Emergence of Green Marketing in India

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Abstract: Green marketing is the marketing of environmentally friendly products and services. It is becoming more popular as more people become concerned with environmental issues and decide that they want to spend their money in a way that is kinder to the planet. It utilises the resource efficiently, create opportunity in the market, create competitive advantages, reduce government pressure and create customer social responsibility. There are three aspects of green marketing: Promotion of production and consumption of pure/quality products, Fair and just dealing with customers and society, and Protection of ecological environment. Green marketing has its own advantages and disadvantages.

I. INTRODUCTION

The term ‘green’ is indicative of purity. Green means pure in quality and fair or just in dealing. Green marketing is the marketing of environmentally friendly products and services. It is becoming more popular as more people become concerned with environmental issues and decide that they want to spend their money in a way that is kinder to the planet. Green marketing can involve a number of different things, such as creating an eco-friendly product, using eco-friendly packaging, adopting sustainable business practices, or focusing marketing efforts on messages that communicate a product’s green benefits. This type of marketing can be more expensive, but it can also be profitable due to the increasing demand.

Concept of green marketing concerns with protection of ecological environment. Modern marketing has created a lot of problems. Growth in marketing activities resulted into rapid economic growth, mass production with the use of advanced technology, comfortable and luxurious life, style, severe competition, use of unhealthy marketing tactics and techniques to attract customers, exaggeration in advertising, liberalization and globalization, creation of multinational companies, retailing and distribution by giant MNCs, etc., created many problems. Departmental stores, specialty stores, and shopping malls are flooded with useful as well as useless products. These all factors have threatened welfare of people and ecological balance as well. Particularly, giant factories have become the source of different pollutants. Production, consumption and disposal of many products affect environment adversely.

Excessive pollution has provoked the Nature and the Nature starts behaving in unnatural ways (in form of global warming v/s global cooling, heavy rains v/s draught, and other natural calamities like frequent earthquakes and tsunami, cyclones, epidemics, and so forth). Economic growth via production and consumption threatens peaceful life of human being on the earth. Green marketing is an attempt to protect consumer welfare and environment through production, consumption, and disposal of eco-friendly products. Indian literate and urban consumer is getting more aware about the merits of Green products. However, it is still a new concept for the masses. The consumer needs to be educated and made aware of the environmental threats. The new green movements need to reach the masses and that will take a lot of time and effort. By India’s Ayurvedic heritage, Indian consumers do appreciate the importance of using natural and herbal beauty products. Indian consumer is exposed to healthy living lifestyles such as yoga and natural food consumption. In those aspects, the consumer is already aware and will be inclined to accept the green products.

Objectives
- To study the need for green marketing
- To study the advantages and disadvantages of green marketing

II. METHODOLOGY

This study is based on secondary data only. The secondary sources have been collected from various journals, reports and newspapers.

Need for Green Marketing
- To save the environment
- Better utilisation of resources
- To create marketing opportunity
- To reduce government pressure
- To minimise the cost and maximise the profit and
- To create customer social responsibility

Green marketing emphasises on protection of long-term welfare of consumers and society by production and use of pure, useful, and high quality products without any adverse effect on the environment. Mass media have started their campaign for protecting the earth from further deterioration. Worldwide efforts are made to conserve natural water resources. Thus, green marketing is a marketing philosophy that promotes production and selling of pure (eco-friendly) products with protection of ecological balance. Green marketing involves multiple activities. Green Marketing encourages production of pure products by pure technology, conservation of energy, preservation of environment, minimum use of natural resources, and more use of natural foods instead of processed foods. Efforts of people, social organisations, firms, and governments in this regard can be said as green marketing efforts. Green marketing raises the voice against production, consumption, and/or disposal of...
such products that anyway harm consumers, the society, and the environment. It is necessary that businessmen and users should refrain from harmful products.

**Characteristics of Green Products**

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. The following are the green products.

1. Originally grown products,
2. Recyclable, reusable and biodegradable products,
3. Natural ingredients,
4. Non-toxic chemical,
5. Environment friendly product (The product do not harm and pollute the environment),
6. Products that will not be tested on animals,
7. Products that have eco-friendly packaging i.e. reusable, refillable containers etc

**Importance of Green Marketing**

At present the people are aware of pure products and pure methods of producing, using, and disposing the products due to green marketing. People are insisting pure products – edible items, fruits, and vegetables based on organic farming. The number of people seeking vegetarian food is on rise. Green marketing affects positively the health of people and the ecological environment. It encourages integrated efforts for purity in production and consumption. Reducing the use of plastics and plastic-based products. Increased consumption of herbal products instead of processed products. Increasing use of bio-fertilizers instead of chemical fertilizers, and minimum use of pesticides. Increased use of herbal medicines, natural therapy, and Yoga. Worldwide efforts to recycle wastes of consumer and industrial products. Strict provisions to protect forests, flora and fauna, protection of the rivers, lakes and seas from pollutions.

**Top 10 Green Products**

1) **Energy Saving TVs**

   Television manufactures have been making a concerted effort to produce energy efficient products for some time now. The vast majority of a retailer’s television inventory is generally ENERGY STAR-certified, signifying their commitment to energy efficiency and the environment. Recently released models continue to require less and less power to properly function, which helps both the environment and your wallet. This is paramount because televisions are one of the most widely used electronic devices in a typical household, and being able to cut down on its energy usage is invaluable.

2) **LED Lights**

   An easy way to minimize your negative environmental impact simply involves reducing your overall energy consumption. A great way to start is by replacing your traditional light bulbs with LED lighting, which will enhance your bulbs’ efficiency and lifespan while still providing high quality brightness. LED bulbs are also devoid of toxic chemicals and produce virtually zero harmful UV emissions. The technology is experiencing extensive propagation and can be found in more homes every day. The most remarkable aspect of LED bulbs is how vast of an improvement they are compared to their traditional counterparts.

3) **Solar Water Heaters**

   Another premier example of the solar panel’s widespread industry proliferation, solar water heaters are superior to their traditional counterparts in virtually every single way. The reliance on solar power boosts their overall efficiency rates, unit lifespan, and reduces the emission of harmful particles. Plus, a solar water heating unit can potentially decrease energy consumption by up to 70 percent and help make that monthly utility bill a little less intimidating.

4) **Solar Panel Charging Cases**

   Traditionally, solar panels generate power for homes by absorbing light and channeling it into energy. It was only a matter of time before this concept was effectively applied on a smaller scale to juice up electronics devices. The Voltaic Generator Solar Laptop Charger consists of high-quality solar panels mounted on a waterproof case, utilizing batteries specifically calibrated to efficiently absorb solar power. You can use this convenient solar charging case to power virtually all mainstream electronics. The fact the case looks stylish even with the solar panels is a nice bonus too.

5) **Eco-Friendly Verification Phone Apps**

   In a consumer market infatuated with eco-friendly products, companies are scrambling to find ways to brand themselves as green. While many businesses contain official third-party certification verifying their green initiatives, plenty of companies are masquerading beneath the eco-friendly umbrella to both improve sales and enhance their image. Consumer Reports’ free downloadable phone app Eco Label contains lists of certifiably green products and can help shoppers potentially avoid being duped by false advertising. Boasting a seamless and streamlined user interface, Eco Label can help you identify genuine eco-friendly goods while perusing the aisles.

6) **Green GPS Units**

   Portable GPS units have been providing drivers with detailed directions, traffic avoidance routes, and road trip statistics for over a decade. However, none of these dedicated devices have really been configured to have your best eco-friendly interests in mind. The Pama Eco Navigator Satellite
Navigation System is the sole GPS product on the market dedicated to helping minimize your car’s carbon footprint.

It provides you with the most fuel-efficient routes and a detailed diagnostic of your car’s performance. Additionally, it automatically logs all your routes, allowing you to potentially go back and assess your fuel efficiency for particular drives. In a market inundated with GPS devices, the Eco Navigator Satellite Navigation System’s emphasis on the environment helps it stand out from the crowd.

7) Solar Speakers

Solar panels haven’t only been utilized to power devices; they’ve also been purpose to help technology become entirely self-sustaining. This innovation is evident in the Etón Rukus wireless speakers, a sleek, contemporary sound system that boasts high-quality auditory punch and is powered primarily by the sun. As expected, the solar panels are seamlessly embedded on the top of the device to allow for maximum light absorption. It’s undeniably cutting edge, and looks cool to boot.

8) Green Power Outlets

One of the continuous and inherent problems of traditional power outlets is how they continue to require power even once a device or appliance is turned off. Deemed “vampire power,” it’s a form of energy that negatively effects both the environment and your monthly utilities bill. Eco-friendly outlets allow you to cut off all power to your gadgets with the simple turn of a dial, thus eliminating the vast majority of vampire power and enhancing your energy efficiency in the process. These hyper-efficient outlets are now widely available in retail stores everywhere.

9) Eco-Friendly Paper Shredders

Documents containing sensitive information and/or personal financial records are obviously confidential, and it’s the need to dispose of said materials that has given birth to the electronic paper shredder industry. Various hand-powered shredders have now emerged and serve as a convenient eco-friendly solution, simply requiring users to twist their hands to activate the shredding mechanism. These green shredders are portable, incredibly easy to use, and represent an easy way to help conserve energy.

10) Dryer Balls

A simplistic yet effective concept that has finally begun receiving mainstream recognition, dryer balls are basically large rubber balls with spikes covering the surface. Their purpose is to separate the clothes to facilitate quicker drying and keep them soft. The reusability of the dryer balls renders traditional dryer sheets obsolete, and allows you to save money in the process. Their only real downside is the fact they can be rather noisy at times.

SBI is also entered into green service known as “Green Channel Counter”. SBI is providing many services like; paper less banking, no deposit slip, no withdrawal form, no checks, no money transactions form all these transaction are done through SBI shopping & ATM cards. State Bank of India turns to wind energy to reduce emissions: The State Bank of India became the first Indian bank to harness wind energy through a 15-megawatt wind farm developed by Suzlon Energy. The wind farm located in Coimbatore uses 10 Suzlon wind turbines, each with a capacity of 1.5 MW. The wind farm is spread across three states – Tamil Nadu, with 4.5 MW of wind capacity; Maharashtra, with 9 MW; and Gujarat, with 1.5 MW. The wind project is the first step in the State Bank of India's green banking program dedicated to the reduction of its carbon footprint and promotion of energy efficient processes, especially among the bank's clients.

III. CHALLENGES OF GREEN MARKETING

1. Green products require renewable and recyclable material, which is costly.
2. Problems of deceptive advertising and false claims.
3. Requires a technology, which requires huge investments in research and development.
4. Majority of the people are not aware of green products and their uses.
5. Majority of the consumers are not willing to pay a premium for green products.
6. Educating customers about the advantages of green marketing.

Companies such as Tata Motors, Maruti Suzuki, Canon, Toyota, Philips, NTPC and McDonald’s follow green marketing. Green marketing should not neglect the economic aspect of marketing. Marketers need to understand the implications of green marketing. Green marketing should not be considered as one more approach to marketing. It has to be pursued with much greater vigour as it has environmental and social impact. With global warming looking largely, it is important that green marketing becomes the norm rather an exception, or just a fad.

IV. CONCLUSION

Green marketing is essential to save world from pollution. The effective green marketing requires applying good marketing principles to make green products desirable for consumers. Green marketing should not be considered as just one more approach to marketing, but has to be pursued with much greater vigor, as it has an environmental and social dimension to it. Marketers also have the responsibility to make the consumers understand the need for and benefits of green products as compared to non-green ones. Green marketing is more important and relevant to developing countries like India.

REFERENCES