

A CONCEPTUAL SYUDY ON CHALLENGES & OPPORTUINTY OF GREEN MARKETING IN DEVELOPING COUNTRIES

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Abstract: In the modern era of globalization, consumers are also aware of environmental issues like global warming and the impact of environmental pollution. Green marketing is a phenomenon which has developed particular importance in the modern markets. And has emerged as an important concept in India as in other parts of developing and developed world, is seen as an important strategy of facilitating sustainable development.

In the emerging world the concept of pollution free activity is given more important in all the sector and all stages. The environmentalists are targeting industrial sectors as the major contributors for depilating natural recourses and environmental distribution. Hence, both production marketing division and industries are stressed more to take utmost care in these areas along with fulfilling the market demands.

“To overcome these difficulties as a new concept has born in the present globalised world where production , consumption and also marketing of the products can be carried effectively insuring environmental safety , this concept named as green marketing”.

In this paper will attempts to introduce the concept of green marketing, meaning, need and importance of green marketing and also examine some reasons that make the organization interested to adopt green marketing philosophy, explaining challenges that organization may face to implement green marketing.

Keywords: Green marketing, green myopia, Eco-friendly, environment safety, green products, green marketing mix.

I. INTRODUCTION

Green marketing refers to holistic marketing concept where in the production, marketing consumption and disposable of product and services happen in a manner that is less deter mental to the environment with growing awareness about the implication of global warming, non biodegradable solid waste, harmful impact of pollution etc. , both marketer and consumer are becoming increasingly sensitive to the need for switch into green products and services. While the shift to green may appear to be expensive in the short term, it will definitely, prove to indispensable and advantageous, cost wise too, in the long run.

According to the American marketing association, a green marketing is the marketing of product that are presumed to environmentally safe. Thus green marketing in corporate broad range of activities, including product modification, changes to the production process, packaging changes as well as modifying advertising.

The term green marketing got attention of importance late in 1980,s post of year and early 1990 when specific products were identified has been being harmful to earth atmosphere. Define green marketing is not a simple task where several meanings intersects and contradict each other. Green marketing involves developing and promoting products and services that satisfy customer’s needs and wants for quality, performance, affordable pricing and convince with the minimum environmental harm not necessarily eliminating it. Companies that excel in green marketing will benefit from better relations with customers regulators, suppliers and other firms in their industries.

According to Peattie (2001), The green marketing has evolved over a period of time. First phase was turned as ecological green marketing, second phase was environmental green marketing and third phase was sustainable green marketing.

Pride & Ferrell (1993), green marketing is also alternatively known as environmental marketing and sustainable marketing refers to an organization efforts at designing, promoting, pricing and distribution of products that will not harm the environment.

Polonsky (1994), define green marketing as all activities design to generate and facilitate any exchanges intended to satisfy to human needs or wants such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment.

Elkington (1994), define green consumer as one who avoids products that are likely to endanger the health of the consumer or others, cause significant damage to the environment during manufacture, use or disposal, consume or disproportionate amount of energy, cause unnecessary waste, use materials derived from threaten species or environment, involve unnecessary use of or, cruelty to animals, adversely affect other countries.

Oyewole, P. (2001), he define a conceptual link among green marketing environmental justice, and industrial ecology. He argues for greater awareness of environmental justice in the practice for green marketing. In his paper he identified another type of costs, termed cost with positive results that may be associated with the presence of environmental justice in green marketing. A research agenda is finally suggested to determine consumer's awareness of environmental justice and their willingness to bear the cost associated with it.

Charter (1992), a holistic and responsible strategic management process that identifies anticipates, satisfies and fulfills stakeholder needs, for a reasonable reward, that does not adversely affect human or natural environmental well-being.

Coddington (1993), concept of green marketing is the business practices that considered consumers concern with regards to preservation and conservation of the natural environmental.

Charter et.al. 2002, Simintiras et.al (1994), green marketing that has been previously and primarily focused on the ecological context has been shifted to more suitability in the marketing efforts and main focused now is in socio-economic and environmental context. Whereas green marketing identifies as a part of market segment based on the greenness of the consumer.

II. OBJECTIVE OF THE STUDY

The following are the objectives of present study:-

- To analyze the concept of green marketing across the globe in journal and with special reference to India.
- To know the 4ps of green marketing.
- To know the challenges in green marketing.
- To know the opportunities of green marketing.
- To know about the impact of green marketing.
- To analysis about success key of green marketing.
- To explain benefits of green marketing.
- To identified the reasons for which the marketer should go for adaption of green marketing.

III. RESEARCH METHODOLOGY

This paper attempt to through light on the conceptual issues associated with green marketing. The present study is exploratory in nature to provide a clear guidance of empirical research. It also descriptive where the focus is on fact finding investigation with adequate interpretation. For this purpose secondary data were collected through news paper, magazines, journals, conference proceeding, government reports and websites and books also.

IV. REVIEW OF PREVIOUS STUDIES

Prothero ,A.(1998) introduces several papers discussed in the July 1998 issue of 'journal of marketing management' focusing on green marketing. this includes; a citation of the need to review exiting literature on green marketing, an empirical study of united states and Australian marketing managers, a description of what a green alliance look like in practice in great Britain, ecotourism and definitions of green marketing.

Kilbourne, W.E al (1998), discusses the failure of green marketing to move beyond the limitation of the prevailing paradigm. The author identifies areas that must be examined for their effect in the marketing /environment relationship, namely economic, political and technological dimensions of the cultural frame of reference.

Prothero, A. & Fitchett, J.A (2000) argue that greater ecological enlighten can secured through capitalism by the using the characteristic of commodity culture to further progress environmental goals. Marketing not only has the potential to contribute to the establishment of more sustainable form society but, as a principal agent in the operation and proliferation of commodity discourse, also has a considerable responsibility to do so.

Karna, J. Hansen,E.& juslin, H.(2003), interpret that proactive marketers are the most genuine group in implementing environmental marketing voluntarily and seeking competitive advantage through environmental friendliness. The result also evidence that green values, environmental marketing strategies, structures and functions are logically connected to each other as hypothesized according to the model of environmental marketing used to guide this study.

Sanjay K. Jain & Gurmeet Kaur(2004), in their study environmentalism have fast emerged aas a worldwide phenomenon. Business firm to have risen to the occasion and have started responding to environmental challenges by practicing green marketing strategies. Green consumerism has played a catalytic role in ushering corporate environmentalism and making business firms green marketing oriented. Based on the data collected through a field survey, the paper makes an assessment of the extent of environmental awareness, attitudes and behavior prevalent among consumers in India.

Donaldson(2005), in his study realized in the great Britain initially concluded that in general the ecological attitude of consumers changed positively. This study reported the strong faith of consumers in the known commercial brands and in the feeble behavior referring to the green claims, which was the main cause behind the consuming failure to interpret their concerns beyond the environment in their behavior.

Alsmadi(2007), investigating the environmental behavior of Jordanian consumers reveals a high level of environmental conciseness. Unfortunately however this positive tendency and preference in the green product does not appear to have any effect on the final decision, obviously because these consumer have a stronger faith in traditional products and a small confidence in the green statement. The above obstacles are further strengthened by the lack of environmental conciseness by a lot of enterprises and the existence of a large scale of prices for the same product, many of which included an impetuous estimate the environmental responsibility. The same phenomenon has been presented in other researches too (Ottman, 2004; Donalson, 2005;Cleveland et.al 2005).

Brahma , M.&Dande,R(2008), the economic times, Mumbai, had an article which stated that, green ventures India is a subsidiary of new York asset management firm green ventures international. The latter recently announced a \$300 million India focused fund aimed at renewal energy products and supporting trading in carbon credits.

V. 4 P's OF GREEN MARKETING

When Companies, with new innovation like eco friendly products, they can asses new markets , enhance their market shares , and increase profits . Just we have 4p's in green marketing too, but they are a bit different. They are buttressed by three additional Ps, namely people, planet and profits.

Product: The products have to be developed depending on the needs of the customers who prefer environmentally friendly products. Products can be made from reclined materials or from used goods. Efficient products not only save water, energy and money, but also reduce harmful effects on the environment. Green chemistry forms the growing focus of product development. The marketer role in product management includes providing product designer with market driven tends and customer request for green products attribute such as energy saving, organic, green chemicals, local sourcing, etc., for example Nike is the first among the shoe company to market itself green.

Price: green pricing takes into consideration the people , planet and profit in a way that takes care of the health of employees and communities and insures efficient productivity. Value can be added to it by changing it appearance, functionality and though customization etc. for example Wal-Mart unveiled its first recyclable cloth shopping bag.

Place: green place is about managing logistics to cut down on transportation emissions, their by in effect aiming and reducing the carbon foot print. For example in steel of marketing and imported manago juice in India it can be licensed for local production. This avoid the shipping of products from for a way, thus reducing the shipping coat and more importantly, the consequent the carbon emission by the six and other mode of transport.

Promotion: green promotion evolves conferring the tools of promotion , such as advertising , marketing materials , signage, white paper , websites , videos and presentation by keeping people planets and profits in mind. British petroleum (BP) this place gas station which its sunflower and motive and boast of putting money in to solar power . Indian tobacco has introduces environmental friendly papers boards, which are free of elemental chlorine.

VI. CHALLENGES IN GREEN MARKETING

Many organizations want to turn green, as an increasing number of consumer wants to associate themselves with environmental friendly products. In particular one often finds distrusts regarding the credibility of green product. There for to insure consumer confidence , marketers of green products or business practices need to be much more transparent and refrain from breaching and any law of standard relating to products or business practices . there are numerous challenges in the field of green marketing. Key green marketing challenges are as fallows

Need For Standardization: It is found that only 5% of marketing messages from green campaign are entirely true and there is 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 certification 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 is 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 movement needs to reach the masses and that will take a lot of time and effort. By India's ayurvedic heritage, Indian consumers do appreciate the importance of using natural and herbal beauty products. Indian consumer is exposed to healthy living lifestyle such as yoga and natural food consumption. In those aspects the consumer is already and will be inclined to accept the green products.

Patience and Perseverance: the investors and corporate need to view the environment s a major long-term investment opportunity to look at the long- term benefits from this new green movement. It will require a lot of patience as there will not be immediate results. Since it is a 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 brand or even pay a premium for the greener alternatives. It is 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.

Consumer Attitudes vs. Behavior: worldwide consumers have become environment conscious. Some scholars believe that consumers are ready to pay premium for green products because they often prefer attributes over traditional product attributes such as price and quality. Nearly half of the American claim to look for environmental labels and to switch brands based on environmental friendliness. The concern for the natural environment, mass consumer market for green products in most categories has yet to develop.

Social Auditing Of Green Claims: the claims of the market and non-market forces of going green must be done through proper auditing processor but there is no legal authority verify or evaluate such claims . even we see some political parties are not interested to implement environment proactive measures. For example some state government tried and issued notification banning use of polythene bags, but in practice, it could not be controlled and the polythene bags are used openly in the market .thus we see that social auditing of being claim are not properly adopted.

Information Disclosures: the potential challenge in front of the firms/products is firstly, all information regarding greenness must be adequate and reliable , and secondly these should not be false unsubstantiated claims. Now, it has become the duty of central and state governments. to see what claims are possible . Further, government should establish eco-labels and fixed price mechanism which can serve as useful measure for green marketing.

VII. GOLDEN RULES OF GREEN MARKETING

Know Your Customers: make sure that the consumer is aware of and concerned about the issues that your product attempts to address, (Whirlpool learned the hard way that consumers would not pay a premium for a CFC free refrigerator because consumer did not know what CFCs were).

Educating Your Customers: is not just a matter of letting people know you are doing whatever you are doing to protect the environment, but also a matter of letting them know why it matters. Otherwise, for a significant portion of your target market, it's a case of "so what?" and your green marketing campaign goes nowhere.

Being Genuine And Transparent : means that (A) You are actually doing what you claim to be doing in your green marketing campaign and (b) the rest of your business policies are consistent with whatever you are doing that's environmentally friendly. Both these conditions have to be met for your business to establish the kind of environmental credentials that will allow a green marketing campaign to succeed.

Reassure the Buyers: consumers must be made to believe that the products perform the job it's supposed to do they would not forego product quality in the name of environment.

Consider Your Pricing: if you are charging a premium for your product and many environmentally preferable products cost more due to economies of scale and use of higher quality ingredients make sure those consumers can afford the premium feel it's worth it.

Giving Your Customers and Opportunities To Participate: means personalizing the benefits of your environmentally friendly action, normally through letting the customer take part in positive environmental action.

Thus The Leading Brands Should Recognized That Consumer Expectation Have Changed: it is not enough for a company to green its products consumers expect the products that they purchase pocket friendly and also to help reduce the environmental impact in their own lives.

VIII. REASONS FOR FIRM ADOPTING GREEN MARKETING

Companies that develop new and improved products and services with environment inputs in mind give them access to new markets, increase their profit sustainability, and enjoy a competitive advantage over the companies which are not concerned for the environment. There are basically five reasons for which a marketer should go for the adoption of green marketing.

Opportunities Or Competitive Advantage: in India around 25% of consumers prefer environmental friendly products, and around 28% may be considered healthy conscious. Therefore green marketers have diverse and fairly sizeable segments to cater to. For example, the surf excel detergent with safe water (advertised with message- "do bucket paani roz bachana") and the energy saving LG consumers durables are following green marketing concept. We also have green buildings which are efficient in their use of energy, water and construction materials, and which reduce the impact of human health and the environment through better design, construction, operation, maintenance and waste disposal. In India the green building movement spearheaded by the confederations of Indian industry (CII). Godrej green business center has gained tremendous impetus over the last two years. From 20000 sq. ft, India's green building footprint is now over 25 million sq.ft.

Corporate Social Responsibility: many companies have started realizing that they must behave in an environmentally friendly fashion. They believe both in achieving environmental objectives as well as profit related objectives. The HSBC became the world's first bank to go carbon-neutral last year. Other examples include Coca Cola, which has invested in various recycling activities. Walt Disney World in Florida, US, has an extensive waste management program and infrastructure in place.

Government Pressure: various regulations are framed by the government to protect consumers and the society at large. The Indian government too has developed a framework of legislations to reduce the production of harmful goods and by products. These reduce the industry production and consumer's consumption of harmful goods including those detrimental to environment, for example, the ban on plastics bags in Mumbai, prohibition of smoking in public areas etc.

Competitive Pressure: many companies take up green marketing to maintain their competitive edge. The green marketing initiatives by niche companies such as body soap green & black have promoted many main line competitors to follow suits.

Cost reduction/cost of profit Issues: reduction of harmful waste may lead to substantial cost saving. Sometimes many firms develop symbiotic relationships whereby the best practice by one company is used by another as a cost effective

raw material. For example, the fly ash generated by thermal power plants, which would otherwise contributed o a gigantic quantum of solid waste, is used to manufacture fly ash bricks for construction purpose.

IX. EXPLAIN BENEFITS OF GREEN MARKETING

Today's consumers are becoming more and more conscious about the environment and also becoming socially responsible. Therefore, more companies are responsible to consumer aspiration for environmentally less damaging or neutral products. Many companies want to have an early mover advantages as they have to eventually moves towards becoming green. Some of the advantages of green marketing are:

- It insures sustained long term growth along with profitability.
- It saves money in the long run, through initially the cost is more.
- It helps the companies market their products and services keeping the environment expect in mind.
- It helps in accessing the new markets and enjoying the competitive advantage.
- Most of the employee feels proud and responsible to be working for an environmentally responsible company.
- Companies that developed new and improved product and services with environment input in mind give themselves access to new market.
- It also increase their profit sustainability and enjoying a competitive advantage over the companies which are not concern the environment.

Green marketing is very low on the agenda of most business and therefore it still and under leveraged USP (unique selling preposition). Effective green marketing targeted right audience will make a difference.

X. PROBLEMS WITH GREEN MARKETING

1. The firm using green marketing must ensure that their activities are not misleading to consumers or industry, and do not breach any of the regulation or law dealing with environmental marketing.
2. It is found that only 5% of marketing messages from green campaign are entirely true and there is lack of standardization to authenticate these claims
3. The investors and corporate need to view the environment s a major long-term investment opportunity to look at the long- term benefits from this new green movement. It will require a lot of patience as there will not be immediate results.
4. Indian literate and urban consumer is getting is 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.
5. Green marketing is focusing on customer benefits i.e. the primary reason why consumers buy certain products in the first place. If the green products are priced very high then again it will lose its market acceptability. (market myopia)

XI. SUGGESTIONS AND MEASURES

Green marketing is still in its infancy and a lot of researcher is to be done on green marketing to fully explore its potential . There are some suggestions that

1. Minimizing excessive use of pesticide and chemical fertilizers in crops potentially pollute soil, water and atmosphere and also pose potential threat to health and humans and wild life.
2. Forest are the valuable assets of every country gifted by nature, it is essential for every government to protect this natural gift which is very potential factor to protect the natural climate of this region.
3. Reduce packaging as less packaging also means less energy required for manufacturing and transportation and less pollution from the production of packaging itself.
4. Use innovative technology to conserve the natural resources e.g. less water consuming techniques for agriculture, washing etc.
5. Use recycled content in manufacturing as recycling cuts pollution and conserve natural resources, conserve energy, cost competitive and creative jobs and reduces cost in manufacturing section that are an important part of our economy.
6. Make product energy efficient as better balanced use of energy is equally essential.

7. Make product more durable as long product life will increasingly become a source of added value and indicators for quality and convenience in many other industries as well.
8. Make product safe for disposal as non bio-degradable ingredients cause algal balloons, robbing the water oxygen, blocking sunlight and ultimately killing fish and other marine life
9. Make products and packaging compostable and water for one organized become food for another and that can also be effectively used to increase garden and agriculture soils.
10. Create a block to adequate and persuade customers and to know your customers about your capabilities and progress.
11. Build a website to provide more information about firm and products rather than on a piece of paper, to avoid wasting of papers.
12. Following are some suggestions and measure to be taken by consumer green practices:-
 - Less use of polythene
 - Less use of mobile phone.
 - Crush plastics bottle after use.
 - Use disposable items.
 - Love nature.
 - Save water.
 - Save fuel
 - Grow green.
 - Avoid smoking.
 - Use of pooling or public transportation
 - Use social media.

XII. FUTURE OF GREEN MARKETING

Green marketing has not grown up to the hopes and dreams of many marketer and business organizations. .marketing manager who understand green marketing strategies and the underlying reasons behind them will be better prepared to help their companies to get benefit from an environmentally approached to 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 product desirable for consumers. So lot of the opportunities is available for growth of green marketing in India.

XIII. CONCLUSION

A clever marketer is one who not only connivances the customer, but also involves the consumer in marketing his product. green marketing will come with drastic change in the world of business if all nation will make strict role, because green marketing is essential to save the world from pollution. Green marketing should not be considered as just more approach to marketing, but has to be persuade with much greater big our, 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 just of a fade. Recycling a paper , mettles , plastic etc., in a safe environmentally harmless manner should become much more systematized and universal. It has to become the journal norm to use energy efficient lamps and other electrical goods. Marketer also have the responsibility to make the consumer understand the need for and benefits of green product as compare to known green once. 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 minimizing the negative effects on the environment . green marketing will assume even more importance and relevance in developing countries like India, as the whole nation is moving towards environment friendly woo.

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