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Abstract— These days, green marketing is very popular in the corporate sector. Remarketing and packaging of current items that fit these requirements have already started under this plan. Organizations dedicated to green marketing development have made it possible for companies to co-brand their goods under a certain line. However, some have overlooked other factors and overemphasized environmental friendliness. Businesses can now co-brand their products on a given line because of to green marketing development organizations; yet, some have praised environmental friendliness while disregarding others. This article delves into the notion of green marketing and examines the obstacles and prospects faced by companies who implement it. The article concludes that green marketing is still in demand and provides an explanation for why businesses implement it. Green items are generally understood to be recyclable and environmentally or ecologically friendly. That being said, individual perspectives regarding eco-friendly items may differ. This essay discusses the differences between conventional and green marketing as well as green marketing strategies and golden guidelines. Consequently, a new market dubbed the "green market" has emerged as a result of

the introduction of green products. Finally, discusses the nature of sustainable development and green marketing while outlining its advantages and disadvantages.

Keywords—*Green product, Eco-friendly, Environmental Safe, development.*

Introduction

Early in the 1990s, the term "green marketing" gained popularity. There are also two other terms that are used synonymously: environmental marketing and environmental marketing. The American Marketing Association (AMA) held the inaugural workshop on "Ecological Marketing" in 1975. The materials from the workshop were published as "Ecological Marketing," which was among the first publications about green marketing. Thus, changing the product, altering the packaging, changing the production process, and modifying advertising are all part of green marketing. Conversely, the term "green marketing" is hard to define because it has several contradictory and overlapping connotations. First, the rise of green marketing can be attributed to a number of environmental factors. The promotion of environmentally friendly products is known as green marketing, according to the American Marketing Association. Modifications to the production process, packaging, advertising, and product editing are all included in the broad category of green marketing efforts. The process of getting rid of goods, products, and services in a way that has less of an adverse effect on the environment, global warming, non-biodegradable solid waste, and pollution effects is known as green marketing.

That's why "green marketing" as an idea is feasible. Encouraging policies, programs, and actions that support environmental protection are included in this category. Furthermore, it relates to the broader marketing idea of creating, marketing, using, and discarding goods and services that are less detrimental to the environment in terms of pollution, global warming, and non-biodegradable solid waste. When it comes to the necessity of making the transition to green products and services, consumers and marketers are first becoming aware of this. Moving toward a more "green" lifestyle may appear expensive initially, but it will ultimately pay off and save money.

Customers and marketers are increasingly more receptive to switching to green goods and services as a result of increased awareness of such issues. A common misconception is that green marketing only pertains to endorsing and advertising environmentally conscious items. Phosphate-free, recyclable, refillable, ozone-friendly, and environmentally friendly products are frequently linked to green marketing. In 1993, Pride & Farrell Alternative and sustainable marketing, as well as green marketing, describe a company's efforts to create, sell, charge, and distribute environmentally friendly products.

Review of the Literature

Muthusamy, S., and Priyadharshini, J. (2017) One particularly effective marketing tactic is green marketing. It describes the strategy of pitching goods and services according to how much better they are for the environment. In 2017, Manjunath, G. and Manjunath, D. G. The term "green marketing" describes a comprehensive marketing approach in which goods and services are produced, marketed, consumed, and disposed of in a way that is less harmful to the environment. Most customers have come to understand that their actions have an immediate effect on the environment over time.

S. Baral (2019) In the contemporary market, green marketing has become a significant phenomena. It has gained traction in India and other emerging and developed nations, and it is regarded as a key tactic for promoting sustainable development. Chugan, P. K., and Patel, C. (2016) Businesses are now more focused on green marketing thanks in part to green consumerism. India's construction and infrastructure

sector is the country's fastest-growing industry overall and the main source of greenhouse gas emissions worldwide. The idea of "green buildings" has changed in order to limit the damage this business causes to the environment.

According to Donaldson's (2005) research, there has been an overall favorable shift in consumer attitudes towards the environment in Great Britain. The study found that the primary reasons why customers were unable to articulate their worries beyond environmental issues in their behavior were their strong brand loyalty to well-known businesses and their apathetic conduct toward "green" claims. By analyzing the environmental behavior of Jordanian customers, Alasmadi (2007) shown a high degree of environmental awareness. However, as these customers firmly believe in traditional items and have little faith in green advertising, this favorable trend and desire for "green" products unfortunately did not influence the ultimate decision. The aforementioned limitations have been reinforced by the fact that many firms lack environmental accountability and that expensive single-product purchases frequently come with a cursory evaluation of environmental responsibility. Other investigations have shown evidence of a similar phenomena (Ottman, 2004; Donaldson, 2005; Cleveland et al., 2005).

Research Methodology

The exploratory nature of the research is centered on reputable sources such as websites, newspapers, journals, and literary reviews. The goal of green marketing is to draw attention to products that are more environmentally friendly than others. Several product changes are part of green marketing.

adjustments to the process and packaging. Initially presented at the 1975 'Ecological Marketing' seminar of the American Marketing Association (AMA), "green marketing" gradually found its way into publications. The phrase "green marketing" gained popularity in the late 1980s and early 1990s. According to Petty (2001), the development of green marketing has gone through three stages:

- a) The initial stage of green marketing is referred to as "ecological" marketing, and all marketing initiatives undertaken during this time support environmental causes and offer answers to environmental difficulties.
- b) Clean technology and "environmental" green marketing are the main topics of the second phase. Encompassing the creation of novel, cutting-edge goods that tackle waste and pollution problems.
- c) Green marketing that is "sustainable" is the third phase. It has to do with how high-quality products were developed in response to customer demands in the late 1990s and early 2000s by emphasizing affordability, convenience, performance, and quality in an eco-friendly way.

Ultimately, green marketing presents opportunities for business growth and development. Modifications to business or production processes can save money in the long run, even though they may result in initial costs. For example, installing solar power is an investment in the future. energy conservation.

Putting a focus on environmental effects helps businesses expand into new markets, increase profits, and gain a competitive advantage over those who support less environmentally friendly options. An examination of the literature yields several proposed reasons for why

Green marketing is being used by companies more and more. Here are five possible theories that could apply:

1. Green marketing is regarded as a chance for businesses to accomplish their objectives.
2. Businesses believe they have a moral duty to take a more socially conscious stance.

3. Government agencies are putting increased pressure on businesses to adapt
4. Businesses could have to modify their actions due to expenses associated with disposing of waste or reducing material consumption.
5. Businesses could face pressure to modify their environmental marketing strategies due to the environmental actions of their rivals.

Opportunities for Green Marketing in India:

The growing green consumer space has emerged in the ever-changing environment of consumer preferences become a crucial target market for environmentally conscious manufacturers. In order to effectively connect with Given the awareness of Indian consumers, a comprehensive strategy that includes strategic placement, awareness of social issues, local differences, celebrity endorsements, and digital participation Positioning green products as beneficial to both individual health and wellness and the environment is an effective marketing tactic. The research of Kumar and Sadhukhan (2020) emphasizes how purchasing decisions can be greatly influenced by this alignment with personal wellness. Indian consumers find it very appealing when food goods, in particular, emphasize organic qualities and nutritional worth. The relationship between personal health and sustainability provides a compelling story that can increase consumers' perceptions of the value of green products.

Additionally as enhancers of individual health and wellness. The research of Kumar and Sadhukhan (2020) emphasizes how purchasing decisions can be greatly influenced by this alignment with personal wellness. Especially when it comes to food products, highlighting nutritional value Its organic qualities are highly appealing to Indian customers. The relationship between personal health and sustainability offers a compelling story that can increase consumers' perceptions of the value of green products.

Beyond the benefits to the individual, marketing green consumption as a means of achieving positive social impact gives marketers another way to reach Indian consumers. This strategy appeals to the Indian society's deeply embedded collectivistic beliefs (Rajul & Panda, 2021).

By emphasizing the positive impact that buying eco-friendly products can have on relevant causes and local communities, marketers may establish a strong emotional bond with consumers who are becoming more aware of their place in society. This promotes responsibility in addition to being in line with Indian consumers' firmly held beliefs, which in turn builds brand loyalty and a favorable impression.

In a nation as diverse as India, the significance of regional and cultural marketing cannot be emphasized. According to Hasan and Mishra (2020), businesses must modify their language, visuals, and emotional appeals in accordance with local quirks and cultural norms. This regional method increases reliability while simultaneously ensuring cultural sensitivity. Through connecting with the distinct cultural fabric of various locations, green brands may create a more genuine relationship with customers, building a sense of familiarity and trust. Influencer marketing is a powerful tool for expanding the reach and reputation of green products, especially when it involves celebrity endorsements. Consumer opinions can be influenced and swayed by reliable celebrities and influencers who genuinely care about environmental problems.

purchasing choices (Farooq & Sajjad, 2020). Celebrity endorsements are powerful not only because of their extensive reach but also because of their capacity to humanize sustainability, making it more approachable and desirable for the general public. Using influencers who share the goals of sustainable living can be a very effective way to increase public awareness and encourage the use of green products.

Challenges Facing Green Marketing in India

Green marketers confront many opportunities in the ever-changing Indian consumer market, but they also face complex difficulties that need for sophisticated approaches. One of the main obstacles is the uncertainty that surrounds customers when they encounter a abundance of environmentally friendly claims, from "natural" and "eco-friendly" to "organic" and "non-toxic." These phrases' vagueness poses a discernment problem, making it difficult for customers to distinguish between rival brands (Sajjad & Farooq, 2020). Stricter laws and the creation of uniform labeling requirements are urgently needed to get through this maze. Standardizing these words can help customers understand them better and make more educated, self-assured decisions.

The future of green marketing in India is clouded by affordability issues in addition to the confusion surrounding terminology. Customers are becoming less prepared to pay significant premiums for sustainable items as they exhibit a strong price sensitivity. Here, effectiveness is crucial. The dissemination of practical advantages and the execution of tactical marketing initiatives to augment accessibility while maintaining the sustainability factor (Rajul & Panda, 2021). It's imperative to create a balance between value and sustainability in order to appeal to Indian consumers who are cost-conscious.

Furthermore, even with customers becoming more environmentally conscious, unaided recall for green companies is still fairly low. The difficult part is translating optimistic thinking into concrete deeds. It becomes clear that consistent and targeted marketing communication is essential to enhancing and preserving recall and visibility (Hasan & Mishra, 2020). This calls for an all-encompassing strategy that incorporates immersive brand experiences and educational efforts in addition to infrequent advertisements to ingrain green principles in the minds of consumers.

The intricate distribution networks seen in India's retail sector make things more difficult for green marketers. The retail industry's fragmented structure, especially the ubiquity of small stores, makes it difficult to preserve the integrity of a green supply chain. Strategic alliances with up-and-coming metro area retail businesses offer a potential way to overcome this. But as the green market becomes more competitive, the threat of greenwashing increases. Some businesses may fabricate or overstate their green credentials in an attempt to gain a competitive advantage without making significant changes to their operations or output.

Strict audits and certifications must be implemented in order to counter this. These strategies not only discourage greenwashing but also demonstrate a brand's dedication to genuineness, building consumer confidence (Kumar & Sadhukhan, 2020). The key problem of scaling sustainably is striking a careful balance between mass manufacturing and green ideals. It is vital for both established and growing firms to allocate substantial resources towards process innovation. This means rethinking Production and distribution procedures to satisfy the needs of India's budget-conscious consumer market while adhering to environmental ideals. Reaching economies of scale without sacrificing the core principles of green practices is the difficult part.

Although Indian consumers are beginning to accept green products more and more, there are still several obstacles in the way of a general adoption of green products. Green marketing tactics need to go beyond traditional methods, overcoming obstacles to perception with subtle messages and affordability concerns while being on the lookout for green washing traps. The success of green marketers in India

will depend on their ability to stay aware of the always changing interplay between consumer preferences, legal frameworks, and technological improvements.

Environmental and Energy Law

With the urgent need for environmental sustainability, recent legal trends have increasingly focused on environmental and energy law. Topics for exploration include the transition to renewable energy sources, legal strategies for reducing carbon footprints, and the enforcement of international environmental agreements like the Paris Accord. Law students could also investigate the legal aspects of green technology patents and their role in promoting eco-friendly innovations.

CONCLUSION

Green marketing is one strategy to save the environment for future generations. It's not an easy concept. The business must plan before determining whether this is even somewhat possible. Green marketing needs to be enhanced because it is still in its infancy.

Although it might not be possible in the immediate future, green marketing will eventually help the business. Green marketing is still relatively new in Indian company. Rather than being viewed as merely another marketing tactic, green marketing should be actively sought since it takes social and environmental concerns into account. For commodities like paper, metal, plastic, etc., recycling needs to be more coordinated and broad in order to be safe and advantageous for the environment.

Lightbulbs and other electrical devices that use less energy are already commonplace.

Furthermore, consumers in the Indian market are willing to pay extra for products that are friendly to the environment. The fact that present consumption levels are high and unpredictable must be emphasized.

Therefore, there is a need for both a movement in consumer attitudes and behavior toward eco-friendly living as well as for green marketing. In the end, if consumers want a better society, they should be willing to spend more for environmentally friendly items, despite the fact that they may require a change in personal behavior. It will be difficult for solo businesses to lead the green marketing revolution until this happens. A company that is concerned about the environment can require its suppliers to produce things with less of an adverse effect on the environment.

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