

# CONCEPTUAL STUDY OF GREEN MARKETING IN INDIA

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## ABSTRACT

In present Global scenario environmental issues plays a vital role in today's competitive business environment. In this type of competitive business world environmentally sustainable development has become a key issue. Green Marketing belongs to the process of selling products and services based on their eco friendly nature. In today's environmentally conscious world the word "GREEN" has become a common word. Green causes are increasingly popular with public making green marketing good for public relation and sales. Green Marketing has been defined by AMA as "the study of the positive and negative aspect of marketing activities on pollution, energy depletion and non-energy resources depletion".

**Key words:** Green Marketing, Green Consumer, Eco Friendly techniques, Green Product.

## INTRODUCTION

Green marketing is the marketing of all those products and services that are supposed to be environmentally preferable to others. It refers to the process of selling products and services that are based on their environmental conscious factors and eco friendly techniques. According to the American Marketing Association, Green marketing is the marketing of products that are presumed to be environmentally safe product. So Green Marketing involve a wide range of actions, including Alteration in Product, Changes to the Manufacturing method, Changes made in Wrapping and Modifying Promotions (Gupta,2013). From the last many years, majority of consumers had realized that their activities had a direct impact on natural environment as well as on social environment. Such a product and services are completely environmentally friendly (Singh & Singh, 2015).

### Present scenario of green marketing in India

- Governmental Bodies are forcing Firms to become more responsible.
- In most cases the government forces the firm to adopt policy which protects the interests of the consumers.
- Competitors' Environmental Activities pressure the firms to change their Environmental Marketing Activities.
- Consumer also paying much attention towards going green concept.

## OBJECTIVE OF STUDY

- To review the existing literature on Green Marketing

## REVIEW OF LITERATURE

The review of literature is an important part of research work, which represents the fact and finding of research in this field.

**Kumar & Singh (2015)**<sup>1</sup> considered the impact of green marketing on consumer behavior and advantages of green marketing, challenges of green marketing and scope of green marketing in Indian changing scenario. Objective of the study are to find out green marketing impact on consumer behavior and to study the green marketing in India from different perspectives. The study was descriptive and qualitative in nature and based upon secondary data. The study revealed that green marketing methods construct extremely successful grades in the future. Delivering consumer empowerment and introducing sustainable enlargement in to the marketing mix up to assist talk to some of the granular issues at present in front of our planet.

**Singh & Singh (2015)**<sup>2</sup> provided an overview of green marketing, need and significance of green practices. The study also intended to focus on challenges for green marketing. The study was based on secondary data. Sample size for the study had been taken the top 10 global green companies for assessing their green practices across the world. The study concluded to protect the planet from environmental degradation green marketing should be adopted by all the companies. In starting it would be difficult, costly and time taking but in long run it would be profitable and sustainable. Consumer awareness and green education campaign should be started by all the companies and other social organizations.

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<sup>1</sup>Kumar, A., & Singh, D. (April 2015). Green Marketing and its Impact on Consumer behaviour in india. *KAIM Journal of Management and Research*, 7 (2), 48-52.

<sup>2</sup>Singh, A. K., & Singh, S. (june 2015). Green Marketing : Need of the hour for Sustainable Development. *International Journal of Social Relevance and Concern*, 3 (6).

**Sharma, Pandey & Sazid (2015)**<sup>3</sup> attempted to provide a platform to understand the consumer awareness level, their perception, the parameters considered for buying the green products. The objective of the study was to examine the challenges and opportunities for green marketing in India and to study the initiatives taken by the Indian government and business houses. The study was based on secondary data. The study concluded that Government should make the strict rules to save the world from pollution and its

negative effects. Everybody should use energy efficient lamps and other electrical devices. It saves money and drives innovation for new product development and builds brand value.

**Tara, Singh & Kumar (2015)**<sup>4</sup>highlighted future prospects of green marketing in India, and the benefits & stability that it can provide to the society. The study was completely based on secondary data. The study revealed that it is ultimately the consumers who use the products and, therefore, they should also play an equally important role in the society and guide the firms accordingly in greening the society.

**Sen (2014)**<sup>5</sup> tried to determine whether the consumer purchasing decisions in Kolkata are influenced by the green marketing practices undertaken by the companies. A sample of 100 respondents was selected in Kolkata and a questionnaire was used to collect the primary data. Descriptive Statistics (Mean, Standard Deviation and Percentile) and independent t-test with the help of SPSS version 20.0 have been used in this study for analyzing the primary data. The results of the study highlight that the consumer purchasing decisions in Kolkata are not influenced by the green marketing practices undertaken by the companies.

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<sup>3</sup>Sharma, M. K., Pandey, N., & Sajid, R. (August 2015). Green Marketing : A Study of Emerging Opportunities and Challenges in Indian Scenario. *International Journal of New Technology and Research*, 1 (4), 51-57.

<sup>4</sup>Tara, K., Singh, S., & Kumar, R. (2015). Green Marketing : The New Strategic Imperative by Firms in India. *Indian Journal of Marketing*, 45 (7), 19-34.

<sup>5</sup>Sen, R. A. (April 2014 - sep 2014). A Study of the Impact of Green Marketing Practices on Consumer Buying Behaviour in kolkata. *International Journal of Management and Commerce Innovations*, 2 (1), 61-70.

**Agyeman (2014)**<sup>6</sup> explored the extent of the impact of consumers' buying behavior towards the marketing of Green Products in Kancheepuram District. The study investigated the relationship between variables that affect consumers' buying behavior for green products and identifies the price levels consumers prefer to pay for green products in the district. An attempt has also been made to examine the factors that affect the green products' buying behaviour of the consumers. Convenience sampling method was used to select 200 respondents living in the district and who make purchases for the products. The primary data was collected from the respondents with the help of pre-tested structured opened and closed-ended questionnaires. In pursuance of the study's stated objectives, the formulated hypotheses were subjected to regression and chi-square analyzes. The findings of the study revealed that there is significant relationship between the variables which affects consumers' buying behaviour for green products. Similarly, the factors affecting the consumers' buying behaviour have major implications on purchasing decisions.

**Maheshwari (2014)**<sup>7</sup> investigated consumer's beliefs and attitude on environment protection and their purchasing behaviour towards eco-friendly products. She focused on the success of efforts put by marketers in bringing green brands awareness in consumer's mind. It reported the results of a consumer product survey using a questionnaire based on the Dunlap and Van Liere HEP-NEP environmental survey and the Roper Starch Worldwide environmental behaviour survey. The study identified that consumers were not exposed enough to green product marketing communication and suggests the greater use of marketing and brands to promote and sell products that are environmentally friendly and function effectively. The study suggested that the Indian market for greener products could be exploited more within consumer groups that had pro environmental values.

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<sup>6</sup>Agyeman, C. M. (Jan 2014). Consumer Buying Behaviour towards Green Products : An Exploratory Study. *International Journal of Management Research and Business Strategy*, 3 (1).

<sup>7</sup>Maheshwari, D. S. (Feb 2014). Awareness of Green Marketing and its Influence on Buying Behaviour of Consumers: Special References to Madhya Pardesh, India. *AIMA Journal of Management Research*, 8 (1/4).

**D&Nagarajun (2014)**<sup>8</sup> carried the study in Mysore district of Karnataka. A questionnaire is designed in order to find out the market awareness of eco-friendly products, to analyze the consumer perception towards eco-friendly products and also to find a response that how much consumers' are willing to pay more for eco-friendly products. The sample size considered for the study is 60. The study indicated that the consumers of Mysore district of Karnataka are aware about the eco-friendly FMCG products and they have more concern for eco-friendly products.

**Hello & Momani (2014)**<sup>9</sup> examined consumer's environmental awareness, identifying factors affecting when making a purchase decision, and eliciting useful recommendations and proposals. Students of King Abdul Aziz University at Jeddah were considered to determine if they considered green marketing when they made purchases. It showed that there was no correlation between age and income and green marketing awareness. The respondents had positive trend throw buying green products, the pollution of the environment and Rationalization of consumption.

**Anvar & Venter (2014)**<sup>10</sup> determined what factors influence attitudes and purchase behavior of green products among Generation Y consumers in South Africa. The factors that were under investigation in this study were social influence, environmental awareness and price. Further, this study aimed to investigate whether consumer attitudes can in fact influence consumers' purchase behavior of green products. The results from the study indicated that social influence, environmental awareness and price, positively influence individuals' attitudes towards green products.

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<sup>8</sup>Anvar, M. M., & Venter, M. M. (Sep 2014). Attitude and Purchase Behaviour of Green Products among Consumers in South Africa. *Mediterranean Journal of Social Science*, 5 (21).

<sup>9</sup>Hello, G. M., & Momani, N. M. (April 2014). Green Marketing and its Relationship to the Purchase Decision: An Empirical Study on Students from King Abul Aziz University in Jeddah. *International Refereed Research Journal*, v (2), 121.

<sup>10</sup>D, T. H., & Nagarajun, D. B. (April 2014). Consumer Perception Analysis- Market Awareness towards Eco-Friendly FMCG Products-A Case Study Mysore District. *ISOR Journal of Business and Management*, 16 (4), 64-71.

**Gupta (2013)**<sup>11</sup> explored and understand the awareness and attitude of consumers are towards green products and services and green marketing initiatives by companies, for which a comparative analysis was done in Delhi-National Capital Region (NCR) and Gorakhpur. Variables like age, income, gender, qualification and regional differentials were taken in consideration for the study. Subsequent analysis was done through various statistical methods including reliability statistics (Cronbach's alpha), descriptive statistics (mean and standard deviation), chi square test, bivariate correlation, one way analysis of variance (ANOVA) and related procedures of multiple comparisons (Games-Howell test) and Levene Statistics for test of homogeneity of variances. It was concluded that much work and efforts were required on part of the government and industry for proper planning and implementation of green marketing. The attitude of the consumers towards better environment and subsequently their contribution in making the green marketing initiatives successful is of paramount importance.

**Saini (2013)**<sup>12</sup> concerned about how consumer's buying behavior is affected by the green marketing and how companies can get the competitive edge by adopting it. How demand could be enhanced by pursuing the green strategies and what challenges would be faced by the companies in going green. A Random sampling strategy would be carried out. A survey of about 100 consumers belonging to Rohini and Naharpur district of Delhi would be taken. Findings of the study showed that green marketing encourages consumers to use eco-friendly products and manufacturers to develop more.

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<sup>11</sup>Gupta, A. K. (March 2013). Green Marketing and Indian Consumer. *International Journal of Engineering Science and Innovative Technology*, 2 (2).

<sup>12</sup>Saini, B. (Dec 2013). Green Marketing and its Impact on Consumer Buying Behaviour. *International Journal of Engineering Science Invention*, 2 (12), 61-64.

**Sata (2013)**<sup>13</sup>highlighted that the factors which affecting the decision of buying mobile phone devices in Hawassa town. In order to accomplish the objectives of the study, a sample of 246 consumers were taken by using simple random sampling technique. Both primary and secondary data were explored. Moreover, six important factors i.e. price, social group, product features, brand name, durability and after sales services were selected and analyzed through the use of correlation and multiple regressions analysis. From the analysis, it was clear that consumer's value price followed by mobile phone features as the most important variable amongst all and it also acted as a motivational force that influences them to go for a mobile phone purchase decision. The study suggested that the mobile phone sellers should consider the above mentioned factors to equate the opportunity.

**Bhatia & Jain (2013)**<sup>14</sup> discovered and provided a brief review of environmental issues and identifies the green values of the consumers, their level of awareness about environmental issues, green products and practices. The study was conducted on 106 respondents. High level of awareness about green marketing practices and products was found among the consumers. Green values were also found to be high among the respondents. Research has given good insights for marketers of the green products and suggests the need of designing the marketing communication campaigns promoting green products due to high green value among the consumers. Results of regression analysis revealed the view that overall green values, awareness about green products and practices and the perception regarding seriousness of marketing companies towards green marketing had positive significant impact on consumer persuasion to buy and prefer green products over conventional products.

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<sup>13</sup>Sata, M. (October 2013). Factors Affecting Consumer Buying Behavior of Mobile Phone Devices. *Mediterranean Journal of Social Sciences*, 4 (12).

<sup>14</sup>Bhatia, & Jain. (2013). Green Marketing : A Study of Consumer Perception and Preferences in India. *I* (36).

**Cherian& Jacob (2012)**<sup>15</sup> introduced the concept of green marketing .The main objective of the study was to understand the concept of Green marketing and to review some of the studies that had dealt with the concept of Green marketing and to identify the relationship between the various consumer attitudes and green marketing. This research involved a dependent variable (Consumer perception of green marketing)

and its impact on independent variable (attitude and behavior towards green consumerism). The result revealed that with more and more consumers willing to pay a little extra towards green products, organizations are taking notice of the demands and behavior and attitude of the consumer.

**Sarkar (2012)**<sup>16</sup> emphasized the concept, need, and importance of green marketing. The study was exploratory cum descriptive in nature. The secondary data were collected through newspapers, magazines, books, journals, conference proceedings, Government reports and websites. The study explores the main issue in adoption of green marketing practices. This study reveals that Green product development is more than just creating products that are environmentally friendly; it is about systemic change in society that includes consumers, producers and the general commercial structure within which they negotiate.

**Vanhai & Mai (2012)**<sup>17</sup> analyzed the environmental awareness of Vietnamese consumers, their understanding of eco-products and attitude towards green purchasing through a questionnaire survey in big cities of Vietnam including Hanoi, Ho Chi Minh and Da Nang. Findings from the survey revealed that consumers with high level of education were more concerned about environmental issues and have more sufficient knowledge of eco-products and green purchasing.

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<sup>15</sup>Cherian, J., & Jacob, J. (2012). Green Marketing : A Study of Consumer's Attitude towards Environment Friendly Products. *Asian Social Science*, 8 (12).

<sup>16</sup>Sarkar, A. (september 2012). Green Marketing and Sustainability Development- Challenges and Opportunities. *International Journal of Marketing, Financial services & Management Research*, 1 (9).

<sup>17</sup>Vanhai, H., & Mai, N. p. (2012). Environmental Awareness ana Attitude towards Green Purchasing of Vietnamese Consumers. *VNU Journal of Economics and Business*, 29 (2), 129-141.

**Sudha (2012)**<sup>18</sup>highlighted the present trends of green marketing in India as well as its future aspect. Among the companies that have succeeded thus far in their green marketing strategies are Apple, HP, Microsoft, IBM, Intel, Sony and Dell. HCL has a comprehensive policy designed to drive its environmental management program ensuring sustainable development. HCL is duty bound to manufacture environmentally responsible products and comply with environmental management processes right from the time products are sourced, manufactured, bought by customers, recovered at their end-of-life and recycled. As resources are limited and human wants are unlimited, it is important for the marketers to utilize the resources efficiently without waste as well as to achieve the organization's objective. So green marketing is inevitable.

**Singh & Pandey (2012)**<sup>19</sup> investigated the impact of green marketing strategies on customer satisfaction and environmental safety using comprehensive literature review. As a result, their study can be used by researchers who need to find out the impact of green marketing on customer satisfaction and environmental safety. Green marketing is a phenomenon which has developed particular importance in the modern market. This concept has enabled for the re-marketing and packaging of existing products which already adhere to such guidelines. Additionally, the development of green marketing has opened the door of opportunity for companies to co-brand their products into separate line, lauding the green-friendliness of some while ignoring that of others. Such marketing techniques will be explained as a direct result of movement in the minds of the consumer market. As a result of this businesses have increased their rate of targeting consumers who are concerned about the environment. The study identified the particular segments of green consumers and explores the challenges and opportunities businesses have with green marketing.

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<sup>18</sup>Sudha, M. R. (Jan–June 2012). Green Marketing In India. *Namex International Journal of Management Research*, 2 (1), 102-110.

<sup>19</sup>Singh, D. P., & Pandey, D. K. (June 2012). Green Marketing Policies and Practicies for Sustainable Development. *Integral Review - A Journal of Management*, 5 (1), 22-30.

## CONCLUSION

After conducting a review of researches done by various professionals, it is found that various researchers had studied the aspect of green marketing, its introduction, its development, adoption by marketer and the customers, customer's attitude towards the green product, its success and related issues. These studies are mainly carried out in highly developed countries which are major contributors to environmental degradation.