

A study on green products buying behaviour in Indian market

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Abstract

Green marketing is a recent origin which has been adopted by the consumers, organisations & governments all over the world to save the natural resources and to protect the environment for the sustainable development. First of all environmental problems are one of the reason for green marketing come out as a new method for the organic products. The green marketing can be speed up and cover the way to make the “green products” more ecological and more economical for the consumers belonging to the different hierarchy. It is right saying that “Charity begins at home” so each and every individual should take the necessary steps to initiative green products for reducing the global warming.

Keywords: green marketing, challenges of green products, green code, green p’s, eco labelling

Introduction

Green marketing is rather new hub in business trends and came into market in the late 80s and early 90s. It began its sales first in Europe in the early 1980s when the people think that certain products were found to be harmful to the environment and society they change to green products as a whole.

In order to meet challenging environmental values, both producers and patrons are becoming more and more sensitive to swift from normal products to green products and services. As an outcome, green marketing has come into view which speaks about sales increase in the market for sustainable growth and socially responsible products and services. World Commission on Environment and Development states that sustainable progress as meeting "the needs of the current generations without compromising the capability of future generations to meet their own requirement". It also ties strongly with issues of industrial ecology and environmental sustainability such as producer’s liability, life-cycle analysis, material use and resource flows, and eco-efficiency.

According to the opinion of Lionel Robinson, a well-known economist, all economic wealth is scarce and is alternative use to the people. As wealth is limited and human being wants are unlimited, it is important for the producers to utilize the wealth effectively and efficiently without wastage to achieve the organization’s objective. So green marketing is inevitable (Nadaf, 2014) [34].

We claim the product is “-green”, if it:

- It creates minimum herbal impact.
- Produce the product in a manner that is environmentally conscious.
- Avoids water pollution, region infection and air pollution.
- It preserves the herbal assets including electricity and water.
- Utilizes recyclable sourced materials
- Is no longer utilising plastic baggage, but rather someone’s personal bag.
- It is domestically synthetic (Diglel & Yazdanifard, 2014) [12].

Review of literature

In the 21st century, climate change and rapid exhaustion of natural resources and biodiversity are some of the challenges civilization must come to hold with. The subject of green marketing is huge, it have important implications for business strategy and public policy. Clearly, it defines green marketing is part and parcel of the overall corporate strategy (Elemeen, 2015) [13].

Elkington defines green consumer as the person who avoids the products that are likely to endanger the health of the consumer or others, significant damage to the manufacturing products, consume a disproportionate amount of energy, unnecessary wastage, use materials derived from threatened species or environments, involve unnecessary use of or cruelty to animals and adversely affect the other countries (Boztepe, 2012) [8].

Based on a review of the literature on the subject, Polonsky (1994) has recognized several possible reasons for companies for adopting green marketing. Green makes Business as Sense. Green marketing is view as to achieve the organization’s objectives (Singh S. P., 2008) [48].

According to the consumption report of the European Union, it is found that only ten percent of the total consumers recognize the natural product or green energy labels on the products sold in the supermarkets in European countries. Although the companies in our country developed with significant speed in terms of the environment, it is impossible for us to say that we have reached the same level regarding consumer sensitivity. In the western implementations environmental awareness like “green policy” in business organisations are reflected in the business as result in the environment awareness of the consumers (Hemantha) [18].

Meaning and definition

As per Mr. J. Polonsky, green marketing can be defined as, "All activities designed to generate and facilitate any exchange intended to satisfy human needs or wants such that satisfying of these needs and wants occur with minimal detrimental input on the national environment."

The "Green Marketing" is a holistic marketing concept which creates a broad range of activities, where the manufacturing, promotion, utilization and disposal of products and services happen in a way that is less harmful to the environment and society.

According to the American Marketing Association, inexperienced advertising and marketing is the advertising and marketing of products which are presumed to be environmentally secured. The inexperienced advertising consists of a huge variety of activities, together with product notification, adjustments to the production procedure, packaging modifications, as well as enhancing marketing. Other comparable phrases used are Environmental Marketing and Ecological Marketing.

Evolution of green marketing

The inexperienced advertising has been development over a period of time. According to peattie, the evolution of inexperienced advertising has three stages. First segment was termed as "Ecological" green marketing throughout this period all the advertising activities involved about the surroundings troubles and to provide the remedial measures to those problems. Second phase "Environmental" green marketing and the focus shifted to the clean technology that involved in developing new products, which can be take care of pollution and waste issues. Third phase was "Sustainable" green marketing it come into prominence in the late 1990s and early 2000 (Chitra, 2015) [10].

Green code

G : Refers to generalizes with care. Consumer behaviour will not be in reliable across different product varieties, and particular market division may respond to certain issues on the green agenda but not others divisions.

R : Remembers, the strength of a portion of market research is not correlated to the degree to which it supports your preferred alternative.

E : Explores the situation from which market research data comes. It must be clear that which kind of samples to be used, the question should be asked with the customers, the way in which they response and the time and place from where the responses come.

E : Ensures that where market research is crossing the international boundary lines, that the conditions and elucidation remains consistent. Terms like 'environment', 'green' and 'conservation' do not always interpret exactly between languages.

N : Ensures neutrality is important. Ensure that when you raise questions to consumers, they can give any response without feeling guilty or uncomfortable, and ensures that your own assumption about the green are not encoded within the questions.

Lastly, the term 'green' in reference to a product or service can cover one or many of the above green terms. It's primarily used to refer the green consumerism as a whole (Aggarwal, 2014) [2].

By looking through the review of literature there are several suggested reasons for many organisation increased the use of green marketing. There are five reasons they are

- Many organisations observe that environmental marketing to be an opportunity that can be used to achieve the objective of the organisation.

- Organisation believes that they have a moral responsibility to be more socially responsible.
- Government forcing the firms to become more responsible
- Competition activities of the firms force the companies to change the environmental marketing activities.
- Cost of the products associated with the waste disposal or reductions in material usage force firms to modify their behaviour (Bhalerao, 2014) [7].

Challenges in green marketing

There are large numbers of challenges in the field of green marketing which may be as follows

Need for standardization of the products

It has been known that a very few points from green movement is true and it reflect the practical things that can be follow in daily life. There is no yard stick to measure the green product is an organic product.

New notion

The consumers are from all the areas and they are gradually creating awareness about the green products. But for many people it is a new concept in the market. For each and every individual it is very important to educate the people to know that how we are fading our environment. The Indian aurvedic heritage can help them to boost the green products sales in the market.

Long gestation period require patience perseverance

It has been observed that the investors and corporate should think about the environment as a long term investment opportunity. It is because of the projects related to the green products that have a long period to get the desired results (Singh S., 2012) [47].

Eight keys to successful green marketing

There are many ways to implement the Green marketing in a successful way. Green marketing is not just a tag line, it is a marketing strategy that can help you to get more customers and make more profit. To get more and more customers we should do it in a correct manner. To do the green marketing effective we should do the following things. They are

- Being Genuine
- Educating your customers
- Giving your customers an opportunity to participate
- Know your customer
- Empower consumers
- Be transparent
- Reassure the buyer
- Consider your pricing

The 4 green P's

- **Green Product:** The characteristic of green products are energy saving, organic in nature etc. This results in the reduction in resource consumption and pollution.
- **Green Price:** Many customers are ready to pay additional value if the products have a good value in the market.
- **Green Place:** The main aim is to reduce the carbon footprint in the way of logistics to cut down the transport.
- **Green Promotion:** It places a relationship between a product and environment to promote green life style and it shows a corporate image of environment responsibility.

Eco-labelling

It provides information regarding the environmental performance of the products. The main objective of the eco labelling is to provide certification to real claim about the environmental impact of products and process by manufacturers. The government of India announced the eco mark label scheme since 1981. The main objectives of the scheme are

- It provides incentives to manufacturers and importers to reduce the unfavourable environmental impact of the products.
- To appreciate the real initiatives taken by the companies to reduce the undesirable impact of environmental impact of products.
- To support the consumers to become environmentally responsible in their daily lives.
- To encourage the peoples to purchase the products which have less environment impact.

Eco labelling scheme's in India

The Ministry of Environment and Forests of the Government of India has prescribed the criteria for products as follows.

- The green products that reduces the pollution comparable than the other products.
- The Green products can be recycled or recyclable but other products cannot.
- The Green products contribute in the reduction of environmental health problems.
- The Green products fulfil the laws, standards and regulations pertaining the environment.
- The price of the Green products is not so much high than the normal products.

Eco-labelling leads to

- It improves the image and sales of the products.
- Consumer's awareness should be created about the products which creates more environment damages.
- It resembles the products that meet the equal vent standard of BIS.
- The material which is used for packaging can be recyclable.
- The manufactures should give the detailed instructions to the customers for the usage (Anand, Sharma, & Khanna, 2014) [6].

Green marketing tools

Tools like eco-label, eco-brand and environmental advertisement will make the thinking easier and it also increase the awareness of green products quality and characteristics. The outcome will guide the consumers into purchasing eco-friendly products. These tools play an essential role in altering consumer purchasing behaviour to buy the eco-friendly products.

According to Hartmann and Ibanez green marketing generally focuses on the efficiency of cognitive persuasion strategies, and believes that the consumer's high involvement concerning environmental issues is an effect of growing environmental knowledge (Delafrooz, Taleghani, & Nouri, 2014) [11].

Stanton and Futrell define green or environmental marketing as 'actions intended to replace current needs and wants with minimal harmful impact on our environment'.

Ginsberg and Bloom claim that there is no single marketing

tool that would be appropriate for all firms. Rather, strategies should be different based on different markets and the degree of consumer concern on the environment (Shah & Pillai, 2012) [46].

Benefits of green marketing

Nowadays technology improves there are lot of products have been introduced in the market because of the consumers. Now they are realizing about the environment. Therefore an organisation shares the consumers thinking and goes on respecting their values by reducing the production of goods which creates harmful to the environment. There are lot of advantages that companies face if they ever decide to go green. The advantages are

- The employees conceitedly and gladly work for the companies that are environmentally responsible, in other words workers would be motivated by the organisation to put their potential efforts in all the tasks they do.
- In each and every business expenses will be more in the starting stage but after few years it tends to save the money in the long term.
- New innovations or new product give the company an opportunity to acquire new market for their product and services by keeping the environment concerns in the considerations.
- It guarantees the company for long term development and supported for the profit.
- Producers get right of entry to new markets and gain an advantage over competitors.
- Producers can accuse a premium on products that are seen as more eco-responsible.
- Organisation that started to adopt the green marketing is supposed to be more socially responsible.
- Green advertising builds brand equity and wins the brand loyalty among customers.

We can say green product is an ecological or environment friendly product. According to Shamdasami green product will not spoil the earth or criticize scarce resources they will be recycled or conserved. Nowadays the business man become conscious about the environment and it also creates matter of competition in market.

The products having any of the following features can be called as green product. They are

- The products that can be recyclable, environment friendly and refillable.
- The products covering or recover nontoxic biochemical and safe for the consumption.
- The products which do not damage or contaminate the environment.
- The products which is not experimented for first time on animal.

Conclusion

As far as green marketing concern the consumers strongly expressed that they are familiar with green brand products and they are keen on buying the products. At present situation it is difficult to transform from regular marketing to green market but the consumers realize the importance of green products. It shows that there is a positive sign for the environment and for the business also. Green marketing is a good way to the producers for selling their products but it should be done in a good way. The organisation cannot lead the green marketing

revolution unless the consumer get involved in thinking of green is better. Loving the nature is the one way to save the planet earth. Saving fuel, water, resources, it's all in the hands of human beings.

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