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## A Study on Evolution of Green Marketing in India

**Dr. Sachin Karbhari Jadhav**

Assistant Professor and HOD

Department of Commerce

SSVPS's ACS College Shindkheda,

Dist. Dhule (Maharashtra)

E-mail: [jadhavsk.snk@gmail.com](mailto:jadhavsk.snk@gmail.com)

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### **Abstract:**

*Green marketing is the emerging concept which has been developed particular important in the recent market. This concept has been enabled for the re-marketing and packaging of products available in market. Even, the development of green marketing has been opened the door of opportunity to the companies as well as co-brand their products into different line, lauding the green-friendliness of some while ignoring that of others. The Green marketing techniques are going to be explained as an immediate result of movement within the minds of the buyer market. As results of this businesses have increased their rate of targeting consumers/customers who are concerned about the environment. These same consumers through their concern have been interested in integrating environmental issues into their purchasing decisions through their incorporation into the process as well as the content of the marketing strategy for whatever product may be needed. This paper studied how businesses have increased their rate of targeting green consumers, those that are concerned about the environment and permit it to affect their purchasing decisions. The paper discusses the three different particular of green consumers and explores the challenges and opportunities businesses have with green marketing. The paper also examine the present trends of green marketing in India and elaborate the reason why companies are adopting it and future of green marketing and concludes that green marketing are some things which will continuously grow in both practice and demand. This paper has also being focused on the Green marketing environment and its growing marketing potentiality.*

**Keywords:** *Evolution of green marketing, need of Green Marketing, Advantages of Green Marketing, Adoption of Green Marketing, Green Marketing Mix. Future of Green Marketing*

### **Introduction:**

According to the American Marketing Association (AMA), green marketing is the marketing of products that are environmentally friendly.

Thus green marketing covers a wide range of activities, including-

1. Product change,

2. Changes in the production process,
3. Packaging changes, as well
4. Making changes to the ads.

The term green marketing became popular in the late 1980s and early 1990s. The first workshop on "Ecological Marketing" was organized by the American Marketing Association (AMA) in 1975. As a result of this workshop, one of the first books on green marketing was called "Ecological Marketing".

Thus green marketing includes a wide range of activities including product improvement, change in production process, packaging change as well as advertising improvement. The term green marketing became popular in the late 1980s and early 1990s. The first workshop on "Ecological Marketing" was organized by the American Marketing Association (AMA) in 1975. As a result of this workshop, one of the first books on green marketing was called "Ecological Marketing". Simply put, green marketing is the process of selling products and / or services based on their environmental benefits. Such kind of product or service may be environmentally friendly or may be manufactured and / or packaged in an environmentally friendly manner.

#### **Research Methodology:**

The present paper has been a conceptual paper which has been based on the secondary data. The review of the collected data has been analyzed. As the secondary data collected, the study also enriched with the primary data upto some extents. The secondary data has been collected from the various newspapers, published and unpublished papers, government's reports etc.

#### **Objective of the study:**

The green marketing term is relatively environmentally friendly. Today it is necessary that each and every citizen may use the green products. To study the concept of green marketing following objectives were set out.

1. To know the evaluation of green marketing
2. To study the need of green marketing
3. To understand the advantages of green marketing
4. To study the green marketing mixes
5. To evaluate the challenges before green marketing

#### **The evolution of green marketing:**

Green marketing is a segment which has evolved over a period of time. According to Peattie (2001), there are three stages in the evolution of green marketing. The first phase was known as "environmental" green marketing and during this period all marketing activities were related to help environmental problems and provide solutions to environmental problems. The second phase was "environmental" green marketing and focused on clean technologies that included the creation of

innovative new products that take care of pollution and waste issues. The third stage was “sustainable” green marketing. It was released in the late 1990s and early 2000s.

### **Why Green Marketing?**

Our planet is now facing so many threats like water as well as air pollution, food waste, plastic pollution and also deforestation. Different chemicals produced by the factories can be found anywhere and so; most of the companies consider producing their products in a more environmentally friendly manner. Moreover, the level of environmental awareness among the consumers has been increasing and simultaneously people are eager to buy environmentally friendly products not considering their high prices.

1. Nowadays, people are ready to use pure products – edible contents, fruits and vegetables based on organic farming. Now the trend of people seeking vegetarian food is on rise.
2. More focus on social as well as environmental accountability of producers.
3. Reduction in the use of processed products and increased the consumption of herbal products.
4. Advice to use of leaves instead of plastic pieces; jute or cloth bags for the substitute of plastic carrying bags.
5. Expand the use of bio-fertilizers for the substitute of chemical fertilizers and least use of pesticides.
6. A global effort to recycle waste from consumer and industrial products.
7. Raising the use of natural therapy, herbal medicines and Yoga also.
8. Strict provisions to protect national forests, flora as well as fauna, protection of the rivers, lakes and seas also from pollutions.
9. Worldwide restrictions on manufactured and use of atomic tests, harmful weapons etc. Different associations of several countries have been formulated provisions for the protecting ecological balance.
10. Reduction in the use of plastics and the products manufactured from plastic.
11. Legal provisions were strict for restricting duplication and/or adulteration.

### **Advantages of Green Marketing:**

Companies that develop new and improved products and services taking into account environmental inputs give themselves access to new markets, increasing the sustainability of their profits. They enjoy a competitive advantage over companies that are not concerned about the environment.

1. It ensures the sustained long-term magnification along with profitability.
2. It has been saves money in the long run, but the initial cost is high.
3. It assists the companies to market their products as well as services keeping the environment characteristics in mind. It also assists in accessing the new markets and also enjoying competitive



advantage.

4. Most of the employees also experience proud as well as responsible to be working for an environmentally supervise company.

5. It stimulates corporate social responsibility.

### **Adoption of Green Marketing:**

There are generally 5 reasons for which a marketer would be go for the adoption of green marketing. They were:-

- Opportunities or competitive advantage
- Corporate social responsibilities (CSR)
- Government pressure
- Competitive pressure
- Cost or profit issues

### **GREEN MARKETING MIXES:**

Each and every company has been its own favorite marketing mix. Some of them have 4 P's and other has 7 P's of marketing mix. The 4 P's of the green marketing were that of a conventional marketing but the challenge before marketers is to use 4 P's in an imaginative and innovative manner.

#### **1. Green Product:**

Product constitutes the first P of the marketing mix. Various companies these days were quite serious of the ways the products were being manufactured. Many upgraded methodologies as well as systems were in place while assessing the impact of producing on environment. The factual challenge lies in front of industries that are trying to cut down the production cost by incorporating plastics as well as different fiber materials to lower the weight and also cost of the manufactured tangible product. The polymers are being taken into consideration as great substitutes for metals. It would be quite stimulating for the companies to explain their stand on green products if they were using low cost non-biodegradable material in their operations. The argument here, how products manufactured from non-biodegradable plastic material can be considered as green products. Green marketing needs to be assimilated into the first P of Marketing mix by considering the following components.

- a) Design
- b) Technology
- c) Value
- d) Convenience
- e) Quality
- f) Packaging

## 2. Green Price:

Price refers to the amount paid by the consumer to buy a product. The price of a product is influenced by so many factors like material cost, competition, product differentiation, market share and the customer's perceived value of a product etc. When it comes to pricing the question stand up as to how firms make certain green marketing while pricing their products. In this deliberation it would be quite convincing that the green products are relatively costlier than non-green products.

The cost of fascinating environmental concerns which is relatively high compared to conventional ones. It should be argued that green marketing pricing should be affordable to a common consumer. Talking in terms of the electronic products, Cathode ray tube (CRT) TVs and LCD TVs which were relatively cheaper than LED, which will be greener than the former. LED bulbs were highly costly than the conventional bulbs. Similarly hybrid cars and electric cars were relatively highly costly than conventional automobiles. Thus it becomes relatively logical to state that green technology is not cost effective. On the other hand, green pricing differs industry to industry. So when consumers have option to purchase a green product, its price should never be demotivating.

## 3. Green Place:

Place is generally considered to as the distribution channel or network. Place should be any physical store and virtual stores. The process involved in transferring products from the manufacturer to the consumer is known as physical distribution. Green place in that sense should be anything which reduces the consumers and the manufacturer's effort in acquiring and selling a product respectively. Different firms now-a-days have begin with selling their products online. This certainly cuts down the consumers cost to practically visit a market place, select a store and then purchase the product. Firms has displays the details with their own websites which displays the merchandise as well as the consumers have to place the order online and get the delivery of product within some days.

The internet can certainly be termed as a green place as it offers an unmatched comfort to the consumers and this also saves cost to the manufacturer in way of commissions or cuttings given to so many middlemen. The dare in selling product on a green place would be in terms of recognizing the features of a product and experiencing it. The green place would be sufficient in convincing the smart consumer about the product features. Green place will certainly affect the scope of distribution partners and will also benefit the end user in making the product available at a relatively lower cost. Another dare in terms of green place would be in case of more technical products which require prior verifying and visiting the manufacturers place by the end user.

## 4. Green Promotion:

Different Firms undertake promotional activities so as to create consciousness about the

product/services they make. It every time has been an expectation from the top management of concerns to have an optimum promotional budget that creates good consciousness and influences the target audiences for further purchases. Talking into the consideration, terms of green promotion would then be meeting this optimum level. The ideal level needs to be taken forward in terms of the promotional expenses and the different ways in which promotion is being affected.

### **THE FUTURE OF GREEN MARKETING:**

There are so many lessons to be learned to avoid green marketing, the stubby version of all this is that green marketing needs applying good marketing principles to make green products desirable for customers. Business scholars have observed it as a “fringe topic”, given that environmentalism’s acceptance of limits as well as conservation does not mesh well with marketing’s traditional axioms as the marketer should. Evidence designate that successful green products have ignored green marketing myopia by following the important principles

- a) Consumer value position
- b) Calibration of consumer knowledge
- c) Credibility of Product Claim

### **Challenges Ahead:**

- a. Green products need renewable as well as recyclable material, which is more costly.
- b. Requires a technology, which requires big investment in R & D.
- c. Water treatment technology, which is highly costly.
- d. Majority of the people are unaware of green products and their uses.
- e. Majority of the consumers are unwilling to pay a high amount for green products.

### **Conclusion:**

Green marketing has been a marketing of environmentally friendly products as well as services. It was becoming highly popular as more people become anxious with environmental issues and also determine that they want to spend their money in a way that was kinder to the planet. Green marketing has been necessitate a number of different things, such as creating an eco-friendly product, adopting sustainable business practices, using eco-friendly packaging, or focusing marketing efforts on messages that communicate a product’s green benefits. Green marketing is very important and emerging aspect of marketing. Marketers required understanding the insinuation of green marketing. If Marketers think that consumers are not concerned about environmental issues or will not pay a premium for products that are highly eco-responsible, think again. Marketers must discover an opportunity to develop the product’s performance and strengthen the customer’s loyalty as well as command a higher price. Green marketing is motionless in its infancy and a lot of research is to be done on green marketing to completely explore its potential.

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