Green Marketing In India – Issues And Challenges Ahead

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ABSTRACT

Today, in the modern world, keeping the customers satisfied by providing high quality goods but at the same time while keeping the environment safe is the biggest challenge but the most essential thing. Not only the manufacturers and the government but the consumers have also become aware about the issues like global warming and other adverse effects of environmental pollution. Green marketing is an event which has a particular importance in the modern market and has become an important concept in the market of India. Here in this paper, an attempt has been made to emphasize the meaning of the concept, need and its importance. A lot of books and journals as well as the websites have been used to collect the data as a source of evidence. This paper also walks around the issues which may there in India while adopting green marketing practices. It will also be described what challenges and opportunities the businesses in India will have with green marketing and also why many companies are adopting this practice and what is expected to happen in future.

Keywords: green marketing, Indian market, issues in green marketing

Introduction

Green marketing means marketing of those products that are safe for the environment or we can say that those products that are “eco-friendly”. It also means making changes in the production processes, packaging and the advertisements etc. so that the “carbon footprints” can be minimized. It is that marketing concept in which the production, marketing and consumption of the products is made in that manner which is less harmful to the eco-system. Not only this, in this concept, the awareness about the global warming and the harmful impact of the pollutants over the environment, are also publicized. Today, marketers as well as the consumers are becoming equally sensitive about the need of switch into eco-friendly products and the services.

Objectives of The Study

The objective of this study is to know about the issues and challenges for the Indian market regarding green marketing. An attempt has been made to know about the problems that are there in manufacturing or marketing of the products or the services in India which are assumed to be “eco-friendly”.

Research Methodology

This study is based on the secondary data. Help has been taken from the journals, articles and the online papers available on this topic. Wherever possible, the help of discussion boards that are available online has also been taken.

What Is Green Market Products

Products which are grown through the green technology and which cause no harm to the environment are called the green products. It is very much necessary for the conservation of the resources that we aim to maximize the use of green products. The following can be termed as green products:

- Products which are recyclable.
- Products which are bio-degradable.
- Products those are grown naturally.
- Products that contain natural ingredients only.
- Products that use only those chemicals which are approved by an authority.
- Products that don’t pollute our environment.
- Products having packaging which is eco-friendly

Need Of Green Marketing

There is a definite and immediate need of green marketing because there are many reports out there which tell about the impact of pollution on the nature as well as on the human beings. Due to the air pollution many problems have to be faced by the human beings. Few of them are low birth weight, premature birth and infant deaths etc. Because the resources are limited but the human wants are many, so this is the duty...
of the companies or the businesses that are making the products to fulfill the demands that they use the resources in such manner that they can be used efficiently without putting much damage on the environment. Businesses as well as the consumers are getting aware about the importance of green marketing which is inevitable. There is a need of the manufacturing of products and the services by those who are socially responsible.

Golden Rules Of Green Marketing
1. Make your customer aware – You must make your customer aware about the issues that are present there and how your product aims at resolving those issues.
2. Importance of green marketing – Let your customers know about the importance of green marketing. They should not only know what you are doing for it, but they must be informed about the necessity of that thing and why it matters.
3. Reassure The Buyer About The Performance Of The Product – You must make your customer sure about the quality and the performance of the product. Customer should be convinced that the product quality is still untouched while it has been made to be eco-friendly.

Importance Of Green Marketing
The importance of green marketing is increasing day by day. The companies, government and the customers have become aware about the importance of eco-friendly products. Due to the following reasons, the importance of green marketing has increased manifold.

- Businesses are taking environmental marketing as an opportunity and it can be used as a competitive advantage.
- Companies believe that this is their social responsibility to conserve the environment.
- Laws are getting stricter and they are forcing the firms to be more responsible towards society.

Challenges For Green Marketing
1. New Concept – In India “Green Marketing” is still a new concept. Even a lot of attention is given to green products but still it’s a new concept for the literature as well as for the people. There is a need to create more awareness about this concept. The companies, government and the customers will have to give more time to this concept and to make it popular and making every person aware about it require a lot of efforts. The more people are aware about it, the more successful it will be.
2. Need for standardization – At present, there is no standardization of green products. There is a strong need for the standardization of “go green” campaigns in India. There must be a proper authority or the board who is responsible for approving the products keeping in mind the safety of the environment. There must be some specific limits, rules and regulations making the corporations liable to spend a specific part of their earning on the R&D of these products, marketing, manufacturing and selling of “green” products. Till now, there are no particular and specific standards have been maintained, so it is difficult to enforce the green marketing concept.
3. Not easy to satisfy Indian customer – Indian customer who is known for “value for money” approach is difficult to satisfy if you don’t give a touch of personal benefit along with environmental safety. Customers buy five star energy efficient products not because to save the environment or the mother earth, they buy it because it cut the cost of energy at the personal level. You will have to make them understand that by using energy efficient products you will be saving the money in the long run. If you don’t give them benefits at personal level then it will be difficult to satisfy them and sell the green products. Selling green products to Indian customers on the name of environment safety is very difficult so they must be lured by offering personal benefits like energy saving, cutting in bills, longer life and zero maintenance.
4. Pressure from competitors – In India there are hundreds of companies who are making similar products. Pressure from the competitors does not allow them to do R&D on the green products and hence they feel it difficult to finding those products which are safer for the environment. In this race, instead of spending time and money on R&D of the new products they prefer to sell the already developed products. It is not possible to remove or reduce the competition but still it will be good if the companies forego their profits for a short period and concentrate over the creativity and the environment safety.
5. Inefficient Administration – Indian administration is well known for its inefficiency. Rules and regulations are not followed properly due to the inefficiencies of the administration. Government regulations regarding safety of the environment are not followed properly which is not good for the
green marketing. To enforce the ‘green’ concept properly the administration will have to be strong and stiff.

6. Making people understand the importance of Green Products – Like talked before, Indian customer is more concerned about the personal benefits in the products. This is a myopia related to value for money products. It is difficult to make people understand the importance of going green. People are more likely concerned with themselves rather than with the environment. Heavy campaigns have to be run by societies like PCRA to make people aware about the use of resources and green products.

7. Paradox due to life style: A strong paradox is also standing against the environment and is preventing the green marketing from spreading. On the one hand, people are showing their seriousness towards the environment but on the other hand, the families are being nuclear. The division between the families is causing them to use equipments in double of the required number. Today, every home has more than one set of television, more than one AC and more than one number of vehicles. How we can save our environment by increasing the number of equipments we use in our families. This paradox must be removed. People should understand that buying and using more and more numbers of same equipments is causing harm to the environment. To save the earth, less number of equipments should be used wherever possible, but at this time, it seems that people want privacy in their lives and so they are getting involved into the partitions of their residences which is creating need of more and more equipments at the same place causing hazard to the environment.

Conclusion

We can say that green marketing is indispensable to save the earth from pollution. Every country will have to make the promise to make and market that kind of products which will save the environment. Countries should be committed for participation in the pollution free environment. Businesses and the entrepreneurs should also know the importance and the seriousness of making green products. Government will have to make strict rules and ensure that people adhere to these rules. Customers and the end users will have to pressurize the industries and the manufacturers to create eco-friendly products. With the help of every one only, this concept can effectively come into the practice. The time has come, when we assume the relevance and importance of green marketing before it is too late.

References