

## Going Green: A New Marketing Strategy in Indian Marketing Scenario''



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### ABSTRACT

*Green marketing is a phenomenon which has developed particular importance in the modern market. The outcome of this paper may trigger the minds of marketer to give a thought for adopting the suitable strategies which will give them a way to overcome major problems associated with regular marketing techniques and make a shift to green marketing. This article introduces the terms and concepts of green marketing, briefly discuss why going green is important. It also focuses some of the problems with green marketing.*

**Keywords:** Green Marketing, Green consumer, Green marketing mix, Green marketing strategy

### Introduction

The impulse to go "green" is spreading faster among all the organizations round the globe. Green-marketing, as a concept is at a pretty nascent stage, especially in India (G&R Consultancy). Green marketing can refer to anything from greening product development to the actual advertising campaign itself going by alternative names such as sustainable marketing, environmental marketing, green advertising, eco marketing, and organic marketing.

According to American Marketing Association, "Green Marketing is the marketing of products that are presumed to be environmentally safe."

Green products can be defined by following measures:

- Products those are originally grown.
- Products with natural ingredients.
- Products those are recyclable, reusable and bio degradable.
- Products contents under approved chemical.
- Products containing recycled contents, non- toxic chemical.
- Products that do not harm or pollute the environment
- Products that will not tested on animals.
- Products that have eco friendly packaging.

Thus "Green Marketing" refers to holistic marketing concept wherein the production, marketing consumption and disposal of products and services happen in a manner that is less detrimental to the environment. Both marketers and consumers are becoming increasingly sensitive to the need for switch in to green products and services.

### Review Of Literature

According to the authors like Ottaman, (1993) and Ken Peattie, (1993) conventional marketing is out and green marketing is in. In the developed countries, the surge of environmental consciousness that followed Earth Day in 1990 washed over the marketplace rapidly. In poll after poll, consumers claim they are willing to change their buying habits - and even pay more for products - to protect the environment (Pearce, 1990; Consumer Reports, 1991; Berger and Corbin, 1992; Coddington, 1993; Davis, 1993; Green marketing literature emphasizes the antecedents and outcomes of consumer's environmentally friendly attitudes (also explained as pro-environmental attitudes) and behaviour (Chan et al., 2008; Gaski 1999; Bohlen et al., 1993; Kilbourne and Pickett, 2008). Many researches have explored the roots of environmental/green consumer behavior by using different theoretical frameworks connecting with different values and factors; environmental knowledge, concern or attitudes, individual's values, beliefs, norms, and external factors such as social, cultural, ethical, and political actions.

### Evolution Of Green Marketing

The green marketing has evolved over a period of time. According to Peattie (2001), the evolution of green marketing has three phases:

- First phase was termed as "Ecological" green marketing, and during this period all marketing activities were concerned to help environment problems and provide remedies for environmental problems.
- Second phase was "Environmental" green marketing and the focus shifted on clean technology that involved designing of innovative new products, which take care of pollution and waste issues.

- Third phase was "Sustainable" green marketing. It came into prominence in the late 1990s and early 2000

### **The Green Marketing Mix**

The 4 P's of green marketing are that of a conventional marketing but the challenge before marketers is to use 4 P's in an innovative manner.

**Product:** The ecological objectives in planning products are to reduce resource consumption and Pollution and to increase conservation of scarce resources.

**Price:** Price is a critical and important factor of green marketing mix. Most consumers will only be prepared to pay additional value if there is a perception of extra product value.

**Promotion:** There are three types of green advertising: -Ads that address a relationship between a product/service and the biophysical environment, Ads that promote a green lifestyle by highlighting a product or service, Ads that present a corporate image of environmental responsibility.

**Place:** The choice of where and when to make a product available will have significant impact on the customers.

### **Green Marketing in Indian Scenario**

In India, around 25% of the consumers prefer environmental-friendly products, and around 28% may be considered healthy conscious. Therefore, green marketers have diverse and fairly sizeable segments to cater to. Many companies have started realizing that they must behave in an environment-friendly fashion and believe both in achieving environmental objectives as well as profit related objectives. Various regulations recently framed by the government to protect consumers and the society at large led to the adoption of Green marketing as a compulsion rather than a choice. For example, the ban of plastic bags in many parts of the country, and prohibition of smoking in public areas, etc. Many companies take up green marketing to maintain their competitive edge. Indian consumers' lifestyle emerged as the most environmentally sustainable with 62.6% claiming to care about the environment. Recent estimates indicate that green spending in India could reach \$150 billion by 2017.

### **Challenges Ahead**

Green Marketing Idea is a new concept so the consumers are not very much aware with the Idea. Though Green Marketing is providing a competitive edge to various companies and being used as a strategy to differentiate their products with the competitors. In spite of many advantages the concept is facing many challenges in the present era because Green products require renewable and recyclable material, which is costly, requires a technology, which needs huge investment in R & D, Water treatment technology, which

is too costly. Majority of the people are not aware of green products and their uses Majority of the consumers are not willing to pay a premium for green products. The concept is new and requires standardization which will require a couple of period time. So To ensure consumer confidence, marketers of green products need to be much more transparent, and refrain from breaching any law or standards relating to products or business practices.

### **Objectives Of The Study**

- To study the present scenario and potential of Green marketing in India
- To understand the strategy needed for successful Green marketing.
- To study the challenges faced by Green marketers in India.

### **Methodology**

In order to investigate the research objectives stated above in purpose, secondary data have been collected and analyzed. The research process was an extensive search of articles, reports and professional information concerning eco-consumer studies and eco marketing strategies in general using the internet and academic databases. The analysis of secondary information provided the general context for initiating the collection, analysis and the interpretation of data.

### **Adoption Of Green Marketing, The New Colour Of Business: Green**

- Voltas from the Tata Group initiated the 'Green' range of air-conditioners, following which the government made it mandatory for home appliances to have energy star ratings. Thus, devices carrying the star logo, such as computer products and peripherals, kitchen appliances and other products, use about 20-30 per cent less energy than the set standards.
- IDEA Cellular, One of the best Indian companies, IDEA, paints India green with its national 'Use Mobile, Save Paper' campaign. The company had organized Green Pledge campaigns at Indian cities where thousands came forward and pledged to save paper and trees. IDEA has also set up bus shelters with potted plants and ten drill climbers to convey the green message.
- McDonald's restaurant's napkins, bags are made of recycled paper. McDonalds replaced clamshell packaging with waxed paper, because of polystyrene production and ozone layer depletion.
- Nokia advertised in its promotional campaign about the recycling of the old mobile devices and against that Nokia will plant a tree. This was

an attempt to make their customers aware about the individual responsibility towards the environment.

- IRCTC is making an appeal to passengers on their website that now please do not take print out of e tickets by doing this we can save almost 3 lac A4 size paper per day.
- HINDUSTAN Lever Ltd (HLL) launched a campaign to save water with its Surf Excel Quick wash, a detergent that the company claims produces less lather while washing clothes, reducing the consumption of water by 50 per cent.

### Finding and Analysis

Though already firms are competing on the basis of green marketing there are many who are beginning to realize that they are members of the wider community and therefore they must behave in an environmentally responsible fashion. Now Conventional marketing is going out. Green marketing and sustainable



branding is in. Time has changed. A new paradigm has emerged, requiring new strategies with a holistic point of view and eco-innovative product and service offering.

Model Developed by Author on the basis of various literatures reviewed

### Conclusion

Increasingly consumers are also aware and concerned about the efforts companies make towards the conservation of environment and community development. The concept of societal marketing and green marketing is being increasingly used in recent times. Consumers across the world have become more conscious about the environment. They think highly of brands that are associated with environmental conservation. Companies all across the globe have started differentiating their products and services by using "Go-Green" concern and have started utilizing ecological marketing approach as a competitive edge. Marketers need to understand the implications of green marketing. They must find an opportunity to enhance the product's performance and strengthen the customer's loyalty and command a higher price.

### Suggestions

To be successful green marketing companies there are few fundamental rules that the organizations should follow to go a long way in shaping the future of the business in the coming years. The fundamental strategy is to use the Four P's suitably modified to meet the needs of Green Marketing, but there are a few points that are needed to be stressed on before embarking on Strategy. A company must make efforts to know their Customers, Educating them maintaining Genuineness & Transparency with them, giving them assurance and creating trust, charging right price and giving them an opportunity to participate.

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