

## Green Marketing in India: The Needs and Challenges

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### **Abstract**

Cautious approach towards scarce natural resources and ever precious environment is the crucial step to be taken by the developing countries like India. Fast pace movements towards industrialization and following policies like 'Make in India' and intensifying consumer awareness for health, safety and environment friendly society are pushing the marketers to start practicing the green marketing to position the companies as eco-friendly. In this paper an attempt has been made to highlight the factors those influence the need and challenges of practicing green marketing by retailers in India. A study has been conducted on sample size of 70 respondent retailers those are selected through convenient sampling in Sangrur district area. Data is analyzed using various statistical tools such as central tendency, mean, standard deviation and factor analysis to get insight the most and least influential factors those arises need of green marketing to the retailers.

**Keywords:** *Green Marketing, Environment, Retail in India*

### **Introduction**

India is a growing economy and has the soundest market for the marketers because of its large consumer base and their purchasing power. Indian economy has made tremendous efforts after independence to reach this developing phase. But on this path of development and in the efforts to establish the industry in India, we used our treasure, the natural resources and environment without caring about future; which has lead and is constantly leading to degrading quality of environment and health of the human beings. Hence, reaching out to maximum people while utilizing the scarce resources efficiently without waste and simultaneously achieving the organization's goals; foregrounds the need of green marketing. Even the consumer of today wants the marketers and organizations to focus on improving the marketing practices to make green society by opting green marketing. And as a result, the concept of green marketing is emerging very fast in India.

Green Marketing means to focus on sustainable development with socially and environmentally preferable products and services and to design 4P's according to green marketing. According to the American Marketing Association, "Green Marketing is the marketing of products that are presumed to be environmentally safe". Green marketing can be applicable to every type of organization, to various types of offering to the consumer, to wider range of activities and from production to distribution to consumer. That means green marketing is influencing the every link of distribution from manufacturer to wholesaler to retailer to consumer. But in this paper an attempt has been made to investigate the most influencing factors those are forcing retailers to opt green marketing towards end users for consumption where from various prior studies number of variables has been observed those are pushing the retailers towards green marketing.

### **Rationale of the Study**

Degrading environment and health of Indians after reaching so far on the path of development, establishing industries and consumer preference for green society has compelled the researchers to study the concept of green marketing in depth.

Green marketing focuses on enhancing the efforts to achieve success in making India a green market for consumers. And this is the reason behind the focus on this paper.

### **Objectives of the Study**

1. To determine factors those promote the need of green marketing in retail in Sangrur district.
2. To find the most and least influential factors among those promote the need of green marketing in retail in India.
3. To identify the determinants making green marketing a challenge for retailers in Sangrur district.

### **Research Methodology**

\* **Research Type:** Descriptive Research

\* **Type of Data/Data Source used:** The present study is based on **secondary data** and **primary data**. Basically, the first hand required information has been derived from questionnaire where 5 point Likert scale has been used; in which strongly agree scaled at point 1 and strongly disagree scaled at point 5. Beside that secondary data is collected from various books, articles from Newspapers, Magazines and Journals and from the various related web-sites which deal directly or indirectly with the topics related to marketing and the Indian retail Industry.

\* **Tools/Techniques:** After searching the important websites, relevant information was downloaded and response of 70 retailers of the selected area was collected then edited and analyzed by using statistical tools such as mean, standard deviation, percentage etc and factor analysis to address the objectives of present study.

### **Review of Literature**

Karna, J., Hansen, E. & Juslin, H. (2003) interpreted that marketers are the required actual part in implementing green marketing to achieve competitive advantage.

According to M. J. Polonsky and P. J. Rosenberger (2011), environmental marketing, more popularly known as green marketing means a marketing effort by a company for sustainable development by designing and making strategy 4P's in such a manner which promotes environmental protection. Green marketing has be defined by them as, "All activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment". Because of various reasons like government pressure, changing consumer preferences and awareness firms are compelled to show eco-friendly behavior.

Maruthi Ram, Vinish (2015) Environment is changing at pace and its duty of both business and consumers to sustain this ever precious natural ecological system. According to him, retailers have that competitive position while playing a link between the all the channels involve to the

distribution to the consumer and can influence them all to take care of environment by creating collaboration. Green retailing has already assumed immense importance in the country. Media, NGOs and Government will have to play an active role in bring the situation into control and take appropriate actions at right time.

Kumar (2015) In his study findings stressed that marketers need to put emphasis on green products as consumers are attracted towards green products even ready to pay premium price but the difficulties taking them back is the right education and insufficient researches based on the concept like green marketing.

### **Data Analysis and Interpretation**

The escalating environment problems worldwide so as in India make the concept of green marketing very popular in the business world. Major environmental issues degradable environment, resources depletion, endanger species, new claiming illness are signaling danger alarms to the retailer that this the high time to improve and to take major steps to protect our environment.

### **Influencing Factors Promoting the Need of Green Marketing to the Retailers in India**

Before analyzing the factors influencing retailers in selected area, it is necessary to understand the various variables promoting the retailers to focus on green marketing. To do this, I have designed the questionnaire and collected the responses on a five point scale. Based on the ground reality that each individual is different in regard to their response towards pro-environment, and that the number of variables used in this research is quite extensive, an exploratory factor analysis was used to simplify the interpretation of the variables. Factor analysis method has been used to derive the results.

In order to carry out the factor analysis, the principal components method was used to extract the factors. The variables were grouped into six factors and, all together, account for 73.56per cent of the total variance. In order to facilitate the understanding and interpretation of the results, the factors were rotated using the Varimax method. The description of the factors is shown in Table 01.

**Table 01:- Factor Influencing Retailers the Need of Green Marketing**

<b>Sr. No.</b>	<b>Factors</b>	<b>Variables</b>
1	Push factors/ Socially active and aware consumers	Consumer awareness, Consumer perception, Peer pressure, Social recognition, Active social media
2	Industrial	Competition, Competitive advantage, Sustainable growth, Scarce resources, Degrading environment
3	Personal Awareness	Increasing pollution, Sense of responsibility, Deteriorating health status
4	Moral Responsibilities of the Firm	Corporate social responsibility, Business ethics towards environment
5	Green Branding	Eco-friendly image, To come as Green brand
6	Legislative factors	Govt. Policies and Incentives

### **Importance of Various Factors Affecting Green Marketing in India**

As clear from Table 01, it has been observed there are total 06 influential factors those are promoting the need of green marketing by retailers. To understand the importance of each factor as per respondents rating we have calculated the mean values of all the 06 factors and standard deviation.

**Table 02:- Importance of Factors Affecting Green Marketing**

<b>Sr. No.</b>	<b>Factors</b>	<b>Mean</b>	<b>Standard Deviation</b>
1	Personal Awareness	4.28	1.00
2	Push factor/ Socially active and aware consumers	2.85	0.99
3	Legislative factors	-1.43	0.98
4	Moral Responsibilities of the Firm	-2.85	0.95
5	Green Branding	-2.86	0.97
6	Industrial competitiveness	-5.71	0.99

It is clear from the above table that personal awareness is the most important factor while push factor is the second important factor legislative factors are the third important factor and industrial factor is the least important factor followed by green branding and moral responsibility of the firm.

### **The Challenges in Practicing Green Marketing**

Major challenges which the practicality of Green marketing has to face are:

**Lack of right education:** Lack of marketing professionals and bifurcation of consumer base into the urban and rural consumer is the reason that the Indian consumer is still not fully aware of the concept and benefits of green marketing.

**Expensive implementation:** To implement green marketing industrialists need new promotional methods, technologies for recycling and reusing waste and used material. Hence, green marketing is an expensive approach in itself.

**Organizational overhaul:** To establish a green industry, every organization has to undergo a complete overhaul. It has to start everything from the scratch; plan and develop new policies and framework, sensitive in store-staff, segmentation of consumer based on preference towards green product.

**Lack of motivation among others key factors:** Collaborations of retailers is required with all the stakeholders involved. But they would be equivalent desired is always questionable. For example consumer wants to be eco friendly but less motivated to pay extra for this. And retailers have to pay incentives to boost the morale of suppliers, producer, distributors and consumers to be a part of this green marketing.

## Findings & Conclusion

From the study we concluded six major factors such as push factor, industrial factors, and personal awareness of retailers towards environment, moral responsibilities of the business firm and various rules & regulation raising pressure on retailers to practice green branding. Self awareness of the retailers itself and industrial competitive factor are the most and least influential factor among derived factors.

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