

Concept of Green Marketing in India and Industry Initiatives

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Abstract: This research explains the concept of green marketing and initiatives and practices that are developed by some companies in India. Green marketing is a concept which has gained particular attention in India and the modern world in the face of changing global environmental scenario for sustainable development. There has been a considerable shift in consumer attitude towards green lifestyle because of increasing awareness of environmental issues. Green Marketing involves a various range of activities that involves product modification, changes in the production process, packaging changes and changing advertising according to the derived advantages. This research highlights the companies in India which have contributed to the development of green marketing in India.

Keywords: Green Marketing, Green Lifestyle, Environment, Sustainability

Introduction

According to the American Marketing Association, Green marketing is the marketing of products that are assumed to be environmentally safe. The rise of green marketing is mainly because of environmental issues. Green marketing is a form of holistic marketing concept in the product, marketing consumption on disposal of products and services happen in a way that is less harmful to the environment with rising awareness about the bad effects of global warming, the harmful impact of pollutants, non-biodegradable solid waste etc both marketers and consumers are becoming increasingly sensitive and adaptive to the need for switch into green products and services. It is also called as Ecological Marketing.

Evolution of Green Marketing

The first salvo of Green Marketing was fired by Ben and Jerry's Annual CSR Report in 1978 in which the main emphasis was given on the effect of a company's operations on the environment. The term gained prominence mainly in the 1980s and mid '90s.

The most important breakthrough in Green Marketing came in the form of 2 published books: Ken Peattie (1992) and Ottoman (1993).

Peattie categorized Evolution of Green Marketing in 3 phases:

1. Ecological Phase: In this phase, all marketing activities were primarily concerned with addressing environmental problems and finding solutions for them.
2. Environmental Phase: In this phase, the focus is on the development of clean products using a technology that deals with pollution and waste issues.
3. Sustainable Phase: In this phase that started in the late 1990s and early 2000s emphasis was on developing good quality products that can meet consumers need by considering quality performance And pricing in an eco-friendly manner.

Objectives

- To understand the concept and need for Green Marketing.
- To understand the marketing of eco-friendly products and practices of Indian companies.
- To understand the challenges of Green marketing.

Research Methodology

The research paper is exploratory in nature and is based on secondary data. A number of research papers published in the renowned journal are studied to understand concepts of green marketing. Information about the green marketing practices have been gathered from company's websites and articles.

Literature Review

According to Neeraj Kumar Sharma (2015) Environment issues like Global Warming, Waste Disposal, etc. Has led to the usage of Green Marketing practices but there is still hesitation in the minds of firms that the green marketing practices may increase production costs and reduce profits. This article gives examples of Indian firms that have achieved a good amount of profits and customer satisfaction while going green.

According to Singh and Pandey (2012), it is evident that there is an increased interest in the minds of Indian consumers if they are being aware of the quality, price, performance, and features through green marketing subsequently the sales of the particular product rise

According to Brahma, M. & Dande, R. (2008) Green Ventures India is a subsidiary of New York-based asset management firm Green Ventures International. They announced a \$300 million India specific fund that focused on renewable energy products and supporting trading in carbon credits.

According to Prof. Jaya Tiwari Green marketing has three phases of development and it illustrates the main reasons why are firms shifting towards green marketing. The paper also enlists India ranks globally No.1 in response to green products.

According to A P Mani and S Bhandari (2019), Green Marketing gained exceptional popularity because of environmental concerns and as a result, a new segment of green consumers was identified. The companies cashed on this opportunity by providing to this newly discover segment a variety of innovative green practices.

According to B Pal and C Sarin (2014), Consumer responses to the GO GREEN campaign and the problems have been discussed. A case study of ONGC is mentioned to elaborate on the problems, acceptance, and necessity of green marketing in India.

Green Marketing Mix

4-Ps have different context when it comes to green marketing

1. **Product:**
Companies must produce eco-friendly products that satisfy the objectives of satisfying customer needs as well as maintaining ecological balance. The products must also aim at the conservation of scarce resources.
2. **Price:**
It is a very important factor in the green marketing mix. The consumer will agree to pay more for the green product only if he feels that he is getting extra value from the same. The premium price charged should be justified with the function, design, taste, appeal, etc. The price must be reasonable to encourage purchase.
3. **Place:**
The main focus should be on the packaging that addresses environmental concerns. The logistics of the company should not cause pollution. The usage of alternate eco-friendly biodegradable material is the USP of a green product. Very few customers go out of the way to buy green products. Marketers should broadly position their products rather than getting stuck in a green niche market. Usage of recycled material and also visuals can have a great impact on consumers' minds regarding green products.
4. **Promotion:**
Promotion to target market includes a variety of activities like paid advertisements, on-site promotions, direct marketing. Smart green marketers have to showcase their environment credibility by using the various tool. Example B&FSI companies are now sending e-statements of accounts instead of printed ones. Credibility is the most important key to successful green marketing. Companies can publicize the recognition that they have been awarded in environmental aspects.

Companies / Initiatives which practice Green Marketing in India

1. ONGC:

ONGC, India's largest oil producer has changed the way with the invention of green crematoriums that would act as an ideal substitute for the funeral pyres that emit a large amount of dense smoke and uses up excess oxygen (Harit Moksha)
ONGC is setting up a wind farm (102 MW) in Rajasthan and focusing on other alternative sources like geothermal energy and kinetic hydropower generation.
Exclusive GO GREEN campaign launched.

2. Wipro:

Wipro has designed such a technology that helps in saving energy and preventing wastes, also its corporate headquarters based in Pune is the most eco-friendly building in the IT sector all over India. Wipro aims to achieve zero carbon emission rate by equal set off.

3. Introduction of CNG in Delhi

A perfect example of green marketing as it changed the face of Delhi public transport system. In 2002 Supreme court issued an order to use CNG in all public transport in Delhi.

4. MRF Tyres:

MRF has launched the ZSLK series and therefore it has created eco- friendly tubeless tires made from unique silica-based rubber that also offers extra fuel efficiency that will.

5. Tata Metaliks Limited:

It is a major player in the Mining Industry. The aim of the company is to reduce carbon footprint by adopting measures like replenish groundwater level, increase green cover through plantations. It has taken major steps in water purification.

Conclusion

Green Marketing is a relatively very new concern that has arisen because of Global Warming and various certain environmental issues. Green Marketing is still in a very early stage of its life cycle and a lot of research is due so as to fairly utilize its potential.

Nowadays customers are ready to look at the environmental effects the usage of a product is having rather than the utility of it. Green Marketing should not ignore the economic aspect of concerned with marketing.

Companies and many industry initiatives have been taken to maintain ecology. This fact is evident from the measures mentioned in the paper by the companies the same amount is to be taken by it.

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