



ISSN Print: 2394-7500  
ISSN Online: 2394-5869  
Impact Factor: 5.2  
IJAR 2017; 3(3): 898-900  
www.allresearchjournal.com  
Received: 17-01-2017  
Accepted: 18-02-2017

**Ankita Gupta**  
Research Scholar, Department  
of Commerce, MDU, Rohtak,  
Haryana, India

## Purpose and challenges in the way of green marketing in India- A conceptual study

**Ankita Gupta**

### Abstract

Green marketing means marketing of the products which are environment friendly. Green marketing is a modern concept it is developed due to harmful effect on environment. Green marketing is necessary because if the increasing environment problems all over the world. India is developing country and in India too green marketing captures the attention of all. The main aim of the paper is find out the purpose and challenges of green marketing. This paper used descriptive research design and secondary method of data collection. Results shows that purpose of emergence of green marketing are government and competitive pressure, social responsibility, consumers needs, environment protection, long run survival etc. Challenges of the green marketing are high cost, less consumer awareness, price sensitive customers, less trust etc. The conclusion in the study is green marketing is a modern concept. Green marketing needs high efforts from all the side because in India green marketing is on initial phase, but green marketing is necessary for the clean environment to the future generation.

**Keywords:** Green marketing, environment, challenges, purpose

### Introduction

Green marketing is very popular term in the today competitive environment. Green marketing means marketing of the products which are environment friendly. Green marketing incorporates a broad range of activities including product modification, changes in production process, sustainable packaging as well as modifying advertisement <sup>[1]</sup>. In the today scenario globalization green marketing is very important factor of success. Developed countries, developing countries and underdeveloped countries are using green marketing to protect them from harmful effect of chemical products. Green marketing reduces the harmful effect on environment and more safe for the human being. Green marketing comes into existence due to various reasons such as increasing acid rain, depletion in ozone layer, degradation of land, green house effect, increasing pollution etc. Green marketing also knows as environment marketing, ecological marketing, sustainable marketing etc. Terms like Phosphate Free, Recyclable, Refillable, Ozone Friendly, and Environmentally Friendly are some of the things consumers most often associate with green marketing <sup>[2]</sup>.

Green marketing is for “Go Green” in product and production process which is environment safe plus makes profit for the organization by satisfying consumers. Green marketing is totally a new concept with new approach. This concept developed very fast in India because of the positive response from customers, organizations, government etc. Even customers become educated in India they know the importance of environment and don't hesitate to pay some extra money for the product which is environment safe.

Green marketing is also facilitating a new segment in market segmentation named green consumers who prefer green products. There is 4'P of green marketing: Green Product, Green Price, Green Promotion and Green Place.

Green marketing is not a simple task it requires lots of efforts from the organization, government and consumer part. Eco- labels are used by the organization to show that the product is environment safe. Famous organizations are even supporting green marketing in India like Infosys, Wipro, Maruti, Tata, Johnson and Johnson, Hero Honda, New Surf Excel, Life Boy, McDonald's, Phillips etc. In India government is putting pressure on organization and consumer to use paper bags instead of plastic bags which are harmful for the environment.

**Correspondence**  
**Ankita Gupta**  
Research Scholar, Department  
of Commerce, MDU, Rohtak,  
Haryana, India

Some common examples of green marketing are use of nature resources, use recycling, reduce plastic, reduce toxic etc.

Green marketing is helpful in educating customers about the benefit of using natural and organic products which is good for them and environment. This paper discusses the reason for emergence of green marketing and challenges under it.

### Review of Literature

Nadaf & Nadaf (2014) <sup>[3]</sup> studied the challenges in green marketing in India. The main aim of the paper was to evaluate challenges and strategies for green marketing in India. This paper used secondary method of data collection. They found that government, consumer and competition were the main reason of emergence of green marketing in India. They concluded that high cost, less consumer awareness, less credibility, misleading claim were thereasons for challenges in the green marketing and better management, control, technology and good marketing plan were suggestion for the better management of green marketing.

Sen (2014) <sup>[4]</sup> studied about the green marketing impact on consumer buying behavior. The main objective of the paper was to evaluate impact of green marketing on consumer purchasing and challenges under it. Data was collected through primary and secondary source. This research was performed in Kolkata. Explanatory research design was adopted in the study. For selecting sample convenience sampling design was adopted. Total 100 respondents were selected as sample under the study. Mean, S deviation, percentile and t- test were used to analyze the data. They found that consumer were ready to adopt green products even at high price to save the environment. Better design, better management and better adoption were the excellent concept of green marketing.

Singal, Garg & Singla (2013) <sup>[5]</sup> studied about the opportunities and challenges in the green marketing. The main aim of the paper was to find out opportunities and challenges in green marketing in the context of India. Data was collected through secondary method of data collection. They found that green marketing challenges were new concept, need for standardization and need for patience. They suggest that know your customer, be transparent, empower consumer and reassure customer were the ways of improvement in green marketing.

Singh & Pandey (2012) <sup>[6]</sup> studied the topic "Green marketing policies and practices for sustainable development". The main aim of the paper was to find out the influence of green marketing on customer satisfaction. This paper was based on secondary method of data collection. Descriptive research design was used under the study. They found that consumer perception changed a lot from the past. Customer want environment safe products and even they were ready to pay premium price for the product which was less harmful to the environment. They concluded that green marketing open the door for new market segmentation called green consumer. Company started segmented the market on the basis of customer who used green products.

Cherian & Jacob (2012) <sup>[7]</sup> studied about the consumer attitude the environment friendly product. The main aim of the paper was to evaluate the consumer attitude towards green marketing. This study was based on secondary data. This study was qualitative in nature. They found that green

marketing need of the hour. Companies focus on maximization of profit with environment friendly products. They concluded that Indian scenario changed a lot people pay more for safe environment and protection of the future generation. They suggest that with better product, reasonable price and proper awareness green marketing was an excellent concept.

### Objectives

These are the objectives of the study:

- To analyze the purpose of emergence of green marketing in India.
- To find out the challenges of green marketing in India.

### Research methodology

This paper is descriptive in nature use secondary data for data collection from journals, newspaper, internet, magazine etc.

### Purpose of green marketing

Everything which exists in the world is off course for a purpose. Green marketing emergence is some special purpose such as:

1. **Social responsibility:** green marketing is social responsibility and it's under the concept of EPR (extended producer responsibility). It is social responsibility of every producer and even consumers also to save the environment from the harmful effect of chemical products.
2. **Government Pressure:** Indian government is also pressurizes the companies to develop green products and make their production process environment friendly. Government is also promotes green marketing to attract consumers.
3. **Competitive Pressure:** Globalization increase the pressure on the organization to provide competitive product. Firms have face competition not with only domestic firms but also with the global firms.
4. **Profit in the long run:** existence and profit in the long run is possible through the green marketing.
5. **Environment protection:** Protection of the environment is necessary for future survival. Green products are environment friendly so it reduces the harmful effect on environment.
6. **Better standard of living:** Adoption of green marketing leads to better standard of living of the human being.
7. **Good health:** Green products are good for health because it is produced by organic methods. People want products which are good for their health.
8. **Protection:** There is need of protection of land, air, water, wildlife etc which is possible through green marketing.
9. **High initial cost with low cost in future with more profitability:** Green marketing installation includes high cost because of research and development, technology adoption but the cost reduce in future and this will lead to high profit in future with long term survival.
10. **Opportunities:** Green marketing consider as great opportunities for the future.

### Challenges of Green Marketing

Green marketing is a new concept and a new concept is not easily accepted. These are the some challenges in the field of green marketing:

1. **Requires huge investment:** For green marketing there is need to invest a lot in research and development, product development, adoption of new technology. Material purchased for production is costly. Renewal and recycling is not easy need high technology which cost is very high.
2. **Price sensitive consumers:** In India consumers are price sensitive they are not able or maybe they don't want to pay high price for green products.
3. **Less awareness of consumers:** Green marketing is a new concept and mostly Indian people are unaware of the green marketing.
4. **Initial concept:** Green marketing is on initial stage and there is lot of development under it.
5. **Promotion tools:** Green marketing is a new concept and it is important to use various kinds of promotion tools to aware the people about the existence and importance of green products. They have to use multiple tools like advertisement, personal selling, sales promotion, social media etc.
6. **Misleading and availability of imitate products in the market:** There is lots of firms which are selling their products by advertising them as green product but they are not green products even consumer pay high price and after that they cheated.
7. **Problem of standardization:** In India products are not follow the international standard so consumer don't trust on their originality.
8. **Poor marketing plan and implementation:** Marketing plan and implementation is poor in India which is major cause of failure of green marketing in India.

### Suggestion for the improvement in green marketing

Green marketing is an excellent concept. There is some challenges in the way of green marketing but with some strategies overcome from these challenges is not too hard. Some of these suggestions are:

1. **Understand customers:** An organization must be aware from the needs and wants of consumers. Organizations produce the product according to the customers demand and the price they ready to pay.
2. **Need of the management support:** For the success of green marketing there is high need of support from the management. Management should be capable of handling such kind of new concept.
3. **Aware the consumers:** government of India and organization try to aware customers about the benefit of green marketing on their life.
4. **Adopt international standards:** Indian organization must try to adopt the international standard for the green product to gain the trust of the consumers.
5. **Implement Marketing strategies:** Organization develop good control system and implement strategies for the betterment.
6. **Better Marketing Plan:** Everything is starts with a good plan so there is a need of the organization to develop a good marketing plan which can help them to capture the large share in the market.

### Conclusion

Green marketing is the need of the hour because of the environmental issues. In India green marketing is on developing stage. Green marketing is a modern concept this concept is developed with a purpose to reduce environment problems but there is lot of problems coming in the way of green marketing. But all efforts are also taken to overcome from these problems. The size of the green consumers is increasing and organization also focusing on making green products which are environment friendly. There is no one strategy which start working for green marketing. An effort from all the sides is necessary for the development of this concept whatever consumers, companies, government. Green marketing should be taken as social responsibility.

### References

1. [www.wikipedia.org/wiki/green\\_marketing](http://www.wikipedia.org/wiki/green_marketing)
2. <http://www.uow.edu.au/~sharonb/STS300/market/green/article2.html>
3. Nadaf YBR, Nadaf SM. Green Marketing: Challenges and Strategies for Indian Companies in 21<sup>st</sup> Century. International Journal of Research in Business Management. 2014; 2(5):91-94. ISSN-2347-4572.
4. Sen RA. A Study of Impact of Green Marketing Practices on Consumer Buying Behaviour in Kolkata. International Journal of Management and Commerce Innovations. 2014; 2(1):61-70. ISSN-2348-7585.
5. Singal R, Garg A, Singla DS. Green Marketing: Challenges and Opportunities. International Journal of Innovations in Engineering and Technology. ISSN-2319-1058, 2013; 2(1):470-474.
6. Singh DPB, Pandey DKK. Green Marketing: Policies and Practices for Sustainable Development. Integral Review- A Journal of Management. 2012; 5(1)22-30. ISSN-2278-6120.
7. Cherian J, Jacob J. Green Marketing: A Study of Consumer Attitude towards Environment Friendly Products. Canadian Centre of Science and Education. 2012; 8(12)117-126. ISSN-1911-2017.