

The SWOT Analysis of Green Marketing in India with Special Reference to Consumer Durable Products

Dr. Shweta Kumar

Associate Professor, College of Vocational Studies (University of Delhi), Sheikh Sarai, New Delhi

Abstract

As many environmental issues are rising their heads in modern times like Global warming, Pollution and degradation of natural resources etc. With the effect of all these environmental issues government and many organizations are concerned about the green marketing activities to cope up the same in favor of environmental protection. Green Marketing is basically as a remedy completely in favor of adoption of green products and services approach. Even nowadays the importance and opportunities of green marketing increasing and lots of consumers start demanding for the green products. With the influence of globalization and concern for environmental safety, the scope of eco-friendly products or green products also getting significance in India, but it is also found that the implementation of green marketing is not so easy it has many challenges as psychological, social, economic, political and cultural. Between these hassles, this paper will be discussed the opportunities and challenges before green marketing in India and this will also be discussed the problems faced by the marketers and government in the implementation of green marketing. This paper investigates the green durable products, as it is also emerging field of research. To prove the objectives of the study various statistical tools will be applied with the help of the questionnaire. SPSS Software Version 26 will be used for the descriptive statistics to find out the results.

Keywords: *Green Marketing, Green Products, Green Consumers, Environmental protection and Green Consumers' Durable Products.*

I. Introduction

Green marketing is not a conventional marketing it is process of social marketing because it involves the products and services that are environmental friendly. This doctrine is based upon 'pay back to the nature'. Green Marketing is not a discipline but a complete phenomenon that is getting popularity now a day. It opens the door of new opportunities for businesses in India to produce and promote their products in innovative way. Such kind of marketing technique also influence the consumer behavior in terms of purchasing of goods and services because green marketing target those consumers who are concerned for environmental issues that creates a sense of green behavior in the consumers. The primary focus of every marketer is to satisfy the needs of consumers but sometime companies may lose trustworthy and profitable consumers due to lack of green management in their practice because it is in the trend. With changing scenario and growing interest of consumers in green goods and services, several companies are at the path of fulfilling the new raised demand of the green oriented consumers but green marketing faces many challenges at the marketers' R&D ground e.g. cost, lack of standardization, mis-conception etc. However, green marketing is an open wizard for marketers and environmentally concerned consumers but this new concept is also facing some new threats to employ its full-fledged processing. These facets of the green marketing are putting up a multi-dimensional conception which becomes the subject of investigation for the modern times researchers. This paper, due to these criterion positions of green marketing, will try to understand the analytical framework of green marketing in terms of buying behavior of the green consumers for purchasing durable products especially in India.

II. Review of Literature

According to Peattie (2001), Green marketing evolution contains three phases: Ecological Green Marketing (Marketing activities concerned with environmental problems and providing remedies to solve environmental problems), Environmental Green Marketing (promoting green technology and innovating new products), and Sustainable Green Marketing (fulfills the needs without compromise with the future). Mishra & Sharma (2010) support the study and clarify that green marketing is an important marketing phenomenon to save the environment and it is the responsibility of the marketers to make customers understand about the need for green marketing as compared to conventional products. This paper shows the relevancy of green marketing for developing countries like India. Singal, Garg & et al., (2013) agree in this study that Green marketing should become the norm not the exceptions in favor of the environment. Green marketing still showed its relevancy in

the developing country. Although it is not easier for the marketer to implement green practices in business and it is a long process. Sharma & Pandey (2015) opine that Green marketing utilizes resources efficiently and is required for the existence of humans and the environment. Authors agree that there is a need to create awareness among the consumers for the consumption of green products but this would take time for the gradual process of its implementation.

Reddy (2017) concludes that Green marketing is in the developmental stage in India and the number of consumers adopting green products increasing due to environmental degradation and health concerns. Several challenges exist in India while practicing green marketing. It is also noticed that great potential is available for green marketing in India with more understanding of Indian consumer behavior. Sivaraman (2018) stated that Green marketing is a part of sustainable development. It increases the role of corporate social responsibility for the companies that whatever the products manufactured should be in favor of environment and society. The paper focuses on the role of corporate social responsibility in the companies to protect the environment and hence try to supply quality goods and services because quality is an important factor in motivating consumers. As per the study, green awareness is the least motivating factor in the buying of green consumer durable products.

III. Objectives of the study

1. To study the need and importance of Green marketing in India with durable consumer products purchasing behavior.
2. To discuss the challenges and opportunities of Green Marketing in India in terms of consumer behavior with an interest of green durable consumer products.

IV. Research Methodology

This study aims to explore the opportunities and challenges of green marketing in India regarding consumer durable products. For this purpose, both primary and secondary data are collected. The primary data is collected from the 125 respondents to know the scope of green marketing. The samples are chosen from the non-probability random sampling. Descriptive statistics is used to find out the results with the help of SPSS Software. Secondary data is collected from previous literature, books, reports, journals, and online materials available on websites.

Need and Importance of Green Marketing

Green marketing refers to the marketing of goods and services that are in favor of environmental benefits or at large for the benefit of society. Green marketing produces the goods and services to fulfill the demand of consumers with less detrimental impact on the environment (Raghuvanshi, 2016). Green marketing is considered a holistic marketing concept where the production, marketing consumption, and disposal of products and services happen in a manner that is less detrimental on the environment (Kotler, 2007). As the several environmental problems increasing from the last many years the need and importance of green marketing has proven its relevancy. Many organizations and companies have started to practice the green marketing concept and focused on their target consumers who demand green products. The subject of green marketing is very vast and important for business strategy as a part of corporate social responsibility and for the benefit of the next generation. It also enhances the public image of the company (Sharma, Pandey, & Sajid, 2015).

Green marketing also creates new opportunities or competitive advantages for the organization. Green marketing provides new customers to organizations and leads to more profits for the organizations. Firms are ready to enter the market with new products and gain a competitive advantage in the market. E.g. LG introduced new energy-saving consumer durables in the market and provided cost benefits to the consumers. Xerox launched a "high quality" recycled photocopier paper as a less environmentally harmful product and also satisfies the demand of companies with maximum utilization of resources (Allocca, & Energy 2000). Therefore, Green marketing is required for the business, environment, and customers to establish a relationship among them.

SWOT Analysis of Green Marketing

SWOT Analysis is the method of analysis of a company's strengths, weaknesses, opportunities, and threats related to business. Marketers can get access the new opportunities if go through the SWOT Analysis of the company (Leigh,2009).

Strengths: Strengths are the internal characteristics of the company. Green practice can be an advantage over competitors for the company to gain profit in the long run. Marketers can charge a premium on eco-friendly

products. A company can enjoy a good reputation with eco-friendly products and fulfill its corporate social responsibility. Green marketing creates brand equity and gain brand loyalty among customers. There are three questions were asked from respondents that will define the company’s strength with regards to green products.

	N	Mean	Std. Deviation
Do you believe that you are environmentally friendly?	125	1.82	1.065
Are you aware of Green products and Green marketing in general?	125	1.75	1.105
Are you in favor of buying Green Products?	125	1.04	.197

Q1- Do you believe that you are environmentally friendly?

From the given table 1 survey was collected from the 125 respondents and questions were asked related to the knowledge of green products. The result shows that N=125, and out of 125, 75 (60%) respondents agreed that they are environmentally friendly, 7 (5.6%) respondents said that they are not environmentally friendly, and 34 (27%) respondents agreed that they are little environmentally friendly. Its mean value and standard deviation values are 1.82 and 1.065 respectively showing positive results that consumers are to believe in environmentally friendly behavior. This environmentally friendly behavior of respondents can become the strength of the company while practicing green marketing.

Q2- Are you aware of Green products and Green marketing in general?

Table 1 result shows that out of 125 respondents 83 (66.4%) respondents aware of green marketing, only 2 (1.6%) respondents are not aware of green marketing, 28 (22.2%) respondents have little awareness about the same, 12 (9.5%) respondents have no idea about green marketing. Mean value and standard deviation of 1.75 and 1.105 respectively. It can be the strength for the marketer to promote green marketing.

Q3- Are you in favor of buying green products?

Table 1 answers this question out of 125 respondents 120 (95.2%) respondents were in favor of buying green products, and 5 (4%) respondents were not in favor of buying green products. The mean value and Standard deviation of 1.04 and .197 respectively show the positive attitude of consumers towards green products and this positive attitude can be the strength of the organization to produce green products.

Weaknesses: Weakness is the internal limitations of the company. When a company’s products do not satisfy the demand of the consumers its competitors have gained more competitive advantage. Their green practice and then customers might lose their trust in the company. Since the company’s products are not satisfying the needs of the consumers it may affect the demand for the green products.

Q1. What is the main reason why you do not want to pay more for green products?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Cannot see the benefit	12	9.5	9.6	9.6
	Price is too high	68	54.0	54.4	64.0
	Green Misconception	31	24.6	24.8	88.8
	Feel that Green products do not make genuine difference to the environment	14	11.1	11.2	100.0
	Total	125	99.2	100.0	
Missing System		1	.8		
	Total	126	100.0		

Table 2 shows the reasons behind the consumers’ interest in not buying green products: benefits, price, and green misconception. They do not make a genuine difference to the environment. 12 (9.5%) respondents believe that they did not see any benefit, 68(54%) respondents experienced the high price of green products as compared with conventional products, 31(24.6%) respondents believed that there is a misconception about green products and 14

(11.1%) respondents believed that green products do not make a genuine difference with the environment. These reasons can become the weakness for (of) the company for the implementation of green marketing. These weaknesses of the organization (company) can become the strength of the (other) competitors so the company should keep in mind all these reasons while practicing green marketing.

Weaknesses of the company → *Strength of the other competitors'*
Weaknesses of the other competitors' ← *Strength of the original company*

Opportunities: Environmental issues are popping up from time to time in the world as consumers start to have concerns about these issues. This phenomenon is also responsible for the change in the consumer behavior. Consumers started to consider environmental problems on a priority basis and moved towards the purchasing of green products. This phenomenon has created a new opportunity for the businesses. Many organizations adopted green marketing to get a competitive advantage, in terms of their competitors. This opportunity would increase the profit of the company in the long run and could improve the company's brand image before consumers.

Q1. If a shopkeeper gives you a discount on Green Products, then will you prefer to buy Green Products as compared to conventional products?

Table 3					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	119	94.4	95.2	95.2
	No	6	4.8	4.8	100.0
	Total	125	99.2	100.0	

Table 3 shows that if the shopkeeper gives a discount on the green products as compared to conventional products then people will be ready to buy the green products. Companies could get the advantage of these kinds of offers to the customers and could generate their customer class.

Threats: Threats are the uncertainties to the businesses that belong to the external actors (come with outside factors) e.g. negative image of the company, shifts in the market requirement, changes in the demands of the consumer, and changes in existing technology, etc., When organizations fail to cope up with present market condition for instance it fails to follow green marketing policies and its strength and human resources are incapable to fulfill the present demands of the consumers. Sometimes government pressure also becomes a threat for the organization to follow green marketing policies and applications. However, these policies and applications might damage the position of the company regarding the lower level of the product lines in comparison to the other product lines that the company offers to their consumers on a prior basis.

Q1 It is difficult for all companies to implement green marketing.

Table 4					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	61	48.4	48.8	48.8
	Agree	35	27.8	28.0	76.8
	Neutral	19	15.1	15.2	92.0
	Disagree	10	7.9	8.0	100.0
	Total	125	99.2	100.0	
Missing System		1	.8		
Total		126	100.0		

Table 4 indicates that most of the respondents show that green marketing is difficult for every company to produce green products. Due to the difficulty in the implementation of green policies to produce green products especially green durable products would be considered as one of the threats for the companies.

V. Result and Discussion

The above discussion indicated that consumers have expressed their strong concern towards the environment and they favored using green products. Companies are making efforts to implement their corporate social responsibility to produce green products. The study also showed that consumers have a positive attitude towards Green branding and sustainable development. Apart from this, some other challenges could come before green marketing like competitive pressure, cost-reduction, governmental pressure, and new concepts, etc. Not only this, marketing companies are facing another challenge to make people aware of green marketing but marketers should take this as an opportunity for the new product development.

VI. Conclusion

With the environmental problems, green marketing becomes a need for all organizations. It is not a matter of choice but should be compulsory for marketers, consumers, and suppliers. The government should make tough rules and regulations for the implementation of green marketing. Many organizations already started taking initiatives in this way like Tata Motors setting up eco-friendly showrooms using natural building materials for its flooring and energy-efficient light. The initiative is taken by the Government of Himachal Pradesh for the development of renewal energy sources in the state through HIMURJA and the state also encouraging private sector companies to participate in the same. Gujarat Power Corporation Limited (GPCL) is as a nodal agency work for the development of “Solar Park” in Gujarat. GPCL is Asia’s largest solar park to reduce the impact of climate change (Sharma, Pandey, & Sajid, 2015). Paperless offices, eco-friendly rickshaws, and recycling of products are the major initiatives towards green marketing.

References

- [1] Allocca, C., & Energy, S. (2000). Eco-efficiency and sustainable product development. *Sustainable Energy*.
- [2] Kotler, P. (2007). *Marketing Management–The Millennium Edition* Prentice Hall of India Private Limited. New Delhi, 35-38.
- [3] Leigh, D. (2009). SWOT analysis. *Handbook of Improving Performance in the Workplace: Volumes 1-3*, 115-140.
- [4] Mishra, P., & Sharma, P. (2010). Green marketing in India: Emerging opportunities and challenges. *Journal of Engineering, Science and Management Education*, 3(1), 9-14.
- [5] Peattie, K. (2001). Towards sustainability: The third age of green marketing. *The marketing review*, 2(2), 129-146.
- [6] Raghuvanshi, R. (2016). The Impact and Importance of Green Marketing for sustainable development. Sr. Lecturer, Amity University, Lucknow Campus.
- [7] Reddy, D. L. (2017). Challenges for green marketing in India. In *National Conference on Marketing and Sustainable Developments (Vol. 13, No. 14)*.
- [8] Sharma, M. K., Pandey, N., & Sajid, R. (2015). Green marketing: A study of emerging opportunities and challenges in Indian scenario. *International Journal of New Technology and Research (IJNTR)*, 1(4), 51-57.
- [9] Singal, R., Garg, A., Singla, S., & Bhadal, I. E. T. (2013). Green marketing: challenges and opportunities. *International Journal of Innovations in Engineering and Technology*, 2(1), 470-474.
- [10] SIVARAMAN, S. (2018). GREEN MARKETING STRATEGY AND CONSUMER DURABLES.