



GREEN MARKETING PRACTICES –ECHO-FRIENDLY MARKETING STRATEGY FOR THE SUSTAINABILITY: A CONCEPTUAL STUDY

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ABSTRACT:

“Green Marketing emphasize aligning business with nature, the responsibility to protect the environment for future generations, and how sustainability is a crucial part of modern business and a key driver of consumer choice.”

Green marketing is an ecological concept developed in the global market for the sustainability of the firms in present days. Now-a-days consumers prefer more environmental friendly products over traditional products and their opinion and preferences has been changed towards the green products because of environmental issues. 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 adopted by the business firms in order to protect the nature from the harmful environmental issues. The present study is a conceptual study focussing on the concept, evolution, trends and challenges of green marketing in the present era of competitive world.

Keywords: Green Marketing, Sustainable Development, Green Marketing Mix, Green Strategy and Eco-Friendly Products.

1. CONCEPTUAL FALLACY:

In the modern era of globalization, environmental issues such as global warming, degradation of environment, misuse of natural resources has been increased as a result consumers are preferring more eco-friendly products. Though the biggest need of the time is not only to keep the customers and consumers intact but also to keep our natural environment safe. Consumers are aware about the increasing environmental issues such as global warming, acid rain, depletion of ozone layer and degradation of land etc. which resulted in an increase in consumer concern towards eco-friendly products for the rehabilitation of ecological balance. Thus, Environmentalism is considered to be an essential aspect. As today's consumers are becoming more and more conscious of natural products, the firms are beginning to modify their own thoughts and behaviour in order to meet the concerns of the consumers. This has brought in remarkable changes in the concept and strategies of marketing. This enabled the corporates to find different ways to conserve the natural resources and protect the environment by utilizing the minimum use of resources and marketing of eco-friendly products which has ultimately termed as “Green Marketing”. Many corporations such as McDonald's , Walmart , Procter and Gamble and Du-point have appreciated that the environment must be protected and enhanced to economic growth by

taking various actions to fulfil the needs of the environment. They are using herbal toiletries, stationary from recycled paper, no-smoking rooms, less wastage of water, less detergents, use of polystyrene containers for packaging hamburgers etc. Apart from consumers and businesses, even government has also taken several initiatives by making many regulations in support of protection of environment. For e.g. the ban of plastics in many parts of the country. Thus, Green marketing refers to the marketing of products and services based on the environmental sake. It can be rightly said that green marketing is a holistic concept involving environmentally friendly practices in all the stages such as the production, designing, marketing and selling of goods or services. According to American Marketing Association, green marketing is “the efforts by the organizations to produce, promote, package, and reclaim products in a manner that is sensitive or responsive to ecological concerns.” Thus, green marketing assimilate a wide range of activities such as

- ☐ Modification of product
- ☐ Alteration to the production process,
- ☐ Sustainable packaging,
- ☐ Improving advertising

So in absolute term, green marketing refers to the process of selling the goods or rendering the services with the minimal detrimental impact on the environment. Such goods or services are either eco-friendly in itself or are packaged or produced in the most eco-friendly manner. The aim of green marketing is to sustain the environment in the following ways such as:

- ☐ Eliminate the concept of waste
- ☐ Reinvest the concept of product
- ☐ Make prices reflect the cost
- ☐ Make environmentalism profitable.

Green marketing involves developing and promoting the products or services that satisfies the needs and wants of the consumers in terms of Quality, Affordability, Performance and Convenience without having any damage to the environment. With the growing awareness about the various environmental problems both the marketers and the consumers acknowledges to switch into the green products and services.

Green marketing works on certain principles which include the three principles for green marketing. First principle explains that product should be safe for the environment, second principle explains that price of a product should be affordable so that more customers can purchase products and third principle explains that marketing strategy used for the production, promotion and distribution of goods should be environmental oriented. The companies are working on the development of green products and green services. The important factors which can influence the green marketing are – individual income, savings, health benefits, willingness to pay for goods, sustainability, company strategies, and price of goods and packaging of goods.

1.1. Evolution of Green Marketing:

Green Marketing came into existence in the late 1980s and 1990s. The term green marketing was first introduced in the late 1980s and early 1990s by Polonsky and Everitt. The American Marketing Association (AMA) held the first workshop on “Ecological Marketing” in 1975. The first book on Green Marketing is published with a title of “Ecological Marketing”. Traditional marketing is concerned only with the production of goods and services

and earn more profits for the companies, by ignoring the environmental issues. But now time has changed customers are more demanding green products and their opinion about green products have been changed in a positive way. Concept of traditional marketing is changed into green marketing.

Green Marketing refers to the process of green production of goods and services. Green marketing consists of eco-friendly activities. It includes many range of activities such as product modification according to the environment, changes the production process into green process, changes packaging into green packaging and changes advertising into green advertising. Some examples of green products are- shade grown coffee beans, paper bags, reusable containers, energy efficient light bulbs and energy efficient cars.

Ecological marketing encourage industries and business firms to produce and promote goods and services which have positive impact on the environment and develop new technology that helps to reduce environmental problems. According to Peattie, the evolution of green marketing has been divided into three phases-

- First phase was termed as, “**Ecological**” Green marketing which are concerned with the problems related to environment and also provides the measures the solve these environmental issues.
- Second phase was termed as, “**Environmental**” Green marketing which are concerned with the production of green products which have positive impact on the environment and also take care of waste issues. This phase also includes innovation of new technology to protect the environment from degradation.
- Third phase was termed as, “**Sustainable**” Green marketing which came into existence in the 1980s and 1990s which explains the proper utilisation of natural resources.

1.2. Meaning of Eco- Friendly Products:

Eco-friendly products (also known as green products or environmental friendly products) are those products or services whose manufacturing, designing are done through a clean technology that do not cause any damage to the environmental activities. Promotion of green technology and green products is necessary for conservation of natural resources and sustainable development. Green product has various characteristics such as:

- Products with natural and chemical free ingredients
- Products are biodegradable
- Products having eco-friendly packaging
- Products grown originally
- Products can be recycled and reusable i.e. reusable, refillable containers etc.
- Products do not harm or pollute the environment.
- Efficient products which save energy, water, gasoline and money.
- Product that is not tested on animals.

Eco-friendly products are now in every field for e.g. clothing, home/restaurant items, jewellery, shopping items, coffee cups, drink bottles, and many more. These products have gained popularity because of its minimal impact on the environment. In other words, these products help preserve the environment by significantly reducing the pollution they could produce. Eco-friendly products can be made from scratch, or from recycled materials. These products are easily recognizable through various green marketing tools such as eco-labels, eco-brands and environmental advertising. Companies are emerging towards producing these eco-friendly products For example,

Nike is the first among the shoe companies to make the products with the minimal usage of harmful glue adhesives thus focusing more on environmental friendly materials.

2. REVIEW OF LITERATURE:

Dr. Shruti P Maheswari (2014) opined that with an environmental impact so that an organisation can promote its image by raising awareness of the need to protect the environment. Consumers are not sufficiently exposed to green product marketing communications and suggest greater use of marketing and brands to promote and sell products that are environmentally friendly and effective. The Indian market for greener products could be more exploited within consumer groups with pro-environmental values. Surya, Dr. M Hajamohideen (2018) viewed that an increasing awareness of the various environmental issues has led to a shift in the way consumers live their lives. There has been a shift in consumer attitudes towards a green lifestyle. Vishal Kumar Laheri, Hamendra Dangi, etc. viewed that Green marketing offers a new competitive advantage to companies that want to target their green consumers. The primary attributes that the consumer looks at in a green product are its environmental friendliness. Consumers will feel satisfied that the environment is no longer degrading by buying a green product. Arminda M. Finisterra do Paco and Mario Lino Barata Raposo etc. (2008) observed that the modern world has led consumers to become more and more concerned about the environment. Such concerns have begun to appear in their patterns of purchase, with consumers increasingly preferring to buy so-called 'environmentally friendly products'.

Kassarjian (1971) found that the consumers' attitude toward air pollution was the most important factor in determining consumers' behavior toward the eco-friendly products. Thus, his study stated that the environmental concerns considered as an important tool in deciding purchase decisions Balderjahn (1988) found that a consumers have a positive attitude towards green products which helps them in having an ecologically conscious living. It also prompted consumers to publicly show environmental concern by moving forward and sign the petition against antipollution organization and support and join these institutions. Tilikidou ve Delistavrou (2001) found that people who more frequently adopt pro-environmental non-purchasing behaviors are all highly educated people and they are aware of the benefits of using eco-friendly products. They are positively correlated to attitudes of recycling the products. Uydacı, (2002) found that the consumers were against to those industries which causes environmental pollution through the contamination of industrial effluents into the air. He concluded that there is a need to create green marketing awareness among the industries, producers so that they do not produce hazardous substance. Aslan (2007) found that the students are aware of green products, their features, and also they know how to dispose of these products after using. Belz & Peattie (2008) stated that green marketing and environmental marketing in the late 1980's focused on green consumers who would be willing to pay premium prices for more environmentally friendly products. Many consumers choose products that are harmless to the environment even if they cost more. With increase in the awareness of green marketing, producers also now shift their products to focus on environmental benefits such as energy-efficient light bulbs, and environmentally safe detergents. Thus, green marketing encourages not only consumers to use eco-friendly products but also manufacturers to develop more environmentally friendly products that are not harmful to the environment.

Aracioglu and Tatlıdil, (2009) found that when the environmental pollution and awareness of environment protection tends to increase, consumer buying behavior gets affected. Also they found that the respondents were aware of the importance of recycling for protecting and preventing the environment. Grail (2010) found that the consumers think green products as those that has minimal harmful impact on the environment (e.g. energy-efficient, recyclable, natural or organic). He also found that about only 30% of consumers consider reducing water usage to be a green practice and also product labels and word of mouth to be as a primary sources of information about green products. Elham Rahbar (et al, 2011) observed that the customer's trust in eco-labelling and eco-branding and their perception of eco-branding shows a positive and significant effect on their actual buying behavior.

3. DATABASE & METHODOLOGY:

Green marketing is one component of a broader movement towards socially and environmentally conscious business practises. Consumers have increasingly come to expect companies to demonstrate their commitment to improving their operations alongside the various Environmental, Social and Governmental (ESG) criteria. To this end, many companies will keep sharing their social impact statements on an ongoing basis, in which they periodically report on their progress towards these objectives. Although green marketing refers specifically to environmental initiatives, these efforts are increasingly being presented alongside social and government policies. Sustainability has made headlines in the corporate world over the last two decades. On this juncture, the present study has been undertaken with the under-mentioned objectives:

I.To overview the concept and meaning of Green Marketing and eco-friendly products.

II.To know the Need and Evolution of Green Marketing in this modern era of Globalization

III.To study the components of Green Marketing Mix and stages of Development of green product

IV.To analyse the benefits and Challenges of green marketing

V.To know the significance and the factors which can influence the green marketing.

VI.Finally to overview the Green Marketing Strategies adopted by the companies for their sustainability.

In order to achieve the objectives, secondary data was used by obtaining from various online and offline journals, Magazines and reports etc. The study is of merely qualitative in nature.

4. RESULTS & DISCUSSION:

Green marketing means minimizing a product's environmental impact through product redesign, sustainable manufacturing, and integrated marketing campaigns. It aims to promote eco-friendly products and meet the demand for sustainable consumption. The main objective of green marketing is to position these environmentally friendly products in the market and appeal to environmentally conscious consumers. This concept reinforces how companies are committed to helping to reduce the negative impact of human actions. The idea of green marketing has grown in this context. Packaging and advertisements show such things as: "100 percent natural," "environment-friendly," "green product" and many others. The idea of sustainability began to emerge in the 1980s when different organisations began to discuss the subject. In 1987, the term sustainable development was first used by the then Prime Minister of Norway, Gro Harlem Brundtland, at the United Nations (UN) conference. "Sustainable development means the supply of current needs without affecting the ability of future generations to meet their own needs." The "Environmentally-responsible" or "Green Marketing" is a business practise that

takes into account consumer concerns about the promotion, conservation and conservation of the natural environment.

4.1. Need of the Green Marketing

It helps to reduce environmental damage, improves the image of the company and the sale of the product, sensitises the customer to environmental problems, makes the customer enjoy the benefits of the product or service and thus also contributes to environmental benefits. The company has become more accountable for the production and marketing of products without any adverse environmental impact.

4.2. Nine ways of promoting Green Marketing in business:

Here are simple ways of making small changes to behave more responsibly when it comes to the planet's well-being.

1. **Recycling:** Recycling internally is perhaps the easiest way to make your company "greener" Spreading around bins that already separate the discarded contents by each material is a good start. The idea may also be extended by the use of these materials for other purposes. Plastic packs, for ex; can be used as pencil holders, and paper that is only used on one side and would be discarded can be reused as scratch paper. Also, organic matter can be used to obtain energy through bio-digesters or even as fertilizers which are a good incentive to make a small vegetable garden in the company.
2. **Renewable Energy:** Another way to be more sustainable is through the use of renewable energy, such as wind and solar energy, especially for production purposes. It is worth noting that industrial and agricultural activities consume a lot of drinking water and electricity. Investment in measures to reduce this consumption may therefore represent a significant difference.
3. **Smart Exchanges:** Changing ways to consume energy is not enough; it is also important to worry about reducing it. Smart switching, e.g. using LED lighting, is the most economical and efficient way to do this than conventional lighting. Or, preferring raw materials of plant origin rather than animal origin. Many companies stand out for not testing their animal products.
4. **Suppliers:** Green marketing is present not only in production but also in relations. A good example is that of 'green companies' which purchase supplies from local organic producers.
5. **Organic Products:** Many companies stand out in the market by offering only organic products. For ex; companies that do not use pesticides or other artificial supplies in their production. In addition to being healthier, these products are highly valued on the market as they pollute less.
6. **Plastic Reduction:** Some companies are reducing the use of plastic materials both internally and externally. This is the case for restaurants that do not use a straw, use paper cups and recycled and reusable packaging.
7. **Collaborative Savings:** Collaborative savings is a business model in which goods are shared. Several companies, such as Uber and Airbnb, have recently stood out as an example of this concept. However, there is little discussion about the reduction of natural resources through the use of this model. After all, if many people use the same service, the cost and environmental impact can also be lower.
8. **Inclusion:** Inclusion has recently become a concern among companies, including the creation of legislation that encourages or enforces the practice. It may be a green form of marketing because social development is also a way of being more sustainable.

9. Diversity: It may not have a direct impact on the environment, but ethnic and gender diversity helps to improve the way business is viewed by the public.

4.3. Green Marketing Mix:

A large number of researchers state that Green marketing has same components as marketing mix i.e. Green Product, Green Price, Green Place and Green Promotion. According to Kotler and Keller, marketing mix can be defined as, “mixing and matching marketing activities to maximize their individual and collective efforts”.

a) **Green Product:** Companies identifies the needs and wants of the consumers and produce goods according to the needs and wants of the customers. The green products have the following features-

1. Products with green labelling i.e. eco-labels
2. Products that can be recyclable
3. Products that are eco-friendly in nature
4. Products which uses less energy and have low price
5. Products with eco-friendly packaging that helps to reduce pollution
6. Products made up of optimum utilisation of resources
7. Products which are concerned of sustainability issues

b) **Green Price:** Price is an important factor for products as well as for customers because it decides the demand for the products. Customers are willing to pay more prices for the goods only if they are getting green benefit from the consumption of products. Green pricing should be decided that it should increases productivity and also take care of the people, planet and profit. Marketers should fix the price of green products according to the income of the customers and according to the demand of green products. Green price should be fixing in such a way that more customers can afford it and companies can earn more profit.

c) **Green Place:** Place is also important factor to be considered because some people are not willing to travel just to buy products. To attract consumers place selection is important where distribution of green products is an important task. Green place is about managing logistics to cut down transportation emission and aims to reduce carbon footprint. Green products should be made easily available in the global market so that customers can easily buy the products.

d) **Green Promotion:** Green promotion involves tools of promotion such as advertising, public relations, direct marketing, sales promotion and site promotions, marketing materials, videos and packaging of products. Traditional advertising are now replaced by green advertising. Many companies are promoting their products and services by using internet advertising. Internet, Web Based Marketing and Web Based advertising are important tools used by the companies for the promotion of goods and services. Many researchers have claimed for 7P's of Green marketing which includes green process, green people and green physical evidence. Other external P's of green marketing are- paying customers, providers, politicians, pressure group, problems, prediction and partners.

Table 1: Stages of Development of Green Product

First stage Development Stage	During first stage, main objective of a company is to collect raw material, components parts. Here the manufacturers are encouraged to check for environmental programs of suppliers, minimal packaging of inputs and using the raw material which can be easily recycled.
Second stage Production Stage	This stage is focused on encouraging manufacturing companies to reduce waste, emission and toxic and also encourage manufacturers to conserve the resources and find alternative sources of energy.
Third Stage Consumption Stage	This stage is focusing on minimization of packaging, conservation of energy and also focused on the reduction of waste in the environment.
Fourth Stage Final Stage	It is the final stage of the development of a green product. It focused on the reuse and recycling of a product.

4.4. Benefits of Green Marketing

- ☐ Green marketing increases the competition in the environment and sustained long term growth with sustainability development
- ☐ Green marketing saves time and money in the long term.
- ☐ Green marketing manufacturers and provide goods to the customers which are eco-friendly in nature and do not degrade the environment.
- ☐ Green marketing helps in the better utilisation of resources and save the resources for future generation.
- ☐ Green marketing helps in the saving of energy, reduce use of natural resources and also reduces carbon footprint
- ☐ Green marketing recycles the products into a new product which can be use in future into another form.
- ☐ Green marketing reduce the negative impact on the environment
- ☐ Green marketing helps in the implementation of new innovation and technology according to the environment.
- ☐ Green marketing also to builds the reputation of a companies and enjoy the goodwill

4.5. Challenges of a Green Marketing

- ❖ Green marketing is a new concept and many consumers around the world are still not aware about the green products, it is great challenge for the manufacturers to achieve green marketing successful.
- ❖ There is no compulsory rules and regulations for the consumers to purchase the green products
- ❖ Renewable resources and recyclable materials that are used in the production of a green product is expensive in nature
- ❖ Green marketing requires a new technology which requires lot of investment for the research and

development

- ❖ Some customers are not aware about the green products and services so they purchase traditional products over green products.
- ❖ Customers are not ready to pay premium prices for the green products because products are expensive and everyone can't afford it.
- ❖ It is difficult to convince the customers to purchase green products.

4.6. Reasons for the Adoption of Green Strategy by the Firms

- ✚ Customers are now demanding more green products over traditional products because of environment issues. Companies see it like an opportunity to adopt green marketing and market new kinds of products and earn more profits.
- ✚ Many firms have started mixing environment issues with the business firm's culture. So companies behave in an eco-friendly nature to achieve both profit and achieved environmental objectives. Firms announce their environmental strategy and they commit their action towards sustainable environment.
- ✚ Governments of different countries established different rules and regulations to protect both the consumer and environment. Government established guide lines to control green marketing claims by firms and ensure the consumers to have right information about green products.
- ✚ Green marketing increases competition pressure in the global market due to which many companies started adopting green strategy to survive in the market. Green strategy increases profits and goodwill for the company.
- ✚ Customers have changed their opinion towards green products and start demanding more green products as a result business firms and companies started practicing green strategy.
- ✚ Many companies started practicing green strategy and use alternative resources for the production of goods in order to conserve natural resources from degradation.
- ✚ The marketers have limited resources both in raw materials and financial. Adopting green strategy reduces cost of production due to use of recycle materials. The cost of reduction attracts business firms to adopt green marketing.

4.7. Common Green Marketing Claims by the Firms

- ❖ **VOC Free:** VOC stands for Volatile organic compounds. VOC usually found in paints, floor polishing, household cleaning products, charcoal lighter fluid and some hair styling products. VOC emitted gases which are negative for the environment and health of the people.
- ❖ **Free from harmful chemicals:** Companies claims that their products are green in nature and free from any harmful chemicals and do not have negative impact on the health of the users.
- ❖ **Non-Toxic-** Marketers states that their products are non-toxic in nature and it is safe for both humans and environment.
- ❖ **Ozone Friendly:** The ozone layer in the atmosphere prevents harmful radiation from the sun from reaching the earth. Company states that their products are ozone free and their products do not harm the upper ozone layer and the air at ground level.
- ❖ **Biodegradable:** Company claims that their products are easily biodegradable in nature and do not

pollute the environment and does not cause harm to animals and people.

- ❖ **Recyclable products:** business firms claims that their products are easily recyclable in nature and can be used in another form and used for further manufacturing of products.
- ❖ **Carbon Offset Claims:** companies can make claims to take action in reducing greenhouses gases in the environment like planting of more trees, using green technology which is safe for the environment and reduce carbon footprint.
- ❖ **Renewable resources:** many companies claims to use more renewable resources in place of non-renewable resources and promote sustainable development by conserving the natural resources or using it in a proper way.

4.8. Types of Green Marketing Strategies

Green strategy helps to take decisions and transform business strategies into green strategies to improve the quality of the environment. Green strategy helps to define the goals, mission and vision of a company according to the environment and their top priorities is to provide green goods and services in the global market place. There are different green strategies which are explain below:

- ❖ **Green Design:** First green marketing strategies is to design their product and services into green from the beginning. Companies have to change their production process into green process and advertising into green advertising. Green designing is the production of products that are eco-friendly in nature and uses less energy, flexible in nature and designed for longer use and fulfil the condition of reuse, reduce and recycle.
- ❖ **Green Positioning:** Green positioning builds brand positioning by providing information about the products. Eco-friendly products will not be successful if they are not communicated properly to the customers. Green positioning is of two types i.e. functional positioning and emotional positioning which are related to customer preferences of a product.
- ❖ **Green Pricing:** Green pricing is important strategy for the green marketing because cost of production and demand of a product depends upon green pricing. Green pricing should be fixed in such a way that customers can purchase green products and allows customers to take participate in the sustainability of an environment.
- ❖ **Green Packaging:** Green packaging attracts the customers to purchase the products. Green packaging is done by using raw materials and manufacturing methods that are eco-friendly in nature and has low impact on the energy consumption and on the environment. Companies should use bio- degradable packaging and provides customers with a symbol of the company claiming that companies are adopting green strategy. For example- use paper bags for packaging in place of plastic bags.
- ❖ **Green Disposal:** Green disposal considered every step of product life cycle from production to disposal. Green disposal is the recycling of products into new products and can be used in another form or used in manufacturing of other products. Green disposal reduces emissions of harmful materials and reduces pollution in the environment.

Table 2: Top 10 Green Companies in the World

Rank	Green Score	Company Sector	Country	Logo
1	87.70%	Shire PLC (Health Care)	Ireland	
2	83.90%	Reckitt Benckiser Group PLC (Consumer Staples)	U.K.	
3	83.20%	BT Group PLC (Telecommunication Services)	U.K.	
4	82.90%	Swisscom AG (Telecommunication Services)	Switzerland	
5	82.00%	Essilor international SA (Health Care)	France	
6	81.90%	NIKE Inc. (Consumer Discretionary)	US	
7	81.80%	Unilever PLC (Consumer Staples)	U.K.	
8	80.70%	Sky PLC (Consumer Discretionary)	U.K.	
9	79.60%	Siemens AG (Industrials)	Germany	
10	78.80%	Schneider electric SE (Industrials)	France	

Table 3: Companies Adopting Green Strategy

Logo	Company	Green Marketing Practices
	Nerolac Paints	Removes all hazardous products from paints like lead, chromium, Arsenic, antimony etc.
	Wipro Info Tech	Development of eco-friendly desktops, laptops, Wipro green ware.
	Samsung	Introduced recycle mobile and long run battery to save energy consumption and launched eco-phone which is produced from corn-based bio plastics.

	HCL	Commits to manufactures products that are eco-friendly in all aspects i.e. price, place, product and promotion and products will be free from harmful chemicals.
	NOKIA	Minimizes use of toxic materials in production of a products and also promote recycling programme
	Cadbury	Introduced recyclable cardboard packaging for its chocolates and roses
	KFC	Uses biodegradable paper for its packaging for their food items
	Philips	Produce 80% energy efficient bulbs and household appliances which helps to save consumption of energy
	Natalia	Produces natural green berry tea for customers
	Mahindra Reva	Manufactures electric vehicle named as “e20”
	Go Green BOV	Manufacturers battery operated vehicles
	H.P	Produces energy efficient products and services and promote energy efficient operating practices in their facilities.
	CISCO systems	Provides information about carbon emissions which are caused by the transportation and also limit greenhouses gases in the environment and manage air quality, water consumption, and waste management and ensure proper disposal of hazardous.
	Infosys Technology Ltd	Focused on green buildings, conservation of resources, water harvesting and provides better transport management for its employees and promote bio-diversity in its campuses.
	Mc Donald	Uses paper napkins, bags in place of plastic bags
	Panasonic	Manufacturers eco-friendly refrigerators, air conditioners and washing machines, plasma TV, LCD
	Accenture	Focused on green buildings and data centres at all global offices

4.9. Green marketing and sustainability:

Sustainability is the practice of using resources wisely to protect the environment for future generations, while green marketing is the process of promoting products and services based on their environmental benefits. Green marketing is a strategy for businesses to connect with eco-conscious consumers by highlighting their use of sustainable materials, reduced waste, and eco-friendly practices throughout the product lifecycle. For green marketing to be effective, it must be supported by genuine sustainable practices, and companies must communicate these efforts honestly and transparently.

- Green marketing is a communication tool that businesses use to promote their commitment to sustainability.
- For green marketing to be successful, it must be backed by a genuine and comprehensive sustainability strategy that includes sustainable practices throughout the business operations.
- Consumers are increasingly interested in brands that align with their values, making green marketing an important strategy for building customer loyalty.

Green marketing is an instrument for protecting the environment for future generation by conserving the natural resources and use alternative sources of energy for production of goods and services. Green marketing is not an easy concept to be performed by any companies and business firms. Business firms and companies implement rules and regulations to achieve the goals of green marketing strategy and earn more profits. Evolution of green marketing is still in early stage in the market. Green marketing may not be achieved in the short run, but in the long run it will have a positive impact on the environment as well as on business firms and society. With the increase in environmental issues such as degradation of environment, misuse of resources, global warming and climate change etc. It becomes necessary for the company to adopt green lifestyle for the benefit of the society. Green marketing fulfil the condition of 3Rs- reduce, reuse and recycle. Customers are ready to pay premium price for green products and green services. There is a need for adoption of green marketing because attitude and preferences of customers have been changed towards green products and customers are more demanding green products. Final consumers and industries have the ability to pressurize organizations to practice green strategy and mix environment into their corporate culture to minimize negative impact on the environment. Now it is time to select right green strategy according to the change in the environment. Government should make rules and regulations for every business firms to follow green marketing and reduces pollution in the environment. Marketers also have the responsibility to make consumers understand the need and benefits of green products over traditional products. In green marketing, consumers are willing to pay more premium prices for green products. It is still a great challenge to achieve successful implementation of green strategy in global market. To conserve the natural resources and to solve the problems related to environmental issues it is necessary to adopt green strategy. Green marketing is only a solution for sustainable development. In conclusion, it can be said that not only Indian industries but green marketing strategies are being applied worldwide. The above study shows that there is a positive impact of green marketing on global market as well.

This study aims to recognize the concept of green marketing and the growth of green products, because the earth is now facing environmental devastation and pollution levels are getting worse every day, ultimately leading to

the continued deterioration of human life. Examples of green marketing include advertising of reduced emissions associated with the manufacturing process of the product or the use of recycled post-consumer materials for the packaging of the product. Some companies may also market themselves as environmentally-conscious companies by donating part of their sales proceeds to environmental initiatives, such as tree planting. Some companies do "Green Marketing" and make huge profits, such as that Mc Donald started giving out his products in a paper bag to customers instead of a polythene bag, making "Green Marketing" at a reduced cost. This campaign has been a big hit. Coca-Cola to save water Rain Water Harvesting at a very high level therefore saves water and returns to the environment a small part of the water that it consumes for its production.

5. CONCLUSION:

Green marketing has been rapidly increasing across the globe. These activities have increased its importance in human being's life. Human beings have now understood the necessity of being a green consumer and to adopt the environmentally friendly products. The study was conducted to find the relationship of mean usage of eco-friendly products across the various age groups and educational level of the respondents.

Green marketing is a tool now used by many companies to increase their competitive advantage, as people are currently very concerned about environmental issues. At the time applying green marketing, businesses must meet the needs and wishes of users. Green marketing is not only an environmental protection tool but also a marketing strategy (Yazdanifard, 2011). Many firms have understood the benefits of green marketing and have seen how a more sustainable approach can add value to their brand. More than that, it's a way to help future generations enjoy the planet as much as we do today.

Thus, there is a need to create more awareness towards the eco-friendly products among these individuals for the betterment of the society and the environment as a whole. There is a need of designing the marketing communication campaign for promoting the green products among the consumers. Therefore, it is the responsibility of the government also to monitor the credibility and trustworthiness of these campaigns and should move ahead and inform the citizens about the meaning and the availability of the new green products in the market and also help the consumer to know benefits of using them on the environment.

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