GREEN MARKETING: IMPACT, SCOPE, OPPORTUNITIES, CHALLENGES IN INDIAN CHANGING SCENARIO

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Abstract

Green marketing is the process of developing products those are recyclable, reusable and biodegradable. To satisfy the customers who prefer products of superior class and convenience at reasonable price, which at the same time do not have a harmful impact on the natural environment and society as well. Green marketing is a phenomenon which has developed particular importance in the modern marketing era and has emerged as an important concept in India as in other parts of the developing and developed Countries. Green Marketing is seen as an important strategy of facilitating sustainable development in competitive era.

This paper is mainly considers the impact of green marketing on consumer behaviour and advantages of green marketing, challenges of green marketing and scope of green marketing in Indian changing scenario. This paper reviewed from different journals, books, reports and websites which are most important source of knowledge has been taken into consideration. The paper covers wide collection of academic literature on green marketing.

Keywords: Green Marketing, Sustainable Development, Changing Scenario, Natural Environment.

INTRODUCTION

Green marketing was given importance in the late 1980s and 1990s after the proceedings of the first workshop on Ecological marketing held in Austin, Texas (US), in 1975. Several books on green marketing
began to be published thereafter. The green movement has been expanding rapidly in the world. Indian consumers have much less understanding of Green Marketing strategies while judge against to consumers in developed Countries. Consumers who know about green promotion strategies are likely to support business efforts to diminish toxic waste over efforts to lift business productivity. Consumers also value the opportunity to be associated with environmentally friendly products and organizations.

Peattie (2001) explained the evolution of green marketing into three phases. First phase was termed as Ecological and throughout this period whole advertising activities were anxious to help out environment harms and offer remedies for environmental troubles. Second phase was Environmental that spotlight shifted on hygienic skill that concerned manipulative of original products and think about of greenhouse gasses and misuse issues. Third phase was Sustainable Eco-Marketing which came into fame in the belatedly 1990s and near the beginning 2000. Yet defining green marketing is not an easy job where a number of meanings interconnect and disagree with each other. Additional related terms used are Environmental Marketing and Ecological Marketing.

The American Marketing Association defined the environmental or ecological Marketing as consists of all actions planned to produce and make easy any exchanges projected to convince individual requirements or desires. The fulfilment of these desires and requirements occurs with negligible detrimental impact on the natural environment. Thus green marketing incorporates a wide range of actions, including product alteration, changes to the construction method, wrapping changes and modifying promotion. From the last many years, majority of consumers have realized that their activities had a direct impact on natural environment as well as on society. There are growing amount of evidences indicating that consumers are shifting traditional products to green products to have a positive impact on the natural environment.

**Why Marketers Shift to Green Products**

Kiran (2012) explained many reasons for which a marketer should go for adoption of green marketing activities

- Opening or Competitive benefits
- Corporate social responsibility (CSR)
- Government pressure
- Competitive pressure
- Cost or Profit issues

**Green Products/ Eco Friendly Products**

Mohanasundaram (2012) explained the eco-products those are manufactured through green technology and that caused no environmental hazards. Advertising of green knowledge and green goods is essential for defense of natural wealth and sustainable growth. Green products can define by following measures:
- Products those are originally grown,
- Products those are recyclable,
- Products with natural ingredients,
- Products containing non-hazardous element,
- Products contained by accepted elements,
- Products that do not destruction or spoil the atmosphere,
- Products that have biodegradable wrapping.

Review of Literature

According to Aggarwal, M. (2014) explained Green marketing offers business bottom line incentives and prime line growth prospects. Whereas modification of business or production processes could involve start-up prices, little question in long-term it'll economize. For instance value of the putting in solar power is an investment in future energy cost savings. Corporations that develop new and improved merchandise and services with environmental impacts in mind offer themselves access to new markets, considerably increase profits and revel in competitive blessings over those promoting non-environmentally accountable alternatives. Manjunath (2013) concluded that business firms need to change their mind set from traditional marketing strategies to green marketing strategies in order to survive in the green competitive world and to have a positive impact on the environment through green marketing elements. Shrikanth, R. et al.,(2012) evaluated that in the present age of globalization, it has turn into a dispute to keep the clients as well as trade in fold and still maintain our natural atmosphere protected and that is the major want of the time. Ramakrishna (2012) analyzed the Eco-issues in Green Marketing through the 4p’s of green marketing mix and concluded that awareness to be created among the people about green marketing benefits and eco-friendly products and also concluded that the firms need to give more attention towards the green culture in order to survive in the tough market. Mishra & Sharma,(2010) explained Green marketing is a fact which has urbanized particular vital in the contemporary marketplace and has emerged as an essential notion in India as in other parts of the rising and urbanized World and imperative approach of facilitating sustainable growth. Ottman (2006) evaluated a diagnostic study on green marketing, which most important challenges in front of green marketing and also covers the interior and exterior opportunities which could be supportive to pace up the development of green marketing.

Green Marketing Practices in India

Welling & Chavan (2010) gave some examples:-
- Nike- Air Jordan shoes as environment-friendly,
- Lead free paints from Kansai Nerolac,
- Eco Hotels,
- Dell- green IT products called “Go green with Dell”,
- CNG in Delhi,
- LPG Kit.
Challenges in changing scenario

- consciousness between manufacturers and clients,
- Green marketing technology is costly like renewable, R & D and recyclable,
- Trust by consumers and end-users,
- Confusion regarding green products,
- High price,
- Minimize waste instead of appropriate use of waste.

What to do in varying circumstances

- Avoid Smoking,
- Less Use of Polythene,
- Love Nature,
- Save Water,
- Use Disposable Items.

Marketing Strategies of green marketing

The marketing strategies incorporate:

- Marketing appraisal (including interior and exterior circumstances study),
- Build up a promotion diagram demarcation strategies with consider to 4 P's,
- Implement marketing strategies,
- Plan results assessment.

Objectives

- The major idea of the study is to find out green marketing impact on consumer behaviour.
- To study the Green marketing in India from different perspectives.
- To study awareness level of green products & perception about green products.

Research methodology

This paper is mainly considers the green marketing impact on consumer behaviour, challenges and opportunities in the changing scenario of the India. The paper is focusing on the major issues related to the green marketing like as advantage of green marketing, challenges of green marketing and scope of green marketing in the future. The paper reviewed from different journals, books, reports and websites which are most important source of study. The paper covers wide collection of academic literature on green marketing. The present study is descriptive and qualitative in nature and based upon secondary data.
Measurement and Analysis

Below Table-1 presents the articles that reviewed as noted that most of the researches in the past years were of conceptual, descriptive and exploratory in nature, we therefore examined various studies of conceptual, descriptive, empirical and exploratory studies conducted from 2010 to 2014 so that we can follow the exact nature of the importance of the Green Marketing and its impact on consumer.

Construct

The Dominant portions of studies relating to Green Marketing Practices in Business in the years 2010 to 2014 are descriptive, exploratory, empirical and conceptual in nature. In most of the study’s authors used the organization performance and their competitiveness as the dependent variable, and the set of Green Marketing practices in Organization as independent variable. Also in some studies it is noted that consumer behaviour influenced by the formalization of Green Marketing practices.

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<thead>
<tr>
<th>Author(s)</th>
<th>Year</th>
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<th>Method</th>
<th>Analysis</th>
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<td>Aggarwal, M.</td>
<td>2014</td>
<td>Exploratory</td>
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<td>Content Analysis</td>
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<tr>
<td>Manian, K &amp; Nithish, A.J.</td>
<td>2014</td>
<td>Descriptive</td>
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<td>Sarwade, W. K. &amp; Gaikwad, S. B.</td>
<td>2012-2013</td>
<td>Exploratory</td>
<td>Questionnaire</td>
<td>Path/Factor</td>
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Measures

In the systematic literature review of Green Marketing practices in Organization, it is found that the construct validity is absent in most of the measurement. However, some of the authors have tested the construct measures by getting involved the independent expert and comparing their results with the case study exploratory approach utilized in their own research. Most of the researchers used survey through questionnaire, interview (semi-structured, telephonic etc), and sampling as methods of data collection. In order to assess the validity, reliability and generalizability, not any single researcher carried out longitudinal study covering periods of more than two or three years. The observation method is used to collect, interpret the related information and providing strategies for further growth.
Analytical tools used

Most of the studies used content analysis, conceptual analysis and analytical statistical tools like Chi-square, regression and factor analysis. However, some of the researchers focused on path analysis, cluster analysis, cross case analysis, observational analysis, empirical, contextual and role analysis as a viable tool for the analysis.

Scope of the study

The present study entitled Green Marketing and its impact on Consumer Behaviour in India will only be concerned and constraints for consumers in India only. The secondary data presented through the National and International perspective. Since there has been less literature from Indian authors, thus International papers are studied for reference which may have different opinion from Indian segment due to different demographics and psychographics. The study has covered the current status, challenges involved in Green Marketing practices, pre-requisites and strategies can be developed to ensure success of the Eco-Friendly products.

Dominating Green Marketing Practices

By examining the relevant sections like introduction, literature review, methodology and the findings of the contemporary studies of Green Marketing practices, a systematic coding of main practices largely published during the year 2010 to 2014 was carried out. Contemporary researchers have shown a significant interest in green marketing practices from 2010 onward. However, the majority of the studies are descriptive, empirical and conceptual in nature. The most prominent Green Marketing practices in shown in Table 1 are:

- Green Marketing impact on consumer behaviour
- Organization performance management
- Research and development
- Future price will be financially viable
- Empowerment, consumer involvement and suggestion schemes.

As mentioned at the start of the research, the main objective of the research was to understand Green Marketing practices in Organization. Based on the result of the literature review, it can be said that most of firm are using conventional and basic Green Marketing practices in their organization.

Conclusion

Green marketing is not to be a simple thought. Organization has to diagram and then bring out investigate to discover how reasonable to choose green marketing. Green marketing has to develop further because green marketing still its childhood phase. Implementation of green marketing is not easy task in starting stage but as the time goes on it will positively have an optimistic impact on the organization. Green
Marketing is still in the stage of childhood in the Indian companies. The plenty of opportunities are existing in Indian marketplace. Consumer’s are prepared to give excellence price for green goods. This revolution in consumer’s manners is forceful commercial to consider about the injurious impact of their actions on the ordinary atmosphere of the earth. The fast boost for the surroundings anxiety in last two decades is stressing companies to demonstrate the transform to make certain the sustainable development of the humanity. Green marketing should not abandon the financial feature of marketing. Organization requires recognizing the implications of green promotion. Business firm consider consumers are not afraid about environmental issues or will not give extra price for merchandise that is further eco-responsible, suppose yet again. So, if today's successful marketing is about attractive to personal principles and delivering consumer empowerment, then definitely the precise occasion to introduce sustainable enlargement into the marketing mix up to assist talk to some of the granular issues at present in front of our planet. Green marketing methods construct extremely successful grades in the future.

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