

Challenges and opportunities of Green Marketing –A conceptual study

**Dr.V.Jaisudhadevi Assistant Prof. Of Commerce Sri Parasakthi College for Women (Autonomous)
Courtallam, Tamilnadu, India**

Introduction

The inability of Indian agriculture to meet the demand for food in the country immediately after independence had been a matter of concern at those times. The system of our agriculture based on the traditional knowledge could not produce enough to feed the increasing population. Our dependence on Western countries and their politics on food aid forced us to indulge in modernisation of agriculture and changed India from a food importing to a food exporting nation. In the modern era of globalization, it has become a challenge to keep the customers as well as our natural environment safe and that is the biggest need of the time. Environmental protection has led to the diversification in consumer buying approach towards a green lifestyle. Therefore, firms are taking action to develop potential ecological approaches in the green market industry. Green marketing and green product development have various benefits to firms in terms of increasing the sustainable environmental benefits and to increase the awareness of brand image of the firm. Green marketing is has developed important in the modern market and has emerged as an important concept in. The paper describes the thrust area of Green market and explores the challenges and opportunities businesses have with green marketing.

Statement of the problem

Green means pure in quality and fair or just in dealing. For example, green advertising means advertising without adverse impact on society. Modern marketing activities resulted into rapid economic growth, mass production with the use of advanced technology, comfortable and luxurious life, style, severe competition. But these results have been obtained through unethical marketing practices and techniques to attract customers, exaggeration in advertising. The marketing and presentation of the products in retail outlets made it subtle to find the difference between the needs and wants, useful and useless products. These practices created many problems to the society in many aspects. These all factors have threatened welfare of the common man in specific and ecological balance general. The giant factories play a major role in different pollutions such as global warming and change in rain patterns. Thus the ways and means used to reach economic growth through the unethical practices of production, marketing and consumption threatens the peaceful existence of life in the planet. Green marketing is an attempt to protect consumer welfare and environment (the nature) through production, consumption, and disposal of eco-friendly products. Hence the researcher has made an attempt to familiarize the new concept green marketing and focus on its challenges and opportunities.

Objective of the study

To know about the urge for green marketing in India
To understand the constraints and opportunities of green marketing
To offer valuable suggestions to overcome the constraints

Evolution of Green Marketing

As the awareness about the need of a natural environment for the well being have start growing, business houses have been forced to meet this changed attitude of the society. Corporate companies

included some new ideas with environment concern in their organizational activities such as waste management and Corporate Social Responsibility.

Green marketing focuses on environment, sustainability and socially responsible. According to the American Marketing Association, 'green marketing is the marketing of products that are presumed to be environmentally safe'.

The products manufactured through the methods that caused no harm to environment are called green products. The following measures are to be checked to define a product as green product:

- Originality,
- Ability to recycle, reuse and biodegrade,
- having natural ingredients,
- produced recycled contents, non-toxic chemical,
- Contains approved chemicals,
- The production process do not harm nature,
- having eco-friendly packaging.

Advantages of Green Marketing

The green products have the advantage of access to new markets which other products cannot penetrate.

It ensures sustainability along with profitability.

It saves money in the long run, although initial cost is more.

Marketing products and services keeping the environment aspects in mind helps in accessing the new markets and enjoying competitive advantage.

Morale of the employees are increased when their company go green. It promotes corporate social responsibility.

Challenges of Green Marketing:

Need For Standardization

There is no authority to standardise the products as green. The consumers require standardised green products.

New Concept

The consumers from urban are literate and have exposure they somewhat know about green marketing and its importance. Green marketing is a new concept the consumers especially from rural area have to be educated about the the importance of becoming green.

Patience and Persistence

Since green marketing is a new concept it takes lot of time to popular among the consumers. So Indian corporate must be patient and determined for the sustainable development of the nation.

Avoiding Green Myopia

The first rule of green marketing is focusing on customer benefits and motivates consumers to switch brands or even pay a premium for the greener alternative. If the green products do not satisfy the consumers then it will ends with green myopia. Also if the price of the products is too high then it will lose its marketability.

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 a new concept and idea, it will have its own acceptance period.

Opportunities of Green Marketing

In India the consumers prefer environmental-friendly products. Some firms strive to become more environmentally responsible, in an attempt to better satisfy their consumer needs. 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.

Social responsibility: Numerous companies have started realizing that they must behave in an environment-friendly fashion.

Government pressure: Governments want to "protect" consumer and society; this protection has significant green marketing implications. Therefore, the Indian government has developed a framework of legislations to reduce the production of harmful goods and by-products to protect consumers and the society at large. For example, Ban of plastic bags, prohibition of smoking in public areas, etc. Reduce production of harmful goods or by-products. Modify consumer and industry's use and consumption of harmful goods. Ensure that all types of consumers have the ability to evaluate the environmental composition of goods. Government formulates rules and regulations to control the amount of hazardous wastes.

Competitive pressure: To face the competitive produced by firms market the companies are switching over to green marketing. For example, companies such as Body Shop and Green & Black have motivated their close competitors to follow them in green marketing.

Cost-Reduction: Reducing of hazardous waste may lead to sizeable cost cutting. For example, the fly ash generated by thermal power plants, which would otherwise contributed to a gigantic quantum of solid waste, is used to manufacture fly ash bricks for construction purposes.

Suggestion

Educating the customers about green marketing is necessary to protect the environment.

Consumers must be convinced that the quality of the product is not compromised in the name of green and environment.

Consumers must be convinced that the premium price of the green products over other products is really worth of it.

Make the customers to contribute in environment friendly actions.

The companies should understand the reality that consumer attitude have changed: It is not enough for a company to green its products but also to be affordable.

Conclusion

The new green movements are yet to reach the masses. India's rich heritage makes the Indian consumers always to prefer natural and herbal content in each and every consumer goods. Further the Indian consumer is exposed to healthy living lifestyles such as yoga and natural food consumption. In those aspects the consumer is already aware of and will be inclined to accept the green products. Thus an environmentally committed organization may not only produce goods that have reduced their detrimental impact on the environment, they may also be able to pressure their suppliers to behave in a more environmentally "responsible" fashion. End consumers also have the ability to pressure corporate companies to integrate the eco friendliness into their corporate culture and thus ensure all organizations minimize the harmful impact of their activities

References

- Mathur, L.K., Mathur, I. (2000).An Analysis of the wealth effect of green marketing strategies, Journal of Business Research, 50(2), 193-200.
- Sanjay K. Jain & Gurmeet kaur (2004), Green Marketing: An Attitudinal and Behavioural Analysis of Indian Consumers, Global Business Review, Vol.5 no. 2 187-205.
- Prothero, A. & Fitchett, J.A. (2000). Greening Capitalism: Opportunities for Green Community. Journal of Macro marketing, 20(1), pp. 46-56.
- www.google.com
- www.greenmarketing.net/stratergic.html
- www.cohnwolfe.com/en/ideas-insight/white-papers/green-brands-survey-2011
- http://en.wikipedia.org/wiki/Green_marketing
- www.emeraldinsight.com/0263-4503.html
- [www. Businesswireindia.com](http://www.Businesswireindia.com)
- www.greenpeace.org/international