

# Green Marketing in India: Role and Challenges

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## Abstract:

Today the whole world is sitting on the landfill of environmental pollution. Everyone is very concerned about the harm caused by environmental pollution. Considering the concern of every person, traders in India not only expressed their concern about environmental pollution but also started making their products in such a way that they do not harm the environment in any way. Along with this, efforts are being made to make the packaging of many products in India eco-friendly. Along with this, the Government of India is trying to make people aware of the danger of environmental pollution. Traders in India are adding greenery i.e. such green items in their marketing so that people's attention can be attracted to it. This type of marketing is known as green marketing or eco marketing. This type of marketing in India has yielded very good results. Environmental awareness has also increased among the people. People have started taking interest in green marketing. This research paper has been written to study the role and challenges of green marketing in India.

**Keywords:** Green Goods, Green Marketing, Eco Marketing, Environmental Pollution, Eco Friendly

## Data Collection Method Used for Research:

Data for the research paper has been collected from books, websites and newspapers.

## Objective of Research:

- 1) To study the role of green marketing in India.
- 2) To study the challenges of green marketing in India.
- 3) To find out current scenario of green marketing in India.

## Introduction:

Green marketing was born between the 1980s and 1990s when industries began to express their concern about increasing environmental pollution. Green markets have become one of the most popular ways of doing business today, given the ever-increasing environmental conditions that have since been impacted by the deteriorating climate change. With the campaign of green marketing, companies of various products show their interest to save the environment and also show their efforts for environmental protection.

Green marketing is unique marketing in itself. In this type of marketing, the products are promoted among the people based on their environmental benefits. The main purpose of using the word green is that the products are produced without causing any harm to the environment and the material and packaging of those products are also environmentally friendly.

Green marketing is this type of eco-friendly marketing, where products and services are promoted based on their environmental benefits. Green marketing can also be defined as the marketing of eco-friendly products i.e. eco-friendly products. Which is not harmful to the environment and they are produced using eco-friendly production processes.

Green marketing is not just limited to advertising to attract customers, but it includes many important things such as producing eco-friendly products, using sustainable business practices, using eco-friendly packaging, and marketing campaigns. Creating that promotes environmental protection. Due to all these changes, green marketing becomes expensive marketing. Despite this, green marketing can prove to be beneficial for the company and can also provide a competitive edge over the competitors. The reason for this is that in today's era, most people have become very aware of the environment and they are becoming concerned about the damage caused to the environment. That's why such people like to buy eco-friendly

products more. Are also ready to pay a little more to buy eco-friendly products. Green marketing is the right choice for marketing for an organization and it also has many benefits.

### **The Study of the Role and Challenges of Green Marketing in India:**

#### **The Role of Green Marketing in India:**

The first and most important benefit of green marketing in India is that the reputation of the company or organization is increasing. Any organization or company needs a good image to earn good profits in the long run. A company not only attracts more and more customers in the market with its positive attitude but also attracts business partners with its increasing credibility. Due to the cost of green marketing, not every company in India can afford to adopt this marketing. Therefore, to take advantage of this, the number of competitors of the company which is moving ahead in the path of green marketing is very less. Choosing an eco-friendly green marketing method may be costly in the beginning but it has proved to be profitable marketing in the long run. The main reason for this is that in the present time more and more people are preferring eco-friendly products and in the coming time the number of such people in India is likely to increase quadruple day by day.

Green marketing in India is opening new market doors for any organization or company. To produce and sell green products, companies have to change the production process of their products, and the materials used in the production have to be changed to make them environmentally friendly. Apart from this, its packaging also has to be made eco-friendly. Greenmarket is a new market with less competition. Where Indian businessmen are getting an opportunity to enter new markets using green marketing.

It costs more to manufacture eco-friendly products in India. For this, the businessman has to keep the rates of his product high. Along with this, it is also necessary to keep in mind that the quality of its product should be very good. With this, people who want to buy eco-friendly materials do not hesitate to pay a little more money. In the beginning, it may take some time to recover the cost of the goods made with an eco-friendly system but after a time businessmen can get ahead of their competitors because people are facing the danger of environmental pollution and prefer to buy only eco-friendly products. And the number of such people is increasing day by day.

By adopting green marketing, there is a need to make the production process afresh and make changes in the raw material of your product in the form of eco-friendly material, then it allows making Indian product innovation.

You are not only getting the benefit of earning money from green marketing, but you are also earning the benefit of protecting the environment from it. Today you are not only doing human service by protecting the environment and at the same time you are also doing a great job for the coming generations. Green marketing is having a positive impact on the environment and the health of individuals. Due to green marketing in India, people are preferring to buy pure products. Green marketing is minimizing the use of plastic and plastic products. Herbal products are being promoted due to green marketing in India and their popularity is also increasing rapidly. Green marketing has been having an impact on the market as well as it is also affecting agriculture. Farmers are using organic fertilizers instead of chemical fertilizers in the fields. There is no harm to the environment due to the recycling of the goods after use in the green market for packing etc. Measures to control environmental pollution are gaining importance.

#### **The Challenges of Green Marketing in India:**

Green marketing is a new idea i.e., a new concept in India. People are not able to understand this concept quickly. It will take some time to understand and explain this. When people will come to know about the benefits of this green marketing and the benefits to the environment, then this concept will start becoming popular among the people and only then the benefits of green marketing will start getting. The kind of recyclable and renewable materials that green products require are very expensive. Not every company or product manufacturer can use it. Green marketing is not getting full support from established industries. People are not ready to pay the cost of more expenditure on green marketing. Most of the people of India are more attracted to foreign products. Research and development of green marketing i.e., research and development require huge investment. The production of herbal products is not given importance by

most companies. People in India are unaware of the importance of green marketing and people do not even want to know about it because they do not care about environmental pollution. Water purification technology i.e., water treatment technology is also expensive. There is a big problem with people ignoring green marketing.

## Conclusion:

Green marketing takes time to set up. Recycling is one of the best strategies to impact the cost of green marketing. Many big companies adopt this strategy and they are successful today. Not only this, but these companies also have a good reputation among the customers. For green marketing, the company should pay special attention to its packaging. In today's time when most people order goods online. In this, companies should use eco-friendly packaging. This will reduce the use of carbon-emitting plastics and packaging made of plastic. Those doing green marketing will have to make efforts differently from those doing other businesses. They also have to take some risks among the customers. All kinds of information will have to be given between them. At the same time, to build your credibility, you have to be completely honest and also adopt transparency in each of your strategies. Green marketing includes a wide range of activities, including product modification, production process changes, packaging changes, as well as modifying advertising. Green marketing refers to the process of selling products and/or services based on their environmental benefits. Such a product or service may itself be environmentally friendly or may be produced and/or packaged in an environmentally friendly manner. With green marketing, we can make our earth healthy and beautiful. If we do not adopt green marketing, then we will not be able to provide a safe place to live neither for ourselves nor for the generations to come.

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