



# International Journal of Research Publication and Reviews

Journal homepage: [www.ijrpr.com](http://www.ijrpr.com) ISSN 2582-7421

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## "PATHS TO GREENNESS" - PRESENT TRENDS IN GREEN MARKETING IN INDIA

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### Unique

In the present business world ecological issues assumes a significant part in marketing. Green promoting is a peculiarity, which has created specific significant in the modern market. This idea has empowered for the re-advertising and bundling of existing products, which as of now comply to such guidelines. Additionally, the improvement of green showcasing has opened the entryway of chance for companies to co-brand their items into independent line, praising the green-cordiality of some while overlooking that of others. Such showcasing procedures will be clarified as direct consequence of development in the personalities of the shopper market. Because of this businesses have expanded their pace of focusing on shoppers who are worried about the environment. These equivalent customers through their anxiety are keen on integrating environmental issues into their buying choices through their fuse into the process and content of the advertising system for anything item might be required. "According to the American Marketing Association, green showcasing is the promoting of products that are dared to be naturally protected. Along these lines green marketing incorporates a wide scope of exercises, including item adjustment, changes to the production process, bundling changes, as well as altering

publicizing. However characterizing green showcasing is certainly not a basic assignment where a few implications meet and go against one another."

**Watchwords:** *Environment, Co-Brand, Green Marketing, Packaging*

### **Presentation**

Associations see Environmental advertising as an Opportunity to accomplish its objectives. Firms have understood that purchasers favor items that don't hurt the natural climate as likewise the human wellbeing. Firms advertising such green items are preferred over the others not doing as such and consequently foster an upper hand, all the while meeting their business objectives. Organizations accept they have an honest conviction to be all the more socially mindful. Thesis with regards to the way of thinking of CSR which has been effectively embraced by many business houses to work on their corporate picture. Firms in the present circumstance can adopt two strategies:

- Utilize the way that they are earth dependable as a showcasing device.
- Become mindful without provoking this reality.

Administrative Bodies are compelling firms to turn out to be more mindful. By and large the government powers the firm to embrace strategy which safeguards the interests of the shoppers.

Along these lines Companies which leave on green advertising ought to take on the following principles in their way towards "greenness."

\* Take on new innovation/process or adjust existing innovation/process to reduce environmental sway.

\*Lessen creation of unsafe merchandise or side-effects.

\*Alter purchaser and industry's utilization and/or utilization of unsafe products; or

\*Guarantee that a wide range of buyers can assess the environmental composition of merchandise.

\* Lay out an administration and control framework that will prompt the adherence of stringent environmental security standards.

\* Utilizing greater climate amicable unrefined substances at the creation stage itself.

\* Investigate conceivable outcomes of reusing of the pre-owned items so it very well may be utilized to offer similar or different advantages with less wastage.

### **WHY IS GREEN MARKETING CHOSEN BY MOST MARKETERS?**

Man has restricted assets on the earth, with which she/he should endeavor to accommodate the worlds' limitless needs. There is broad discussion with respect to whether the earth is an asset available to man. In market social orders where there is "opportunity of decision", it has generally been acknowledged that people and associations reserve the privilege to endeavor to have their wants fulfilled. As firms face restricted normal assets, they should foster new or alternative approaches to fulfilling these limitless

needs. Eventually green showcasing looks at how promoting exercises use these restricted assets, while fulfilling consumers wants, both of people and industry, as well as accomplishing the selling organization's objectives. When glancing through the writing there are a few recommended purposes behind firms increased utilization of Green Marketing. Five potential reasons are as per the following:

1. Organizations see natural advertising to be an open door that can be utilized to accomplish its goals.
2. Associations accept they have an ethical commitment to be all the more socially capable.
3. Legislative bodies are constraining firms to turn out to be more capable.
4. Contenders' ecological exercises pressure firms to change their natural promoting exercises.
5. Cost factors related with garbage removal, or decreases in material use powers firms to adjust their conduct.

1. Potential open doors - As request changes, many firms see these progressions as an opportunity to exploit and enjoy a cutthroat upper hand over firms showcasing non-environmentally responsible other options. A few instances of firms who have strived to turn out to be more environmentally dependable, is an endeavor to more readily fulfill their purchaser needs are:

A model,

- McDonald's supplanted its mollusk shell bundling with waxed paper on account of increased consumer concern connecting with polystyrene creation and Ozone consumption.
- Xerox presented a "great" reused printer paper trying to satisfy the requests of firms for less ecologically destructive items.

2. Social Responsibility - Many firms are starting to understand that they are individuals of the more extensive local area and subsequently should act in an ecologically responsible fashion. This converts into firms that accept they should accomplish environmental objectives as well as benefit related targets. This outcomes in natural issues being integrated into the company's corporate culture. There are instances of firms adopting both systems.

A model, \* a firm that doesn't advance its ecological drive is Coca-Cola. They have put huge amounts of cash in different reusing exercises, as well as having modified their bundling to limit its natural effect. While being concerned about the climate, Coke has not involved this worry as an advertising tool. Thus numerous purchasers may not understand that Coke is a very environmentally committed association.

\* The HSBC turned into the world's first bank to go carbon-nonpartisan last year.

\* Another firm who is earth dependable however doesn't advance this fact, basically outside the association, is Walt Disney World (WDW). WDW has an extensive waste administration program and framework set up, yet these offices are not featured in their overall traveler special exercises.

3. Government Pressure - As with all promoting related exercises, state run administrations need to "protect" customer and society; this insurance has huge green marketing implications. Unofficial laws connecting with ecological advertising are designed to safeguard shoppers in more ways than one,

1. Lessen creation of hurtful merchandise or side-effects

2. Change customer and industry's utilization as well as utilization of unsafe products

3. Guarantee that a wide range of purchasers can assess the environmental composition of merchandise.

Government lay out guidelines intended to control the amount of perilous squanders created by firms.

\*the boycott of plastic sacks in Mumbai, disallowance of smoking in open regions, and so on

4. Cutthroat Pressure - Another significant power in the ecological advertising region has been firms' longing to keep up with their serious position. Much of the time firms observe competitors advancing their ecological practices and endeavor to imitate this behavior. In certain occurrences this cutthroat tension has caused a whole industry to modify and accordingly decrease its negative ecological conduct.

A model,

\*at the point when one fish fabricate quit utilizing driftnets the others followed suit.

5. Cost of Profit Issues - Firms may likewise involve green showcasing trying to address cost or benefit related issues. Discarding naturally hurtful byproducts, such as polychlorinated biphenyl (PCB) defiled oil are becoming increasingly expensive and sometimes troublesome. In this way firms that can diminish harmful wastes may bring about significant expense investment funds. While endeavoring to limit squander, firms are often compelled to reevaluate their creation processes. In these cases they frequently develop more successful creation processes that decrease squander, however diminish the need for some unrefined components. This fills in as a twofold expense investment funds, since both waste and raw material are decreased. In different cases firms endeavor to track down end - of - pipe arrangements, instead of limiting waste. In these circumstances firms attempt to track down business sectors or utilizations for their waste materials, where one company's waste turns into one more association's contribution of creation.

A model,

\*the fly debris produced by nuclear energy stations, which would somehow added to a gigantic quantum of strong waste, is utilized to fabricate fly debris blocks for construction purposes.

### **Advantages OF GREEN MARKETING**

Many organizations need to have an early-mover advantage as they need to ultimately move towards becoming green. A portion of the benefits of green promoting are,

\* It guarantees supported long haul development alongside benefit.

\* It sets aside cash over the long haul, thought at first the expense is more.

\* It assists organizations with advertising their items and administrations keeping the climate angles as a main priority. It helps in getting to the new business sectors and appreciating upper hand.

\* The majority of the representatives additionally feel pleased and capable to be working for an environmentally mindful organization.

## **CHALLENGES IN GREEN MARKETING**

### **Need for Standardization**

It is found that only 5% of the marketing messages from “Green” campaigns are entirely true and there is a lack of standardization to authenticate these claims. There is no standardization to authenticate these claims. There is no standardization currently in place to certify a product as organic. Unless some regulatory bodies are involved in providing the certifications there will not be any verifiable means. A standard quality control board needs to be in place for such labeling and licensing.

### **New Concept**

Indian literate and urban consumer is getting more aware about the merits of Green products. But 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 Ayurveda 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.

### **Patience and Perseverance**

The investors and corporate need to view the environment as a major long-term investment opportunity, the marketers need to look at the long-term benefits from this new green movement. It will require a lot of patience and no immediate results. Since it is new concept and idea, it will have its own acceptance period.

### **Avoiding Green Myopia**

The first rule of green marketing is focusing on customer benefits i.e. the primary reason why consumers buy certain products in the first place. Do this right, and motivate consumers to switch brands or even pay a premium for the greener alternative. It is not going to help if a product is developed which is absolutely

green in various aspects but does not pass the customer satisfaction criteria. This will lead to green myopia. Also if the green products are priced very high then again it will lose its market acceptability.

### **EXAMPLES OF GREEN MARKETING –IN INDIAN CONTEXT:**

#### **EXAMPLE 1 : Best Green IT Project: State Bank of India: Green IT@SBI**

By using eco and power friendly equipment in its 10,000 new ATMs, the banking giant has not only saved power costs and earned carbon credits, but also set the right example for others to follow. 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 cheques, 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.

#### **EXAMPLE 2 : Lead Free Paints from Kansai Nerolac**

Kansai Nerolac Paints Ltd. has always been committed to the welfare of society and environment and as a responsible corporate has always taken initiatives in the areas of health, education, community development and environment preservation. Kansai Nerolac has worked on removing hazardous heavy metals from their paints. The hazardous heavy metals like lead, mercury, chromium, arsenic and antimony can have adverse effects on humans. Lead in paints especially poses danger to human health where it can cause damage to Central Nervous System, kidney and reproductive system. Children are more prone to lead poisoning leading to lower intelligence levels and memory loss.

#### **EXAMPLE 3 : Indian Oil's Green Agenda Green Initiatives**

- Indian Oil is fully geared to meet the target of reaching EURO-III compliant fuels to all parts of the country by the year 2010; major cities will upgrade to Euro-Compliant fuels by that time.
- Indian Oil has invested about Rs. 7,000 crore so far in green fuel projects at its refineries; ongoing projects account for a further Rs. 5,000 crore.

- Motor Spirit Quality Improvement Unit commissioned at Mathura Refinery; similar units are coming up at three more refineries.
- Diesel quality improvement facilities in place at all seven Indian Oil refineries, several more green fuel projects are under implementation or on the anvil.
- The R&D Centre of Indian Oil is engaged in the formulations of eco-friendly biodegradable lube formulations.
- The Centre has been certified under ISO-14000:1996 for environment management Systems.

### GREEN FUEL ALTERNATIVES

In the country's pursuit of alternative sources of energy, Indian Oil is focusing on CNG compressed natural gas), Auto gas (LPG), ethanol blended petrol, bio-diesel, and Hydrogen energy.

\* Gas Tech Electronic Products (Pvt) Ltd. has invented LPG Kit for motorcycles/scooters(4 stroke and 2 stroke).Can be fitted in 50 cc to 375 cc air cooled , single cylinder 2stroke as well 4 stroke vehicles with cent % fuel efficiency, with clean exhaust and zero pollution. The following figure shows the amount of pollution caused by different typesof vehicles in Delhi, of which maximum pollution is caused by two wheelers. 38% of particulate matter and 61% of hydrocarbons are released by two wheelers alone. Thus the use of LPG kit for motorcycles/ scooters will reduce pollution to a great extent.

### EXAMPLE 4: Wipro Green It.

Wipro can do for you in your quest for a sustainable tomorrow - reduce costs, reduce your carbon footprints and become more efficient - all while saving the environment.

### Wipro's Green Machines (In India Only)

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 Green ware. These products are RoHS (Restriction of HazardousSubstances) compliant thus reducing e-waste in the environment.

### EXAMPLE 5 :Agarwal to be India's first Green City

Tripura plans to make all public and private vehicles in Agartala run on compressed natural gas (CNG) by 2013, thus making the capital "India's first green city". Tripura Natural Gas Co Ltd (TNGCL), a joint venture of the Gas Authority of India Ltd (GAIL) and the Tripura and Assam governments, has

undertaken a project to supplying to all private and government vehicles. CNG will also be available to those now using electricity, petrol and diesel to run various machineries. TNGCL chairman Pabitra Kar told reporters. He said: "The Company will soon providing connections to 10,000 new domestic consumers in the city and outskirts. Agartala will be the first city in India within the next three years to become a green city.

#### EXAMPLE 6: Going Green: Tata's new mantra

\* The ideal global benchmark though is 1.5. Tata Motors is setting up an eco-friendly showroom using natural building material for its flooring and energy efficient lights. Tata Motors said the project is at a preliminary stage.

\* The Indian Hotels Company, which runs the Taj chain, is in the process of creating ecorooms which will have energy- efficient mini bars, organic bed linen and napkins made from recycled paper. But there won't be any carpets since chemicals are used to clean those and when it comes to illumination, the rooms will have CFLs or LEDs. About 5% of the total rooms at a Taj hotel would sport a chic eco-room design.

\* One of the most interesting innovations has come in the form of a biogas-based power plant at Taj Green Cove in Kovalam, which uses the waste generated at the hotel to meet its cooking requirements.

\* Another eco-friendly consumer product that is in the works is Indica EV, an electric car that will run on polymer lithium ion batteries. Tata Motors plans to introduce the Indica EV in selected European markets this year.

#### EXAMPLE 7 : Eco Hotels

(Ecotels) is a certification system promoted by Hospitality Valuation Services (HVS) International. This system is based on 5 main criteria: environmental commitment, solid waste management, energy efficiency, water conservation, and employee education/community involvement. In India we have Eco-hotels like Orchid, Rodas, Raintree etc. believing and practicing green marketing.

#### EXAMPLE 8 : Dell

Dell has been one of the vendors who focus on producing green IT products. They have a strategy called "Go green with Dell" to sell these products in the market. It also comes in an eco- friendly packaging with a system recycling kit bundled along. Talking about the green commitments of the company, Sameer Garde, Country GM, Dell India, says, "Dell is also actively pursuing green innovations that will be of



value from data-center efficiency to the use of eco-friendly materials for everything from chassis design to product packaging.

Some more Examples,

- McDonald's restaurant's napkins, bags are made of recycled paper.
- Coca-Cola pumped syrup directly from tank instead of plastic which saved 68 millionpound/year.
- Badarpur 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.
- Bahraini refinery of IOC is taken steps for restricting air and water pollutants.

GLOBAL SCENARIO:

Philips Light's "Marathon"

Philips Lighting's first shot at marketing a standalone compact fluorescent light (CFL) bulb was Earth Light, at \$15 each versus 75 cents for incandescent bulbs. The product had difficulty climbing out of its deep green niche. The company re-launched the product as "Marathon," underscoring its new "super long life" positioning and promise of saving \$26 in energy costs over its five-year lifetime. Finally, with the U.S. EPA's Energy Star label to add credibility as well as new sensitivity to rising utility costs and electricity shortages, sales climbed 12 percent in an otherwise flat market.

Car sharing services

Car-sharing services address the longer-term solutions to consumer needs for better fuel savings and fewer traffic tie-ups and parking nightmares, to complement the environmental benefit of more open space and reduction of greenhouse gases. They may be thought of as a "time-sharing" system for cars. Consumers who drive less than 7,500 miles a year and do not need a car for work can save thousands of dollars annually by joining one of the many services springing up, including Zip Car (East Coast), I-GO Car (Chicago), Flex Car (Washington State), and Hour Car (Twin Cities).

Electronic sector

The consumer electronics sector provides room for using green marketing to attract new customers. One example of this is HP's promise to cut its global energy use 20 percent by the year 2010. To accomplish this reduction below 2005 levels, The Hewlett-Packard Company announced plans to deliver energy-efficient products and services and institute energy-efficient operating practices in its facilities worldwide.

## THE FUTURE OF GREEN MARKETING

There are many lessons to be learned to avoid green marketing myopia, the short version of all this is that effective green marketing requires applying good marketing principles to make green products desirable for consumers. The question that remains, however, is, what is green marketing's future? Business scholars have viewed it as a “fringe” topic, given that environmentalism’s acceptance of limits and conservation does not mesh well with marketing's traditional axioms of “give customer what they want” and “sell as much as you can”

.Evidence indicates that successful green products have avoided green marketing myopia by following three important principles:

### CONSUMER VALUE POSITIONING

- Design environmental products to perform as well as (or better than) alternatives.
- Promote and deliver the consumer desired value of environmental products and target relevant consumer market segments.
- Broaden mainstream appeal by bundling consumer desired value into environmental products.

### CALIBRATION OF CONSUMER KNOWLEDGE

- Educate consumers with marketing messages that connect environmental attributes with desired consumer value.
- Frame environmental product attributes as “solutions” for consumer needs.
- Create engaging and educational internet sites about environmental products desired consumer value.

### CREDIBILITY OF PRODUCT CLAIM

- Employ environmental product and consumer benefit claims that are specific and meaningful.
- Procure product endorsements or eco-certifications from trustworthy third parties and educate consumers about the meaning behind those endorsements and Eco certifications, interesting and entertaining information about environmental products.
- Encourage consumer evangelism via consumers social and internet communication network with compelling, interesting and entertaining information about environmental

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## CONCLUSION

Now this is the right time to select “Green Marketing” globally. It will come with drastic change in the world of business if all nations will make strict roles because green marketing is essential to save world from pollution. From the business point of view because a clever marketer is one who not only convinces the consumer, but also involves the consumer in marketing his product. 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. With the threat of global warming looming large, it is extremely important that green marketing becomes the norm rather than an exception or just a fad. Recycling of paper, metals, plastics, etc., in a safe and environmentally harmless manner should become much more systematized and universal. It has to become the general norm to use energy-efficient lamps and other electrical goods. Marketers also have the responsibility to make the consumers understand the need for and benefits of green products as compared to non-green ones. In green marketing, consumers are willing to pay more to maintain a cleaner and greener environment. Finally, consumers, industrial buyers and suppliers need to pressurize effects on minimize the negative effects on the environment-friendly. Green marketing assumes even more importance and relevance in developing countries like India.

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