

## **“GREEN MARKETING: A WELCOMING STEP IN INDIA”**

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**ABSTRACT:**

Increasing awareness on various environmental problems has led a shift in the way consumers live their life. They are concerned about the environment and are changing their behavioral pattern and thus, there has been a change in consumer approaches and preference. Majority of them feel that environment-friendly products are safe to use. Efforts are being made to reduce the impact on the environment and to fight against ecological issues. As a result, green marketing has emerged, which aims at marketing sustainable and socially-responsible products and services. Organizations and business over the world have seen this change in consumer approaches and are trying to gain an edge in the competitive market by developing the prospects in the green market industry. This research paper highlights the concept of green marketing in the initial part. Then paper focuses on prominence of Green Marketing in the globalized era. Further it focuses on various trials and opportunities generated due to the advancement of the concept Green Marketing. Lastly it places interest in the Green Marketing practices fulfilled by the Indian companies.

**KEY WORDS:**

**Eco-friendly, Green Marketing, Indian Companies**

## **INTRODUCTION:**

The concept of sustainability is almost omnipresent by showing application in academic research, corporate strategy, consumer choice etc field. Around the world need for sustainable business practices by corporations is identified to be a result of overall increase in the consumer awareness related to environmental issues. Over the last decade issues like depletion of the ozone layer, degradation of the land and many more has emerged to be a vital area of concern. This resulted in increase in consumer concern with regards to restoration of ecological balance by presenting demands for eco friendly products in countries around the world. This gives birth to the concept known as Green Marketing. Green marketing is relatively new focus in business endeavors and came into prominence in the late 1980s and early 1990s (Ottman 1998) began in Europe in the early 1980s when certain products were found to be harmful to the environment and society as a whole.

Green Marketing, also refers to Environmental Marketing and Ecological Marketing, includes wide range of activities starting from using different raw materials, product modification, changes in the production process, packaging changes, modifying advertising and publicity programme, establishing proper waste disposal system and many more such things. Thus, "Green Marketing" refers to holistic marketing concept wherein the production, marketing consumption and disposal of products and services happen in a manner that is less harmful to the environment with increasing awareness about the implications of global warming, harmful impact of pollutants etc.

## **WHAT IS GREEN MARKETING?**

In common parlance, Green Marketing refers to Promotional activities aimed at taking advantage of the changing consumer attitudes toward a brand. These changes are increasingly being influenced by a firm's policies and practices that affect the quality of the environment, and reflect the level of its concern for the community.

Marketing products and services based on environmental factors or awareness. Companies involved in green marketing make decisions relating to the entire process of the company's products, such as methods of processing, packaging and distribution.

According to the **American Marketing Association**, "Green Marketing is the marketing of products that are presumed to be environmentally safe."

## **GREEN PRODUCTS AND ITS CHARACTERISTICS:**

The products those are manufactured through green technology and that caused no environmental hazards are called green products. Promotion of green technology and green products is necessary for conservation of natural resources and sustainable development. We can define green products by following measures:

- Products those are originally grown,
- Products those are energy efficient, long-lasting and often have low maintenance requirements.
- Products which are often made of recycled materials or content or from renewable and sustainable sources.
- Products those are recyclable, reusable and biodegradable,
- Products with natural ingredients,
- Products containing recycled contents, non-toxic chemical,
- Products contents under approved chemical,
- Products that do not harm or pollute the environment,
- Products that will not be tested on animals,
- Products that have eco-friendly packaging i.e. reusable, refillable containers etc.

### **STATEMENT OF THE PROBLEM:**

In this study researchers have made an attempt to determine the current state of Green Marketing in context to globalization with special reference to Indian companies. Hence, the statement of problem is:

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### **OBJECTIVES OF THE STUDY:**

- To examine the need or necessities of the Green Marketing in global scenario.
- To study the practices of Indian companies towards green marketing as a part of Sustainable Development.
- To determine the future of Green Marketing.

### **LITERATURE REVIEW:**

In the research paper titled, **“THE IMPACT OF GREEN MARKETING ON CUSTOMER SATISFACTION AND ENVIRONMENTAL SAFETY”** by Rashad Yazdanifard, Igbazua Erdo Mercy have examine the concept of Green revolution and highlighted the importance of going green, environmental protection, sustainable life style, sustainable development, protecting our earth etc. in our everyday life. Green marketing is used by many companies in various industries. There have been a lot of research studies undertaken on green marketing over the years; in this research analysis authors have focus on the impact of green marketing strategies on customer satisfaction and environmental safety.

In the research paper titled, **“GREEN MARKETING AND SUSTAINABLE DEVELOPMENTCHALLENGES AND OPPORTUNITIES”** by Anirban sarkar has undertaken the study on Green marketing. In this research paper, main emphasis has been made of concept, need and importance of green marketing. Research paper travel around the main issues in adoption of green marketing practices and current Scenario of Indian practices. Then the author shift its focus on challenges and opportunities businesses has with green marketing. Lastly it discussed why companies are adopting the concept of Green Marketing and future of green marketing.

### **RESEARCH METHODOLOGY:**

The methodology that will be followed in research is ex-posto facto research under which the data published in several magazine, journals, publications, websites, newspapers and outcome of the several surveys conducted by different research agencies are used for the research.

### **ANALYSIS - GREEN MARKETING: AN INDIAN SCENARIO:**

In this globalised era companies from all around the world are facing stiff competition and Indian companies are not the exception. In order to survive in the competition many of the Indian companies have introduce the concept of **Green Marketing** as a part of its business strategy for sustainable development. Let us look at the Green Marketing practices of different Indian companies:

#### **Government of India:**

Forest & Environmental Ministry of India has ordered to retail outlets like Big Bazar, D-Mart etc that they could provide polythene carry bags to customers only if customers are ready for pay for it.

#### **IRCTC:**

Recently IRCTC has allowed its customers to carry PNR no. of their E-Tickets on their laptop and mobiles. Customers do not need to carry the printed version of their ticket anymore.

**Wipro:**

Wipro InfoTech was India's first company to launch environment friendly computer peripherals. For the Indian market, Wipro has launched a new range of desktops and laptops called Wipro Greenware. These products are RoHS (Restriction of Hazardous Substances) compliant thus reducing e-waste in the environment.

**Suzlon Energy:**

Suzlon Energy, fourth largest wind-turbine maker in world, is among the greenest Indian company. The organizational premise of Suzlon is the most energy-efficient building. Company has convinced the world that wind is the energy of the future and built their company premises in such a way that it entirely runs on wind power.

**NTPC:**

NTPC is also one of the examples in the field of Green Marketing. Thermal Power station of NTPC in Delhi is devising ways to utilize coal-ash that has been a major source of air and water pollution.

**State Bank of India:**

SBI, one of the largest public sector banks, is another example of Green Initiatives executed by Indian companies. SBI is providing many services using the concept of Green Marketing such as no deposit slip, no withdrawal form, paper less banking, no checks, no money transactions form all such transaction are done through its ATM & shopping cards.

**HCL ecoSafe:**

Another such initiative is undertaken by HCL. Key initiatives undertaken through HCL ecoSafe program focuses on product lifecycle management to ensure that their products are recycled after useful life and that are also done in an environmentally responsible manner.

**Nerolac:**

Kansai Nerolac Paints Ltd., One of the committed and responsible Indian corporate houses, has also turns to Green Marketing concept by removing hazardous heavy metals like lead, mercury, chromium, arsenic and antimony which can have adverse effect on human beings. Not only that but it is continuously taking initiatives in the areas of health, education, community development and environment preservation for the betterment of the society.

**Tata Motors:**

Tata Motors is also one such company which has introduces Green Marketing in its business practices. Tata Motors have already started the project of setting up an eco-friendly showroom using natural building material for its flooring and energy efficient lights.

**Indian Oil:**

Indian oil has also initiated such practices of Green Marketing by developing alternative sources of energy, like Ethanol blended petrol, Compressed Natural Gas, bio-diesel, Auto gas, and Hydrogen energy as the natural resources like petrol and diesel are scares in India. The refinery of IOC has also taken steps for restricting air and water pollutants at Barauni

**E-Rickshaws:**

Ex-Chief Minister of Delhi, Shiela Dikshit, has also initiated Green Marketing initiative at the time of Commonwealth Games by launching "E-Rick" - a battery operated rickshaw, to promote eco-friendly transportation in the city ahead of the Commonwealth Games.

### **FINDING AND CONCLUSIONS:**

The green marketing is the basic need of the hour and that is why it is more important from the environment point of view. The companies need to market their product to increase the sales and the globe need greenery so the combination of both matters a lot for both the view points. Through the concept of Green Marketing it is possible to control the environmental issues up to certain extent. Various Indian companies have already adopted such brilliant practices which give a direction to Indian corporate sector the road to go ahead in the future.

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