

CHALLENGES IN GREEN MARKETING IN INDIA

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ABSTRACT

Just Now, manufacturers and customers have expressed concerns about the environmental impact of products. Particularly, Indian Consumers and Product manufacturers have turned to presumably "green" or eco-friendly products such as low-energy (energy-efficient) appliances, foods, lead-free paints, recyclable paper and phosphate-free detergents. Indian marketers are also realizing the importance of the concept of green marketing. Although a number of green marketing researches have been conducted around the world; There has been little academic research on consumer perception and preferences in India. This article explains how companies have increased their rate of targeting green consumers, those who care about the environment and allow them to influence their purchasing decisions. The study identifies the three particular segments of green consumers and explores opportunities and opportunities with green marketing.

Keywords: *Green Marketing, Environment, Traditional Marketing, Consumer, Marketer.*

INTRODUCTION

Firstly, the environment and environmental issues, one of the reasons why green marketing emerged. According to the American Marketing Association, green marketing is the marketing of products that are known to be safe for the environment. Therefore, green marketing encompasses a wide range of activities, including product modifications, production process changes, packaging changes, and advertising modifications. the environment With a growing awareness of the effects of global warming, non-biodegradable solid waste, the harmful effects of pollutants, etc., both vendors and consumers are becoming increasingly sensitive to the need to switch to green products and services. Many people believe that green marketing only refers to the promotion and promotion of products with eco-friendly properties. In general, terms like phosphate-free, recyclable, refillable, ozone-friendly and eco-friendly are most commonly associated with green marketing by consumers.

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Yes, green marketing is a goose that lays golden eggs. In the manner of Mr. J. Polonsky, the concept of green marketing can be described and defined as “any activity aimed at generating and facilitating an exchange aimed at satisfying human needs or desires in a way that satisfies their needs and desires with minimal adverse input takes place.” Green marketing is also known as environmental marketing/green marketing. As resources are limited and human needs are unlimited, it is important for marketers to use resources efficiently without wasting them, as well as the goal of the organization to reach. On that account, we can say that green marketing is unavoidable. The term green marketing came to the fore in the late 1980s and early 1990s. The first wave of green marketing came in the 1980s. The tangible milestone of the first wave of green marketing came in the form of published books, both titled Green Marketing. They are from Ken Peattie (1992) in the United Kingdom and from Jacquelyn Ottman (1993) in the United States of America. According to Peattie (2001), the development of green marketing has three phases.

The first phase was called "environmental" green marketing, and during this period all marketing activities focused on helping and providing remedies for environmental problems. The second phase was "environmentally related" green marketing, and the focus was on clean technology, which involved the development of innovative new products that would address pollution and waste issues. At the third phase, it was “sustainable” green marketing. Early 2000s engaged in the development of high quality products that can meet consumer needs by focusing on quality, performance, price and convenience in an environmentally friendly manner.

OBJECTIVES OF THE STUDY

The study is aimed to cover the following objectives:

1. To understand the concept of green marketing.
2. To recognize and significance of green marketing.
3. To investigate the challenges and opportunities of green marketing.

RESEARCH METHODOLOGY

Talking about this research, it is an exploratory in nature; the said research is focuses on Literature review, News Papers, Journals, websites.

LITERATURE REVIEW

Prothero, A. and Fitchett, JA (2000) have argued that greater ecological enlightenment can be provided by capitalism by using features of commodity culture to further promote environmental goals. Marketing not only has the potential to contribute to the creation of more sustainable forms of society but, as a primary agent, the functioning and proliferation of commodity discourse also has an important responsibility in this regard.

Karna, J., Hansen, E. and Juslin, H. (2003) interpreted that proactive marketers are the most authentic group in the voluntary implementation of environmental marketing and the pursuit of competitive advantage by respecting the environment. The results also demonstrate that the ecological values, strategies, structures, and functions of environmental marketing are logically related to each other, as assumed by the environmental marketing model used to guide this study.

Sanjay K.Jain and Gurmet Kaur (2004) in his studies of environmental awareness, which quickly became a global phenomenon discussed on commercial companies, was raised to the opportunity and have begun to grow green on environmental challenges when practicing marketing strategies. The above barriers were compounded by the lack of environmental awareness of many companies and the existence of a wide price range for the same product, many of which implied a hasty assessment of environmental responsibility. The same phenomenon has also been presented in other research.

Alsmadi (2007) examines the environmental behavior of Jordanian consumers and shows a high level of environmental awareness. Unfortunately, however, this positive trend and preference for 'green' products did not seem to have any impact on the final choice, evidently because these consumers had greater trust in traditional products and little trust in green claims. The above barriers were compounded by the lack of environmental awareness of many companies and the existence of a wide price range for the same product, many of which implied a hasty assessment of environmental responsibility. The same phenomenon was also shown in other studies.

Need green marketing: an anthropological view

Problems such as global warming and exhaustion of ozone umbrella are the main for healthy sound. Thus, green marketing by enterprise class is always in the selfish anthropological perspective of long-term sustainable business and to satisfy the consumer and obtain the license from the governing body Industries in Asian countries grasp the need for green marketing developed countries, but there is still a significant gap between their understanding and their implementation.

GREEN PRODUCTS IN INDIA

Wipro Info tech (Green It) was the first Indian company to launch environmentally friendly computer peripherals. Samsung was the first to launch environmentally friendly mobile phones (made from renewable materials) - W510 and F268 in India. Oil and Natural Gas Corporation Ltd. (ONGC), India's largest oil company, has introduced the energy-efficient Mokshada Green Crematorium high-powered energy, which saves 60-70% of wood and a quarter of the burning time for cremation. Reva, the Indian crematorium, the Bangalore-based company was the first in the world to market an electric car. Honda India has unveiled its hybrid Civic car. ITC launched Paper Kraft, a premium line of environmentally friendly commercial paper. Indusland Bank has installed the country's first solar-powered ATM, driving a green shift in India's banking industry.

Suzlon Energy manufactures and markets wind turbines, which are an alternative energy source based on wind power. This green initiative of the company is paramount to reduce the carbon footprint.

10 Ways to Go Green

1. Unplug when not in use.
2. Use less water, every drop counts.
3. Switch to compact fluorescent light bulbs.
4. Choose products with less packaging.
5. Buy organic and local food.
6. Drive less that saves fuel.
7. Walk more.

8. Recycle more.
9. Switch to green power, use non-conventional energy like solar power etc.
10. Spread the word about green, live green, stay green.

GREEN MARKETING-

Challenges although a large number of companies are practicing green marketing, it is not an easy task as there are a number of issues that need to be addressed when implementing green marketing. The major challenges for green marketing are:

1. New concept- The educated and urban Indian consumer is becoming more and more aware of the benefits of green products. But it's still a new concept for the masses. Consumers must be informed and aware of the environmental hazards.
2. Cost factor Green marketing involves the marketing of green products/services, green technology, energy/green energy, the development of which and subsequent support programs require a lot of money to be spent on R and D programs, which ultimately can lead to increased costs.
3. Convince customers may not believe in the company's green marketing strategy, so the company must ensure that it takes all possible measures to convince the customer of its green product. The best possible option is the introduction of eco-labeling schemes. Sometimes customers are also not willing to pay the additional price for products.
4. Sustainability initially, the gains are very small as renewable and recyclable products and green technologies are more expensive. Green marketing will only be successful in the long term. Therefore, the company should plan and prepare for a long-term rather than a short-term strategy while avoiding being tempted into unethical practices in order to achieve short-term gains.
5. No cooperation Green marketing companies have to work hard to convince stakeholders and often fail to convince them of the long-term benefits of green marketing compared to the short-term costs.

CHALLENGES IN GREEN MARKETING

Need for Standardization

Only 5% of “green” campaign marketing messages are found to be fully true and standardization to authenticate these claims is lacking. There is no standardization to authenticate these claims. There is currently no standardization body to certify a product as organic. Unless some regulators are involved in the delivery, the certifications are by no means verifiable. A standard quality control body must be in place for such labeling and licensing.

New Concept

The educated and urban Indian consumer is becoming more aware of the benefits of eco-friendly products. However, it's still a new concept for the masses. Consumers must be informed and aware of the environmental hazards. The new ecological movements need to reach the masses, and that will take a lot of time and effort. Due to India's Ayurvedic heritage, Indian consumers appreciate the importance of using natural and herbal beauty products. Indian consumer is exposed to healthy lifestyle like yoga and consumption of natural foods. In these aspects, the consumer is already aware and will be inclined to accept green products.

Patience and Perseverance

Investors and corporations need to see the environment as a great long-term investment opportunity; marketers need to see the long-term benefits of this new green movement. It requires a lot of patience and no instant results. As this is a new concept and idea, it will have its own acceptance period.

Avoiding Green Myopia

The first rule of ecological marketing focuses on customer benefit, i.e. the main reason why consumers buy certain products in the first place. Get it right and encourage

consumers to switch brands or even pay a premium for the greener one. Alternative. It doesn't help if you develop a product that is green in many ways but doesn't meet customer satisfaction criteria. This leads to green myopia. Even if green products are priced too high, they again lose acceptance in the market.

SOME CASES

Interestingly, green marketing continues to be an issue of 5 global interest. In fact, Google Trends reports that, on a relative basis, more searches for “green marketing” originated from India than from any other country.

Rank	Country
1.	India
2.	UK
3.	US
4.	Thailand
5.	Australia
6.	Canada
7.	China

Many companies are adopting green for capturing market opportunity of green marketing some cases

EXAMPLE 1 : Best Green IT Project: State Bank of India: Green IT@SBI

By the use of eco and strength pleasant system in its 10,000 new ATMs, the banking massive has now no longer most effective stored strength charges and earned carbon credits, however additionally set the proper instance for others to follow.

While talking about SBI, SBI is likewise entered into inexperienced carrier recognized as “Green Channel Counter”. SBI is presenting many offerings like; paper much less banking, no deposit slip, no withdrawal shape, no checks, no cash transactions shape some of these transaction are executed via SBI shopping & ATM cards. State

Bank of India turns to wind strength to lessen emissions: The State Bank of India have become the primary Indian financial institution to harness wind strength via a 15-megawatt wind farm advanced through Suzlon Energy. The wind farm placed in Coimbatore makes use of 10 Suzlon wind turbines, every with a capability of 1.5 MW. The wind farm is unfold throughout 3 states – Tamil Nadu, with 4.5 MW of wind capability; Maharashtra, with nine MW; and Gujarat, with 1.5 MW. The wind venture is step one with inside the State Bank of India's inexperienced banking software devoted to the discount of its carbon footprint and merchandising of strength green processes, mainly the various financial institution's clients.

EXAMPLE 2 : Lead Free Paints from Kansai Nerolac

Kansai Nerolac Paints Ltd. has usually been dedicated to the welfare of society and surroundings and as a accountable company has usually taken projects with inside the regions of fitness, education, network improvement and surroundings preservation.

Kansai Nerolac has labored on casting off dangerous heavy metals from their paints. The dangerous heavy metals like lead, mercury, chromium, arsenic and antimony will have destructive outcomes on humans. Lead in paints mainly poses threat to human fitness wherein it may motive harm to Central Nervous System, kidney and reproductive system. Children are extra vulnerable to lead poisoning main to decrease intelligence ranges and reminiscence loss.

EXAMPLE 3 : Indian Oil's Green Agenda Green Initiatives

1. Indian Oil is absolutely geared to fulfill the goal of achieving EURO-III compliant fuels to all elements of the us of a through the yr 2010; predominant towns will improve to Euro-IV compliant fuels through that time.
2. Indian Oil has invested approximately Rs. 7,000 crore thus far in inexperienced gas initiatives at its refineries; ongoing projects account for a in addition Rs. 5,000 crore.

3. Motor Spirit Quality Improvement Unit commissioned at Mathura Refinery; comparable gadgets are developing at 3 extra refineries.
4. Diesel excellent development centers in vicinity in any respect seven Indian Oil refineries, numerous extra inexperienced gas initiatives are beneathneath implementation or at the anvil.
5. The R&D Centre of Indian Oil is engaged with inside the formulations of green biodegradable lube formulations.
6. The Centre has been licensed beneathneath ISO-14000:1996 for surroundings control systems.

GREEN FUEL ALTERNATIVES

In the us of a's pursuit of opportunity reasserts of strength, Indian Oil is specializing in CNG (compressed herbal gas), Auto gas (LPG), ethanol mixed petrol, bio-diesel, and Hydrogen strength.

EXAMPLE 4 : India's 1st Green Stadium

The Thyagaraja Stadium stands tall within side the quiet residential colony in the back of the Capital's well-known INA Market. It becomes mutually devoted through Union Sports Minister MS Gill and Chief Minister Sheila Dikshit on Friday.

Dikshit stated that the stadium goes to be the primary inexperienced stadium in India, which has taken a sequence of steps to make certain strength conservation and this stadium has been built as consistent with the inexperienced constructing idea with green materials.

EXAMPLE five: Eco-pleasant Rickshaws earlier than CWG

Chief minister Shiela Dikshit released on Tuesday a battery operated rickshaw, “E-rick”, backed through a cell offerings provider, to sell green transportation with inside the town beforehand of the Commonwealth Games.

EXAMPLE 6 : Wipro Green It.

Wipro can do for you on your quest for a sustainable tomorrow - lessen charges, lessen your carbon footprints and emerge as extra green - all at the same time as saving the surroundings.

Wipro's Green Machines (In India Only)

Wipro Infotech becomes India's first corporation to release surroundings pleasant laptop peripherals. For the Indian market, Wipro has released a brand new variety of computer systems and laptops referred to as Wipro Green ware. This merchandise is RoHS (Restriction of Hazardous Substances) compliant consequently lowering e-waste with inside the surroundings.

EXAMPLE 7 : Agartala to be India's first Green City

Tripura Sunday introduced plans to make all public and personal motors in Agartala run on compressed herbal gas (CNG) through 2013, consequently making the capital "India's first inexperienced town".

Tripura Natural Gas Co Ltd (TNGCL), a joint assignment of the Gas Authority of India Ltd (GAIL) and the Tripura and Assam governments, has undertaken a venture to deliver CNG to all personal and authorities motors. CNG may also be to be had to the ones now the use of electricity, petrol and diesel to run numerous machineries.

TNGCL chairman Pabitra Kar advised reporters. He stated: "The Corporation will quickly offer PNG connections to 10,000 new home clients with inside the town and outskirts. Agartala could be the primary town in India with inside the subsequent 3 years to emerge as a inexperienced town.

EXAMPLE 8 : Going Green: Tata's new mantra

The perfect worldwide benchmark though is 1.5. Tata Motors is putting in place a green showroom the use of herbal constructing fabric for its floors and strength green lights. Tata Motors stated the venture is at a initial stage.

The Indian Hotels Company, which runs the Taj chain, is with inside the manner of making eco rooms if you want to have strength green mini bars, natural mattress linen and napkins crafted from recycled paper. But there might not be any carpets on the grounds that chemical compounds are used to smooth the ones. And in relation to illumination, the rooms can have CFLs or LEDs. About five% of the whole rooms at a Taj resort could game a elegant eco-room design. One of the maximum exciting improvements has come with inside the shape of a biogas-primarily based totally strength plant at Taj Green Cove in Kovalam, which makes use of the waste generated on the resort to fulfill its cooking requirements. Another green patron product this is with inside the works is Indica EV, an electric powered vehicle with a view to run on polymer lithium ion batteries. Tata Motors plans to introduce the Indica EV in pick European markets this year.

CONCLUSION

Marketers additionally have the duty to make the clients recognize the want for and blessings of inexperienced merchandise compared to non-inexperienced ones. In inexperienced advertising and marketing, clients are inclined to pay extra to preserve a cleanser and greener surroundings. Finally, clients, business customers and providers want to pressurize outcomes on decrease the bad outcomes at the surroundings-pleasant. Green advertising and marketing assumes even extra significance and relevance in growing nations like India.

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