marketing, there are 3p more like people, profit and planet. As resources are limited and human desire is unlimited, this is important for marketers to efficiently utilize resources without waste and to achieve the objectives of the organization. Therefore, green marketing is indispensable. There is a growing need among consumers worldwide according to Polonsky regarding environmental protection, green marketing can be fixed therefore, "all activities designed to facilitate and facilitate any exchange for the sake of humankind the least harmful inputs are needed or wanted on our environment. "Green marketing can, too becomes the area of social responsibility of the organization.





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## 2. Green Marketing

Green marketing is the marketing of products that are to be environmentally preferable to others and customers. Thus green marketing includes a broad range of activities, including product improvement, changes in the process of production, sustainable packaging, as well as modifying advertising.

## 3. Evolution Of Green Marketing

Green marketing is a term that was first discussed in the seminar on "environmental marketing." Organized and marketed in 1975 by the American Marketing Association (AMA) there are three stages to the evolution of green marketing until AC PT (2001). The first phase was called "environmental" green marketing. All marketing during this period the activities were concerned with helping and remedying environmental problems.

The second stage was "environmental" green marketing. The focus was on cleanliness technology that includes designing innovative products that address pollution and trash problems.

## 4. Objectives Of The Study:

1. To discuss the need for Green marketing in India.
2. To understand the strategy needed for successful Green marketing.
3. To study the present scenario and potential of Green marketing.
4. To study the challenges faced by Green marketers in India.

## 5. Literature Review

1. Vijay Jain (2010) told about the green marketing's process and the three C's process for green marketing implementation as Consumer Value Positioning, Calibration of Consumer Knowledge and Credibility of product.
2. The study conducted by Sourabh Bhattacharya (2011) concluded that the green marketers in India should carry promotional campaigns, because majority of the Indian consumers are price-sensitive and are not sure about the quality of green products.
3. Selvakumar & Ramesh Pandi (2011) stated that Green Marketing is not all about manufacturing of green products and services but encompassing all those marketing activities that are needed to develop in the products and make product eco friendly also attitudes and behaviours.
4. Philip Kotler & Kevin Lane Keller (2011): Companies that mound —green programs can face two main problems that is consumers may believe in product is of inferior





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quality of being green and consumers feel the product is not really that green to begin with.

5. The study by Ann Kronrod et al (2012) informed that the surprising prevalence of assertive environmental messages in the media. The environmental agencies are to be populated and perceive protecting the environment as a highly important issue and should be understand that not to all customers are informed and concerned about the environment.

### 6. GREEN MARKETING-NEED

In the present case, the challenge is to convince consumers as well as consumers protect Your Natural Environment - This is the greatest need of the hour. Companies can leave many loyal and profitable customers and clients due to the absence of green management. In today, with the growing community and customers, the innovative business world of high technology interest in green and socially responsible products increased community pressure on companies to internalize externalities such as health related problems, neighborhood amenities which are used by the customers, climate and environmental change and government legalization and initiatives; Innovation in technology and from the perspective of dealing with pollution, improved resources and energy efficiency, and to keep the old (Loyal and profitable) Customers and consumers, implementing green is extremely urgent marketing.

In most of the companies are introducing an green marketing because of the following reasons:

- i. In India, about 25% of consumers prefer environmentally friendly products and about 28% of people can be considered healthy shy. Therefore, there are green vendors various and large-sized sections to complete it.
- ii. Many companies are beginning to understand that they must be environmentally sound believe in fashion and environmental goals as well as profitability objectives.
- iii. Recently various rules made by the government for the protection of the government and consumers there is no need to accept green marketing as a force in society at large choice. For example, plastic bags are banned and banned in most parts of the country smoking in public places etc.
- iv. Many companies do green marketing to maintain their competitive edge.

### 7. GREEN MARKETING – AN OPPORTUNITY:

There are some basic rules that go into being a successful green marketing company long way to the future of business. The basic strategy is there are a few, but only a few of them, to properly use the Four P's to address the needs of green marketing the things that need to be emphasized before taking on the strategy. They are:

#### 1. KNOW THE CUSTOMER:





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That is, to ensure that consumers are aware and concerned about the problems your product is trying to address, without which green marketing succeeds it will be difficult to achieve.

### 2. GUIDE THE CUSTOMER:

Educating people the reason for what you are doing it's not just about protecting the environment; it's also about letting them know why it's important. Otherwise, for the most important part of your target market, they might ask "So what?" And your green marketing campaign is nowhere.

### 3. TRANSPARENCY TO THE CUSTOMER:

It shows that a) you are real what you claim to be doing in your green marketing campaign and c) your business whatever you are doing, the policies are environmentally friendly. These are both conditions visit to set up environmental certifications for your business that will allow green color marketing campaign to succeed.

### 4. ASSURE THE BUYER:

That means consumers should trust the product the offer will serve the purpose or purpose of the purchase, of course – no compromise on product quality in the name of the environment.

### 5. PRICE FOR THE CUSTOMER:

This means that consumers can afford the premium and ensure that looks like it's affordable, which is being charged for your product, as much as it is environmentally friendly. The cost of products and the economies of high-quality ingredients cost more.

### 6. GIVE OPPORTUNITY TO THE CUSTOMER TO PARTICIPATE:

Means personalizing the benefits of your environmentally friendly activities, usually by letting the customer participate in the positive environmental actions take into account the changing expectations of consumers at the same time.

## 8. THE FOUR P'S OF GREEN MARKETING

In the current changed scenario the marketers are used the 4 p's of green marketing:

### PRODUCT-

Marketers wanting to exploit emerging green market either:

- ❖ To identify the need of the customer and develop the products to address those needs or develop environmentally less impact competitors product.
- ❖ The increasingly wide variety of the products in the market that support sustainable development.
- ❖ Those products are made from the recycled goods and can be reused or recycled.
- ❖ Those products are saving water and energy or gasoline also save the money and reduce the environmental impact.





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- ❖ These products are environmentally responsible packaging.
- ❖ These products are comes with green labels.
- ❖ The green products are the products those have an organic and customers are ready to pay premium for the same.

### PLACE:

- ❖ The customer has a choice to attract and to availability is depending upon the product.
- ❖ Customers are waiting for the green products merely sake of it. And marketers are looking forward for the successfully introducing the green products in the market.
- ❖ The location of the same product is to be consistent and differentiate the company from its customers and got a benefitted.

### PROMOTION:

- ❖ There are so many methods used in the marketing and the main function of the marketing is to provide the services to the customer and also companies are using the direct marketing and onsite promotions in the current scenario.
- ❖ Some green marketers are able to reinforce the environmental credibility by using sustainable marketing and communications tools and practices. example, there are so many financial institutions which are providing e-statements by email, e-marketing is also rapidly replacing more traditional media marketing methods, and printed materials can be produce using recycled materials and efficient processes, such as waterless printing.
- ❖ Retailers are also use those products in the market and reduce the environmentally harmful products. Example reduces the use of plastic, Go Green environment etc.
- ❖ The successful of green product because of credibility of the customer.
- ❖ Promote your green credentials and achievements.

## 9. CURRENT SCENARIO-INDIA

Many analysts predict that 2018 would be a make-and-break year for many greeners businesses takes some businesses to new heights as the competition in the green sector increases new businesses and other businesses behind the services. Trends can and do come and go of course, it is impossible for any green business to stay above all else or be worth the effort. In the marketing, keeping track of green product trends is a great way





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for stay fresh businesses, flexible and creative way while facing new challenges and opportunities the surest path to green business success in 2018 and beyond.

Consumer Research - India is the only country that chooses deforestation and air pollution as the most important green issue. India is the only country that has more customers there should be developing countries that focus on developed green innovation country. Results of the recently published 2011 edition of Global Image Power Green the Brands survey shows that consumer concerns about the environment have been translated into a preparing to pay premium for green products. 64% of Indian consumers indicate that plan to spend more on green products next year. In addition, consistent with emerging countries, 48% of Indians are willing to pay the green premium price for Indians willing to spend 10% more on the product because it is green. Customers in India believe in greenery advertisements compared to other countries, where 86% of Indian consumers are registered advertising about green products helps them make choices. 28% of consumers in India have a goal buying a vehicle next year, compared to 16% in the previous year.

### MANUFACTURERS:

AMUL is rated as the top Indian green brand by Global Green Brands Survey. The International Dairy Federation has also awarded the AMUL Green Movement for its excellence 2018 Environmental activities in eco-activities. He has also been given the prize of creation good green governance award for four consecutive years. The 2018, top Ten Green Brands in India are:

1. LG
2. HCL
3. Haier
4. Samsung
5. Tata Consultancy Services
6. Oil and Natural Gas Company
7. IndusInd Bank
8. ITC Ltd.
9. Wipro
10. MRF Tyres

### GOVERNMENT:

To promote green marketing and Government of India has also made small arrows helping the eco-friendly, automotive industry by banning plastic bags from daily use develop green vehicles by investing in hybrid and electric vehicles (EVs) greener Trains





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The Government of India is capitalizing on the undeveloped area and building a building infrastructure that reduces economic growth and emissions. Taken by the government promoting greenhouse construction, taking initiative to utilize alternative sources of energy companies Government agencies are forcing companies to become more responsible. In most cases the government is firmly forced to adopt policies that protect the interests of consumers reduce the production of harmful goods or products, improve consumer and industry consumption and or use of harmful substances; or make sure all types of customers have the capability evaluate the environmental composition of the objects.

### 10. GREEN MARKETING - A CHALLENGE

#### NEW CONCEPT:

Indian literate and urban consumers are becoming more aware of quality green products. But it is the new concept in the marketing. Must be a customer educated and made aware of the environmental dangers. New green movements are required it takes a lot of time and effort to reach and reach the masses.

#### COST:

Green marketing involves the marketing of green products / services, green technology, green power / energy which requires a lot of money to spend on research and development their development programs and subsequent promotional programs which finally, there may be increased costs.

#### CONVINCE TO THE CUSTOMER:

Customers did not trust Green's firm's strategy as a marketing firm, they should take all possible measures convince consumers about their green product, the best option is eco-labeling is being implemented. Eco-labeling schemes make it-famous environmentally less harmless - products. In fact the first eco-label program was launched by Germany in 1978. Sometimes customers are unwilling to pay extra price for products.

#### SUSTAINABLE PRODUCTS:

Initially the profit from renewable and reusable products is very low and green technologies are more expensive. Green marketing will only succeed in that long running Therefore, it is important for the business to plan for the long term rather than the short term strategy and prepare for it, at the same time to avoid being tempted by the immoral short-term profit making practice.

#### NO COOPERATIVE:

Companies that practice green marketing will have to work hard convincing stakeholders and often times may fail to convince them too often. Green marketing term benefits compared to short term costs.

#### AVOID GREEN MYOPIA:

Green marketing must meet two objectives: Improved environmental quality and customer satisfaction are either misinterpreted or over-rated at a later expense, the former name might be called Green Marketing Myopia.

### 11. CONCLUSION:





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Green marketing is newly introduced concept in the marketing. There is a firm plan and then actions do research to find out how viable it will be. As green marketing still exists, it has to evolve in its early stages. Adapting to green marketing may not be easy in the short term but it will definitely have a positive effect in the long run. Green marketing is still in phase there are many opportunities available in Indian companies for childhood in Indian companies Consumers are also willing to pay a premium price for green products. These changes in consumer behavior compel corporations to think about the detrimental consequences of their activity on the natural environment of the world. Finally a rapid increase for environmental concerns for two decades, companies have been pushing to prove change to ensure sustainable development society. Green marketing should not be considered another approach to marketing; it should be tried in a big way because it has social and environmental dimensions. Vendors also have the responsibility to make the stakeholders aware of their needs and needs benefits of Green Products. Unions are now aware of this without adoption in the current competitive age they cannot survive the core of their strategy is green. Indian FMCG companies are also adopting the green color to maintain their image in the market. There are companies various activities are involved to show their concern for the environment as well as the community, but at the same time, companies need to understand that green marketing should not be done ignoring the financial aspects of marketing.

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