

Green Marketing a Concept from Indian Perspective

Rengalakshmi.S,

Research Scholar,

Department of Business Administration,

Kalasalingam Academy of Research and education, Krishnankovil, Tamilnadu.

Dr.K.Ravindran,

Assistant Professor,

Department of Business Administration,

Kalasalingam Academy of Research and education, Krishnankovil, Tamilnadu.

Abstract

The word “ecofriendly” is closely related with the society. It creates the huge impact on this current generation. In this decade people has begun to think about their health more. So everyone has the concerns about the surroundings and aware of the products which they purchase and consume. Entire agriculturists assist the environment with safety regulation of the eco-material used fertilizer, packaging, advertising, transporting. But most of the farmers do not consider about the atmosphere, highly include the inorganic fertilizer, pesticides, damaged land, and same product that leads to the land pollution. Besides farmers who continuously utilize good manures in the agriculture will reap higher benefits than chemical fertilizer users. Due to global warming, changing lifestyles and health concern consumer moves with the consumption of organic products. Consumers are the backbones who really make the products/services, whether it will be successful or not. They realize the value of agricultural products and gradually showing interest towards it. Due to this thinking the concept “Green Marketing” getting familiar with all and starts to emerge as worldwide.

Keywords: *Ecofriendly, global warming, agricultural products, fertilizers, Pesticides, Green Marketing.*

Introduction

In ancient period people had the habit of hardworking. So spontaneously they did not have the separate maintenance for them. They consumed organic products which reflected in their lifestyle as healthy and increased the lifespan. In this century world is almost polluted. Because of the drastic climatic changes and greenhouse gas effect consumers are afraid about their health and food system. They also have a positive consideration about the environment which led them to search for the eco-friendly product. So manufacturers turn into the environmental friendly production especially in the developing country like India it is familiar with both the customers and manufacturers. Although they have the ease reach of the kinds of general items like rice, pulses and groceries etc., starting to go with the organic products. Being an average person, individuals start to

think that they have the responsibility to protect the environment for their future generation. Slowly this thought made the all business sectors to produce their goods in eco-responsible way which has no negative side impacts.

Objective of the study

1. To understand the concept of Green Marketing.
2. To know the raising needs and challenges of green marketing in India.
3. To identify the recent green marketing practices those are successfully undertaken in India.

Research Methodology

This study is entirely based on secondary data where the data obtained from Journals, articles and research findings.

Literature review

Dr.Rajeev Kumar 'Ranjan' (2019) on his paper entitled "Green Marketing an exploration through qualitative research" examined the concept of Green Marketing. He also observed that this concept is still new to the research and evolved. The understanding of this concept is lack among few people and not yet reached completely. His study shows that there is a need to focus deeply in the concepts and definitions of green marketing. He made many interviews to academicians and top college faculties to ascertain this concept. Finally he has concluded with the two factors such as Producers and researchers ends up with the thought of "Serving society at large" and consumers could think that "minimal contribution towards earth may not create a large difference".

Jissy S G and Dr.Vinod. A.S on their paper "opportunities and challenges of green marketing" showed the opportunities and challenges of green marketing. They have concluded that consumers could understand the concept by explaining the benefits of eco-friendly products and it is a tool to promote their substitute brands as in the tag of "Environmental Marketing".

B.Patil, (2019) on his paper "The Theoretical Study of Green Marketing in India: Emerging Opportunities and Challenges" has ascertained the emerging opportunities of green marketing in India. He also explained the various green products which are introduced in India. In his study he examined most of the urban consumers know the concept and there is a need to standard this concept because it is completely new to this country. He ended up with the conclusion of green marketing just starts to popular among the Indian companies as well as the customers.

Green marketing- concepts and definitions

Concept of Green Marketing arose at the end of 1980s and early 1990s. The initial workshop on "Ecological Marketing" in 1975 turned to first book on green marketing entitled "Ecological Marketing".

The definition by (Fuller, 1999) defined Green Marketing as “the process of planning, implementing, pricing, promotion, and distribution of products in a manner that satisfies the customer need, organizational and the process is compatible with eco-systems.”

Green Marketing is the term where the products/services and other marketing functions are of free from harm. These are absolutely showing greenness and socially responsible towards the consumers.

Nowadays world is in the threat of consecutive natural disasters like flood, earthquakes and also ozone layer depletion, global warming. People already begun to move with the alternative ways to protect themselves and the earth. Having these reasons they are taken into the usage of green products. Particularly in India Green Marketing has a reach and some organizations are aware of it. People here are having more health conscious. They know the ancient lifestyle like Ayurveda, Yoga and Siddha. So it is quite easy to familiarize the green marketing and promote it. About 26% of consumers know the green marketing concept.

Challenges in green marketing in India

New concept

Indian urban and literate consumers only aware of this concept. Still this is new field to the other consumers. So the steps must to undertake to familiarize it among the rural consumers by taking effort in order to understand thoroughly.

Cost factor

It is expensive to create the new product and the R& D activities. There is a lack of promotional programs to implement. There is lot of money has to be spent for launch the product in the market.

Sustainability

As the green marketing strategy is long run concept, so initially it is less profitable. Consumers will purchase if it has no side effects in consuming and additionally it is premium. So it is impossible to satisfy the economically backward consumers.

Need for implementing green marketing

1. Organizations perceive environmental marketing to be an opportunity that can be used to achieve its objectives [Keller, 1987; Shearer, 1990].
2. Organizations believe that they have a moral obligation to be more socially responsible [Davis, 1992; Freeman and Liedtka, 1991; Keller, 1987; McIntosh, 1990; Shearer, 1990;]
3. Governmental bodies are forcing firms to become more responsible [NAAG, 1990;]

4. Competitors environmental activities pressurize firms to change their environmental marketing activities [NAAG, 1990;] and
5. Cost factors associated with waste disposal or reductions in material usage forces firms to modify their behavior [Azzone and Manzini, 1994;].

Green marketing practices in India

1. Wipro Info tech (Green It) was India's first organization to dispatch environment benevolent PC peripherals.
2. Samsung, was the first to dispatch eco benevolent versatile handsets (made of renewable materials) – W510 and F268-in India.
3. Oil and Natural Gas Corporation Ltd. (ONGC), India's biggest oil organization, has presented vitality proficient Mokshada Green Crematorium, which spares 60% to 70% of wood and a fourth of the blazing time per incineration.

Conclusion

The term green marketing creates the huge impact because of its unique features and environmental friendly manner. Raising global warming issues has led this concept more eminent. But there is yet to reach in semi urban and rural areas. Consumers are needed to know this concept entirely. There is lot of promotional activities are essential to take to spread the green marketing concept. In this digital era it is easier to promote and will make the current generation to understand. At finally customer satisfaction is more important. Firms have the responsibility to meet up their needs and wants in ecological manner.

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