



## GREEN MARKETING IN INDIA: ITS CHALLENGES AND OPPORTUNITY

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### ABSTRACT

Green promoting could be a development that has developed specific necessary within the trendy market. This concept has enabled for the re-marketing and packaging of existing merchandise that already adhere to such tips. Additionally, the event of inexperienced promoting has opened the door of chance for firms to co-brand their merchandise into separate line, lauding the green-friendliness of some whereas ignoring that of others. Such promoting techniques are going to be explained as a right away results of movement within the minds of the patron market. As a results of this businesses have redoubled their rate of targeting shoppers World Health Organization square measure involved regarding the atmosphere. These some shoppers through their concern have an interest in group action environmental problems into their getting selections through their incorporation into the method and content of the promoting strategy for whatever product may be required.

**KEYWORDS:** Green Product, Recyclable, Environmentally safe, Eco Friendly.

### INTRODUCTION

According to the American Marketing Association, green marketing is the marketing of products that are presumed to be environmentally safe. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising. Yet defining green marketing is not a simple task where several meanings intersect and contradict each other; an example of this will be the existence of varying social, environmental and retail definitions attached to this term. Other similar terms used are Environmental Marketing and Ecological Marketing. Thus "Green Marketing" refers to holistic marketing concept wherein the production, marketing consumption an disposal of products and services happen in a manner that is less detrimental to the environment with growing awareness about the implications of global warming, non-biodegradable solid waste, harmful impact of pollutants etc., both marketers and consumers are becoming increasingly sensitive to the need for switch in to green products and services. While the shift to "green" may appear to be expensive in the short term, it will definitely prove to be indispensable and advantageous, cost-wise too, in the long run.

### WHAT IS GREEN MARKETING?

Green promoting is that the promoting of environmentally friendly merchandise and services. It is changing into additional in style as additional folks become involved with environmental problems and judge that they require to pay their cash in an exceedingly method that's kinder to the planet. Green promoting will involve variety of various things, like making Associate in Nursing eco-friendly product, using eco-friendly packaging, adopting sustainable business practices, or focusing marketing efforts on

messages that communicate a product's green benefits. This type of selling are often costlier, however it may also be profitable thanks to the increasing demand.

For example, merchandise created regionally in North America tend to be costlier than those created overseas victimization low cost labor, but they have a much smaller carbon footprint because they don't have to fly across the globe to get here. For some shoppers and business homeowners, the environmental benefit outweighs the price difference.

### OBJECTIVES OF THE STUDY

- Understanding green marketing
- To Investigate the challenges to Green Marketing

### RESEARCH METHODOLOGY:

Data goes to be collected through Annual Report of firms, Books, Journals, Magazines and other related literature.

### Green Marketing Methods

Beyond creating Associate in Nursing environmentally friendly product, business homeowners will do different things as a part of of their inexperienced promoting efforts.

- The following will all be a part of a inexperienced promoting strategy:
- Using eco-friendly paper and inks for print marketing materials
- Skipping the printed materials altogether and option for electronic marketing
- Having a recycling program and responsible waste disposal practices
- Using eco-friendly product packaging
- Using efficient packing and shipping methods
- Using eco-friendly power sources
- Taking steps to offset environmental impact

### Green Marketing in India

In India, the concept of Green Marketing has been utilizing right from the use of biogas in the Villages to using environment-friendly products like bamboo furniture, CFL, etc. In fact, the Pottery made from earthenware and the use of traditional Surahi and Matka for drinking cool water Rather than the refrigerator is another motivating example. Utilize of steel utensils which is reusable, rather than disposable plates can also be viewed as a green initiative. The use of Coolers rather than air conditioners goes a long way in reducing the carbon footprint. However, these traditional items seem to be gradually losing their sheen, with more and more people Using modern gadgets and gizmos. According to Google report 2007 on a comparative basis and supplementary searches for green Marketing originated from India and any other country from International Journal of Research in Finance & Marketing. If firms square measure charging a premium for his or her product and lots of environmentally desirable merchandise value additional thanks to economies of scale and use of higher-quality ingredients, make sure that consumer can afford the premium and feel it's worth it. The rural marketers provide their customers a chance to participate this implies personalizing the advantages of your environmentally friendly performance, sometimes through leasing the shoppers participate in positive environmental action.

### CHALLENGES IN GREEN MARKETING

#### Need for Standardization

It is found that solely five-hitter of the promoting messages from "Green" campaigns square measure entirely true and there is a lack of standardization to authenticate these claims. There is no standardization to authenticate these claims. There is no standardization currently in place to certify a

product as organic. Unless some regulatory bodies are involved in providing, the certifications there will not be any verifiable means. A standard quality control board needs to be in place for such labeling and licensing.

### **New Concept**

Indian literate and urban consumer is getting more aware about the merits of Green products. However, it's still a replacement idea for the plenty. The consumer needs to be educated and made aware of the environmental threats. The new green movements need to reach the masses and that will take a lot of time and effort. By India's Ayurvedic heritage, Indian

### **Patience and Perseverance**

The investors and company have to be compelled to read the surroundings as a significant long investment chance, the marketers need to look at the long-term benefits from this new green movement

### **OPPORTUNITY**

In India, around 25% of the consumers prefer environmental-friendly products, and around 28% often may be considered a healthy conscious. As demand changes, many firms view these changes as an opportunity to explore and have a competitive advantage over firms marketing non environmentally responsible alternatives. Many firms have started realizing that they need to behave in associate degree environment-friendly fashion. With the aim of reducing resource use, the Sony Corporation has planned to step up efforts to design products that are easy, to recycle, as well as to promote the establishment of legislation that enshrines the concept of Individual Producer Responsibility (IPR) and building an infrastructure for recycling The Indian government too has developed a framework of legislations to reduce the production of harmful goods and by-products. Reduce the industry's production and consumers' consumption of harmful product, including those detrimental to the environment; for example, the ban of plastic bags, prohibition of smoking in public areas, etc. To maintain its competitive position, it is only in some instances that this competitive pressure causes an entire industry to modify and thus reduce its detrimental environmental behavior. For example, it could be argued that Xerox's "Revive 100% Recycled Paper" introduced a few years ago is an attempt to address the introduction of recycled photocopier paper by other manufacturers. Reduction of harmful waste could cause substantial price savings. For example, the ash generated by thermal power plants, which might otherwise contribute to a big quantum of solid waste, is employed to manufacture ash bricks for construction purposes.

### **GREEN MARKETING: STRATEGIES**

Organizations build merchandise and services supported social group and market research. While social group selling focuses on developing and execution programs that increase the satisfactoriness of a social plan, cause or follow in a target group (Kotler 1994, Peattie 1999).

They outlined environmental selling in terms of client satisfaction in an exceedingly property fashion that refers as „the holistic management method accountable for distinctive, anticipating, and satisfying the necessities of the consumers and society, in a sustainable and profitable way“. This implies organizations to deliver to the needs of target markets and offer desired satisfaction to both consumers and society at large. Some of strategies which can be adopted are

1. Adopt to New Technology/Process or modify so as to reduce environmental impact
2. Designing a Management Control System to adhere to norms
3. Explore the possibilities of recycling
4. Usage of eco-friendly raw material
5. Marketing Audit

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## 6. Develop a Marketing Plan

### CONCLUSIONS

In India, Green Marketing is relatively still in its infancy and a lot of efforts in terms of research and investigation has to be done to know full potential. Organizations and more so Marketers need to know the implications of Green Marketing and at the same time concern for environment across the world may differ due to age, educational levels, income and etc. Global warming one of the major concern of the environment of today posing a larger threat and compelling the organization to adopt Green Marketing. Recycling of paper, metals, plastic etc should be made safe in a systematized and optimum processes leading to cutting costs, raise response rates and increase growth. While the shift to Green Products may seem to be expensive in the short term; but will prove to be indispensable, advantageous and cost-wise in the long run

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