

15. Rural Green Marketing: Challenges and Opportunities in India

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Abstract

This study has been conducted on the basis of green marketing challenges and opportunities in rural India. Even though no consumer product has a zero effect on the environment in production the requisites green product and environmental product are used commonly to depict those that attempt to save from harm or improve the natural environment by conserving energy and/or resources and sinking or eliminating use of toxic agents, pollution, and waste .Green marketing is the marketing of products or services that are hypothetically supposed to be environmentally safe. This thought has enabled for the re-marketing and packaging of existing products which formerly based to such strategy. Moreover, the development of Green marketing has opened the door of opportunity for companies to co-brand their products into divide line, lauding the green-friendliness of some while ignoring that of others. Such Marketing process will be explained as a direct result run in the minds of the Rural Consumer. As a result of this markets have increased their rate of positioning and targeting of rural consumers who are nervous about the environment. These same consumers through their anxiety are developing in integrating environmental issues into their purchasing decisions through their combination into the process and satisfied of the marketing strategy for whatever product may be required for rural consumers. This paper explains how markets have enlarged their opportunities of green marketing in rural India and why companies are adopting future of green marketing. This paper identifies challenges which are important to keep away from green marketing myopia and explain the innovative technique of green marketing in rural India.

Keywords: Rural Green Product, Environmentally safe of rural market, opportunities and challenges of Green Marketing.

Full Text:**1. Introduction**

Green Marketing refers to holistic marketing thought wherein the production, marketing utilization and disposal of products and services occur in a manner that is less harmful to the environment with increasing awareness about the implications of global warming, non-biodegradable solid waste, harmful contact of pollutants etc. consumers are becoming more and more sensitive to the need for changing in to green products and services. While the moving to green may appear to be expensive in the short term, it will certainly prove to be necessary and valuable, cost-wise too, in the long run. There are number of attribute of green products; the products those are manufactured through green technology and that caused no environmental hazards are called green products. Endorsement of green technology and green products is necessary for protection of natural resources and development. We can characterize of green products by following measures: Products those are initially grown, Products those are ecological, reusable and green products with natural ingredients, Products containing recycled filling, non-toxic chemical, Products contents under permitted chemical, Products that do not damage or pollute the environment, Products that will not be knowledgeable on animals. There are number of problems occur with green marketing such as; The firms using green marketing must make sure that their activities are not confusing to consumers or industry, and do not violate any of the regulations or laws dealing with environmental marketing. It is found that only 5% of the marketing messages from green campaigns are completely true and there is a lack of consistency to validate these claims. There is no consistency to validate these claims such as Indians are educated and urban consumer is getting more aware about the merits of green products. But it is still a new thought for the ample. The consumer needs to be educated and made aware of the environmental threats; the investors and corporate companies need to view the environment as a major long-term investment occasion and the marketers need to look at the long-term benefits from this new green movement. It will require a lot of endurance and no direct results. The corporate should not expect huge benefit for implementing Green Marketing at once. Green marketing is focusing on customer reimbursement i.e. the primary cause why

Consumers buy certain products in the first place. If the green products are priced very high then again it will lose its market adequacy. (Marketing Myopia) etc., both marketers and consumers are becoming more and more sensitive to the need for changing in to green products and services. While the moving to green and may appear to be expensive in the short term. It will certainly prove to be necessary and valuable cost-wise in the long run. There are number of attribute of green products; the products those are manufactured through green technology and that caused no environmental hazards are called green products. Endorsement of green technology and green products is necessary for protection of natural resources and development. We can describe of green products by following measures: Products those are initially grown, Products those are ecological, reusable and environmental, Products with natural ingredients, Products containing recycled filling, non-toxic chemical, Products contents under permitted chemical, Products that do not damage or pollute the environment, Products that will not be experienced on animals. There are number of problems occur with green marketing such as; The firms using green marketing must make sure that their activities are not confusing to consumers or industry, and do not violate any of the regulations or laws dealing with environmental marketing. It is found that only 5% of the marketing messages from green campaigns are completely true and there is a lack of consistency to validate these claims. There is no consistency to validate these claims; Indians are educated and urban consumers are getting more aware about the qualities of green products. But it is still a new thought for the ample. The consumer needs to be sophisticated and made conscious of the environmental threats. The investors and corporate companies require viewing the environment as a major long-term investment occasion; the marketers need to look at the long-term benefits from this new green movement. It will require a lot of endurance and no direct results. The corporate should not expect huge benefit for implementing Green Marketing at once. Green marketing is focusing on customer profit i.e. the primary reason why Consumers buy definite products in the first place. If the green products are priced very high then again it will lose its market adequacy.

1.1 Green Marketing in India

In India, the concept of Green Marketing has been utilizing right from the use of biogas in the Villages to using environment-friendly products like bamboo furniture, CFL, etc. In fact, the Pottery made from earthenware and the use of traditional *Surahi* and *Matka* for drinking cool water Rather than the refrigerator is another motivating example. Utilize of steel utensils which is reusable, rather than disposable plates can also be viewed as a green initiative. The use of Coolers rather than air conditioners goes a long way in reducing the carbon footprint. However, these traditional items seem to be gradually losing their sheen, with more and more people Using modern gadgets and gizmos. According to Google report 2007 on a comparative basis and supplementary searches for green Marketing originated from India and any other country from International Journal of Research in Finance & Marketing. If companies are charging a premium for their product and many environmentally preferable Products cost more due to economies of scale and use of higher-quality ingredients, make sure that consumer can afford the premium and feel it's worth it. The rural marketers give their customers an Opportunity to participate this means personalizing the benefits of your environmentally friendly performance, usually through leasing the customers take part in positive environmental action.

1.2 Green Marketing Taken by Some Companies in India

Many companies in India are adopting green for capturing market opportunity of green Marketing. Listed below are examples of some Indian companies which have taken a green Initiative. This shows a loyalty of companies as a part of their corporate social liability or otherwise to do something valuable in this direction. Idea Cellular is implemented its national campaign "Use Mobile" and "Save Paper". The company Organized Green Pledge campaigns to save paper and trees. Idea decorated bus shelters with potted plants and tendril climbers to communicate the green message. Nokia's policy is to reduce the environmental impact of its products. It has taken the proposal to take back, recover useful materials and organize of waste in a manner that causes least harm to the environment. IBM is selling green solutions to corporate data centres where energy constraints and costs are limited their capability to grow with the undertake that the energy costs would

be reduced by Half. Wipro InfoTech (Green It) was India's first company to launch environment sociable Computer peripherals for the Indian market. Wipro has launched a new variety of desktops and laptops called Wipro Green ware. These products are RoHS (Restriction of Hazardous Substances) compliant thus reducing e-waste in the environment. Samsung offers a host of eco-friendly products. It was the first to launch eco-friendly Mobile handsets (made of renewable materials) – W510 and F268- in India. Tamil Nadu Newsprint and Papers Limited (TNPL) was awarded the Green Business Leadership Award in the pulp and paper sector for the year 2009-10, based on the EVI (Emergent Ventures of India) Green Business Survey conducted by Financial Express and Emergent Ventures of India. This was given in recognition of two clean development mechanism projects implemented by the EVI .There are number of Opportunities of green marketing in India, around 25 percent of the consumers prefer environmental-friendly products and appears that all types of consumers, both individual and industrial are suitable more concerned and aware about the natural situation. Firms marketing goods with environmental distinctiveness have realized an aggressive advantage over firms marketing non-environmentally accountable alternatives. There are many examples of firms who have strived to become more environmentally accountable in a challenge to better satisfy their consumer requirements. For Example the Surf Excel detergent and powder which saves water Social liability playing through many firms are starting to realize that they are members of the wider society and therefore must behave in an environmentally accountable fashion. This translates into firms that believe they must attain environmental objectives as well as profit associated objectives. This results in environmental issues being incorporated into the firm's corporate culture. Firms in this position can take two perspectives: 1) they can use the information that they are environmentally accountable as a marketing tool; or 2) they can become accountable without promoting this fact. The HSBC was the world's first bank to go carbon-neutral last year. Other examples consist of Coca-Cola which has invested in different recycling activities. Walt Disney World in Florida, US, has a widespread waste management program and infrastructure in place. There are number of governmental force of the companies such as; Governmental regulations connecting to green marketing are considered to save from harm consumers in

several ways, decrease production of risky goods or by-products, amend consumer and industry's use and/or utilization of risky goods, ensure that all types of consumers have the capability to assess the environmental composition of goods. These governmental systems are considered to control the amount of dangerous wastes produced by firms. Many products of production are controlled through the issuing of different environmental licenses, thus modifying organizational activities. In some cases governments try to encourage final consumers to become more liable. For example, some governments have introduced intended curb-side recycling programs, making it easier for consumers to take action sensibly. In other cases governments tax individuals who act in an irresponsible fashion. The Indian government has to industrial structure of legislations to decrease the production of risky goods. These are diminishing the industry's production and consumers' consumption of damaging goods, as well as those harmful to the environment; for example the prohibited of plastic bags in Mumbai, prohibition of smoking in community areas etc.

1.3 The Future of Green Marketing

There are many lessons to be learned to keep away from green marketing myopia the short version of all this is that effective green marketing requires applying good marketing principles to make green products more sustainable services will depend on credibly communicating and delivering consumer-desired value in the market. Only then will product dematerialization push business onto a more sustainable path.

1.4 Challenges of Green Marketing in Rural India

There are number of challenges of green marketing in rural India such as listed below:

- Green marketing encourages green goods/services, green technologies, green power/energy; a lot of money has to be used on R&D programmes. Thus green marketing to begin with costly issue.
- The customers may not believe in the firm's strategy of Green marketing, the firm therefore should ensure that they convince the customer about their

green product, this can be done by implementing of Eco-labelling schemes offer its agreement to environmentally less harmless products have been very admired in Japan and Europe. The first eco-label programme was started by Germany in 1978.

- Initially the profits will be very low since renewable and recyclable products and green technologies are more costly. Green marketing will be winning only in long run.
- Many customers may not be willing to pay a higher price for green products which may affect the sales of the company.
- The firm may give up on Green marketing impression or be forced to practice inequitable means to cut cost to maintain in the competition and thus the whole idea of going green will be embarrassment.

1.5 Opportunities of Green Marketing in Rural India

In India, around 25 percent of the consumers favour environmental sociable products and appears that all types of consumers, both individual and industrial are suitable more concerned and aware about the natural situation. Firms marketing goods with environmental description have realized a competitive advantage over firms marketing non-environmentally accountable alternatives. There are many examples of firms who have strived to become more environmentally accountable in an effort to better satisfy their consumer requirements. For Example the Surf Excel detergent and powders which saves water (advertised with the message—"do bucket paani roz bachana") and the energy saving LG consumers durables are examples of green marketing.

2. Objectives

1. Understanding green marketing
2. Identify the opportunities of rural marketers through green marketing
3. Identify the major problems in green marketing.
4. Suggesting and implementing of green marketing

3. Review of Literature

Dr. R. L. Laddha and Mr. Rupesh S. Shah (2012): This study has been reviewed on the basis of consumer goods to Indian rural consumers. There are lot of

challenges before rural market such as low literacy level, low income level, brand awareness and they have to face many problems like how to make product reasonably priced, how to enter villages with connectivity, communication, language barrier, spurious brands etc from villagers. Marketers and manufacturers are increasingly aware of bargaining, purchasing power, vast size and demand base of the ones reflected Indian neighbourhood. Efforts are how to understand the behaviour of rural consumers from walk their walk and talk their talk. It provides entrepreneurial opportunities and thus improves the living standard of rural consumers. It is good partnership deal between the company and the consumers like LG Electronics, coca-cola, HUL, Philips, Colgate's, ITC, and LIC are among these companies which have a very significant presence in the Indian rural market. It is concluded that company face the challenges in the rural market is to identify and offer appropriate products without hurting the company's profitability margins and company wants to retain their consumers through suitable offers to the rural consumers. Alsmadi. S (2007) investigating the environmental behavior of Jordanian consumers reveals a high level of environmental ethics. Unfortunately however this positive propensity and preference in the green products does not emerge to have any effect on the final decision, noticeably because these consumers have a stronger trust in the habitual products and a small confidence in the green statements. The above obstacles are further strengthened by the lack of environmental ethics by a lot of enterprises and the survival of a large scale of prices for the same product, many of which integrated an impulsive estimate of environmental accountability. The observable fact has been presented in other researches too. Brahma, M. & Dande, R. (2008), The Economic Times, of India, had an article which confirmed that Green Ventures India is a supplementary of New York based asset management firm Green Ventures International. The latter newly announced a \$300 million India focused fund aimed at renewable energy products and supporting trading in carbon credits.

4. Results and Discussion

India is fastest growing rural market in the world. The green marketing provides opportunities and challenges for rural marketers and low penetration level suggests opportunities. The marketers need to have green marketing that track

sales to different market. And help to identify market potential. Low income group consumption is clear signal that marketers need to address the bottom of pyramid with cost effective value for money of green product in India. India offers bigger growth opportunities through greater penetration and then consumption of products. There is needed to develop positioning and service variant according to geography and social grouping of India. There is number of companies providing green marketing to rural consumer like Idea Cellular, IBM, Wipro InfoTech (Green It), Nokia, Samsung, Tamil Nadu Newsprint and Papers Limited (TNPL) etc. Presently companies have adopted following strategies for green marketing towards rural consumers. Companies are adopting various phenomena for green marketing to induce the rural consumers to buy the goods and services without losing times

5. Conclusion

I would like to be concluded of this paper on the basis of opportunities and challenges of green marketing in rural India. Environmental problems in India are increasing fast. The increasing economic development, rapid development of population and development of industries in rural India is putting a twist on the environmental infrastructure and the countries natural capital. Industrial toxic waste, soil erosion, deforestation, speedy industrialization, urbanization, and land poverty are all deterioration problems. Environmental toxic waste is one of the most serious problems face of people and other life forms on our planet also. So it's the right time to put into operation the Green Marketing in India. Green Marketing makes radical change in the market not even in India but save the world from pollution. Corporate should generate the alertness among the rural consumers through open of the camp and training centers, what are the benefits of green as compared to non green ones. In green marketing consumers are willing to pay cleaner and greener environment. Consumers, industrial buyers and suppliers require to pressurize effects on reduce the effects on the environment. Green marketing assumes even more significance and importance in developing countries like India and all the countries in the world.

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