

## **A study of Challenges in Green Marketing in India - Literature review**

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### **Abstract:**

Environmental problems are the biggest problem and must be solved in order to live in this world. Because of this, it is important to use green marketing. Some countries have used this idea for a long time. It's not new. India is one of the countries that has started to look into this more. This paper talks about how important green marketing is in India. There are still a lot of problems that make this concept hard to understand in India, even though a lot of businesses there already use this idea. So, this paper also talks about the difficulties of adopting a green marketing concept.

**Keywords:** Green Marketing, Environment, Green Products.

### **1. Introduction:**

If you're like many people, you want to visit the natural and man-made wonders all over the world and learn more about the cultures and values that live there. This is one of the things that draws a lot of people to this place. There are a lot of beautiful places in India, but we are hurting them in some way.

Marketing is now a process where the customer is the most important person. The producers have to make the things that people want to buy. Consumer demand is mostly based on what they want and how much money they have to buy it. It's just that in this process, they don't pay attention to where they are living and how their needs are affecting the environment around them. The same thing applies to the people who make things. They start making the things that are in high demand from the people who use them. Many producers also don't think about how their manufacturing affects the environment in order to meet the needs of more people at a price they're willing to pay.

In this way, we, the people who make and use the products, are to blame for the bad effects on the environment. There are a lot of reasons why a lot of developed countries use green marketing strategies, and now, a lot of developing countries do, too.

### **2. Objectives:**

This research paper will address the following objectives:

1. The importance of green marketing in India
2. Challenges faced in adopting green marketing in India
3. Indian companies have adopted green marketing.

### **3. Literature Review:**

Ottman wrote a book called "Green Marketing: Opportunity for Innovation" that talked about the need for green marketing, how green consumers think, and how they buy things. She talked about a way for businesses and society as a whole to benefit from green marketing. She used the right examples to show how green marketing can be used as an opportunity for new ideas. She also talked about how businesses can use it to build trust and reduce the risk of backlash.

Welling and Chavan (2010) said that the main reason that small and big-scale manufacturers aren't using green marketing is because eco-labeling isn't very well-known yet. Thus, it is not a simple idea.

According to Maheshwari and Malhotra (2011), people don't want to spend money to make their environment better. They say that companies and the government should make more eco-friendly products and that people should also do their part. It's hard for people to figure out how green products help them. They also worry that companies will try to fool them with green products. Roper ASW's Green Gauge Report from 2002 found that the main reason people don't buy green products is because they're more expensive and don't do much good for the environment.

P.K. Verma wrote a book called "Green Marketing: Issues and Challenges" in 2012, and he talked about the problems and issues of green marketing in India. He also came up with some ways to deal with those problems through some new rules of green marketing.

In their paper, Shrikanth and Raju (2012) say that when marketers want to sell green products, they need to show people how good they are for them and their environment. Organizations know that green is important for them to stay alive. FMCG companies are using it to keep their image in the market, and they're doing a lot of things to show that they care about the environment. Customers are willing to pay for the extra service, but it is important for businesses not to forget about the cost of marketing.

They looked at the green marketing concept in the context of the Indian corporate sector and found that it is still in its early stages, but it can have a positive effect on the company over time. The goal of green marketing is to make people aware of both the need and benefits of it. Even people who live in a clean and green environment are willing to pay more to keep it that way. Consumers, industrial buyers, and suppliers all have a role to play in promoting the good things that green marketing does for the environment.

Supreet Kaur (2014) said that green marketing is a good way to help the environment because it sells eco-friendly products. It isn't easy to start using green marketing in the short term, but it has a long-term benefit. Firms are now making new energy-efficient technology, products that aren't harmful to the environment, and so on.

#### **4. The Importance of Green Marketing in India**

The importance of green marketing can be described in various sectors like the environment, consumers, producers, the general public, and economies.

**1. Environmental benefits:** Many businesses are embracing it by incorporating environmentally friendly aspects into their goods. For example, Classmate is a brand owned by ITC that distributes notebooks and other stationery items, among other things. Papers used in classmate notebooks are chlorine-free in accordance with the Rio protocol. Even on the back of the notebook, it is stated unequivocally that peers are using environmentally friendly and chlorine-free writing paper. As a result of the usage of chlorine in artificial forms, the environment has been subjected to a variety of challenges, including global warming, ozone layer degradation, and acid rain.

Because of this shift in the production process, this firm has made a significant contribution to environmental protection in the process. In a similar vein, many businesses can help to safeguard the environment by implementing green marketing strategies.

**2. Consumers:** Many businesses are making the switch to green practises, which is beneficial to customers as well. Choosing environmentally friendly items allows consumers to save more energy. For example, Panasonic is one of the firms that has produced a wide range of electronic products that make use of modern technology to reduce the amount of energy they consume. Voltas has implemented a "going green" approach by launching a large number of air conditioners that fall into the "green" category.

Thus, organisations who choose to go green benefit not just the environment, but also their customers and employees.

**3. General Public:** For the first time in India, HCL says that their eco-friendly notebooks are totally devoid of the toxic chemical PVC (Polyvinyl Chloride), which damages employees and communities in the surrounding areas of manufacturing facilities. This chemical is hazardous to the environment because it pollutes the air, water, and soil, all of which have an adverse effect on human health when inhaled. The use of this substance has been linked to birth deformities, cancer, developmental delays, immune system abnormalities, and diabetes, among other health consequences.

The use of toxic chemicals such as PVC, mercury, and other such substances may be reduced to an insignificant level through the use of green marketing strategies.

In order to improve the health of the general population, businesses should engage in green marketing and offer environmentally friendly products.

**4. Economies:** Many buyers express dissatisfaction with the high cost of environmentally friendly items. However, by purchasing environmentally friendly items, customers are really saving money in the long term. As previously said, many businesses are using green strategies to reduce their energy use and, as a result, are saving money indirectly. In order to improve fuel efficiency, MRF has introduced new tyres made of silica-based rubber compounds.

A large number of businesses employ recyclable packaging. Despite the fact that it costs a little more than the non-recyclable box, it indirectly lowers the overall cost of ownership in the long term.

Some firms, on the other hand, are selling solar items such as solar power conditioning units, solar inverters, and other similar devices. A good example of one of these businesses is Su-kam. By utilising solar-powered items, we can reduce our use of natural resources while also lowering our costs.

The examples provided above demonstrate how green marketing is both cost-effective and readily has an impact on economies. As a result, the long-term advantages of green marketing can be recognised; nonetheless, it is our collective obligation to accept it and come up with innovative ways to promote green marketing initiatives.

## 5. The Challenges of Green Marketing

Things that have benefits must have challenges associated with them. The more benefits it has, the more challenges to adopting it. Green marketing has challenges in India because of the following reasons:

**1. Lack of awareness:** The lack of customer understanding of environmentally friendly products is the most significant difficulty facing green marketers today. Even the examples that have been provided above may be unfamiliar to many members of the general public. Consumers may be uninterested in consuming green products as a result of a lack of knowledge about them. It is necessary to raise their awareness of the situation through the media. It is necessary to raise awareness about how these items may be hazardous to the environment as well as how they can be really beneficial to them.

Green products may not excite consumers who are aware of them, despite the fact that they are environmentally friendly. In this case, campaigns and mass media are the vehicles for shedding attention on a problem and motivating a group of people. Although the impact of choosing environmentally friendly items may not be seen in the short term, it can have a significant long-term impact on the environment as a whole. It is necessary to show them a mirror of the future in order to encourage them.

**2. Lack of demand:** In this day and age, the consumer reigns supreme. Companies must concentrate on meeting the needs of their customers. In order to do this, they must manufacture the product at a low cost and make it accessible immediately. As a result, many small businesses do not believe that going green is more profitable.

Refrain from agreeing to pay a premium because recyclable material is a relatively expensive alternative. Consumers, on the other hand, are not interested in paying a premium for it. For example, several retailers such as Big Bazaar, Shoppers Stop, and others provide jute bags or paper bags at a very low cost to customers in order to transport their purchases. People, on the other hand, are not willing to pay for it.

**3. R&D:** Companies must spend a significant amount of money on research and development since it entails the introduction of novel concepts and technological advances, which eventually raises the price of the final product. The most significant problem that some businesses encounter is that they do not want to invest a significant amount of time, money, and effort in research and development and instead want to sell non-green products.

It necessitates a significant expenditure in marketing. Many customers are unaware of green products and their significance; therefore, a firm that wishes to implement a green marketing strategy would need to make significant investments in promotional efforts in order to raise consumer awareness and interest in purchasing the items in question.

**4. Risk for the companies:** Although the company's product is promoted in accordance with the green marketing philosophy, there is no guarantee that the product will capture a large market, pay the costs, and generate a profit. As a result, there will be greater danger associated with it.

Despite the fact that green marketing is an old concept, it will take some time for customers to adopt it owing to a lack of understanding on their part. Consequently, it is not a quick procedure, and the firm must accept this fact in order to remain competitive in the market with a green marketing idea.

## 6. Indian Companies towards Green Marketing

### 1. Voltas

Voltas is an Indian corporation that mostly deals in air conditioning and refrigeration, and its products are noted for consuming the least amount of energy possible while performing their functions. "Engineering solutions for a greener tomorrow" is the company's mission statement. This indicates that this firm is also fulfilling its corporate social responsibility by concentrating its efforts on the environment through its product offerings. The annual report 2009-2010 states that the firm has taken an attempt to decrease its carbon footprints from its production facilities, which falls under the category of environment and safety. During that time period, the corporation has adopted a climate change policy that has been implemented. ISO 14001 is an environmental management standard that was adopted at the Thane manufacturing facility for voltaic cells.

### 2. Green mission of Voltas

Its "green mission" is focused on energy saving, carbon footprint reduction, and the preservation of natural resources and ecosystems. In accordance with the green mission, the following points should be addressed:

- Minimization of unnecessary energy use in their goods' manufacturing processes.
- Establish representatives and partnerships with global technological leaders who are committed to environmental sustainability.
- Make available and promote the use of technology that cleanse air at a reduced cost in terms of energy.
- Employ environmentally friendly procedures, long-term sustainability, and workplace safety while manufacturing.

### 3. State Bank of India

The State Bank of India (SBI) is an Indian public sector bank that, through its new Green Home Loan Scheme, supports the development of ecologically friendly residential developments. The SBI provides incentives and a variety of financial rewards for projects that have been recognised as environmentally friendly by the Indian Green Building Council (IGBC). Renewable energy is used in the development of green initiatives.

The SBI also encouraged the usage of debit cards rather than paper money as a means of payment. In several ATMs, they have made use of various pieces of equipment that are more energy efficient. LEDs were utilised in place of fluorescent tubes or compact fluorescent lamps. 5 out of 5 stars Because of their low energy usage, air conditioners were utilised in automated teller machines. A number of ATMs have been constructed in such a way that they do not require air conditioning to function properly. ATMs powered by solar energy have been placed in a number of rural regions.

### 4. Fevicol

Fevicol is a well-known brand that has amassed a significant amount of market share. In terms of health and the environment, it has created Fevicol AC Duct King Eco Fresh, which is India's first eco-friendly adhesive since it spreads at room temperature without producing any poisonous gases and is the first of its kind in India.

### 7. Limitations:

This paper provides a basic overview of green marketing, including its significance and limits, as well as some case studies, but it does not focus on any particular industry that has adopted green marketing.

### 8. Conclusion:

Not only does green marketing benefit the environment, but it also benefits customers, the broader public, and the economy as a whole. Despite the fact that businesses have embraced green marketing strategies, they must also guarantee that their customers are aware of, appreciate, and are willing to purchase the items in question. Marketers must emphasise the importance of adopting environmentally friendly products as well as the rewards of doing so.

In addition to companies adopting green marketing strategies, consumers should take some actions to lessen their own environmental effect, as companies are more than happy to manufacture items that customers have expressed a strong desire for. There are a large number of consumers who are unwilling to pay the premium and do not wish to alter their way of life in order to do so. As a result, businesses and consumers share a shared responsibility for reducing environmental deterioration caused by their actions.

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