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Evolution of Green Marketing in India: Emerging Prospects and Challenges

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Abstract:

Green marketing is an observable fact which has developed meticulous significance in the contemporary marketplace. This impression has enabled for the re-marketing and wrapping of active products which by now stick on to such guiding principle. Furthermore, the progress of green marketing has opened the entrance of occasion for companies to co-brand their products into separate procession, lauding the green-friendliness of a number of while do not taking into description that of others. Such marketing modus operandi will be described as a straight consequence of association in the minds of the customer market. As a effect of this businesses have augmented their tempo of targeting consumers who are anxious about the environment. These identical consumers all the way through their apprehension are paying attention in integrating environmental questions into their purchasing verdicts through their assimilation into the procedure and content of the marketing scheme for whatever product may be obligatory. This document discusses how businesses have enlarged their pace of targeting green consumers, those who are anxious about the environment and permit it to influence their purchasing decisions. The document identifies the three particular segments of green consumers and explores the hindrances and occasions businesses have with green marketing. The manuscript also examines the current inclination of green marketing in India and describes the reason why companies are accepting it and prospect of green marketing and conclude that green marketing is somewhat that will continuously raise in both rehearsal and demand.

Keywords: Green Marketing, Evolution, Prospects, Challenges

1. Introduction

Green marketing refers to marketing products and services based on environmental factors. Companies caught up in green marketing create decisions connecting to the whole procedure of the organization's products, like techniques of processing, packaging and allotment. Green Marketing Corporation's search for to go higher than and ahead of customary marketing by promoting ecological center values in the anticipation that patrons will correlate these principles with their brand. Appealing to these sustainable actions can show the way to creating new manufactured goods lines that provides for a new-fangled object market. Many populaces believe that green marketing refers exclusively to the endorsement of products with environmental distinctiveness. In all-purpose green marketing is to a large extent a wider conception, one that can be functional to consumer goods, manufacturing goods and yet services. Green marketing associates a wide variety of activities, including manufactured goods alteration etc.

As a result "Green Marketing" refers to holistic marketing perception where in the manufacture, marketing utilization an dumping of products and services occur in a mode that is fewer disadvantageous to the environment with growing wakefulness about the implications of worldwide warming, non-biodegradable solid waste, harmful impact of pollutants etc., both marketers and consumers are becoming increasingly responsive to the require for toggle in to green products and services. At the same time as the budge to "green" may become visible to be luxurious in the petite term, it will absolutely demonstrate to be crucial and beneficial, cost-wise too, in the extended dash.

2. Green Products and its Characteristics

The products which are produced all the way through green know-how and that sourced zero negative environmental effects are called green products. Encouragement of green know-how and green products is essential for preservation of natural possessions and sustainable growth. Green products can be described by following measures:

- Products those are initially grown,
- Products those are recyclable, reusable and biodegradable,
- Products with ordinary ingredients,
- Products containing recycled contents, non-toxic substance,

3. Objectives of the Study

- To be acquainted with the concept and evolution of green marketing.
- To recognize the importance of green marketing.

- To learn the problems and prospects of green marketing

4. Review of Literature

Karthik and Ramya (2012) focused on the opportunities and challenges of green marketing in India. They observed that the environmental problems in India are growing rapidly. The increasing economic development, rapid growth of population and growth of industries in India is putting a strain on the environment, infrastructure and the countries natural resources. So it's the right time to implement the Green Marketing in India. Green Marketing makes drastic change in the business not even in India but save the world from pollution. Mishra and Sharma (2010), Shrikanth and Raju (2012), Mishra and Sharma (2012) and Aggarwal (2013) established that this is the accurate time to choose "Green Marketing" globally. Green marketing should not be measured as just one more move towards to new form of marketing, however has to be followed with much superior vigor, as it has an environmental and social aspect to it. Marketers also have the accountability to make the patrons realize the need for and benefits of green products and vice-versa. Singh and Bansal (2012) ascertained the attitudes of customers towards green marketing. It was found that the individuals consider environmental issues as emerging issues. Green marketing has a long way to go as people are aware of green marketing, along with a positive inclination towards the purchase of green products. Also, it was found that consumers sometimes look for the green products while making purchase, along with an agreement to the fact that green products should cost same, but they are willing to opt for green options. The relationship between consumer attitude towards green marketing and the importance of green products was found to be significant. Bhattacharya (2011) identified the features representing consumers' outlook towards green marketing in India. The green marketers in India should be supposed to carry out serious promotional crusades, because a preponderance of the Indian clients is not certain about the excellence of the green products. Singh G. (2013) observed that the green marketing has the potential to not only provide huge business opportunities across the globe, but countries can also utilize such marketing activity to engender peace, friendship and inclusive growth. However, there should be global consensus on the implementation of green initiatives and environmental standards and norms so that the developed/industrialized nations do not seriously undermine the development agenda of the faster growing developing countries/emerging market economies. In the absence of such sensitivity to the development concerns of the industrializing countries, there could be a backlash and a setback to the entire concept of green marketing.

5. Evolution of Green Marketing

Since there is a scarcity of resources and unlimited human wants, it is crucial for the sellers to use the resources economically without any wastage as well as to attain the organization's goal. So green marketing is the need of the hour. Worldwide the consumers' interest regarding the environment protection is growing. Global evidence indicates the concern of people for the environment and their changing behavior. Consequently, green marketing has evolved which supports the increasing market for socially responsible and sustainable products and services.

The concept of green marketing has evolved over a span of time. According to Peattie (2001), there are three phases in the evolution of green marketing:

The first phase was known as "Ecological" green marketing, and during this period all marketing activities were concerned to help environment problems and provide remedies for environmental problems.

The 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.

The third phase was "Sustainable" green marketing. It came into prominence in the late 1990s and early 2000. This was the result of the term sustainable development which is defined as "meeting the needs of the present without compromising the ability of future generations to meet their own needs."

6. Present Scenario of Green Marketing in India

Business recognizes ecological marketing as an aperture to achieve its objectives. Firms have figured out that patrons have a penchant for products that do not wound the natural environment and as well as the personage wellbeing. Firms marketing such green products are preferential over the others not doing accordingly and thus enlarge a competitive advantage, at the similar time assembling their business objectives.

The key scheme in the wake of green marketing has been re-marketing of products that are previously manufactured, which stick on to certain environmental course of action. There has been a mammoth tint and cry from an assortment of environmental organizations about the harm caused to the globe by large scale production industries and the unsuitable discarding methods they bring into play. On the other hand, some reviewer's assert that this is just an advertising feat to endorse business, and that no authentic steps have been taken towards the cause.

A green shopper is one who is conscious of the backdrop of the products he consumes, which he chooses upon cautious examination of their large special effects on the environment. This gut is indispensable in customers, so that they do not blindly descend for a company's advertisements, which will encumber the development of the green interest group. Consequently it is only with the right outlook from both the consumers and the marketers, that "going green" can be realized in the factual sagacity.

7. Importance of Green Marketing

Man has restricted resources on the globe, with which he ought to endeavor to make available for the worlds' unrestricted wants. There is wide-ranging argue as to whether the earth is a resource at human beings disposal. In market societies where there is "autonomy of choice", it has usually been acknowledged that individuals and business organizations have the right to do attempts

to have their wants pleased. As firms countenance inadequate natural resources, they ought to build up new or substitute ways of satisfying these unconstrained wants.

Eventually green marketing looks at how marketing activities make the most of these inadequate resources, at the same time as satisfying customers' wants, both of folks and industry, as well as achieving the advertising organizations targeted aims.

8. Challenges in Green Marketing

- **Need for Equivalence:** It is established that merely 5% of the marketing communication from "Green" campaigns are completely accurate and there is a lack of equivalence to validate these claims. There is no homogeneity to verify these claims. There is no consistency currently in put to officially state a product as organic. Except some authoritarian bodies are mixed up in providing the certifications there will not be any demonstrable means. A normal quality control board needs to be in position for such labeling and licensing.
- **New Perception:** The shopper needs to be knowledgeable and made conscious of the environmental intimidations. The new-fangled green movements need to accomplish the masses and that will take a lot of time and attempt. Indian customer is open to the elements to healthy living lifestyles such as yoga and natural food utilization. In those aspects the shopper is already aware and will be prone to recognize the green products.
- **Endurance and Perseverance:** The sponsors and business required viewing the environment as a chief long-term speculation opportunity; the marketers need to gaze at the long-term benefits from this new green lobby group. It will necessitate a lot of persistence and no instantaneous results. In view of the fact that it is a new concept and idea, it will have its own reception epoch.
- **Evading Green Shortsightedness:** The foremost statute of green marketing is focusing on purchaser benefits i.e. the most important cause why patrons buy definite products in the first put. It is not going to help if a product is urbanized which is absolutely green in various aspects but does not pass the client satisfaction criterion. This will lead to green nearsightedness. Furthermore if the green products are priced very far above the ground then another time it will drop its market satisfactoriness.

9. Golden Set of Laws of Green Marketing

- **Be on familiar terms with your customer:** Make certain that the shopper is responsive of and anxious about the issues that your merchandise attempts to addresses.
- **Educating your customers:** It is not just a matter of letting populace know whatever you are doing to safeguard the environment, but also a matter of letting them to be acquainted with why it matters.
- **Being unadulterated & translucent:** means that you are really doing what you declare to be doing in your green marketing movement and the rest of your business policies are constant with no matter what you are doing that's environmentally friendly. Collectively these conditions have to be entertained for the business to institute the variety of environmental credentials that will permit a green marketing campaign to be successful.
- **Restore confidence in the shopper:** Consumers must be prepared to believe that the product performs the work it's supposed to do.
- **Mull over Your Pricing:** If you are indicting a first-rate for your product-and many environmentally preferable products pace more owing to economies of scale and use of higher-quality ingredients-make certain those customers can assemble the expense of the finest and feel it's worth appeal it.
- **Giving your patrons an occasion to contribute:** It means personalizing the compensation of your environmentally friendly actions, in general all the way through letting the buyer takes part in prolific environmental action.
- **Consequently leading brands ought to distinguish that end user expectations have changed:** It is not adequate for a company to green its products; clients anticipate the products that they procure to be pocket friendly and also to help diminish the environmental collision in their individual lives too.

10. Green Marketing – Acceptance Level

Green marketing has been widely accepted by the firms globally and the causes are:

- **Opportunities** - As requirement shifts, numerous firms perceive these changes as an occasion to take advantage of and have a spirited advantage above firms marketing non- environmentally accountable substitutes.
- **Administration Pressure** - As with all marketing correlated activities, governments want to "guard" customer and humanity; this shield has noteworthy green marketing implications. Government regulations relating to environmental marketing are intended to protect consumers in a number of ways.
- **Competitive Pressure** - Another chief vigor in the environmental marketing district has been firms' longing to uphold their competitive spot. In several examples this competitive stress has caused a whole industry to amend and thus diminish its disadvantageous environmental manners.
- **Social Responsibility** - Numerous firms are beginning to figure out that they are members of the wider group of people and therefore must perform in an environmentally answerable fashion. This translates into firms that consider they must achieve environmental objectives as well as income related objectives. This results in environmental issues being integrated into the firm's profitable traditions.

11. Conclusion

The ecological problems in India are mounting swiftly. The increasing economic development, speedy enlargement of population and expansion of industries in India is putting a strain on the environment, infrastructure and the countries natural resources. Industrial contamination, soil erosion, deforestation, hasty industrialization, urbanization, and land dilapidation are all worsening tribulations. Therefore it's the accurate moment in time to put into practice the Green Marketing in India. Green Marketing makes radical transformation in the business not even in India but put away the world from negative ecological impacts. Business organizations should be supposed to generate the alertness in the midst of the patrons, what are the remunerations of green as measured up to non green ones. In green marketing, clients are keen to reimburse more to preserve a cleaner and greener environment. At the moment this is the correct time to opt for "Green Marketing" worldwide. It will approach with far-reaching amend in the world of business if all realms will make firm regulations because green marketing is indispensable to save the world from negative environmental effects. From the business tip of vision because an intelligent vendor is one who not only induces the purchaser, but also involves the customer in marketing his creation. With the danger of global warming alarming large, it is tremendously imperative that green marketing becomes the standard. As a final point, patrons, industrial buyers and suppliers require to compel effects on diminishing the unconstructive effects on the environment. Green marketing presumes even additional weight and significance in developing countries akin to India.

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