



Green Marketing in India-Opportunities and Challenges

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ABSTRACT

Green marketing is marketing of products and services that are environmentally safe. Due to the change in climate, global warming, increasing awareness among masses towards green products companies, public and government are forced to think of green and go green in every possible manner and way. But in this way there the marketers face challenges also like high cost, awareness about green products among masses, convincing the consumers and need for standardization etc.

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.

Majority of consumers in all the countries desire to buy from environmentally responsible companies. Consumers think environmental consciousness is an important priority of companies behind good value, trustworthy, and cares about customers. Consumers expect green companies to engage in reducing toxics, recycling and managing water.

Majority of consumers prefer to spend more on green products, especially in developing countries. It is a challenge to buy green products as choice is limited.

Companies may connect with consumers by communicating and improving product (Tiwari et al., 2011). The rising number of consumers who prefer and willing to buy eco-friendly products are creating opportunity for businesses that are manufacturing “eco-friendly” or “environmental friendly” products as a component for their value proposition. Eco friendly products are those which are less harmful to the environment and can be recycled e.g. green packaging, green advertising, fuel efficient vehicles, energy saving electronic products etc

LITERATURE REVIEW:

Alp et al. (2008) found that the knowledge of environment depends on their gender because girl’s attitude was found statistically significant towards the environment safety.

Those students who have comparatively more knowledge about the environment they show willingness to make some sacrifices about care of environment.

Kim & Chung (2011) found that Past experiences with organic personal care products also have an impact on purchase intention of such kind of products.

Gupta & Ogden (2009) stated that purchasing of green products depends on certain individual characteristics as like reference groups, trust in others, and success of green products and cost of cooperation to the individual. Green product success depends on consumer tendency and understanding of green marketers for individual factors to encourage the cooperation.

Park & Ha (2012) have found difference in pro environmental behaviour of green product purchaser and green product non-purchaser, and different psychological factors regarding the recycling. Purchasers have the different levels of attitudes, behavioural intention towards recycling & personal norms.

Rowlands et al. (2002) emphasised on three things namely cost, public perception of environmental impact and environmental certification which should be considered by developers of green power product. A significant difference was found in this study regarding the willingness to pay a large premium for green power

Chan (2004) revealed that China is facing problem of protecting the environment for developing its economy. Chinese government actively involved in many development and economic projects due to which they have faced the degradation of ecological conditions and depilation natural resources.

Eraj & Martizaz (2006) defined that those individuals who have most value about ecological matters, they have a higher environmental knowledge. Those consumers who were aware of environmental problem tried to do something about to solve these problems.

OBJECTIVES OF THE STUDY:

The study was conducted with some specific objectives:

1. To study the opportunities available to green marketers;
2. To identify challenges before green marketers.

RESEARCH METHODOLOGY:

The data was collected from different websites and research papers and is secondary in nature. It is a review based study aims at investigating the green marketing in India.

OPPORTUNITIES:

As demand changes, many firms take these changes as an opportunity to grab and have a competitive advantage over firms marketing non-environmentally responsible alternatives. Some examples of firms who have strived to become more environmentally responsible in an attempt to better satisfy their consumer needs are:

- McDonald's replaced its clam shell packaging with waxed paper because of increased consumer concern relating to polystyrene production and Ozone depletion.
- Xerox introduced a "high quality" recycled photocopies paper in an attempt to satisfy the demands of firms less environmentally harmful products

Awareness among people about green products: now the masses are more aware towards green products and ready to buy environment friendly products even at higher cost.

Climate change: day by day change in climate and hazardous for public compel them to go green.

Global Warming: due to global warming also public and govt. emphasis on use of green products, green energy and recycled products.

Challenges Faced by Green Marketers in India:

Although a large number of firms are practicing green marketing, it is not an easy job as there are a number of problems which need to be addressed while Implementing Green marketing. The major challenges discussed by researchers (Mishra & Sharma, 2010; Savale et al. 2012; Singal et al., 2013; Srikanth& Raju, 2012) in Green marketing are:

New Concept: Though Indian literate and urban consumers are more conscious about Green products. But it is still a new concept for the masses. The consumer needs to be educated and made aware of the environmental threats.

Need for standardization: There is no standardization to certify a product as organic. There should be regulatory bodies to provide such certificate. A standard quality control board should be there for labelling and licensing.

Cost Factor: Green marketing includes marketing of green products/services, green technology, green power/energy which requires lot of money.

Convincing customers: The customers may not believe in the firm's strategy of Green marketing. Sometimes the customers may also not be willing to pay high price for the products.

Sustainability: Initial profits of green marketers are very low because of renewable and recyclable products and expensive green technologies. Green marketing will be successful only in long run.

Non Cooperation: The firms engaged in Green marketing, sometimes don't get support from stakeholders and many a times it may fail to convince them about the long term benefits of Green marketing as compared to short term expenses.

CONCLUSION:

It can be concluded that green marketing is need of the hour and necessary and beneficial for the individual and world both. From the business point of view a marketer need not only to aware & convince the consumer, but also involves them in marketing his product. Due to global warming, green marketing becomes the necessity rather than an exception. Recycling of paper, metals, plastics, etc., in a safe and environmentally harmless manner should become organisational culture. Public should use energy-efficient lamps and other electrical goods. Marketers should aware consumers about benefits of green products. Consumers are willing to pay more to maintain safe environment. Consumers, industrial buyers and suppliers at large need to focus on minimize the negative effects on the environment. Green marketing is need of hour in developing countries like India. India is a big consumer market which attracts the every country to make entry in it.

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