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# Critically Analysing Green Marketing in India: Need, Significance and Concept

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## ABSTRACT

*Latterly, the consumers' behavior in the market is showing a drastic change due to their increasing awareness towards environmental issues, as such, the world is now moving towards sustainable development goals. The consumers now buy products which are more environmentally friendly. This change in consumers' behavior is perceived by the businesses of all sectors. And consequently, they have started to sell green products in the market. The green market is expanding exponentially resulting in the foundation of a green economy. The Indian businesses is also starting to understand the need of a green economy. And as a result, the Indian companies as well as foreign companies in India have started to do Green Marketing. Green Marketing is a process in which environmentally friendly products are sold along with the aim of growing awareness about the impacts of unsustainable environmental activities. But some businesses also pretend to do green marketing, that is they do fake green marketing in pursuance of luring the consumers. This article will throw a light upon the concept, need and significance of green marketing in today's era in depth along with green marketing mix with ample examples. Furthermore, the article will also talk about the concept of Green Washing with instances. Green Marketing is still an emerging concept in India, so not all the businesses do Green Marketing. India is still far from achieving its desired sustainable development goals as set forth in the Agenda 2030. So, the main aim of the author in drafting this article is to spread awareness among people and businesses in respect to Green Marketing.*

**Keywords:** *Green Marketing, Green Washing, Green Economy, Agenda 2030, Sustainable Development goals, Green Product, Green Marketing Mix, Green Market, environmentally friendly products.*

## I. INTRODUCTION

In earlier times in human civilization, people used to do agriculture and trade which allowed them to have economic stability and enough food to eat. There was no pollution and even fewer diseases than now. India is one of the Fastest developing countries in the world. But all these developments that our Country is achieving is at the cost of degradation of our mother earth.

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And it is happening very expeditiously. As a result, we are facing many environmental issues in India such as Water pollution, Air pollution, Land pollution, Solid waste pollution, Noise pollution, Erosion of sands, Greenhouse gas emissions and so on. Take Delhi for instance, the air quality here is worst comparing to all other states in India. The people in Delhi are facing many diseases due to severe air pollution. Not only Delhi, but there are infinite places in the world which are facing many environmental issues. It is the wake-up call for humanity to stop taking the earth for granted.

## **II. ORIGIN OF GREEN MARKETING**

The term 'Green Marketing' has been developing since 1960. It has been evolving since the late 1980s and early 1990s and continues to evolve. It all started when products were identified as hazardous to the earth. Therefore, some new "green" products were introduced which were less degrading to the environment. Green marketing is seen as a significant concept in India in comparison to other developing and developed countries in the world. It is also seen as a significant strategy for promoting sustainable development. Green Marketing is especially important in the modern market.

## **III. EVOLUTION OF GREEN MARKETING**

According to Peattie (2001), green marketing consists of three phases, namely ecological phase, environmental phase, and sustainable phase.

- In the first phase, that is the ecological phase, all marketing activities throughout this period were concerned with helping the environment and offering solutions to environmental issues. At the time, the most harmful and hazardous businesses (chemicals, mining) were at the top of the list of researchers' and practitioners' attention. The central emphasis was upon the most serious polluting industries. The ecological stage produced no useful results. The only advantage gained during that period was government awareness. The government realized that green marketing is a form of response to environmental activism". Changes in the social and business landscapes raised environmental concerns in green marketing in the late 1980s.

- The second phase was "Environmental" green marketing, with the focus switching to clean technology and the creation of new and innovative products that address pollution and waste issues. During the environmental phase, marketers focused on clean technology that could be used to design innovative products and reduce pollution and waste. In comparison to the ecological phase, the environmental phase was not limited to resource consumption but also focused on environmental issues such as ecosystem destruction and species extinction. Green

marketing included the most harmful and toxic industries, electronics, tourism, and clothing. Environmental concerns have emerged as a key competitive factor in product markets. During the environmental phase, businesses faced challenges in ensuring the greenery of their product lines and their features, but the customers expressed skepticism about green initiatives. Even so, this stage yielded some practical outcomes in terms of efficient packaging recycling implementation. The environmental stage yielded some scientific results as well: in the 1990s, the field of green marketing attracted a lot of attention, but this interest waned later. This decline could be attributed to the fact that most businesses saw green issues as a cost factor and a constraint rather than a marketing function. Green marketing orientation is being developed. The global recognition of environmental problems as symptoms of unsustainable production and consumption systems sparked the further development of green marketing.

- "Sustainable" green marketing was the third phase. It gained popularity in the late 1990s and early 2000s. This was the result of the term sustainable development, which is defined as "meeting the demands of the present without compromising future generations' capacity to meet those needs." The sustainable phase, which began in 2000, includes initiatives requiring specific requirements for product consumption, i.e., to have a low environmental impact. To create a sustainable economy, marketing becomes more radical, with the goal of meeting the full environmental costs of production and consumption. The sustainability phase introduces a new requirement for production and consumption: to ensure that current material standards of living do not jeopardize future generations' lives. Green marketing is becoming increasingly important in many businesses as the economy matures. Companies in a variety of industries began to implement sustainable marketing principles such as future orientation, justice, and a focus on needs. An examination of the evolution of green marketing demonstrates that this orientation has matured over the last six years.

• Phases	• Time period	• Focused on
• Ecological Phase	• 1960	• Focus on most damaged industries
• Environmental Phase	• 1985	• Focus on clean technology, environmental problems
• Sustainable Phase	• 2000	• Focus on specific requirements for products

## **IV. WHAT IS GREEN MARKETING?**

### **(A) Meaning**

Green marketing is the process of selling products and services that benefit the environment. It refers to a holistic marketing concept in which the product, marketing consumption, and disposal of products and services are done in a way that is less harmful to the environment, as there is increasing awareness about the repercussions of unsustainable environmental practices. It encompasses a variety of activities, which would include product modification, changes to the manufacturing process, packaging changes, and advertising changes. These goods or services could be environmentally friendly, they could be produced in an environmentally friendly, sustainable way. Goods which are biodegradable and free of pollutants, for instance, can be sold through green markets.

### **(B) Concept**

Concern for ecology or environmental issues is linked to clean marketing. Customers are becoming more concerned about the environment and expecting businesses to engage in green marketing. Consumers with more purchasing power and a preference for higher-end products are more willing to pay a higher price for greener products. And, if the price is right, most consumers are willing to buy greener products. All consumers expect businesses to reduce their negative environmental impact. This is also the general public's expectation. The point is that in the future, businesses cannot pursue growth at any cost to the environment. Businesses have begun to change their behavior and practices as society has become more concerned about the environment. Let's take an example to understand this better.

For instance, Volkswagen has improved their fuel efficiency and has also reduced their emissions through appropriate innovations, resulting in winning more customers in the bargain.

#### Volkswagen Innovation for Fuel-efficient and Reduced Emissions

BlueMotion Technologies:

In simple words, BlueMotion technology is just a collection of innovations that significantly decrease a car's carbon footprint and improve fuel efficiency while emphasizing the sheer enjoyment of driving.

#### BlueMotion Technology Features Introduced in New Passat

Following are the new features which are introduced in New Passat: -

- **Brake Energy Recuperation:** When the car brakes, the kinetic energy is converted into

electricity and stored within the battery, so simply braking recharges the battery. Therefore, the more you brake, the more you are able to travel.

- **Optimized Gear Ratios:** For more energy efficiency, the manual and DSG transmissions are improved for longer ratios, earlier upshifts, and delayed downshifts. Another advantage of how the all-new Passat's smart technology enables you drive smarter.
- **TDI Engine:** It ensures fuel economy, low emissions, increased torque, and exceptional power because of direct injection of diesel and this engine's turbocharger.
- **Auto Start-stop:** When you take your foot off the clutch at a red light or in a traffic jam, the new Passat's engine turns off automatically. This occurs when you take your foot off the accelerator in the case of the DSG transmission. The engine then restarts automatically when you depress the clutch or, in the case of DSG, the accelerator. This helps in saving fuel in the process.
- **Gear Shift Indicator:** The car also has a feature which helps in recommending the correct gear for optimal fuel efficiency. This is called sustainable mobility and thus it makes the world a better place to live.

## **V. SOME EXAMPLES OF GREEN MARKETING IN INDIA**

- **LG-** LG India has been a leader in developing environmentally friendly electronic devices. It recently introduced LED E60 and E90 series monitors for the Indian market. Its unique selling point is that it uses 40% less energy in comparison with traditional LED monitors. Now they are also rarely using halogen and mercury in order to reduce the hazardous materials in their products.
- **Tata Consultancy Services:** This company is known for their sustainable practices throughout the world. It has also topped Newsweek's list of the World's Greenest Companies, with a global green score of 80.4%. This is all because of their initiative of developing technology for agricultural and community benefits.
- **Oil and Natural Gas Company:** ONGC, India's leading oil producer, is set to alter the way things are done with the development of green crematoriums, which will function as a suitable replacement for funeral pyres, which generate a lot of smoke and consume a lot of oxygen.
- **MRF Tyres:** The ZSLK series of MRF Tyres focuses on creating eco-friendly tubeless Tyres that are made from unique silica-based rubber and it also provides extra fuel efficiency in vehicles.

## VI. WHAT IS THE GOVERNMENT DOING?

Government is also understanding the need and significance of environmentally friendly practices in India. And thus, the Indian Government have started to launch various schemes that promote consumer awareness about the product and services that are eco-friendly and about the businesses that engage in eco-friendly practices. The concern for environmental protection has managed to bring consumers, industry, and government together. The concern for environmental protection has managed to bring consumers, industry, and government together. The government and legislatures are using their authority to reduce health and environmental hazards associated with industrialization and encourage clean technologies development. Moreover, industrial growth, rapid urbanization, and changing patterns of consumption are putting enormous strain on the environment in the race to improve living standards. But the regulatory actions by pollution control agencies are not sufficient to restore the environment to its original state. Therefore, Proactive, and promotional roles should also be aligned with the overall environmental protection strategy. The time has come for consumers to take the initiative in forcing manufacturers to use clean and eco-friendly technologies, as well as environmentally friendly products.

Some of the Government schemes are:

- Eco Mark Scheme- Eco Mark is a non-binding voluntary scheme that categorizes consumer products as eco-friendly based on certain quality and environmental criteria. To raise awareness levels among the consumers, the government launched the 'Eco Mark', an eco-labelling scheme in 1991 to help consumers recognize environmentally friendly products. An environment-friendly product is one that is made, used, or disposed of in a way that significantly reduces the harm it would otherwise cause the environment. They have a lower potential for pollution throughout their entire life cycle, which includes raw materials, manufacturing, use, and disposal.
- Green Skill Development Programme- The Ministry of Environment, Forests, and Climate Change's (MoEF&CC) Green Skill Development Programme (GSDP) is a skill development initiative in the environment and forest sector designed to help India's youth find gainful employment The scheme aims to train green skilled workers with technical knowledge and a dedication to long-term development.
- Compensatory Afforestation Fund Act (CAMPA)- In 2016, the Modi government enacted the Compensatory Afforestation Fund Act (CAMPA). In the same year, it created the National Compensatory Afforestation Fund and the State Compensatory

Afforestation Fund also. Any individual or an organization intending on using forest areas for non-forest purposes will be charged under this act.

## **VII. WHAT IS THE SIGNIFICANCE OF GREEN MARKETING?**

Green marketing is the process of promoting environmentally friendly and sustainable products or services. Businesses that invest in green marketing reap the benefits of improved customer loyalty and a favorable brand reputation also while helping to safeguard the environment and make a significant contribution to a more sustainable society. However, this is only the start. Let us learn more in depth in order to comprehend the significance of green marketing and its global impact. Following are the points indicating the significance of Green Marketing:

- Green marketing raises consumer awareness of environmental issues and encourages them to make more sustainable decisions.
- Companies can differentiate themselves from rivals and attract customers who are increasingly looking for environmentally sustainable goods and services by promoting environmentally friendly products and practices.
- It can also assist businesses in reducing their environmental impact by promoting low-carbon products and practices, such as recycled materials.
- Environmentally aware businesses can benefit from more customers' loyalty and a positive brand reputation.
- Businesses can assist in stimulating meaningful change and make a contribution to a more sustainable society by adopting sustainable practices and promoting them through marketing strategies.

## **VIII. GREEN MARKETING MIX**

Companies that develop new innovations, such as eco-friendly products, can gain access to fresh new markets, expand their market share, and boost profits. We have 4Ps in green marketing, just as we have 4Ps in marketing that is product, place, and promotion, but they are slightly different. These are:

- Green Product- The products must be developed in response to the preferences of customers who value environmentally friendly products. Products can be made out of recycled or from previously owned goods. Efficient products not only save water, electricity, and money, but they also have a lower environmental impact.
- Green Price- Green pricing considers people, planet, and profit in a manner that



safeguards employee and community health while enabling optimum productivity. Its value can be increased by changing its looks, features, and customization options, among other things.

- Green Place- Green place is about managing operations to reduce transportation emissions, thereby reducing the carbon footprint. This helps in reducing shipping costs and other modes of transportation costs.
- Green Promotion- Green promotion entails designing promotional tools like advertising, promotional materials, signboard, white papers, web pages, video content, and conferences with people, the planet, and profits in mind.

## **IX. GREEN WASHING: FAKE GREEN MARKETING**

Greenwashing is just the method of conveying a misleading impression or false facts on how eco-friendly a company's products are. Greenwashing is the practice of making baseless claims in an attempt to deceive customers into thinking that a company's products are more eco-friendly or have a significantly larger positive environmental effect than they do.

Furthermore, it can also be done when a company tries to convey the sustainable features of a product in order to disguise the company's participation in environmentally harmful practices. Greenwashing is a play on the term "whitewashing," which means using misleading info to purposely conceal wrongdoing, error, or an undesirable situation in order to make it appear less bad than it is, and it is done by using environmental visuals, misleading markings, and hiding tradeoffs.

## **X. GREEN ECONOMY: A BROADER CONCEPT**

Businesses must also progress from Green Marketing to the concept of a Green Economy. In simple words, a green economy is one that improves human well-being and social equity while reducing environmental risks and environmental scarcity. Leveling the playing field for greener products would necessitate governments phasing out antiquated subsidies, reforming policies and providing new incentives, strengthening market infrastructure and market-based mechanisms, redirecting public investment, and greening public procurement. Sustainable Production and Consumption aims to improve manufacturing process and consumption practices to reduce consumption of resources, generation of waste, and emission levels across the entire life cycle of products and processes. whereas Resource Efficiency relates to how resources are used to deliver society with value and strives to decrease the number of resources needed, along with the amount of emissions and waste produced, per unit of service or product.

The Green Economy is a macroeconomic approach to long-term economic growth that focuses on investments, employment, and skill development.

## **XI. CONCLUSION**

In today's global market, green marketing is the call. Green products and practices will assist us in protecting our environment and creating a more sustainable development approach. Companies should begin incorporating green marketing into their daily operations. In order to encourage the industry in engaging more green marketing strategies, consumers should demand more environmentally friendly products. Simple improvements towards environmental conservation can solve a lot of problems, and in the long run, we may be able to just save our environment. In India green marketing is gaining popularity but it is still not enough. It also requires much more Government support as well.

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