

An Insight to Green Marketing in India – A Conceptual Study**Manita Matharu¹ and Dr. Ruchi Jain²****1. Ph.D. Scholar and Asst. Professor, Amity University, Sector 125, Noida, UP, India****2. Associate Professor, Amity University, Sector 125, Noida, UP, India**

Abstract: *The environmental concerns to the Indian consumer are on the rise going by the increased coverage of the issue in the media in the last few years. Green marketing is on the rise and a rather new area acknowledged for research. Green marketing has become important concept which marketers are using these days as a key strategy for sustainable development. This aim of this research article is to: (1) provide an understanding to the concept of Green Marketing, (2) present evolution of green marketing, and (3) examining the green initiatives undertaken in India. It is expected that green marketing potentially provides a set of new opportunities to businesses.*

Keyword: Green marketing, green initiatives, evolution of green marketing.

Introduction

Green Marketing can be viewed both as a type of marketing and a marketing philosophy. As a type of marketing it is like industrial or service marketing and is concerned with marketing of green products and positioning them as green brands. As a philosophy, green marketing runs parallel to the societal marketing concept and espouses the view that satisfying customers is not enough, and marketers should take into account ecological interests of the society as a whole. It is a part of Corporate Social Responsibility (CSR).

In a report from 2011 on ‘Green marketing: A Global Strategic Business Report’, the report further suggests that awareness about ecological issues amongst government, firms and consumers is the primary reason for the huge potential market. McKinsey (2007), conducted a survey in which it was found that 87% of men and women, from different developing nations like Brazil, India, China and developed nations like, Canada, UK, France and the US have inclined themselves in decreasing their negative impact on the ecosystem (McKinsey, 2007). This shows that there is an increase in environmental awareness, therefore supporting the rise in the market share of green industries.

Green Marketing – Concept & Definitions

Green Marketing generally refers to the marketing of products that are presumed to be environmentally safe. From the social marketing perspective green marketing is the development and marketing of products designed to minimize negative effects on the physical environment. AMA has defined green marketing as “the study of all efforts to consume, produce, distribute, promote, package, and reclaim products in a manner that is sensitive or responsive to ecological concerns.” Table 1. presents some definitions by different authors.

The goal of green marketing orientation is to satisfy present and expressive consumer needs with their green product offering. It also aims at identifying hidden market needs as well future needs of the consumers, and accordingly altering existing product offerings and if required, develop and invest their resources, skills and capabilities to develop new products to cater to the rising needs in the market.

The inclusion of “all efforts to consume” recognizes that many entities are involved in green marketing. Green marketing is not limited to government or nongovernment organizations, nor is it solely an activity undertaken by consumers. Manufacturers, wholesalers, retailers, and services

firms each as opportunities to contribute to green marketing.

Table 1: Green marketing - defined

Henion and Kinnear (1976)	“the study of the positive and negative aspects of marketing activities on pollution, energy depletion and non-energy resource depletion.”
Polonsky (1994)	“consisting of all activities designed to generate and facilitate any exchanges intended to satisfy human needs, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment.”
Fuller (1999)	“the process of planning, implementing and controlling the development, pricing, promotion and distribution of products in a manner that satisfies the following three criteria: (1) customer needs are met, (2) organisational goals are attained, and (3) the process is compatible with the ecosystem.”
Kotler and Armstrong (2009)	“that meets the present needs of consumers and businesses while also preserving or enhancing the ability of future generations to meet their needs.”
Gordon et al. (2011)	“developing and marketing more sustainable products and services while introducing sustainability efforts at the core of the marketing and business process.”

Evolution of Green Marketing

Green marketing is deep rooted in earlier attempts of Lazer (1969) to address societal dimension of marketing in terms of finite environmental sources, societal and environmental impacts of conventional marketing, and greening of the different aspects of traditional marketing (Feldman, 1971). Since the evolution of the domain, several misconceptions associated with green marketing and a variety of terminologies and definitions have made it difficult to define the term (Kinoti, 2011). Polonsky (1994) identified that green marketing, sustainable

marketing, environmental marketing, and ecological marketing are synonymously used. Dam and Apeldoorn (1996) differentiated green marketing from its simultaneous terms. The green marketing has evolved over a period. 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. The focus of the first phase was on those industries and product that have direct impact on the environment. (Oil, chemical industry and mining etc)

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 focus shifted on product generally used in homes. (Carpets, papers and cleaning goods etc.)

Third phase was “Sustainable” green marketing. It came into prominence in the late 1990s and early 2000, concerned with developing good quality products which can meet consumers need by focusing on the quality, performance, pricing and convenience in an environment friendly way.

Green Initiatives in India

Many governments around the world have become so concerned about green marketing activities that they have attempted to regulate them (Polonsky 1994). Different countries has established various rules & regulations to limit the amount of solid & hazardous wastes produced by firms. The United States (US) the Federal Trade Commission and the National Association of Attorneys-General have developed extensive documents examining green marketing issues [FTC 1991, NAAG 1990]. Worldwide it has been proven that people are concerned about the environment and changing their attitude. The Indian government too has imposed a framework of legislations to reduce the production of harmful goods and by-products.

The Government of India has been a keen observer of the effects on the environment and has been in the forefront to help protect it. From the promotion of Organic farming to the implementation of

stringent industrial waste treatment rules, the government has provided facilities and policies to help us protect nature. The Government and its Ministries are doing their best to work towards a cleaner future. For example, the issuing of various environmental licenses, voluntary curb-side recycling programs the ban of plastic bags, prohibition of smoking in public areas, etc.

The Indian government, state governments, corporate sector as well as small and medium industry have shown interest and commitment to adopting United Nations Industrial Development Organisation's (UNIDO) 'Green Industry' initiative.

The Ministry of Environment & Forests has been actively involved in monitoring and formulating ways to preserve India's natural beauty and maintain a healthy ecological balance. The Central Pollution Control Board (CPCB) has taken several positive steps to minimise pollution of the environment. Here, the CPCB invites all citizens of India to take a pledge to help save the environment.

The Ministry of New and Renewable Energy is responsible for putting into action comprehensive programmes for the development and utilization of renewable energy. These include biogas plants, solar water heaters, solar cookers, street lights, pumps, wind, electric generators, water-pumping wind mills, biomass gasifiers and small hydro-electric generators.

The Ministry of Environment and Forests is primarily concerned with the implementation of policies and programmes relating to conservation of the country's natural resources including lakes and rivers, its biodiversity, forests and wildlife, ensuring the welfare of its animals and prevention and abatement of pollution.

Recognising the importance of organic farming in Indian Agriculture, Government of India has taken various initiatives to promote and support organic production. Setting up of National Centre of Organic Farming with Regional Centres at various places, launching of the National Programme on Organic Production encompassing National Standards and Accreditation Programme for Certification Agencies etc., are important steps in this direction. The importance of organic inputs in development of organic farming is adequately emphasized with the launching of the Capital Investment Subsidy Scheme for Commercial

Production Units of Organic Inputs by Government of India.

NABARD, as an apex institution in the field of agriculture and rural development has identified Organic Farming as a thrust area and has taken various initiatives for its promotion. These initiatives include building capacities of bankers, NGOs, farmers through training programmes, exposure visits etc., technology development and its dissemination through various funds and suggesting policy measures for financing organic farming.

The Bureau of Energy Efficiency (BEE) is an agency of the Government of India, under the Ministry of Power created in March 2002 under the provisions of the nation's 2001 Energy Conservation Act. The agency's function is to develop programmes which will increase the conservation and efficient use of energy in India.

The norms for eco-labeling were established by the Eco-mark Technical Committee of the Central Pollution Control Board (CPCB) coming under the Ministry of Environment and Forests, Government of India with Bureau of Indian Standards (BIS) as the implementing authority for the Eco-mark. Eco-mark was to be used in conjunction with the ISI mark. A product with the Eco-mark is a green product, as the process for making it, its use or its disposal occurs in a way that significantly reduces the harm it would otherwise cause to the environment. There are 16 product categories under the scheme which are : soaps and detergents, paper, food items, lubricating oils, packaging materials, architectural paints and powder coatings, batteries, electrical/electronic goods, food additives, wood substitutes, cosmetics, aerosol propellants, plastic products, textiles, fire-extinguisher and leather.

Evidence suggests that green packaging, branding and eco-labelling have positive impact on consumers leading to increased green purchases in some cases, and unaffected green purchases in others. The results for such researches have varied for different nations, demographics and so on. Evidence from the literature review point that in the developed countries, green marketing has been extensively researched while in the developing countries, there appears to be a lack of research in this area. Studies suggest consumers from

developing nations have been showing greater interest in ecofriendly activities and green products.

Conclusion

The green marketing has become a buzzword of today's marketing practices throughout the world. Its importance now increased in the human being's life. Now the marketers as well as the customers both are showing their concern for green products and eco – friendly environment. So if marketer wants to sustain in this competitive environment they have to move towards the eco – friendly concept. Green marketing has become necessary for the society, so that we can save our environment, fully utilize our natural resources and make earth a healthy planet to live in. Green marketing should not neglect the economic aspect of marketing. Marketers need to understand the implications of green marketing. It's not only responsibility of marketers for environmental protection, green marketing requires that if consumers want a healthy environment they should ready to pay premium price for it unless this occurs it will be difficult for firms alone to lead the green marketing revolution. Green marketing assumes even of more significance countries like India.

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