



A BRIEF ANALYSIS OF RETAIL INDUSTRY, GREEN MARKETING AND GREEN CONSUMERS IN INDIA

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ABSTRACT

Since commercial Revolution natural cycle of the globe has been disturbed providing changes in biodiversity, evolved acid rains, greenhouse effect and infection of water and soil sources. Traditional advertising had legitimate drawbacks; it primarily centered on purchasers, fulfilled their needs to satisfy their pride stage to gain most profits. All this led to apply of herbal assets abundantly. Consumers desire have been definitely distorted, they had been now not worried in keeping the environment. It changed into time to provide you with strategies that stabilize clients' necessities, business enterprise's earnings and environmental situations. Environmental conditions of the globe were not beneath manage. Inexperienced-residence gases discharged in environs had been accountable for fearsome situations within the past years. This case could preserve to get worse in the 21st century and past if essential, movements had been now not taken earlier, and commercial enterprise without incorporating inexperienced strategies would now not preserve in future. Green marketing changed into opted as a remedy to overcome horrible situations of the surroundings. It was marked as the most suitable method to shop assets for future. Shops and consumers became lively to promote and buy green products. Customers became privy to situations of the environment, purchased green merchandise as they have been energy efficient and organic in nature. Strict policies of government made retailers follow strategies that could assist them to reap sustainability. To attain properly market function stores used innovative strategies to sell green merchandise.

Key words : Traditional marketing, Consumers, Green products

INTRODUCTION

Indian retail sector, amongst the most effective zone has its contribution in increasing gross home product presenting employment to people inside the kingdom. It has improved financial system of the country. India's surroundings turned into getting degraded via 3 primary elements population, pollutants, and speedy economic boom. To stability the scenario maximum widespread method would be inexperienced advertising. This strategy must be followed by means of all groups to maintain sources for destiny. Traditional advertising and marketing targeted on pleasing want and desires of consumers while inexperienced advertising stored a stability on utilization of assets and consummate demands of clients, with recycle, reuse, and reduce techniques. Green advertising gave opportunities to corporations through maintaining their clients, high earnings, and competitive side over others. Purchasers also concerned themselves in shopping green merchandise to store their fitness and surroundings.

INDIAN RETAIL INDUSTRY

Indian retail enterprise has also grown because of financing help furnished via credit score institutions in the form of low bank hobby fees for customers, coverage aid by using authorities to stores (IBEF, 2018). it's been predicted that retail region compounded to 10% for GDP. Compound Annual growth rate (CAGR) could also boost by way of 10% of us\$ 1.6 trillion by 2026. Indian retail changed into expanding at a fast tempo; total

retail marketplace presumed to develop with the aid of 12% every year. Country's economic conditions, increasing call for of clients and growing disposable income has made this sector to growth. FDI in India has multiplied employment, recommended new technology, evolved infrastructural facilities, provided advantages to manufacturers; they directly offered their products to shops with out involvement of any 1/3 celebration. India's function in retailing became top notch because of suitable environmental situations. Retail sales have been massive in variety while as compared to other growing international locations. India stood at third role. Indian marketplace attracted foreign buyers. To preserve sturdy position of the retail area government took projects through persuading foreign shops and sellers to sell retail goods produced in India of their retail stores (A T Kearney, 2016). green deliver chain had to consciousness on reducing carbon emission launched via agencies during production, distribution and selling of goods. This initiative required technological and cultural exchange to satisfy objectives of sustainability (area & Chiaroni, 2014). It changed into observed that with the aid of 2020 food and grocery segment could account to 66% of the entire retail merchandise. Companies generating green merchandise might recognition on niche natural phase (IBEF, 2018). India produced green meals in massive quantities. ok awareness of those products might exchange notion of clients; propel them to purchase these merchandise.

Call for merchandise was growing as client's inclination and picks have been constantly converting. human beings moved from rural to city regions, which resulted in growth in their earnings giving them high purchasing electricity. Retail sector was supported by means of banks and consumers had been given credit score facility to shop for goods and services. Authorities encouraged retail sector via foreign Direct funding, advent of goods and service Tax machine could ease burden of shops (IBEF, 2017).

Boom in retail zone started in India in early Nineties while manufactures opened their own outlets to promote their merchandise. Retailing was evolved via diverse stages. Manufactures felt a want of some other platform to promote their merchandise to purchasers. This becomes the initiation segment. Shops at identical time understood prevailing opportunities of the marketplace. This changed into the conception of retailing. Manufacturers produced products; outlets sold those merchandise to purchasers. Inside the growth segment of retailing almost till 2010, as the arena become booming, massive investments were incurred through groups; stores came up with techniques to reposition themselves within the market. past 2010, the segment turned into called consolidation segment wherein FDI was introduced for the retail zone. Private labels have been also given possibility to go into opposition. several regulations and guidelines had been made smooth for outlets. Foremost retail shops constructed from four forms of formats. First become extraordinary retail store in which all products of precise brand were to be had at one shop. logo took obligation to tune and hold fine of their merchandise. These products have been frequently certified by organizations for authenticity. subsequent was multi branded retail store, those retail shops targeting one product class. Customers had a whole lot of alternatives in identical category via various players within the marketplace. 0.33 kind of retail format was convergence save; turned into classified as convenient stores as different product strains were available from several manufacturers at one region. Those shops were referred as one stop store. Fourth have been e-stores, they supplied facility to buy and sell goods on-line (TechSci studies, 2016).

MAJOR COMPETITORS IN INDIAN MARKET

In case of Departmental stores competition was between Pantaloons, Westside, Shoppers Stop and Reliance Retail. Till 2016 operative stores for Pantaloons were 104, for Westside it were 86, for Shoppers Stop it were 81, highest was for Reliance Retail with 3383 stores across India.

In hypermarket section, Big Bazar has 512 stores, Aditya Birla Retail consisted of 20 stores, Hyper City has 16 stores within the entire country. In case of supermarkets, 499 stores were accredited to More Supermarket, 134 stores to Spencer's Daily; Reliance Fresh had the largest chain of 700 stores (TechSci Research, 2016).

STRATEGIES ADOPTED BY RETAILERS

Multiple brand franchising was followed by retailers in India. Here several franchisors came up with numerous ideas to sell their products under one roof. Strategy focused here was diversification. Mutual benefits were attained by both franchisors and franchisees.

Collaboration Marketing was done when companies coordinated together to attain more than what could be attained single handed. Companies worked together using each other's resources and brand value to sustain in the market. Rural retailing was totally different from retailing in urban areas. Innovations were required in process, product and price activities. In process, manufacturing and distribution must be performed in a cost-effective manner providing solutions to consumers. Since consumers in rural areas had different choices product must be innovated as per their requirements. Price of product could be reduced using methods of re-engineering (Mohapatra, 2011). Vertical Integration was followed in companies where entire supply chain was looked after by the company itself. Each segment of supply chain produced products which were further collaborated to fulfil needs of consumers. Direct Sourcing was a strategy where company procured product by themselves without involving any third party in between. Private labels were strategies in which retailers provided a platform for private tags to do business with single retailer (KPMG International, 2011).

Retailing could also be understood through Porter's Model. First force was competitive rivalry, since retail sector in India was disintegrated, comprised of organized and unorganized sector, this increased competition. Shifts in customer's choices induced competition in the sector. Seeing advantages of Indian Retail sector foreign retailers entered the market. Second force was threat of new entrants. There were no defined rules to enter the retail sector. Once retailer entered the market, they needed to focus on supply chain by introducing strategies to deal with existing competitors. Third force was threat of substitute products. As per present situation of the market a lot of options were available to consumers. Retailers must strategize skilfully to retain their consumers. Fourth force was bargaining power of suppliers. Retailers had an opportunity to move to various suppliers in the market. Suppliers must work in accordance to retailers. Fifth force was bargaining power of buyers. Consumers could get similar products from various retailers. They were price sensitive, bought products from those retailers who offered them same quality product at discounted rates (Pawar & Veer, 2014).

GREEN MARKETING IN INDIA

India being the most dwelled countries of the world, consumption rate as well as resources used for production has drastically increased. Resources were depleting, corrective actions had to be taken to stabilise the situation. Companies had to adopt cleantech methodologies, create awareness among consumers to reduce green washing and green myopia. Situation of environmental condition of India was not at all favourable for consumers and suppliers. To sustain for future heavy penalties had to be paid (Nagdeve, 2002). Indian market has a wide range of green products which claimed to be green. These products should have certified labels on them so that when purchased by consumers they would be satisfied that they were consuming the right product. Since market in India has fragmented segments, all consumers were not aware about green products, so consumption rate of green products was not too high (Aggrawal, Choudhary, & Gopal, 2010). Disparity persisted between opinion and mind set of consumers. Shoppers were apprehensive about the environment but could not convert their attitude into their purchases (Young, Hwang, McDonald, & Oates, 2010). A segment of consumers, who were observant enough, knew benefits of environment friendly products, were inclined to spend surplus to purchase them (Hume, 1991).

Initiative of Government of India towards consumers was creating awareness through Eco mark scheme. This was introduced in the year 1981. Another scheme was National Programme for Organic Production launched in the year 2001. It was formed for standardized improvement of organic agriculture within the nation. India Organic Certification is given to organic products which are free from unwanted pesticides. This certification is administered by Agricultural & Processed Food Products Export Development Authority. For producers, government has provided facilities by giving them tax deduction. Companies opting for eco labels on outer

package covering gave information to consumers that they were safe for consumption. Being an associate of United Nations Framework Convention on Climate Change (UNFCCC) India also worked and would be working for reducing greenhouse gas emissions.

GREEN COMPANIES IN INDIA

Companies survived in the market when they diversified themselves which led to innovation. Green products were produced out of this innovation and were a breakthrough in the market. Consumers would buy these products; producers would earn profit by selling them. Companies following green marketing would withstand their competitors, have a good market position and sustain in the market.

Approaches of several organizations towards green marketing:

Hindustan Computers Limited (HCL)

HCL had introduced a series of environment friendly notebooks; it was rated with five stars by Bureau of Energy Efficiency. They were free from polyvinyl chloride which could be easily recycled.

Voltas Voltas had launched the first ever green air conditioners. They were credited with Energy Star. This initiative of the company compelled the government to make star ratings compulsory for rest of the companies producing electronics.

Associated Cement Companies (ACC) ACC had introduced a product using fly ash which reduced harmful industrial waste. This increased durability of the product. Fly ash was not easily recycled so reusing it again was initiative towards green products by conserving the resources.

Madras Rubber Factory (MRF)

MRF had a range of tubeless tyres MRF ZSLK which were fuel efficient. These tyres were made of silica-based rubber compound which saved fuels. The company saved natural resources.

Pidilite

Pidilite had launched synthetic resin Fevicol Ac Duct King Eco Fresh which was environment friendly. It was a water-based adhesive, could be used for all purposes at room temperatures. It did not release any kind of harmful chemical nor fumes into the environment.

Haier India

Haier had launched electronic items named Eco Series. These were daily used items like refrigerators, televisions and washing machines. These products fulfilled needs of consumer and were eco-friendly to use (Rediff.com, 2011).

Wipro Technologies

Wipro had worked towards upgrading renewable resources, reducing greenhouse gas effects. They introduced products with energy star for consumers. They also introduced take back policy for recycling e waste obtained from consumers after use of the product and service.

Indian Tobacco Company Ltd (ITC) ITC was pioneer in establishing elemental chlorine-free bleaching technology in India. Paper obtained from this technology was used for production of products and packages. They contained fewer pollutants, disastrous substances than conventional products and packages (SlideShare, 2014).

State Bank of India

SBI used power saving machines in the ATM's. This helped in reducing electricity bills, carbon footprint and overall cost (The Times of India, 2012).

Procter & Gamble India (P&G) P&G redesigned packaging of beauty product Olay. They limited the pump package by reducing plastic content in it. Weight of the package was reduced by 25%. This reduced more than 400 tonnes of packaging material similar to the weight of a Boeing 747 every fiscal year (P&G, 2013).

Tata Steel

The company followed lean management technology to conserve primitive reserves and energized materials functional in the production process. They focused on recycling and reusing of materials in their operational activity.

Nokia India Pvt. Ltd

They gave emphasis on recycling waste from electronic goods. Consumers were made aware about this initiation through campaigns to deposit their old mobiles and electronic goods to recycling bins at Nokia care centers.

Philips India

Strategies of Philips were to introduce technologies that would improve health and lifestyle of individuals using these products. Their efforts would bring social, economic and environmental stability.

IndusInd Bank

To cope with the present situation IndusInd bank introduced solar-powered ATM for public in India as their initiative towards green marketing. To reduce paper wastage; the bank had focused on use of emails.

Organizations in India had inculcated environmental behavior in their work process. Though their motive was to achieve profits they equally executed environmental activities to benefit ecology, people and their own organization (Chauhan & Chaturvedi, 2015).

REQUISITES FOR EFFECTIVE GREEN MARKETS Present day catastrophe has compelled political authorities to pressurize organizations to produce green products, to make a move towards green economy. From traditional to green products was a paradigm shift for producers. It was believed opting for green technology not only generated revenues it increased profits reducing risk for habitat and mankind. Adaption to green marketing was possible because of the support of government, realization by producers and consumers that they needed to change their consumption structure to overcome scarcities of the resources. Government encouraged green economy by minimizing subsidies, redesigning policies, introducing new market facilities and granted huge investment. At producer's end, they embraced policies; introduced new technologies to produce green products. In India, green initiatives were followed by several sectors. Retail sector found an opportunity in adopting green policies; it helped in building strong customer relationship. Automobile sector focused on manufacturing hybrid cars to control emission of harmful gases. This was an evolution for producers as they produced goods which required fewer resources with superior quality and had less harmful effects. Since greenhouse gas emission in India was at a threatening state, producers focused on green energy, green products and green processes for their business. Industrial growth and urbanization had increased use of coal and natural gases. To fulfill needs of growing population and to sustain in future efforts must be taken to use green fuels and resources. Green products were being easily accepted by consumers whether they were foods, electronic appliances and cars. Labels on food items, energy efficiency ratings on packages influenced consumers to purchase green products. Consumers' choices were drifting from regular products to green products. Producers kept track of this change, produced green products to get competitive advantage. To boost effectiveness of energy, to trim emission of gases, government had launched PAT under Prime Minister's National Action Plan for Climate Change. Stricter regulations in India defined standards for companies to follow green technologies. Fines could be collected on noncompliance of these rules pertained to green manufacture, selling and procurement of goods. State as well as central government of India made certifications compulsory for green products based on factors like recyclability and biodegradability. Audits were performed on regular basis to keep a check on energy utilization, water consumption and waste generation. Fiscal benefits were rendered to producers who were eager to adapt to green marketing (Manufacturing Matters, 2011).

Green marketing bridged gap between consumers, producers, retailers and the environment. Organization's survival and growth was dependent on consumers. They had to be socially responsible towards them. From procurement to production to disposal of product, organizations should use green marketing to contribute to society and earn profits. Organizations should follow rules and regulations set for them by standardized

authorities. These rules not only confined to decreasing pollution and harmful gases but to maintain resources for future use. To be in competition, supply chain must implement green marketing strategies for production and supply process. Clear and transparent information should be shared with consumers to avoid situations like green washing. Pricing a green product was very crucial. It was important to communicate benefits of green products to consumers. Growing consumer awareness had persuaded organizations to adapt green marketing, green technologies, green business practices and green supply chain to sustain resources, get satisfied consumers, profit and competitive advantage for producers and their supply chain (Singh & Pandey, 2012).

CONSUMER BEHAVIOR IN INDIA

India being large in area and population with enormous market section incorporate of each organized and unorganized retail sector. To enter into marketplace, retailer confronted demanding situations, to set up themselves inside the marketplace turned into very tedious venture for them. India has 29 states with several marketplace segments, with stern rules and regulations. still notwithstanding these difficulties stores made profits from this area. Indian retail marketplace has potential boom, has been a first-rate element which rises GDP, profits and shopping power of consumers. Shopping exercise of clients has modified in view that entry of retail codex (Sengupta, 2008). Indian population did no longer want to barter with their fitness, attributes and fee of the product.

This gave an possibility to green shops to rule the marketplace with inexperienced products. Inexperienced customers had an effect of 4A's version of crucial drivers. The model noted affordability, acceptability, availability and awareness. Green products need to be priced in any such manner that they would be affordable for each patron dwelling in any location. Merchandise have to be customary via consumers based totally on extra capabilities related to them. Green merchandise need to be available in nearly all retail shops, making them commodious and nicely timed for customers to shop for those goods. To create attention shops must speak to consumers regarding features and blessings of the goods. Despite the fact that customers in India have been acutely aware of inexperienced merchandise, still consumption fees have been not very high, inexperienced consumerism was in its developing degree. People faced lot of issues referring to poverty, unemployment, population that they in no way considered much approximately pollutants and environment. Progressively while those problems would descend people would ascend closer to inexperienced merchandise. Government persuaded general populace to eat organic merchandise to convey balance to the environmental conditions (Jain & Kaur, 2004).

In early 1990s, it became difficult for MNC's to awareness on Indian purchasers as their attitudes; selections have been heterogeneous in nature, which created trouble in generating items for them. To promote merchandise seemed to be a difficult job. Progressively with access of numerous agencies into the marketplace, their product strains led Indian customers to buy numerous goods and services. Paramount factor became balance of financial situations among clients. Customers beneath elite and affluent classes of earnings categories were growing. This had caused drastic upward thrust in spending shape of Indian patron. Indian urbanization became taking location. This arrangement of urbanization raised consumption of products and offerings to a big extent. Purchasers centered on protecting cash, anticipated high advantages from products they bought. Growth of consumption sample changed into because of repositioning of own family structure; joint circle of relatives shape turned into converting to nuclear own family shape, creating a substantial upsurge in spending and intake of merchandise. It were noticed participants of nuclear households purchased, fed on merchandise in keeping with their life-style rather than their necessities, which multiplied purchase pattern. Items had been labeled into excessive, medium and low frequency gadgets, clients purchased them on basis of their spending capability. Focusing on fitness and conditions prevailing in the environment, Indian consumers bought green products. Indian buy behavior had a deviation closer to domestic merchandise. Indian purchasers have been privy to degenerating environmental conditions, have been prepared to eat green merchandise by

way of paying greater as an initiative to enhance state of the surroundings. Demand of inexperienced products were growing, clients purchased green merchandise underneath numerous classes like household objects, personal care products, food and liquids. Indian consumers were strongly connected to their roots. From ancient times merchandise had been synthetic the usage of natural substances. when you consider that Indian clients had been price oriented, they targeted on purchasing inexperienced products.. This construct consider on products they purchased. To hold green purchasers, manufacturers inculcated new technologies for generating green merchandise. it has been determined purchasers in India had been now not a prime cause for emission of greenhouse gases. Successively as profits, life-style of consumers had advanced; selections of intake had also improved leading to damaging effects on the biosphere. Dynamism with the aid of authorities, inexperienced producers, inexperienced shops and inexperienced customers would make India a low carbon and high green economy.

CONCLUSION

Retailers are keystone for promoting sales of green products. Green retail industry has humungous scope in India. Support from government for both retailers and consumers have evoked them to take initiatives to preserve resources to save the environment. Several companies have incorporated green strategies in their system to provide eco-friendly products. Consumers, retailers and manufacturers must coordinate effectively to get advantage of consuming, selling and producing green products. Consumers would get satisfaction, retailers and manufacturers would get profits and sustenance in the market.

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