

# Green Marketing Practices in India: Major Initiatives by Business Organizations and Government – A Critical Analysis

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## ABSTRACT

The term “Green Marketing” describes the strategy of promoting and selling goods and services because of their positive impact on the natural world. There is much talk about green marketing everywhere, Business Management is no exception in general and marketing management in particular. Though numerous green marketing studies have been conducted globally but there hasn't been much academic research on critical evaluation with reference to the initiatives taken by Business organizations and Government of India. This has become the mantra for marketers to satisfy the needs of the consumers and earn profits but the main issue is how the green marketing practices can be helpful in this process. This paper deals with understanding the concept of Green Marketing, opportunities in context to Green Marketing in present scenario, major initiatives taken by various business organizations and Government of India and finally the critical evaluation of green marketing practices. Paper concludes on the note that green marketing will continuously grow in both practice and demand in the near future ahead.

**Keywords:** Eco-friendly, Green Marketing, Green products, Green Organization, Environmental Issues

## 1. INTRODUCTION

Businesses have certainly begun to modify their behavior in an attempt to address society's “new concerns” as society becomes more concerned with the natural environment. Analysing the need of environment protection as a vital and necessity component for their long-term objectives in business many enterprises today are marketing sustainable products and services. It certainly also meets the triple bottom line such as natural world betterment and social advantages for employees and members of the local community, financial benefits of the company.

Green marketing refers to the process of selling products and services based on their environmental benefits. Indeed, such a product or service may be environmentally friendly in it or produced and packaged in an environmentally friendly way. “Green marketing involves promoting and developing products and services which satisfy customer's wants and demands for quality, performance, convenience and affordable pricing without having a harmful impact on the environment.

The activities of green products necessarily incorporate recycling content, renewable resources, local resources and manufactures. Environmental marketing and ecological marketing are other similar terms used for green marketing.

Consumers' increased environmental consciousness prompted marketers to adopt green practices and develop environmentally friendly products. Green practices are being adopted by businesses for environmental reasons as well as to comply with the government framework of environmental control. Organizations are creating and labelling environmentally friendly product and consumer familiarity is critical in this regard.

Due to government laws and a shift in consumer preferences around the world, many companies in India have begun marketing themselves as green organizations. **Mohd Suki (2013)** discussed in his study “Green awareness effects on consumers purchasing decision: Some insights from Malaysia,” which aims to investigate the impact of consumers' environmental concerns, green product awareness, green price and brand image on their green product purchasing decisions. However, there hasn't been much research done in India on green marketing, and there's some doubt about customer knowledge of green products. The Indian consumer's attitudes toward green products, as well as the relationship between attitude and behaviour, are equally debatable.

Green marketing is composed of two words viz, “green” and “marketing”. It is an eco-friendly idea of promoting and fulfil the need and wants of consumers by providing them environmentally safe and healthy products (Polonsky, 2011; Cheng, 2016). Also, Green marketing includes all activities related to marketing like, production, planning, price, process, promotion, and personnel, executed by organizations for their consumers, these activities are performed purposefully to minimize impact of company's goods & services on the environment (Zhang & Dong, 2020).

In the company's perspective, the application of green marketing is useful for changing the company's Identity, developing technology, helping companies create social responsibility for the environment.

The regulatory landscape in India is undergoing a notable transformation, increasingly aligning itself with green marketing objectives. Government policies, such as plastic bans, stringent emission standards for vehicles, and targeted subsidies for sustainable products, highlight a strategic commitment to enabling sustainability (Kumar & Sadhukhan, 2020).

In the academic literature, researchers have observed the concept of green marketing as early as the 1990s, but the various applications of this trend started to emerge most rapidly in the 2010s and are currently considered the driving force of consumption.

Green marketing can be distinguished into three main phases:

**Phase 1: Ecological green marketing.**

**Phase 2: Environmental green marketing.**

**Phase 3: Sustainable green marketing.**

## 2. REVIEW OF LITERATURE

Green Marketing term came into prominence in the late 1980's and early 1990's. Back in 1980's the first wave of green marketing occurred. Major milestone for first and foremost wave of green marketing came in the form of published books named green marketing. The word was coined by **Ken Pattie (1992)** in the United Kingdom and by **Jacquelyn ottoman (1993)** in the United States. According to the American marketing Association (AMA) marketing of those products that are presumed to be environmentally safe are termed as green marketing. Thus, in general green marketing necessarily incorporates a broad of range of activities including product modification, packaging changes, changes to the production done and also advertising.

**McDaniel, S.W. & Rylander, D.H. (1993)** in the article titled "Strategic Green Marketing" stated that, one of the key business strategies of the future is taking shape in the form of green marketing. However increased environmental consciousness and sustainable development foresight makes it incumbent on both consumers and marketers not just to respond only to it but also to lead the way in and associate themselves with environmental programs. Products environmental implications should be recognized and identified by marketers who provide products and services to consumers, they should also analyse the changing consumer and political attitudes while recognizing and identifying the role companies can play in preserving and conserving the environment.

**Kilbourne, W.E. (1998)** in the paper titled "Green Marketing: A Theoretical Perspective" has opined that the failure of green marketing vests on the notion of its incapability to move beyond the limitations of presently prevailing paradigm, hence remaining far on the periphery of the discipline.

**Rosenberger, Polonsky & Ottman, J (1998)** in their paper entitled "Developing green products: Learning from stakeholders" discussed research which focused on US and Australian markets, attitude and perception of stakeholders, potential of stakeholders to influence green new product development (NPD) process and also certain strategies which can be used to involve stakeholders in this process. The findings of the article also suggested that marketers believe that some stakeholders with "high" influencing abilities should necessarily be involved in green new product development process, even though it appears in practice that firms use very basic methods to include stakeholders.

**Peattie K (2001)** in his article entitled "Golden goose or wild goose? The hunt for the green consumer, business strategy and environment" analysed that the central theme or character in development of green marketing is identifying the nature of green consumer, as various businesses attempt to respond and understand to external pressures to enhance environmental performance. Besides academicians and marketing practitioners are attempting to understand as well as identify green consumers and their needs and also develop market offerings which meet these needs.

Green purchasing behaviours include purchasing environmentally friendly and energy-efficient products, insulating homes with new equipment, and purchasing environmentally friendly and energy-efficient autos (**Shabani et al., 2013**). When environmental awareness, governmental pressure for eco-technology in manufacturing, and public health and safety concerns emerge among individuals, the demand for green products and green concepts rises (**Srinivas, 2015**).

"A study on rural consumers' green product buying behaviour with special reference to selected villages in Tirupur District" was done. The researcher looked into environmental awareness and the elements that influence consumers' purchasing decisions for green items in Tirupur (**Mahesh & Gomathi, 2016**).

**Patel, C., & Chugan, P. K (2016)** Green consumerism has played a catalytic role in making business firms green marketing oriented. The infrastructure and construction industry in India is the second largest rapidly growing industry and the single largest contributor to global greenhouse gas emissions. To keep a check on environmental harm caused by this industry, the concept of Green Buildings has been evolved.

“A study on green marketing awareness in Tiruchirappalli District” looked at how knowledgeable people were about green products. According to the study, the majority of those who are aware are women (**Banu, M.A.P & Meena, C; 2019**).

**Baral, S (2019)** Green marketing is a phenomenon which has developed particularly important in the modern market and has emerged as an important concept in India as in other parts of the developing and developed world, and is seen as an important strategy of facilitating sustainable development.

Various demographic and psychographic factors play a pivotal role in predicting the likelihood of belonging to the true green segment. Notably, younger consumers aged 18-35 showcase a greater commitment to sustainability when compared to their older counterparts, according to insights from Dhir et al. (2020). Additionally, higher income groups and more educated consumers are inclined to exhibit a higher propensity to pay premiums for green products, as highlighted by **Rajul and Panda (2021)**. Moreover, metropolitan cities tend to harbour a larger proportion of true green consumers in comparison to smaller towns. However, unravelling the intricacies of the relationship between positive environmental attitudes and actual eco-friendly purchasing behaviour proves to be a nuanced challenge. A survey conducted by **Hasan and Mishra (2020)** discovered a noteworthy disparity: while a substantial 80% of Indian consumers expressed concern about environmental issues, only 22% consistently purchased green products.

Some conceptual studies focused on examining sustainable consumption through Social cognitive Theory (**Bandura, 1977, 1986**). SCT work on the interrelationship of three factors; environmental, personal and its outcome on behavioural interact (**Bandura, 2001; Shahangian et al., 2021**). Social sanction i.e., external and self-efficacy i.e., internal found out as a major factor in determining green consumer behaviour (**Lin & Hsu, 2015**) but this study didn't evaluate the mediating association of environmental factors and personal factors. To counter this study by **Jahari et al. (2022)** tests the mediator personal attributes on pro-environmental and external environment consumer behaviour. Some researchers also worked on factors like individual beliefs (**Bandura, 1999; Stern, 1999**); self-regulation and moral action (**Bandura, 2002**) etc.

### 3. RESEARCH OBJECTIVES

1. To understand the concept of Green Marketing.
2. To analyze the major opportunities with reference to Green Marketing.
3. To evaluate the major initiatives taken by the Indian Government to promote Green Marketing.
4. To analyze the techniques used by Business Organizations to promote Green Marketing.
5. To conduct SWOT analysis on Green Marketing Practices in India.

### 4. RESEARCH METHODOLOGY

Due to government laws and a shift in consumer preferences around the world, several Indian enterprises have begun marketing themselves as green organizations. However, there has been little research on green marketing in India, and there is some doubt about customer knowledge of green products. The Indian consumer's familiarity and attitude toward green products, as well as the relationship between familiarity, attitude and behaviour, is also debatable.

Considering the nature of the research, it is based on the secondary data of national and international journals, government reports, articles, books, newspapers and magazines, covering the wide collection of academic literature on Green Marketing in Indian context.

Considering the research objectives, we have used descriptive research design to ensure rigorous analysis of research study. Available secondary data was extensively used for academic research only. Scope of the paper is limited to Indian Green Marketing scenario considering certain parameters. This study is done to present the information about the impact of green marketing practices adopted by the business organization and initiatives taken by the government of India. Due to practical and time constraints the research provides a review of Green Marketing based on the secondary data only.

### 5. DATA ANALYSIS

#### 5.1 Traditional Marketing vs Green Marketing

Traditional Marketing	Green Marketing

<b>Goals</b> 1. Customer Satisfaction 2. Organizational goals	<b>Goals</b> 1. Customer Satisfaction 2. Organizational goals 3. Ecosystem compatibility
<b>Decision-making Frame of Reference</b> 1. Fragmented thinking 2. Non-boundary spanning 3. Short term orientation	<b>Decision-making Frame of Reference</b> 1. Integrated thinking 2. Boundary spanning 3. Long term orientation
<b>Philosophical basis</b> 1. Anthropocentric 2. Ecosystem an open sink	<b>Philosophical basis</b> 1. Biocentric 2. Ecosystem a physical limiting factor, eco cost must be paid
<b>General tools / approaches</b> 1. Use planning to minimize cost of local waste disposal 2. Reactive approach to waste management 3. Focus on industrial functions 4. Total quality management	<b>General tools / approaches</b> 1. Use life cycle assessment and environmental audits to minimize and redirect waste management 2. Proactive approach to waste management 3. Focus on industrial processes 4. Total quality environmental management
<b>Ecological Accountability/Responsibility</b> 1. Limited product risk 2. Local / Regional / National 3. No underpaid ecological costs	<b>Ecological Accountability/Responsibility</b> 1. Product risk 2. Global / International 3. Full accounting of ecological costs

**Source:** Mrs. P. Anitha, Dr. C. Vijai, Green Marketing: Benefits and Challenges, European Journal of Molecular & Clinical Medicine ISSN 2515-8260 Volume 7, Issue 11, 2020

## 5.2 Opportunities for Green Marketing in India

In the dynamic landscape of consumer preferences, the burgeoning green consumer segment has emerged as a pivotal target market for sustainable brands. To successfully resonate with conscious Indian consumers, a multifaceted approach is imperative, encompassing strategic positioning, social consciousness, celebrity endorsements, and digital engagement. An effective strategy involves positioning green products as not just environmentally friendly but also as contributors to personal health and wellbeing. This alignment with individual wellness can significantly influence purchase decisions, a concept underscored by the research of Kumar and Sadhukhan (2020)

Trusted celebrities and influencers who possess genuine commitment to environmental causes can change the consumer perceptions and influence purchasing decisions (Sajjad & Farooq, 2020). The power of celebrity endorsements lies not only in the wide reach but also in the ability to humanize sustainability, making it more relatable and aspirational for the masses.

The digital realm presents a dynamic platform for engaging consumers and disseminating information. Creating interactive online content focused on sustainability allows brands to not only educate but also foster a sense of community among environmentally conscious consumers (Kumar & Sadhukhan, 2020).

The most significant opportunity lies in understanding and catering to emerging consumer segments, notably Generation Z and affluent millennials. Research by Dhir et al. (2020) underscores the importance of purpose and sustainability in the purchasing decisions of these demographics.

Companies have started realizing that they must learn to behave in an environment friendly manner. They can balance both in achieving environmental objectives as well as profit related objectives.

Various regulations are framed by the government to protect consumers and the society in general. The Indian government has developed a framework of legislations to reduce the production of harmful goods and polluting products.

Reduction of harmful waste may lead to substantial cost savings. Sometimes, many firms develop a synergy whereby the waste generated by one company may be used by another as a raw material.

The benefits of the environment friendly strategies for the organization can be broadly listed as:

- Higher profitability by charging a higher price for environment friendly products.
- Positioning products based on environment friendly features.
- Increasing market share by developing consumer preference for environment friendly products.
- Building brand equity by associating with environment friendly practices and products.

### 5.3 Green Marketing Practices

<b>Eco friendly product</b>	Companies innovate their products according to the needs and preferences of their consumers; usually consumers tend to be concerned about the environment, so therefore companies prefer to produce products that are less detrimental to the environment.
<b>Eco-labelling</b>	Eco-labels are a part of packaging and they can be in the form of a piece of paper or any diagram. Labels provide knowledge about the brand product and much more information.
<b>Eco-brands</b>	Eco-brands are those brands that consumers associate with environmental conservation and sustainable business practices.
<b>Environmental awareness</b>	Environmental awareness efforts have to be made since majority of respondents find it difficult for them to recognize the green products on the shelves.
<b>Green promotion</b>	Marketers are moving towards promotion either through media or newspaper to make consumers aware about their green products or services.
<b>Green Design</b>	The most important green marketing determinant is to design products and services that are green to begin with. If a product or service is eco-friendly from the ground up, there is no need for green washing.
<b>Green Packaging</b>	In addition to a product or service being green, its packaging must also be green. Packaging is the first element that approached the consumers. Packaging which is not sustainable has the potential to discourage consumers from buying products.
<b>Green Disposal</b>	An effective green marketing determinant takes into consideration every aspect of a product's life cycle. From production to disposal, all the activities should be sustainable. Disposal practices which are not sustainable in nature are prone to hazards to both the environment and human health.
<b>Green Pricing</b>	A company should focus on how its green product or service can help in preserving key resources. The consumers become aware about their choices and about sustainable investment that will enable them to save money and resources for the future.

**Green Positioning**

A company should exclusively promote its sustainability performance of its products and service as an important marketing strategy. Whatever activities the organization performs should reflect its sustainability values.

#### 5.4 Techniques used by Business Organizations to Promote Green Marketing

The concept of green marketing has been widely accepted and adopted by many business organisations in India.

As demand increases and changes, many well established firms see these changes as an opportunity to exploit and also have a competitive advantage over other firms marketing none environmentally responsible alternatives.

- **Surf excel detergent** which saves water (advertised with the message –“do bucket paani roz bachana”)
- Energy saving **LG consumer durables** as examples of green marketing
- Green buildings which are much more efficient in their use of energy, water and other construction materials which reduce the impact on human health and also the environment through better design, construction, operation, water disposal and maintenance. In India the green building movement, spearheaded by the confederation of Indian Industry (CII) – **Godrej green business**
- A high-quality recycled photocopier was introduced by **Xerox** in an attempt to satisfy the demands of organizations for less environmentally harmful products. Most of the organizations keenly observe their competitors promoting their environmental behaviours and also try to emulate this kind of behaviour. In some cases, this type of competitive pressure has caused entire industry to modify and also reduce its detrimental environmental behaviour.

Companies however realize and believe that they must achieve the environmental objectives and also profit related objectives. Environmental issues being integrated in to firm’s corporate culture in later stages.

#### State Bank of India- Best Green IT Project: Green IT@SBI

SBI the banking giant has saved power costs and also earned carbon credits by using eco and power friendly equipment in its 10,000 new ATM’s and also has set the right example for other banks to follow. SBI entered into green service known as green channel counter. Many services are provided by SBI like no checks, no deposit slip, paper less banking, no withdrawal form, no money transactions from all these transactions are done through ATM cards and SBI shopping.

#### ITC Limited

By introducing ‘ozone treated elemental chlorine free’ bleaching technology for the very first time in India ITC strengthened their commitment to green technologies. This however resulted in an entire new range of top green products and solutions: an environment friendly multi-purpose paper which is less polluting when compared to its traditional counterpart.

#### HCL Technologies

This IT major is by far considered as the icon of Indian green initiatives, in solving the problem of e-waste and toxics in electronics industry. The IT major has taken “go green” steps. The organization is committed to phasing out Brominated flame retardants and hazardous vinyl plastic and also has called for a restriction on hazardous substances (RoHS) legislation in India.

#### Oil and Natural Gas Company (ONGC)

ONGC, India’s largest oil producer with its energy efficient, green crematoriums which will soon replace traditional wooden pyre across the country and is all set to lead the list of top 10 green Indian companies. ONGC’s Mokshada green cremation initiative currently saves around 60 to 70% of wood and also one fourth of burning time per cremation.

#### Hero Honda Motors

One of the largest two- wheeler manufacturers in India who are equally responsible and have contributed much towards green marketing thus emerging as top green firm in India is Hero Honda Motors. In striking the right balance between mankind, business and nature the company’s philosophy of continuous innovation in green products and solutions has played a key role.

#### Wipro’s Green machines (In India Only)

Probably India’s first company to launch environment friendly computer peripherals is Wipro Infotech. For Indian market, Wipro has launched new range of palmtops, laptops and desktops called as Wipro Green ware. The products are mainly RoHS (Restriction of Hazardous Substances) complaint thus reducing the e-wastage in the surrounding environment.

### **Indian Railways**

The Indian Railways is working in mission mode to become the largest Green Railways in the world and is moving towards becoming a 'net zero carbon emitter' before 2030. Head-On Generation systems, Bio-Toilets and LED lights recreate the train itself into a travel mode that's kinder to the environment while maintaining comparable passenger comfort.

### **5.5 Recent Initiatives Taken by Government of India to Promote Green Marketing**

**Finance Minister Nirmala Sitharaman** said in her budget speech that India aims to become a global hub of manufacturing of electric vehicles. The government aims to work on two primary objectives - pollution control and to take lead in an emerging industry. (BBCNews,24July,2019)

Governments want to “protect” consumer and society as with all marketing related activities and this protection indeed has important green marketing implications. A directive in this regard, to completely adopt CNG or Electric Vehicles in all public transport vehicles to combat pollution, was issued.

As per to data released by Indian automobile manufacturers, nearly 3.4 million passenger cars were sold in the India against 21.2 million two-wheelers approximately. The total number of three-wheelers sold accounted to 0.7 million approx. The new proposal aims to have solely electric two-wheelers within the next two to three years.

There are many tax incentives from the government as well. India is a world leader in renewable energy and India's clear energy sector is a US \$20 billion opportunity with potential to generate 10 million jobs by 2025, according to the bureau of energy under ministry of power. The stage of EVs in the country, keeping “Make in India” as a goal, India needs a fresh approach towards import duty.

**The Reserve Bank of India** has approached the Non-Banking Financial Corporations (NBFCs) to take concrete steps and initiatives needed to escalate the use of electronic payment systems, and to eventually phase-out cheques and post-dated cheques in their routine business transactions as a part of their “Green Initiative” (Department of Financial Services, Government of India: Green Initiative Master Circular, 2012).

### **Major Initiatives under Digital India**

- STARTUP INDIA PORTAL AND MOBILE APP
- AGRIMARKET APP
- Ebiz
- Enam (National Agriculture Market)
- FARMER PORTAL
- KISAN SUVIDHA
- mKISAN
- PUSA KRISHI

### **5.6 SWOT Analysis on Green Marketing**

#### **Strengths**

- Business organisations can gain advantage over the competitors who are not focusing on green marketing strategies.
- For ecofriendly products, customers are ready to pay additional amount so organisations adopting green marketing are considered as socially responsible and profitable organizations.
- Green marketing wins brand loyalty among customers and also builds brand equity.

#### **Weakness**

- Customers generally consider that satisfaction of their personal need is more important as compared to care for the environment.
- More focus on greenness rather than addressing customer needs can prove devastating for a product.
- Generally, customers don't prefer those products which are labelled to be green as they presume such labelling as a marketing gimmick and they do not have trust on organisations which suddenly claim to be green.

#### **Opportunities**

- Business Organisations can market its products to those segments which are becoming more concerned about environment and are aware of environmental hazards.
- Green marketing is perceived to be a competitive advantage for many organisations today, relative to that of competitors. Consumer's socially conscious behaviour will be complemented and increased if companies adopt green marketing strategies.

- Business organisations can achieve both objectives i.e. Environmental objectives & Profit related objectives.
- Government has taken various initiatives to promote Green Marketing.

### **Threats**

- Businessmen want green products, but they are not clear as to how to define what green products are.
- Production of green products need renewable and recyclable material, which is expensive in comparison to general products.
- Manufacturing green products need innovative technologies and it requires huge Investment.
- Majority of the consumers are not aware of green products and their uses.
- Unwillingness to pay premium price for green products
- There is always an uncertainty in choosing the kind of green marketing activities which are acceptable from a government perspective.

### **6. FINDINGS**

1. In addition to satisfying consumer demand, green marketing also benefits the world. Many companies are adopting “green marketing” methods in order to attract environmentally conscious customers.
2. Most modern businesses use a method of sustainable development known as “green marketing” and many different sectors acknowledge the importance of selling green products.
3. Although consumers had extensive awareness of green products, they knew little about the green initiatives taken by the government and business organizations.
4. Customers expect businesses to take action to protect the earth by implementing green practices. Marketing eco-friendly products and services is more likely to strike an emotional sentiment with consumers changing their purchase decisions.
5. Green marketing is protecting the environment as well as educating the society on how to protect the environment so a new era of eco marketing in India has begun.
6. It is necessary to justify and communicate not only the value of environmentally friendly products but also the efforts made to create and place such products on the market. Many customers are prepared to pay a higher price for products that meet environmental standards to ensure substantial environmental protection. Price of an environmentally friendly product must be justified.
7. A transition to green marketing is essential for companies to reach their targets most efficiently and to meet the needs of consumers in the best possible way.
8. Green practices combined with innovation, can be effective and produce financially better results than harmful actions and have a positive impact on the environment in the long term.
9. Green perceived value has a significant direct influence on green satisfaction, green trust and green loyalty. Customer satisfaction leads to Customer loyalty, while lowering price consciousness.
10. Leveraging digital content platforms and enlisting celebrity influencers are identified as key channels for engaging with the target audience. Communicating the benefits of these products become crucial in rationalizing premium pricing.
11. Realization of Green Marketing potential hinges on the ability of marketers to address key gaps in affordability, availability, awareness, and credibility for green brands.
12. As India stands at the edge of green revolution, it is the conscientious and strategic efforts of marketers that will determine the trajectory of this paradigm shift towards a more sustainable and ecologically conscious consumer landscape.
13. Government initiatives and policies aimed at promoting sustainability and green practices in various industries further underscore the conducive environment for green marketing in India. The implementation of stringent environmental regulations and the incentivization of eco-friendly practices serve as a catalyst for businesses to align their strategies with sustainable principles. This regulatory support not only enhances the credibility of green brands but also provides a framework for marketers to navigate the complexities of the evolving green landscape in the country.
14. As businesses consider the challenges and align their strategies with the principles of sustainability, they stand poised to not only capture a rapidly growing market but also contribute meaningfully to the broader environmental and societal goals of a greener and healthier India.

### **7. CONCLUSION**

Marketers have the responsibility to make consumers understand the need and benefits of green products. In developing countries like India, green marketing is gaining more relevance and importance. In present scenario many corporate giants have taken green



products and green marketing as part of their company strategy just to create a strong brand image, brand identity and also to gain attention of the consumers. Green marketing can also be viewed as a source of new opportunity to excel and grow for companies in today's highly competitive global environment.

Business organisations have to overcome a natural weakness popularly known as the green marketing myopia and be wise through focusing on early mover advantage in India Green marketing will have high initial start-up costs but ultimately lead to monetary savings in the long run when they follow the suitable methods of implementing green marketing. This is a must as Indian Industry in general aspires to play a key role in global marketing in the near future.

Organizations also are being increasingly engaged in manufacturing and marketing green products. Such positive efforts are seen both at the Governmental as well as the corporate sectors in India. Both service and products sectors in the Indian industry are devising new ways of actively protecting the environment and making it a sustainable one.

## 8. RECOMMENDATIONS

1. The Companies should also strengthen their green marketing strategies so that the consumers have knowledge of the presence of such products and the benefits of using them.
2. Green values must be inculcated in the consumers through extensive marketing communication
3. Government should help corporates engaged in manufacturing of green products financially.
4. Business organizations should focus on using recycled materials.
5. Green marketing campaigns may improve consumers' knowledge and understanding on green products. It is necessary for consumers to be educated on the benefits that will accrue if they invest in green products.
6. Business organizations can invest in social media marketing to promote green marketing.
7. The government can introduce wide range of policy interventions and financing measures to support the green marketing practices.
8. The government can provide tax rebates and subsidies on all green products to boost demand and also impose Green tax on all harmful environmental activities.
9. To promote green marketing there is need of fundamental transformation of all sectors.

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