

A Study on Green Marketing Implementation in Indian Companies

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Abstract

One of the key issues is sustainable development in business environmentally. Many countries are concerned about environmental issues and supporting entrepreneurship. Continuous rise in education and increase in social and environmental awareness in the country has given importance to many good concepts like green marketing, environmentally friendly products, reusable packaging. Producers are continuously updating the packaging and product designs and processes to get customers' acceptance in the market. Green marketing makes a novel impression in the market and for those who desire to plan their products as eco-friendly and attract the large market segment of environmentally caring customers. Green marketing has played an important role in satisfying the needs and desires of the customers and keeping the company responsible in maintaining long-term social and environmental gains that they could earn through effective green marketing. Problems such as rapid population growth, scarcity, hunger, conflict, and urbanization damage the environment, causing its rapid deterioration and the destruction of environmental values. Green marketing focuses on the process of making products and services which are constructive for the environment and contribute towards sustainable development. Green marketing covers the widespread scope which includes modifications in manufacturing process to the marketing strategy of a business. Green marketing means production, promotion and distribution of products and services which are environment friendly in nature and protect the environment from its degradation. Green marketing is a modern concept, and it is adopted by companies and business firms due to its harmful effect on the environment. This research paper explains the concept of green marketing, evolution of green marketing, green marketing mix, and challenges of green marketing and explains the companies who are adopting green strategy in the market and explains the factors which can influence the green marketing.

Keywords: Green Marketing, Environmental Marketing, Eco-Friendly Products, Green Marketing Strategies, Green Marketing in India

INTRODUCTION

The concept of green that has created a huge change in marketing today and is used worldwide, is considered an extreme phenomenon. The company follows an environmentally conscious lifestyle in the 1960s and incorporated the green concept into consumer buying habits (Ottman, 2011.). [1]

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Technological development and globalization have increased production, industrialization and market demand for products and services. Due to the growth of the world population, consumption and demand are high. The growth of production brought with it many problems such as global warming, pollution, scarcity of natural resources. Due to the increased pollution, many health and environmental problems have arisen. Many organizations and NGOs are taking initiatives to spread awareness and sensitize people about it. Accepting the fact that people are nothing without a healthy planet,

customers have now started preferring eco-friendly products and services. Customers are constantly changing their lifestyles to promote the well-being of the ecosystem. Therefore, terms such as green marketing, environmentally friendly products, recycled packaging, environmental labeling are very popular in the market. American marketing explains green marketing because product marketing should be environmentally friendly. There are many related and conflicting meanings, but defining green marketing is not easy; an example of this could be a changing environment and social and retail definitions attached to that term (Mishra and Sharma, 2012). Research shows that the new consumer is more concerned about environmental safety and is trying to switch to green products and services to maintain sustainability. Traders and manufacturers, knowing the same fact, are trying to move towards green business from processes to final products and services. Analyzing this scenario, green marketing has grown faster with a lot of focus on ecological and socially responsible products and services. The World Commission on Environment and Development describes ecological progress as "meeting the needs of the future without compromising the needs of future generations".

WHY GREEN MARKETING

The term green marketing describes companies' marketers to develop strategies that target environmental consumers. A green marketing concept that aims to reduce social and environmental impacts of existing products and production systems and is used to describe marketing activities applied to advertising products that are less harmful to the environment have evolved since their first appearance and it is considered according to three different stages (Peattie, 2001): The increased awareness of environmentally friendly products and green marketing has changed the world customer perception that people now want to pass clean land to their children (Mishra and Sharma, 2012). [2] The conversation begins when green marketing is really studied and how best to use it. Green marketing is "When products are marketed that are expected to be safe for the environment".[3] That simple description offers companies the flexibility to use green marketing. So far, this new market and environment has had little impact on consumers. [4]

EVOLUTION OF GREEN MARKETING

Green marketing has evolved over a long time. According to Peattie (2001). There are three stages to developing green marketing. The first phase was called "ecological" green marketing, and all marketing during that period activities aimed at helping and providing solutions to environmental problems environmental problems. The focus of the first phase was on the relevant industries and products which have a direct impact on the environment. (Oil, chemical and mining, etc. The focus shifted to a product commonly used in homes. (Carpets, papers, and cleaning goods etc.) The third stage was "Sustainable" green marketing. It became famous in the late 1990s and since the beginning of 2000, has been engaged in the development of high-quality products that satisfy the needs of consumers. focusing on quality, performance, prices, and comfort in an environmentally friendly way.

ECOLOGICAL PRODUCTS AND THEIR UNIQUENESS

Products made with green technology that caused no environmental vandalism is called Eco- Friendly products or Green Products. It is essential that promoting green technology / green products is to preserve natural resources and sustainability. The following are important factors for defining green products.

1. Products those grown originally (Naturally)
2. The products which can be re-usable, biodegradable, and recyclable in the process.
3. Products made from Nontoxic chemicals, having recycled content products, approved chemical products etc.,
4. The products made from environmentally friendly packaging like containers re-usable, re-fillable etc.,
5. Products which are not harmful / polluting the environment.
6. Products which have not been tested on animals.
7. Products made of natural ingredients.

LITERATURE REVIEW

Environmental issues were a major concern for the most advanced companies that made this possible effectively manage the depletion of natural resources by introducing new management practices (Shet and Parvatiyar, 1995). [5] Corporate responsibility for environmental issues is conceptual and conceptual such as green marketing or environmental marketing have been brought into the academic world (Fuller, 1999). Herbig et al (1993) refer to green marketing as products and packaging that are less toxic, additional. sustainable includes materials that can be reused and recycled. [6,7] The reverse channel system is the most common form of green logistics. Use of a single system transport and internet, packaging materials are directly or indirectly reduced to reduce distribution costs are several components of green logistics strategies (Willums, 1998; Polonsky, 2001). Many consumers expect the prices of green products to be high compared to traditional products (Peattie, 1999; Polonsky, 2001).[8] Peattie (1990) argues that green products are not uncommonly expensive, but thanks to the elimination of the socio-environmental costs of production, product use and disposal traditional products are unrealistically cheap. [9,10]

SCOPE OF THE INVESTIGATION

The article confines itself to the marketing discipline and discusses the importance of the concept of green marketing only in the context of the Indian market. A similar study can be conducted outside the Indian region or in a global context.

OBJECTIVES OF THE STUDY

1. Understanding of green marketing term in detail
2. Identifies future opportunities for green marketing.
3. To Understand the advantages and disadvantages of green marketing.
4. To know customers' perception of green marketing.

RESEARCH METHODOLOGY

This research is based on secondary data and research nature information collected from research articles and websites. It focuses on literature reviews, newspapers, magazines, websites, and other reliable sources.

COMMON GREEN MARKETING CLAIMS FOR COMPANIES

- *VOC Free*: VOC stands for “Volatile Organic Compounds.” VOCs are commonly found in paints, floor polishes, household cleaners, charcoal lighter fluid, and some hair styling products. VOCs emit gases that are harmful to the environment and human health.
- *Free of harmful chemicals*: Companies claim that their products are inherently environmentally friendly, free of harmful chemicals, and do not have a negative impact on the health of users.
- *Non-toxic*: Marketers claim that their products are naturally non-toxic and safe for humans and the environment.
- *Ozone friendly*: The ozone layer in the atmosphere keeps the sun's damaging rays from reaching the planet. The company says its products do not contain ozone and have no negative impact on the upper ozone layer or the air above the ground.
- *Biodegradable*: According to the firm, their goods biodegrade readily in nature, do not contaminate the environment, and do not hurt animals or people.
- *Recyclable products*: Companies state that their products are inherently recyclable and can be used in other forms or used to make further products.
- *Carbon offset claims*: Companies take action to reduce greenhouse gases in the environment by using green and environmentally friendly techniques to plant more trees and reduce their carbon footprint.
- *Renewable resources*: Many companies claim that they promote sustainable development by using more renewable resources instead of non-renewable ones and by conserving or properly using natural resources.

INDIA'S GREEN MARKETING DIFFICULTIES

1. There is currently no standards procedure for certifying a product as ecologically friendly.
2. There won't be any verified methods until regulatory agencies are engaged in granting the certificates. Marketers must exercise patience to reap the long-term rewards of the go green trend. It won't provide effects right away and will take a lot of patience. , it will take some time for people to adopt it.
3. Materials for green products must be recyclable and renewable, which is an expensive endeavor. This novel idea also calls for technology, which necessitates a significant R&D expenditure.
4. Customers won't spend more on environmentally friendly items.

GREEN MARKETING PRACTICES IN INDIA BY TOP TEN COMPANIES

Environmentalists of many fields have expressed worries about the effects India's fast industrialization would have on the environment. Businesses have chosen a more environmentally friendly route to success since they are now more conscious of the ways in which their manufacturing frequently impacts the ecosystem. These are the top 10 environmentally conscious businesses in India, according to Innovation, that are leading the way in sustainability.

1. *LG*: When it comes to producing environmentally friendly electrical devices, LG India has led the way. For the Indian market, it has introduced the LED E60 and E90 series monitors. Its 40% energy-saving advantage over traditional LED displays is its USP. Additionally, to reduce the number of dangerous components in their goods, they barely employed mercury or halogen.
2. *HCL*: HCL is another firm that is attempting to create eco-friendly products, most recently with the release of the HCL ME 40 laptops. These laptops do not use polyvinyl chloride (PVC) or other harmful chemicals and have already received a five-star rating from the Office for Energy Efficiency.
3. *Haier*: The environmental brand is part of Haier's new ecological push, and the environmental Life series has been introduced. They have semi-automatic and automated freezers and washing machines, as well as windows and window air conditioners, among other things..
4. *Samsung*: Samsung India has always had a booming selection of LED TV screens, and they have recently introduced an eco-friendly LED backlight. They consume 40% less power and contain no hazardous compounds such as mercury or lead.
1. *TCS* is a worldwide known sustainability approach and has been crowned Newsweek's World's Greenest Company. It also has a global green score of 80.4%, owing to its commitment to develop technology that benefits agriculture and the society.
5. *IndusInd Bank*: As one of the first banks in India to discourage the use of paper for ATM counterfoils and to deliver electronic communications, it has made significant contributions to conserving paper and decreasing deforestation..
6. *ITC*: ITC has previously launched ozone-treated chlorine-free bleaching technology, which has improved the lives of millions of people globally.
7. *MRF Tires*: MRF launched the ZSLK series and aims to create eco-friendly tubeless tires made from a unique silica-based rubber that also offers added fuel efficiency to their drivers.
8. *Indian Railways*: Recently, IRCTC allowed its customers to carry PNR no. From e-tickets on your laptop and cell phones. Customers do not need to carry a printed version of their tickets.

CONCLUSION

Green marketing has emerged as a term in today's Marketing tactics are used all around the world. Its importance in human history has expanded. Both marketers and buyers are now expressing concern for green products and an environmentally friendly atmosphere.. So, if a marketer wants to survive in this competitive atmosphere, they must embrace the eco-friendly approach. Green marketing has become essential for society in order to conserve the environment, properly utilize our natural resources, and make the globe a healthy place to live on. It is not just marketers' job to safeguard the environment, but green marketing also implies that if customers desire a healthy environment, They should be willing to pay a premium for it; otherwise, enterprises will struggle to lead the green marketing revolution on their own. Green marketing is becoming increasingly important in nations such as India..

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