

Challenges of Green Marketing

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Abstract

In the contemporary market, the idea of "sustainable products" has gained relevance. According to this idea, products that already satisfy these criteria can be aggressively marketed and packaged. Yet, because green marketing has become so popular, businesses now have the chance to founder their products across different product lines, praising certain for being eco-friendly while disregarding others. We'll talk about various marketing strategies because of how the consumer market has changed. Companies often target clients who are concerned with environmental issues as a consequence. Given the curiosity that these clients have in integrating environmental issues into their purchasing choices, they are taken into account in the method and substance of the marketing policy for every necessary product.

The essay investigates how business concerns are pursuing consumer groups who really are ecologically conscious and permit it to influence their buying verdicts. The essay discusses the potential and challenges businesses have when utilizing green marketing by looking at three different client groups who really are environmentally aware. The research also examines Indian businesses' use of green marketing trends, discusses their motivations, and projects where it will go in the future. It is concluded that both customers and companies will continue to be attracted to green products.

Introduction

The promotion of products which are assumed to be environmentally secure is known as "green selling," according to the AMA. Going green thus involves an extensive variety of actions, such as implementing new, production process enhancements, production chain adjustments, and improved advertising (Dubey & Malik, 2014).

The fact that this term has a variety of social, ecological, and retail overtones illustrates how challenging it is to describe green marketing due to the multitude of overlapping and conflicting definitions (Rawat, 2012).

Environmental advertising and natural marketing are additional phrase that are utilized likewise (Mahamuni & Tambe, 2014). Hence, Creating and promoting products according to their real or projected environmental protection is known as "green marketing." It is infect the dedication of the consumer that he is endorsing the green product regularly and not only this rather he is recommending it to other customers as well (Khandelwal & Yadav, 2014).

With growing knowledge of impacts of warming, semi solid squander, damaging effects of contaminants, respectively marketers as well as customers are nowadays becoming extra sensitive towards the importance of the green products and services (Suresh, 2014). Marketing usage and product and service disposal happens in such a manner which is less dangerous for the environment (Rawat, 2012). Although being "green" may initially seem expensive, it will surely prove to be both essential and worthwhile in the long-run (Raman, 2013). Going green, known as green products and atmosphere marketing, refers to a group's attempts to develop, promote, pay for, and deliver ecologically friendly goods.

II. Why Green Marketing?

Reading the following details, which were recently reported in The Times, is genuinely unsettling: Over 12 other studies have establish associations amongst air contamination and lower delivery weight, early birth, additionally kids death in some of the counties. Marketing professionals must use assets wisely and effectively in achieving their organization's goals since human needs are unending and possessions are limited (Kumar et al., 2012). Thus, green selling is desirable. Consumers are increasing tremendously keen on environmental conservation on international scale. Data from all across the world suggests that people are mindful of their surroundings, which has sparked the growth of the green marketing industry, which stands for the market for goods and services that are socially and environmentally responsible (Singh et al., 2016). Individuals do want to leave a clean world for future generations, which helps to explain the growing awareness among global consumers about caring for their local environment (Narula & Desore, 2016). Several research carried out by conservationists demonstrate that individuals

are focused regarding the atmosphere or are altering their performance to be less intimidating to it.

Thus, we can visualize that the majority customers and corporate—are now much more inclined to purchase ecologically friendly products. Three phases in the creation of environmentally friendly products were recognized by Pattie (2001). All primarily a strategy of large during the first phase, which was referred to "Environmental" green selling, were focused on resolving the ecological issues and resolving the issues (Khare, 2015). During in another stage of green marketing, which involves developing unique new goods that tackle waste and pollution issues, the emphasis turned to green tech. "Healthy" was the 3rd phase of green selling. It gains reputation in the last decade of 20th century (Bhatia & Jain, 2013).

III. Features of Green Products

Products classified as "green" are ones that didn't harm the environment while being produced utilising environmentally conscious processes (Tonape & Owk, 2013). For the preservation of natural resources and sustainability, development of green tech and goods is essential. We may categorise green products using the following criteria:

Items that are made from organic materials, are recyclable, reused, and disposable; contain natural components; recycled materials; permitted chemicals; don't hurt the environment or cause global warming; and won't be put through animal testing; goods packaged in reusable, having the basic and other environmentally friendly methods, etc (Velnampy & Achchuthan, 2016).

IV. A Necessity for Green Marketing From An Anthropological Point of view

The destruction of the ozone and climate change is essential for healthy existence. Everyone wants to live a healthy life full of energy and excellent health, especially the corporate class, irrespective of riches or poverty. Any corporation's main objective is to produce financial and economic profit. Nonetheless, it has become increasingly obvious that continuing commercial enterprises has an adverse effect on the natural world. This idea of corporate responsibility is expanding among businesspeople. As a result, business travelers advertising still represent a self-serving cultural perspective on long-term survival in a corporation, as well as a requirement to enhance the customer experience and obtain regulating body approval. Yet, Asian companies are beginning to see the necessity for green marketing in industrialized nations (Chockalingam &

Isreal, 2016).

V. Threats In Green Marketing

• Standardized is required

About 5% of the advertising message from "Environmental" efforts are totally real, as according research, yet there aren't any requirements in place to verify these assertions. These assertions are not supported by any recognized methodology. There is no established criterion for what constitutes an organic product at this time. Unless specific regulatory bodies were engaged in the issuance of the certifications, there won't be a way to verify anything. A typical quality control board is necessary for this labeling and licensing (Muralidharan & Xue, 2016).

• Fresh Idea

Indian consumers who are urban and sophisticated are learning more about the benefits of green goods. But, the bulk of people are still in the dark. The customer must be informed of and given an explanation for environmental issues. The general population must comprehend the greener trend, which would use more time and energy. Due to the ayurvedic history of their nation, Indian customers are aware of the benefits of using organic and herbal face creams. Customers in India can engage in healthy lifestyle choices like yoga and consuming organic food. In certain places, the customer already is informed of and likely to favor green products.

• Patience and tenacity

Marketers are required to think about the long-run advantages of novel green progress, and firms and investors are required to recognize the atmosphere as a huge long-run investment. Patience is essential because there are no quick remedies. It would definitely consume more energy in the terms of time as well as funds for community to accept it since it is a n innovative idea.

• Prevention of Green Nearsightedness

The main rule of green products is to focus on consumer benefits, else the primary explanation for why buyers initially chose specific items. If you succeed in doing this, you may be able to persuade customers to choose alternative products and even spend extra for the eco-friendly alternative. It would not assist if a creation is developed which is completely eco-friendly in all aspects yet not met the standards. It will result in green eyesight. Also, if green products are too pricey, buyers won't buy them.

VI. Green marketing's guiding principles

1. Identify your clientele

Consumers wouldn't shell out extra for a CFC-free refrigerator since they won't realize what CFCs were, as Whirlpool learned the hard way. Guarantee that the customer is both conscious and worried regarding the issues that your resolution is designed to resolve.

2. Informing your clients on the value that you're doing is just as important as notifying them that you're doing what measures are necessary to protect the environment. If not, a significant portion of the market you are trying to reach will probably ask, "So then what?," and your ecological marketing campaign will come to an end.

3. Being Honest and Transparent: This shows your commitment to being sincere and straightforward in your green selling initiatives as well as that your other corporate strategies are dependable with your environmental standards. These two needs should be fulfilled for your business to develop the kinds of ecological recommendations that would permit a sustainable and going green campaign. For customers to sacrifice product quality for environmental concerns, they must be persuaded that the solution does what it is meant to.

4. Think about Pricing: It has been noticed that maximum herbal, ecological friendly products are more costly as compared to other products. Business houses should fix genuine and affordable prices of green products.

5. Offering your customers a chance to contribute: This involves personalizing the benefits of your environment friendly products and letting the consumers purchase and use them.

Foremost companies should therefore acknowledge that customers' aspirations have altered.

Consumers seek cost-effectiveness and a reduction in the environmental effects of the goods they purchase, not only that a company produces environmentally friendly products.

VII. Green Marketing – Accepts By the Firms

The below mentioned are few of the potential justifications offered for the company's extensive use of green marketing:

1. Opportunities Several businesses view shifting consumer demand as a chance to gain a competitive edge against companies selling ecologically irresponsible alternatives. In an attempt to better service their clients, the companies listed below have strived to enhance their

environmentally friendly practices: Tuna producers changed their fishing techniques in response to increasing consumers' concerns over 'apply fishing as well as the subsequent lives lost of dolphins; McDonald's decided to switch from clamshell packaging to waxed document in response to consumer worry over Styrofoam manufacturing and ozone layer depletion. Xerox introduced "top quality" reused color copier paper in an attempt to meet the anticipations of businesses for very few environmentally dangerous substances.

2. Government Influence - Like some other marketing-related actions, governments aim to "safe guard" the public and the environment; this safeguarding has important ramifications for green marketing. Green business rules aim to protect consumers in a variety of ways, such as Reduce the production of harmful substances or byproducts Alter the way that businesses and consumers utilize and/or consume risky items Make sure that customers of all types may evaluate a product's influence on the environment. Federal regulations are put in place to control how much dangerous waste is produced by enterprises.

3. Strong Competitive - A major impetus behind the development of environmental advertising has been the necessity for businesses to remain competitive. Businesses frequently observe how competitors advertise their environmental initiatives and attempt to copy them. At times, the pressure of competition forced an entire industry to change and subsequently reduce its adverse environmental behavior. For instance, the others stopped using driftnets after one tuna production company did.

4. Compliance - Many companies are beginning to realize that they must act sustainably because they are a part of the greater community. Businesses who believe they must achieve environmental objectives in addition to income aims will result from this. As a result, environmental problems are now part of the company's company culture. Businesses have used both strategies in some cases.

5. Price or Profit Problems - Companies may also use green goods to try to address cost or profit issues. The price and complexity of getting rid of harmful byproducts, like oil contaminated with polychlorinated biphenyls (PCBs), are increasing. So, companies that reduce their hazardous waste output could save a **lot of money**. Companies frequently have to review their production processes in an effort to cut waste. In these situations, they frequently develop

more effective production methods that reduce the need for specific raw materials while simultaneously minimizing waste.

Rank	1	2	3	4	5	6	7
Country	India	UK	US	Thailand	Australia	Canada	China

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

Through the use of eco- and energy-saving technologies in its 10,000 new ATMs, the financial behemoth has reduced energy expenses and earned carbon credits. It has also provided others with an excellent example to follow.

Moreover, SBI has registered for a Green Channel service. SBI provides a wide range of services, such as checks, paperless banking, and form-free withdrawals. Each of these activities, that don't entail any banking transactions, is carried out using SBI shopping & ATM cards. The State Bank of India resorted to solar and wind power to reduce emissions: The Indian State Bank was the first bank in India to employ wind energy thanks to Suzlon Energy's building of a 15-megawatt wind farm.

VIII. Current inclinations In Green Marketing

Green marketing is seen by organizations as a chance to accomplish their goals. Corporate have identified that consumers want products that don't have any negative impact on both the environment and health of public at large.

Companies who endorse such environment responsive products and services definitely are preferred by society, and as hence they automatically got a periphery besides also accomplishing their corporate objectives. Companies experience they have a ethical imperative to practice lots of social responsibility. It is in tune with the social responsibility attitude that countless business houses have successfully adopted to increase the image of their company. Business houses in this situation have two options:

- Promote their environmental responsibility as a selling point; become responsible without being asked to do so.

IX. The Future of Green Revolution in marketing

The dumpy description of the future of green revolution in marketing is that efficient advertising demands the application of reverberation principles of marketing for making green products

desirable for consumers. There are plenty of instructions to be taken away for avoiding sustainable marketing nearsightedness. Since the ecology's tolerance of boundaries and management doesn't sit well with the marketing and sales traditional maxims of "give consumers what they expect" as well as "sell so a great deal as you could," corporate researchers have seen it as a "edging" topic. By adhering to these critical principles, successful and green businesses have shunned green marketing shortsightedness (Mishra & Sharma, 2012).

X. Consumer Value Positioning

- Companies should design and manufacture products and provide services which are made of biodegradable material and are eco friendly (Yazdanifard & Mercy, 2011).
- Corporate should provide eco friendly products and provide the envisioned worth to customers, focusing on key customer clusters.
- Augment consumer demand by inculcating targeted customer principles into ecological products and services

Calibration of Consumer Information

- Utilize the marketing communications to update consumers by adding environmental attributes to projected assessment for the consumer.
- Corporate should add environmentally friendly product features as "solutions" for customer demands.
- Develop their own websites regarding offering green products and services with a muscular importance on providing education and product contentment.

Credibility of Products Claim

- Companies should make clear and substantial announcements regarding the benefits of using ecological products.
- Get eco-certifications or product endorsements from dependable other parties, and update consumers of the importance and strategic implication of these accreditations.
- Promote customer evangelism through consumers' social and internet communications infrastructure by providing engaging, fascinating, and enjoyable details about environmentally friendly goods (Dangelico & Pujari, 2010).

XI. Conclusion

It is the perfect time to choose "Green Marketing" not only in the domestic market but globally as well. Interestingly, if all countries unite together for designing and following precise strategies towards achieving this goal, it would definitely carry about a noteworthy transformation in the business segment because going green is critical to prevent pollution worldwide. Now, from a profitable viewpoint, a good salesman is one who besides motivating the consumers to use the green products also vigorously engages them in the sponsorship of their services and products. Moral and societal module is also present in the Green marketing, hence we should not consider it as strategy adopted by the companies to increase the sales and reach out to the consumers rather it is in the best interest of the citizens to adopt, purchase and endorse the green products so that environmental pollution can be minimized. Marketers must also inform customers about the probable merits of using the green goods and services over the conventional products and services along with the reasons why they should use them. Interestingly the customers are enthusiastic to spend more money for a cleaner and greener world.

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