



Green Marketing: An emerging concept in changing time

SHRESHTHI PRAKASH, Dr. Abhishek dixit, Mrs preeti Bhargava

Asst. Prof.

G.L BAJAJ

IPS college of technology and management, IPS college of technology and management

ABSTRACT

Environmental challenges have become the main focus of international business in recent years. A change in consumer behaviour has been brought about by a greater understanding of the numerous environmental issues. People and companies are looking for methods to be more environmentally sensitive as green living and eco-friendliness become increasingly popular. Because of this, a lot of business entities are investing more and more in environmental protection these days. They demonstrate to their client how serious they are about environmental preservation. The preservation of the natural environment is the evident goal. Customers in the modern day need to be aware of environmental issues and social responsibility. It is a phenomena that has grown particularly significant in the contemporary market, has become a key idea in India as well as other established and developing nations, and is seen as a crucial tactic for supporting sustainable development.

The primary topic of this study paper focuses on how industries are evolving and how they are increasingly aiming to create a more

environmentally friendly atmosphere. This focuses on environmentally friendly goods made by Indian businesses. This paper also examines the difficulties they have in creating environmentally friendly products.

Keywords: Sustainability, Environment, Eco Friendly, Green living, Green Marketing

INTRODUCTION:

We are all aware of the fact that pollution levels have increased dramatically and that climate change is happening more quickly than predicted in the modern era. The health and well-being of current and future generations, together with their potential for economic prosperity, are all at risk. More than ever, appropriate solutions are required to guarantee a future that is cleaner and more sustainable.

India has the ability to become a worldwide leader in demonstrating how to balance economic expansion with environmental preservation. Resources like top-notch innovation centres, research firms, incubators, auditors, social scientists, and analysts are readily available in India,

and they can significantly contribute to the nation's long-term sustainability and help it gain more global influence, in addition to the country's growing emphasis on sustainable enterprises.

Eco-friendly items are ones that are produced using green technology and do not pose a risk to the environment. Sustainable growth and the preservation of natural resources depend on the promotion of eco-friendly products and green technologies. The following criteria can be used to identify eco-friendly products:

- Reusable, recyclable, and biodegradable products.
- Goods made from natural components.
- Goods with recyclable and non-toxic chemical components.
- Product contains under substances that are authorised.
- Goods that won't undergo animal testing.
- Goods that do not contaminate or damage the environment.

In addition to industrial goods, eco-friendly products and services also encompass goods and services related to tourism, agriculture, and finance. People care about the environment and participate in eco-friendly activities as a result.

Evolution of Green Marketing

The green marketing has evolved over a period of time. According to Peattie (2001), the evolution of green marketing has three phases. First phase was termed as "Ecological" green marketing, and during this period all marketing activities were concerned to help environment problems and provide remedies for environmental problems. Second phase was "Environmental" green marketing and the focus shifted on clean technology that involved designing of innovative new products, which take care of pollution and waste issues. Third phase was "Sustainable" green marketing. It came into

prominence in the late 1990s and early 2000. (Bukhari, 2011)

Green marketing term was first discussed in a seminar on —Ecological Marketing|| organized by American Marketing Association (AMA) in 1975 and took its place in the literature. The term green marketing came into prominence in the late 1980s and early 1990s. The first wave of green marketing occurred in the 1980s. The tangible milestone for the first wave of green marketing came in the form of published books, both of which were called Green Marketing. They were by Ken Peattie (1992) in the United Kingdom and by Jacquelyn Ottman (1993) in the United States of America. According to Peattie (2001), the evolution of green marketing has three phases.

First phase was termed as "Ecological" green marketing, and during this period all marketing activities were concerned to help environmental problems and provide remedies for environmental problems. Second phase was "Environmental" green marketing and the focus shifted on clean technology that involved designing of innovative new products, which take care of pollution and waste issues. Third phase was "Sustainable" green marketing. It came into prominence in the late 1990s and early 2000 concerned with developing good quality products which can meet consumers need by focusing on the quality, performance, pricing and convenience in an environment friendly way. (Tiwari, 2014)

Some of the Eco-friendly brands in India:

1. Mush

Mush Bathworks collection has been specially crafted for a rich bathroom experience. Mush Bathworks have created luxurious bath linen made from Bamboo Viscose which is super absorbent,

antibacterial and anti-odour. Every piece of our Mush Bath linen is carefully made with 100% Bamboo Terry loops to ensure quick drying with a silky experience to the skin. Mush Towels are now available in vibrant colours to suit your personality and style. Experience the luxuriously soft and smooth feel of our comfort line of products made with Viscose from Bamboo fibres. They are light as a feather against your body. They keep your body warm in the colder seasons and cool in warmer seasons with bamboo fibre's unique property of being breathable and its ability to regulate heat.

2. Mamaearth

One of the most popular organic brands is known to recycle and reduce its plastic usage and plant more than 2,000 mangroves and trees. The company started when Ghazal Alagh and her husband were expecting their first baby. Initially, this brand was curated to target newborn babies and new mothers, but eventually, it expanded its reach and product range over the years. MamaEarth is all about gentle ingredients with no harsh chemicals. The all-natural baby essentials kit from MamaEarth is what every new parent wants for their little one. This best-seller is perfect for babies' sensitive skin. It comes complete with soothing massage oil that boasts a subtle and calming scent, nourishing body wash, organic body lotion, and creamy natural shampoo made from organic cocoa butter and shea butter to keep your baby's skin soothed.

3. The Better Home

TheBetterHome's mission is to provide safe, healthy and non-toxic home care products. We care about you because we think everyone deserves to have a healthy home. TheBetterHome is a brand that helps create safer and healthier homes through their everyday choices. TheBetterHome provides people

with high quality, environmentally sound and sustainable cleaning solutions bottled in recycled plastic bottles. They believe that people should always be aware of what they are putting into their homes, as it directly impacts the environment and the health of those who inhabit it. Our formulas have been created to simplify everyday cleaning without compromising performance. (Journal, 2022)

Why Green Marketing????

For companies, using green marketing has become essential as a result of several variables coming together. First, growing environmental worries about pollution and climate change have made consumers more conscious of the environmental impact of the products they buy. As a result, businesses are embracing green marketing to reflect these ideals and show their dedication to sustainability. Second, strict legal requirements force companies to follow environmental guidelines; therefore, green marketing serves as a compliance tool as well as a way to reassure customers. Furthermore, green marketing provides a clear edge in an increasingly competitive market, setting firms that value sustainability apart from their rivals. Adoption is further encouraged by the fact that incorporating eco-friendly techniques frequently results in long-term cost benefits. Beyond just making money, green marketing builds customer trust and a favourable company image, especially with environmentally sensitive consumers. Finally, the rise in customer demand for environmentally friendly goods and services emphasises how important it is for companies to use green marketing in order to adapt to changing consumer tastes and stay relevant in the marketplace. Green marketing, then, is a

multidimensional approach that is vital for companies that want to be profitable, sustainable, and have an influence on society.

Rank	Country
1	India
2	UK
3	US
4	Thailand
5	Australia
6	Canada
7	China

It is really scary to read these pieces of information as reported in the Times recently: "Air pollution damage to people, crops and wildlife in US. Total tens of billions of dollars each year". "More than 12 other studies in the US, Brazil Europe, Mexico, South Korea and Taiwan have established links between air pollutants and low birth weight premature birth still birth and infant death". 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. There is growing interest among the consumers all over the world regarding protection of environment. Worldwide evidence indicates people are concerned about the environment and are changing their behavior. As a result of this, green marketing has emerged which speaks for growing market for sustainable and

socially responsible products and services. (Sharma, 2010)

SOME CASES:

Interestingly, green marketing continues to be an issue of 5 global interest. In fact, Google Trends reports that, on a relative basis, more searches for "green marketing" originated from India than from any other country.

Many companies are adopting green for capturing market opportunity of green marketing some cases

EXAMPLE 1 : Best Green IT Project: State Bank of India: Green IT@SBI By using eco and power friendly equipment in its 10,000 new ATMs, the banking giant has not only saved power costs and earned carbon credits, but also set the right example for others to follow. SBI is also entered into green service known as "Green Channel Counter". SBI is providing many services like; paper less banking, no deposit slip, no withdrawal form, no checks, no money transactions form all these transaction are done through SBI shopping & ATM cards. State Bank of India turns to wind energy to reduce emissions: The State Bank of India became the first Indian bank to harness wind energy through a 15-megawatt wind farm developed by Suzlon Energy. The wind farm located in Coimbatore uses 10 Suzlon wind turbines, each with a capacity of 1.5 MW. The wind farm is spread across three states – Tamil Nadu, with 4.5 MW of wind capacity; Maharashtra, with 9 MW; and Gujarat, with 1.5 MW. The wind project is the first step in the State Bank of India's green banking program dedicated to the reduction of its carbon footprint and promotion of energy efficient processes, especially among the bank's clients.

EXAMPLE 2: Lead Free Paints from Kansai Nerolac Kansai Nerolac Paints Ltd. has always been committed to the welfare of society and

environment and as a responsible corporate has always taken initiatives in the areas of health, education, community development and environment preservation. Kansai Nerolac has worked on removing hazardous heavy metals from their paints. The hazardous heavy metals like lead, mercury, chromium, arsenic and antimony can have adverse effects on humans. Lead in paints especially poses danger to human health where it can cause damage to Central Nervous System, kidney and reproductive system. Children are more prone to lead poisoning leading to lower intelligence levels and memory loss.

EXAMPLE 3: Indian Oil's Green Agenda Green Initiatives:

- Indian Oil is fully geared to meet the target of reaching EURO-III compliant fuels to all parts of the country by the year 2010; major cities will upgrade to Euro-IV compliant fuels by that time.
- Indian Oil has invested about Rs. 7,000 crore so far in green fuel projects at its refineries; ongoing projects account for a further Rs. 5,000 crore.
- Motor Spirit Quality Improvement Unit commissioned at Mathura Refinery; similar units are coming up at three more refineries.
- Diesel quality improvement facilities in place at all seven Indian Oil refineries, several more green fuel projects are under implementation or on the anvil.
- The R&D Centre of Indian Oil is engaged in the formulations of eco-friendly biodegradable lube formulations.
- The Centre has been certified under ISO-14000:1996 for environment management systems. (Sharma, 2010)

Why Firms consider using Green Marketing

Businesses embrace green marketing methods for a variety of reasons, many of which overlap with their

social and commercial aims. The primary driving force behind the demand for eco-friendly goods and services is the growing environmental consciousness among customers. Businesses may take advantage of this growing market segment and increase sales and brand loyalty by including green marketing into their plans. Adopting sustainability also reduces the risk of non-compliance and any legal ramifications, meeting customer expectations as well as regulatory obligations. Green marketing gives businesses a competitive edge in a congested market, going beyond regulatory compliance. By emphasizing their dedication to environmental stewardship, it enables businesses to stand out from the competition, drawing in environmentally sensitive customers and expanding their market share. A company's bottom line may be strengthened by adopting sustainability as it can result in long-term cost savings through effective resource utilization, waste reduction, and energy conservation. Moreover, green marketing stimulates innovation by pushing businesses to create eco-friendly technology, procedures, and goods. This idea helps solve urgent environmental issues in addition to promoting corporate success. In the end, businesses view green marketing as a moral need as well as a smart commercial move that positions them as ethical corporate citizens dedicated to building a more sustainable future.

#1. Some scholars claim that green policies/products are profitable: green policies can reduce costs; green firms can shape future regulations and reap first mover advantage. #2. Now a days firms are becoming more concerned about their social responsibilities (S.R). They have taken S.R as a good strategic move to build up an image in the heart of consumers. Even the socially responsible firms are getting leverage, whenever they intend to enter into foreign countries. There are example of firms like ITC, HLL(Surf-excel) who are heavily promoting them as an environmentally concerned firms, where as there is example of firms who are working in this direction in a silence manner like coca-cola, who have invested corers of money in various recycling activities, as well as having modified their

packaging to minimize its environmental impact. While being concerned about the environment, Coca-Cola has not used this concern as a marketing tool. Another big organization who is also working in this field without claiming any credit is Walt Disney World (WDW). So we can see that firms in this situation have taken two perspectives: (1) they are using green marketing as a marketing tool; (2) they are working in this field without promoting the fact.

#3. Change in customers attitude: with increasing concern about environment, consumers' attitude towards firms having green policies or green products are becoming a motivating factor.

#4. Governmental pressure: in almost all civilized countries, Govt. has the law to protect the consumers and the environment from the harmful goods or byproducts and ensure through law that all types of consumers have the ability to evaluate the environmental composition of goods. Govt. has established several regulations to control the amount of hazardous waste produced by firms and many by-products of production are controlled through the issuing of various environmental licenses, thus shaping the behaviour of organizations towards more socially responsible ones. In some countries, govt. has designed guidelines in such a way that consumers would have appropriate information which would enable them to evaluate an organisation's environmental claims.

#5. Competitive pressure: competition is the integral part of business; and you cannot overlook any competitive action taken by your competitor. So to be in the market you have to have a vigil over your competitor's move for marketing its products. Some firms have taken green-marketing as a strategy to build up its image rather than inculcate it as a part of the policy and work silently. In some instances, this competitive pressure has caused an entire industry to modify and thus reduce its detrimental environmental behavior (Ghoshal, 2011)

Emerging Dimensions:

Advances in technology, changing consumer attitudes, and urgent environmental concerns are

causing a revolution in green marketing. The idea of a circular economy is gaining hold as one of the new aspects influencing its future, emphasising resource efficiency and waste reduction. As customers need certified environmental claims to be supported by verifiable facts, transparency and accountability are becoming more and more important. Carbon neutrality and climate action are also gaining prominence, with businesses investing in renewable energy and establishing aggressive emissions reduction goals. Another new area is biodiversity conservation, where businesses are emphasizing their initiatives to save ecosystems and encourage sustainable sourcing. Furthermore, social justice and equity themes are being more widely used in green marketing, including inclusion and fairness into sustainability programmes. Artificial intelligence and block chain are two examples of technology-driven solutions that are being adopted to better successfully solve sustainability issues. The trend of firms forming collaborative collaborations with stakeholders to increase their environmental effect is also growing. These new aspects highlight how green marketing is dynamic and always evolving to suit the needs of a world that is changing quickly.

Many people believe that green marketing refers solely to the promotion or advertising of products with environmental characteristics. Generally, terms like Phosphate Free, Recyclable, Refillable, Ozone Friendly, and Environmentally Friendly are some of the things consumers most often associate with green marketing. In general, green marketing is a much broader concept, one that can be applied to consumer goods, industrial goods and even services. According to the American Marketing Association, green marketing is the marketing of products that are presumed to be environmentally safe. Thus, green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising. (SANDEEP TIWARI, 2011)

GREEN MARKETING AND SUSTAINABLE DEVELOPMENT:

Economy and society are constrained by environmental limits (Ott K., 2003). Our economical and social activities should be framed for optimal utilization of natural resources and keeping the environment safe. All the different cultures of the world have always taught us to love our nature. Now days we are not utilizing our natural resources for fulfilling our needs but for fulfilling our greed. Due to this there are many social, economical and environmental problems have become deterrent for our life. The solution to these existing problems can be rectified if we go for sustainable development. Sustainable development as per the "Report of the World Commission on Environment and Development (United Nations, 1987)" can be viewed as a pattern of resource use that aims to meet human needs while preserving the environment so that these needs can be met not only in the present, but in the indefinite future. Sustainable development is the form of development which aims at sustainable consumption and sustainable economic growth and tries to protect the environment. The field of sustainable development can be conceptually broken into three constituent parts: environmental sustainability, sociopolitical sustainability and economic sustainability. The two terms sustainable development and sustainable consumption are the two facets of the same coin. Sustainable development refers to maintaining long-term economic, social and environmental capital. While sustainable consumption becomes the way of life. Sustainable consumption is using resources in a way that minimizes harm to the environment while supporting the well-being of people. (Aparna Choudhar, 2013)

Challenges Ahead

1. Green products require renewable and recyclable material, which is costly
2. Requires a technology, which requires huge investment in R & D.

3. Water treatment technology, which is too costly.
4. Majority of the people are not aware of green products and their uses.
5. Majority of the consumers are not willing to pay a premium for green products (Sharma, 2010)

Conclusion:

Academics studying marketing concentrate on a wide range of company strategy and public policy topics, such as market and eco-level segmentation and the impact of structural elements and financial incentives on consumer behaviour. Applying sound marketing concepts is necessary for effective green marketing in order to increase customer desire for eco-friendly products. But the issue that still has to be answered is: What does green marketing hold for the future? Green marketing hasn't always been a clear-cut idea. Given that environmentalism's acceptance of boundaries and conservation conflicts with marketing's conventional tenets of "give customers what they want" and "select as much as you can," business researchers have dismissed it as a niche subject. In actuality, green marketing myopia has resulted in unproductive products and unwilling customers. But 21st-century business will be dominated by sustainability. The need to address climate change via politics, increased pollution and resource consumption in Asia, and mounting costs are pushing innovation towards high-performing, healthier goods. Put simply, green marketing will be included into all forms of marketing. In order to prevent green marketing myopia, credible communication and delivery of customer desired value in the marketplace will be essential to the future success of product dematerialization, or the transition from "sales of goods" to "sales of services," as well as more sustainable services. Dematerialization of products won't lead business into a more sustainable direction till then.

In order to guarantee long-term sustainability of development, marketers must address and resolve growing environmental issues. The necessity to incorporate ecological and economic factors into

decision-making by enacting laws that preserve the standard of agricultural growth and environmental preservation is a recurring topic in the strategy of sustainable development. The ultimate goal of green marketing is to save the environment for both the current and next generations. Given the current trends in green marketing and its growing global significance, one could argue that if sustainable development is deemed necessary, then green marketing can serve as a vehicle for achieving it because it integrates people, profit, and the environment.

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