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A study of evolution and practice of green marketing by various companies in India

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Abstract
This study examines how green marketing has developed and is used in India, with a particular emphasis on how businesses use sustainable techniques to solve environmental issues while remaining competitive. Regulatory concerns, the global push for sustainability, and increased consumer knowledge are the main drivers of the change towards eco-friendly marketing. The study explores how green marketing has evolved over time, discusses the difficulties businesses encounter, and examines the tactics used by different Indian businesses in industries such manufacturing, retail, technology, and fast-moving consumer goods. Through case studies, it showcases programs like energy-efficient product lines, eco-labeling, green advertising, and sustainable packaging. The study also looks at how consumers' behavior is affected by green marketing, showing how businesses employ environmental appeals to draw in and keep clients. Issues like greenwashing and striking a balance between sustainability and profitability are covered in detail. The results imply that businesses can enhance their brand equity and succeed in the long run by implementing genuine green marketing tactics. The study's conclusions include suggestions for how organizations can better incorporate green practices, comply with legal requirements, and encourage consumers to make sustainable decisions, all of which will benefit both the environment and enterprises.

Keywords: Environmental aims, ethics, green marketing, and social objectives

Introduction
Unfortunately, most individuals think that green marketing just includes advertising or promoting products with environmental features. Some of the terms that customers most frequently connect with green marketing include Environmentally Friendly, Ozone Friendly, Recyclable, Refillable, and Phosphate Free. Green marketing is a far more expansive idea that may be applied to consumer goods, industrial goods, and even services, even if these phrases are green marketing promises. For instance, resorts all over the world are starting to market themselves as "ecotourist" establishments, or establishments that "specialize" in taking in the scenery or conducting business in a way that has the least negative impact on the environment [Ingram and Durst 1989, Trombis 1991] [27, 28]. As a result, green marketing encompasses a wide range of actions, such as altering advertising, production process modifications, packaging modifications, and product modifications. However, establishing green marketing is a difficult undertaking. The first workshop on "Ecological Marketing" was organized by the American Marketing Association (AMA) in 1975. One of the earliest books on green marketing, "Ecological Marketing," was produced as a result of this workshop [Henion and Kinnear 1976a] [25, 26]. Numerous further publications on the subject have now been released [Charter 1992, Coddington 1993, Ottman 1993] [29-31]. To investigate how marketing affects the environment, the AMA workshop aimed to convene scholars, industry professionals, and public policymakers. The definition of ecological marketing at this workshop was the examination of the advantages and disadvantages of marketing initiatives with regard to pollution, energy depletion, and nonenergy resource depletion. (1976b, 1, Henion and Kinnear). This early definition consists of three main parts: 1) it is a subset of the whole marketing activity, 2) it looks at both positive and negative actions, and 3) it looks at a limited number of environmental issues.

All of the main elements of other definitions are included in the definition that follows, which is far more comprehensive than those of other researchers. According to Polonsky (1994b, 2) [32], "green or environmental marketing refers toany activity created and facilitated with the goal of satisfying human needs or wants in a way that has the least negative impact against the natural environment."

Objective of the study

The development of green marketing in India

Recognize how environmental, societal, and economic variables have influenced the evolution of the idea of "green marketing" across time.

To examine green marketing tactics used by businesses across a range of industries

Analyze particular programs like product innovation, eco-labelling, green advertising, and sustainable packaging.

To assess how consumer behavior and brand perception are affected by green marketing

Examine how brand equity, consumer loyalty, and purchase decisions are impacted by eco-friendly activities.

Finding the potential and problems related to green marketing strategies

Examine problems such as greenwashing, high implementation costs, and businesses' need to comply with regulations.

Investigating how laws and rules may support green marketing

The impact of regulations such as sustainability frameworks, environmental standards, and certifications on business plans should be examined.

Making recommendations for tactics to improve green marketing's efficacy

Offer businesses practical advice on how to match their marketing strategies with customer demands and environmental sustainability.

Benefits of green marketing

Tens of billions of dollars are lost annually in the United States due to air pollution's harm to people, crops, and wildlife. "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". Due to the fact that human desires are limitless and resources are scarce, marketers must make effective use of them in order to accomplish the organization's goal and prevent waste. Green marketing, then, is unavoidable. Consumers worldwide are becoming more concerned about environmental preservation. There is evidence that individuals all across the world are becoming more environmentally conscious and are altering their behavior. This has led to the emergence of green marketing, which indicates a rising demand for environmentally friendly and socially conscious goods and services. Thus, consumers worldwide are becoming more conscious of the need to safeguard their living environment because they want to leave a clean planet for their children. In the late 1980s and early 1990s, green marketing gained popularity following the first workshop on ecological marketing, which was held in Austin, Texas (US), in 1975. Joel Makeover is a writer, lecturer, and strategist on clean technology and green marketing. He claims that the absence of standards and public agreement on what is "green" is one of the main problems facing green marketing. As time has gone on, green marketing has changed. The development of green marketing has gone through three stages, according to Peattie (2001) [38]. "Ecological" green marketing was the name given to the first phase, when all marketing initiatives focused on addressing environmental issues and offering solutions. "Environmental" green marketing was the second phase, during which time the emphasis turned to clean technology, which involves creating novel new goods that address waste and pollution problems. The "sustainable" green marketing phase was the third. Late in the 1990s and early in the 2000s, it gained popularity.

Review of literature

1. The green marketing grid and the green marketing strategy matrix are two of the concepts that several writers have put forth to create strategies (Ginsbgerg & Bloom, 2004) [34]. Furthermore, Polonsky & Rosenberger (2001) [33] stressed the need for an integrated and holistic approach in order to use green marketing methods across the board.
2. In Marketing Management, Philip Kotler and Kevin Lane Keller introduced the subject by talking about the importance of green marketing in the last ten years as well as the rise in eco-friendly product sales. However, the author claims that green marketing initiatives have not been particularly effective from a branding standpoint.
3. Prothero, A. (1998) [8] presents a number of articles that were covered in the "Journal of Marketing Management" July 1998 issue that concentrated on green marketing. This comprises an empirical research of marketing managers in the US and Australia, as well as a reference of the necessity of reviewing the body of existing literature on green marketing.
4. The development from the early research, which primarily concentrated on characterizing the "green" consumer, conceptualizing environmental consciousness, environmentally related behaviors like recycling, and attitudes toward environmental problems like pollution, is traced by Kilbourne WE & Beckman SC (1998) [37].
5. Walker, R.H. & Hanson, D.J. (1998) [11] draw attention to and talk about the environmental and green implications and requirements of destination marketing as opposed to those of product and service marketing.
6. Kilbourne WE, (1998) [37] talks about how green marketing hasn't been able to overcome the constraints of the dominant paradigm. Although there are some emerging macro advancements in marketing theory that could result in a truly green marketing strategy that takes sustainability, holistic thinking, and the shortcomings of the current paradigm into account, they are still very much at the fringe of the field.
7. In 1996, Grove, S.J., and Fisk, R.P. made an effort to draw attention to the widespread and widespread exclusion of service companies from conversations on green marketing strategies. They examine the possible causes of the situation and offer justifications for service providers to embrace environmentally friendly

methods. A greening of services matrix was also introduced in an effort to determine how the service industry can help protect the environment.

8. In 2003, Pujari D, Wright G and Peattie K, [3]. presented the results of a comprehensive study on environmental new product development (ENPD) in British manufacturers. This article's attempt to combine environmental management and new product development (NPD) philosophies in order to create and evaluate a theoretical framework for ENPD and performance empirically is one of its main contributions.
9. The US and Australian markets' perceptions of stakeholders' ability to impact the green new product development (NPD) process and the methods for involving them in it are the main topics of Polonsky MJ, Rosenberger III, PJ, Ottman J, (1998) [7]. The results imply that marketers think certain stakeholders with "high" influencing power ought to be included in the green NPD process, even if it seems that businesses actually employ very simple strategies to do so.
10. Vinod Kala, the founder and CEO of Emergent Ventures India (EVI), claims that he realized in 2004 that the environment had enormous business potential. He goes on to say that although financial investors are increasingly viewing green technology as a business opportunity rather than just a morally right thing to do, dozens of entrepreneurs have discovered that the capital costs associated with these projects are prohibitive and that investors are reluctant to make the investment.

Research Methodology

Descriptive research methodology is used here. The goal of descriptive research is to precisely and methodically characterize a population, circumstance, or phenomena. It can respond to inquiries about what, where, when, and how, but not why. Numerous research techniques can be applied in a descriptive research design to examine one or more variables. In contrast to experimental research, here the variables are merely observed and measured, no controls or manipulations are made. Descriptive research is usually defined as a type of quantitative research, though qualitative research can also be used for descriptive purposes. The research design should be carefully developed to ensure that the results are valid and reliable. One type of research methodology that describes the features of the population or phenomenon being examined is descriptive study. With this descriptive methodology, the "what" of the study topic is given greater weight than the "why" of the topic?

Research Design

Research design refers to the overall plan or structure that guides a research study from the initial formulation of research questions or hypotheses to the collection, analysis, and interpretation of data, and finally, the reporting of findings. It is essentially the blueprint that outlines how researchers intend to conduct their study to address the research problem or objectives effectively. Research design encompasses various components, each of which contributes to the overall methodological framework of the study.

Data collection

The data collection has two types of data have been gathered are:

- **Primary data:** A carefully designed questionnaire is used to gather primary data. It is a key instrument used to gather primary data in a methodical approach, answering pertinent and sufficient inquiries that address every facet of the research.
- **Secondary data:** Secondary data is gathered from a range of secondary sources, such as websites, periodicals, magazines, and other relevant research projects.

Secondary data interpretation

Green marketing's development in India

The research indicates that the growth of green marketing in India reflects both distinct regional dynamics and global trends:

- Ecological marketing's early phase, which spanned the 1970s and 1980s, was centered on raising awareness of pollution and resource conservation.
- Because Indian consumers were less concerned about the environment, there was less movement at this point.
- The 1990s saw a rise in environmental marketing as businesses started implementing greener technologies to address environmental issues.
- Some FMCG companies, for instance, launched eco-friendly products in order to comply with evolving regulatory regimes. In the 2000s and beyond, businesses began incorporating sustainability into their operations, supply chains, and marketing plans.
- Green marketing has matured in India, as evidenced by the rising availability of sustainable fashion, electric vehicles (EVs), and organic food.

Green Marketing's Sectoral Adoption in India

The degree to which different Indian sectors have embraced green marketing varies, according to secondary data:

- **Automobile Industry:** Businesses such as Tata Motors encourage electric vehicles (EVs) by utilizing government subsidies and sustainability objectives.
- **FMCG:** Organizations like ITC and Hindustan Unilever prioritize energy-efficient operations, waste minimization, and eco-packaging. In order to satisfy regulatory requirements and serve international markets, businesses are implementing energy-efficient procedures and green certifications.
- In the retail and fashion industries, companies are advertising eco-friendly products and using sustainable packaging more frequently in an effort to appeal to urban, environmentally concerned consumers.

Impact of Government Policies and Regulations

Secondary research suggests that a major factor in motivating businesses to implement sustainable practices is the regulatory environment:

- Companies are required under the Plastic Waste Management Rules to reduce single-use plastics.
- EPR forces businesses to take responsibility for post-consumer waste by requiring appropriate product disposal and recycling.
- International environmental standards, such as ISO 14001, must be followed by companies that export.

Consumer Trends and Behavior

According to the research, Indian customers like eco-friendly items and are becoming more conscious of environmental challenges, particularly in urban areas:

- **Brand Loyalty and Perception:** It has been discovered that eco-labeling and green certifications increase consumer loyalty and brand trust.
- **Willingness to Pay a Premium:** Customers that care about the environment are prepared to spend more on sustainable items, especially those in industries like natural cosmetics and organic food.
- **Danger of Greenwashing:** The report cautions that clients are wary of greenwashing, which is when businesses make exaggerated claims about their environmental advantages.

Prospects and Difficulties in the Economy

- **Financial Rewards:** Organizations that adopt sustainable practices frequently experience long-term cost savings, including lower energy and waste management costs.
- **Earnings in Specialized Markets:** Green marketing enables companies to enter new markets, such as those for electric cars and organic farming.
- Despite the advantages, some businesses still find it difficult to embrace sustainable practices because of the hefty upfront expenses. Green marketing strategies are also less successful in rural areas due to a lack of customer understanding.

Secondary data findings

According to the report, as part of their corporate social responsibility, a number of businesses are stepping up their efforts in the field of green marketing. Therefore, the businesses that are contributing to society are listed below:

- An alternate energy source based on wind power is offered by Suzlon Energy, which produces and sells wind turbines. It is crucial that the corporation implement this green effort in order to lower its carbon impact.
- Tamil Nadu Newsprint and Papers Limited (TNPL) received the 2009-10 Green Business Leadership Award in the pulp and paper industry, which was determined by the EVI Green Business Survey carried out by Emergent Ventures India and Financial Express. This was granted in honor of the company's two clean development mechanism initiatives, which turned bagasse wash water into biogas and used it in place of furnace oil.
- The largest oil firm in India, Oil and Natural Gas Corporation Ltd. (ONGC), has unveiled the energy-efficient Mokshada Green Crematorium, which reduces the amount of wood used each cremation by 60 to 70% and the burning time by four times.
- Idea Cellular's "Use Mobile Save Paper" countrywide campaign was put into action. The business launched Green Pledge initiatives to conserve trees and paper. Using tentil climbers and potted plants, the idea adorned bus shelters to convey the green massage.
- Samsung has a wide range of environmentally friendly products. It introduced the W510 and F268-two environmentally friendly mobile phones composed of renewable resources-in India first.
- Reducing the environmental impact of its products is Nokia's policy. In order to minimize environmental damage, it has taken the initiative to recover valuable materials, take back, and dispose of rubbish in an environmentally friendly way.
- A hero achieving a balance between business, consumers, and the environment has been made possible by Honda Motor's philosophy of constant innovation in green products and solutions.
- The Honda Civic Hybrid was unveiled in India. But because of the expensive price, it couldn't sell the same at first. In just one day, 98 Civic Hybrids were sold after the price was lowered by 8 lakh, surpassing Honda's sales figures for the first five months following launch.
- The first electric automobile to be widely released worldwide was Reva, an Indian business based in Banglore. Countries including the UK, Ireland, Belgium, Spain, Cyprus, Greece, and Norway are among those that sell Reva.
- The Mahindra Group started the Mahindra Hariyali project, which calls for Mahindra workers and other stakeholders, such as customers, vendors, and dealers, to plant one million trees nationwide.
- Going green streams is a principle that Apple has embraced. In addition to recycling e-waste, it makes money.
- With the promise that energy expenditures will be cut in half, IBM is offering green solutions to corporate data centers whose growth is being impeded by energy limits and expenses.

Conclusion

Green marketing in India has changed from being a specialized environmental movement to a strategic corporate approach driven by competitive advantages, customer awareness, and legal frameworks, according to the report. Businesses in industries like fast-moving consumer goods (FMCG), automotive, retail, and technology are progressively incorporating green practices to lessen their environmental impact, increase brand equity, and draw in eco-aware clients. The study's main conclusion is that policies and the market are both driving the transition to sustainable practices. Sustainable packaging and waste management methods are mandated by government regulations, including the Extended Producer Responsibility (EPR) and Plastic Waste Management Rules. At the same time, urban consumers are actively looking for environmentally friendly items, which makes green marketing a useful tactic to obtain a competitive advantage. But the study also points out problems that can undermine consumer trust, like the high implementation costs and the possibility of greenwashing. Businesses must strike a balance between sustainability and profitability, and make sure that their green activities are genuine and in line with long-term objectives. Additionally, in order to increase the impact of green marketing initiatives across all demographics, consumer education is also essential, especially in rural areas. To sum up, green marketing presents Indian companies with a number of chances to build consumer loyalty, improve brand value, and satisfy legal obligations. Businesses that adopt true green practices stand a better chance of achieving long-term success and making a significant contribution to environmental preservation. Authenticity, creativity, and conformity to consumer standards and regulations are key components of successful green marketing strategies that eventually help both companies and the environment. As a result, we can say that the idea of green marketing is developing quickly in

India. To make green products truly viable and functional in India, much more work needs to be done, even though the government and numerous private companies have been working to promote green products and foster a green mindset among the populace. The government, businesses, consumers, and society at large should all be more active in green marketing since the environment should be a top management priority. Furthermore, community-driven initiatives should be in charge of environmental conservation. The majority of consumers now prefer eco-friendly products, and their understanding of green marketing has increased. As a result, people are more likely to choose environmentally friendly items than ones that harm the environment. The government can work with NGOs to raise consumer awareness, but it would be more crucial to create suitable and reasonably priced technology to help green products become widely accepted and have a noticeable effect on environmental protection.

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