

Green Marketing Practices in India: A Theoretical Approach in the Present Context of Marketing Management

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Abstract

Green marketing practice is one of the solutions that can help our planet be clean and green. Marketers of green products are always concerned about environmental issues. Today, there is a growing interest among consumers all over the world regarding the protection of the environment. Green marketing has changed consumer behaviour, and marketers are also taking various initiatives to satisfy them. Green marketing practices started in India in the late 1990s. This paper gives an overview of the different issues of green marketing. It identifies some emerging issues in green marketing, viz., Greenwashing, Benefit Corporations, B Lab Global, ESG framework, Sustainable Marketing, Life Style Assessment, and LOHAS consumers. The paper highlights the concept of green marketing, development of green marketing, green marketing mix, green product, need for green marketing, consumer behaviour toward green products, and challenges of green marketing in the Indian context. Presently, it is very significant to discuss green marketing because our planet is now faced with environmental devastation, and pollution levels are getting worse daily, eventually leading to the continued deterioration of human life. The paper examines the current trends of green marketing practices in India, describes why companies are adopting it, and explore the challenges in green marketing practices.

Keywords: Green marketing, Environment, Consumer behaviour, Greenwashing, Benefit Corporation, ESG framework, Sustainable, LOHAS, Skill, Challenges.

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Introduction

Today marketers are more socially responsible and concerned about societal factors in making all marketing decisions. Marketers realize their duties and responsibilities toward sustainable development. Green marketing practice is one of the solutions that can help our earth be clean and green. Green marketing is one of the most important features of sustainable development. According to the survey reports of Euromonitor, a global market research firm, 67 percent of people ranked 'environment-consciousness' as the highest parameter. Green marketing practices started in India in the late 1990s. It leads to a radical change in consumer behavior towards green products, and people are going towards a green lifestyle. Now, green marketing has brought a change in consumer attitudes, needs, wants, desires, and expectations. Maruti Suzuki, Canon, Toyota, Philips, NTPC, Coca-Cola, Walt Disney World, Mcdonald's, Xerox, HUL, Canon, Philips are practicing green marketing worldwide. Vestas Wind Systems A/S of Denmark, a manufacturer, seller, installer, and servicer of wind turbines having manufacturing plants in 16 countries, occupies the first rank in the list of Corporate Knights' 2022 ranking of the world's 100 most sustainable corporations is based on a

rigorous assessment of nearly 7,000 public companies with revenue over US\$1 billion. According to market researcher Mintel, about 12 percent of the U.S. population can be identified as True Greens, consumers who seek out and regularly buy so-called green products. Another 68 percent can be classified as Light Greens, consumers who buy green sometimes. In 1989, 67 percent of Americans stated that they were willing to pay 5-10 percent more for ecologically compatible products. By 1991, environmentally conscious individuals were willing to pay between 15-20 percent more for green products. Today, more than one-third of Americans would like to pay a little extra for green products.

Review of Literature

Before an in-depth discussion about green marketing, its practices, and different issues related to this emerging area in the present context of marketing, there is a need for a literature review.

Green marketing and product development are valuable techniques that firms use to increase competitive advantages and gain consumers' confidence to achieve the firm's mission and vision. The implementation of green marketing strategy is a relative concept that consistently differs over time (Yazdanifard R. et al. 2014). Green marketing practices pave the way toward creating a healthy, safe, and happy environment for future generations (Mani A. P. et al. 2019). Green marketing can help sustainable development. Shifting from traditional marketing to green marketing has to face many challenges (Nedumaram G. et al. 2018). The green marketing movement, much as green consumption, reflects the responsibility towards the society to ensure different activities towards the minimization of adverse environmental effects. Green marketing activities improve the environment and change consumer behaviour (Alhamad, A M, et al. 2019). Green marketing mix strategies can reduce the ecological footprint. Organisations are moving toward defining clear sustainable objectives that explain how their products can fulfill the needs of consumers using green marketing strategies (Bathmathan, V. 2019). Green products are environmental or eco-friendly and can be recycled. Green products create a market is different from the traditional market (Anitha P et al. 2020). Consumers are less familiar with terms like phosphate-free, recyclable, refillable, ozone-friendly, and environmentally friendly (Lal, B.S. 2015). Consumers are increasingly becoming concerned about various environmental issues globally. Many organizations perceive green marketing as an opportunity, changes to production processes, packaging changes, and modifying advertising. Green marketing is gaining importance in India for various issues concerning sustainable development (Yadav, R. 2013). Green indicates purity through quality, fair price, and worth in dealings. Green marketing adopts innovative techniques of product modification and dynamic production processes to maintain sustainability and diversify ways of advertising. (Pradeep M. D et al. 2016). Green marketing practices in Indian companies and factors influencing the marketers that determine green marketing orientation for a company. Marketers are to understand the ways of developing the environmental exposure of their marketing activities. (Ghodeswar, B. M. 2014). Consumers, organizations, and governments have adopted green marketing worldwide to save natural resources and protect the environment for sustainable development. Consumers should take the necessary steps to an initiative to consume green products to reduce global warming (Yoganandan, G. 2017). Green marketing has become part and parcel of corporate strategy; it requires understanding the public policy process and manipulation of the traditional marketing mix. It covers a broad range of activities (Kadyan, J.S. 2011). Green marketing and strategies can protect the environment (Eneizan, B.M. 2016). Green marketing is becoming a buzz in society nowadays. People start shifting their demands toward those products that safeguard the environment. Marketers are also showing keen interest and taking various initiatives toward green marketing (Thakur A. et al. 2018). Some critiques of green marketing and

advertising, idea, new green projects in India, and unique advertising blend are discussed in the paper. It mainly focuses on the destiny prospects of green marketing in India (Mayakkannan, R. 2019). Marketers have increased their rate of targeting green consumers, those concerned about the environment, and allowing it to affect their purchasing decisions. There are three particular segments of green consumers (Mishra P. et al. 2010). Assam possesses a substantial natural resource, and marketers can produce different green products. There is scope to bring change in many other sectors like the introduction of green buildings, more use of mass transport mode, use of CNG in vehicles, and use of energy-efficient electrical appliances. (Deb Roy, A. 2016). Green marketing is not only possible, but it is also sustainable and profitable from various quarters (Das, S.M. et al. 2012). Marketers must make consumers understand the importance of green products compared to non-green products. Consumers are ready to pay more to maintain a cleaner and greener environment. Green marketing should be measured regularly to regulate the malpractices of green marketers (Manuj, 2012). Various factors influence the consumers and there is good response of consumers toward green marketing. Environmental knowledge and the consciousness of consumers play a significant role in effective green marketing (Pathak, D. 2020). The widespread environmental issues in Jammu and Kashmir are leading to climatic changes resulting in floods, drought, and many more negative impacts on the environment. Consumers are familiar with green brands and the concept of green branding and sustainable development. (Mehraj, D. et al. 2016).

From the above literature review, it is observed that there are some grey areas to discuss in detail. So, an attempt has been made to bridge the gap.

Objectives of this Study

The main objectives of this study are –

- To understand the concept of green marketing and some issues related to green marketing.
- To highlight the reasons behind green marketing practices by marketers.
- To explore the different green marketing practices of Indian marketers.
- To understand the challenges in green marketing practices in India.
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Research Methodology

It is a conceptual and descriptive paper. Secondary sources are used for the collection of data. Required information and data for this work have been collected from various published research works, journals and periodicals, books, and websites. After analyzing and discussing all the issues related to green marketing, a conclusion is drawn to fulfill the objectives of this paper. Finally, some suggestions are put forward in favour of green marketing practices in the greater interest of the planet.

Origin and development of Green Marketing:

In 1975, American Marketing Association (AMA) held a workshop on "Ecological Marketing." The proceedings of this workshop entitled "Ecological Marketing" is considered the first books on green marketing. Green marketing became popular worldwide in the late 1980s and early 1990s. In India, the Government launched an eco-mark scheme in 1991 to increase consumer awareness regarding environment-friendly products.

According to Ken by Patie (2011), the Developmental stages of green marketing are divided into three phases. They are - Ecological green marketing stage (Stressed solving various environmental problems), the Environmental green marketing stage (emphasized clean technology, innovative designing of machines and products that could

take care of contamination and waste problems), and the Sustainable green marketing stage (Dealt with developing great quality items that could meet the consumers demands by concentrating on the quality, performance, cost, availability, convenience in an eco-friendly way).

Meaning of Green Marketing:

Green marketing means developing and promoting products that satisfy consumers' wants and needs in terms of quality, performance, affordable price, promotion, and convenient distribution without having a detrimental input on the environment. Thus, products are eco-friendly, and the entire process of marketing operation continues in an environmentally friendly way. Green marketing practices include market research, market segmentation, targeting, positioning, consumer behaviour study, new product development, existing product development, packaging, labeling, branding, pricing, promotion, and distribution process. There is 5's in green marketing practices. They are - the safety of the product, the satisfaction of the consumers, social acceptability of the products, sustainability of the products, and sustainability of the environment. According to the American Marketing Association, "Green Marketing" is the marketing of products presumed to be environmentally safe. Thus, green marketing incorporates a broad range of activities, including product modification changes to the production process, packaging changes, and modified advertising.

Green Products: Green products are generally alternative products in a market. There is no general agreement on what exactly makes a product green. There are some universal guidelines to make the product green. According to these guidelines, green products do not present a health hazard to people, animals, society, and the environment. Green products are always eco-friendly. Eco-friendly products fulfill some criteria: Products that don't contain toxic material, recyclable and disposable, don't cause pollution, produced naturally without harming any animal and nature, and not tested on animals. An electronics company HP is cutting its energy use, The Hewlett-Packard Company is delivering energy-efficient products and practicing energy-efficient operating practices, Phillips's energy-saving Marathon CFL light bulb are some examples of green products.

Reasons behind opting for green marketing practices by organizations:

- **Protect the environment:** By producing green products, it is possible to protect the environment. Efficient use of raw material, use of solar power, reuse of products, minimization of waste, and digital media of communication leads a green environment.
- **Consumer preference and value positioning:** Today, consumers have become very conscious of their health and prefer eco-friendly products that are less detrimental to human beings.
- **Corporate social responsibility:** Presently, marketers are starting to engage themselves in producing and distributing green products to protect the interest of consumers and society. It helps marketers in promoting CSR.
- **Competition in the market:** Through green marketing mix decisions, marketers can create and retain consumers. It helps in finding new markets and enjoying a competitive advantage.
- **Goodwill and image in the market:** Due to the higher demand for green products, a marketer can quickly build goodwill and image in the market. Most employees also feel proud and responsible for working for an environmentally responsible company.

- **Cost of production and profits:** Using eco-friendly raw materials in green products increases production costs. Though the cost of production is comparatively higher, efficiency and cost-effectiveness help the marketers earn more profits in the long run.
- **Government regulations:** To protect the interest of consumers and society, Government formulates various rules and regulations. According to such laws and regulations, marketers initiate green practices in marketing.
- **Sustained long-term growth and access to new markets:** Marketers always try to continue their marketing operation for an extended period and want to expand their market. Green marketing ensures sustained long-term growth along with profitability.
- **To create customer social responsibility:** The responsibility of the consumers toward the society and environment is very significant to save the planet. Marketers try to make awareness of green products among the consumers for sustainability development.

Reasons behind preferring green products by consumers:

- Consumers are health conscious, and green products are helpful for sound health.
- Green products are eco-friendly.
- Raw materials of green products are natural.
- Consumers are very much concerned about the degradation of the environment.
- Green products have more value than price.

Concepts related to green marketing:

- **Greenwashing:** The term "greenwashing" refers to the behaviour or practice of marketers in which they want to deceive consumers or society. In this practice, marketers adopt outwardly green acts with the underlying purpose of earning more profits. They try to capitalize on the growing number of green consumers by simply taking a green approach in marketing that might not otherwise be considered green. The main objective of greenwashing is to provide consumers with the feeling that the organization is taking all the necessary steps to manage its ecological footprint ethically. Such marketers try to position their products as a better choice for the environment. In reality, it is observed that marketers are doing very little to benefit the environment. Environmentalist Jay Westerveld first used the term "greenwashing" in 1986.
- **Benefit Corporation:** A Benefit corporation (B Corporations) is a business organisation with a dual purpose: making a profit and promoting the public welfare. While a for-profit corporation's sole objective is to make a profit for its shareholders, and a nonprofit's objective is to fulfill its mission or support its beneficiaries, a benefit corporation engages in both. Simply, a benefit corporation has two objects: earning profits and serving society. It works to create a positive impact socially and environmentally in its marketing operations, maintain Corporate Social Responsibility (CSR) in terms of considering its workers, serving low-income individuals and communities, sharing profits with charities, contributions to scientific research & development, advancement of public education, and reports its activity in the form of reports to the society and stakeholders publicly using an unbiased third-party source. Patagonia became the first brand to register for "Benefit Corporation" status in January 2012. In December 2018, the total number of B-Corps in the world was 2655 companies, while in India, it was seven.³⁰ There are currently over 4000 Certified B Corporations in over 70 countries and over 150 industries.
- **B Lab Global:** B Lab is the nonprofit network transforming the global economy to benefit all people, communities, and the planet. Its international network of

organizations leads economic systems to change to support our collective vision of an inclusive, equitable, and regenerative economy. B Lab Global started its journey in 2006 with the idea that a different kind of economy was not only possible but necessary for the change — and that organisation could lead the way towards a new, stakeholder-driven model. B Lab became known for certifying B Corporations, which are companies that meet high standards of social and environmental performance, accountability, and transparency. B Lab creates standards, policies, tools, and programs that shift capitalism's behavior, culture, and structural underpinnings. B Lab's standards are considered as the heart of the B Corp movement and their Theory of Change, defining the best social, environmental, and governance practices for businesses. "We won't stop until all business is a force for good" is the slogan of B Lab.

- **ESG framework:** ESG is a term that stands for the "Environmental," "Social," and "Governance" aspects of business or commercial activities. Environmental aspects assess a company's impact on the environment or the way that a company treats the environment. Social aspects examine how a company manages stakeholder relationships inside and outside an organisation, i.e., employees, consumers, and the community. Governance aspects assess how a company governs itself or runs its business. ESG and green marketing are relative terms, and both are concerned with protecting the environment. Management of ESG can directly impact the share price of a company through reputational and the risk of getting legal action. Fundamentally, the ESG framework enables investors to assess how well a company performs on ESG metrics compared to its peers. According to a recent survey by SEC Newgate, most Australian consumers still don't understand the ESG acronym. 30 percent of the 1,200 Australians surveyed reported they had heard of ESG, and only 8 percent reported a good understanding.
- **Sustainable Marketing:** Sustainable marketing is a marketing practice that promotes environmental and socially responsible products, policies, practices, and brand values. It meets the needs of everyone today without compromising the security and opportunities for future generations. Sustainable marketing is a key to any company's success as it encompasses every activity to generate revenues. Sustainable marketing helps businesses earn consumers' trust and, in turn, their loyalty. Sustainable marketing gives a new benchmark for modern marketing. Currently, a company focuses on social and environmental investments as a marketing strategy. There are five common strategies for sustainability marketing. These include - consumer-oriented marketing, consumer-value marketing, innovative marketing, sense of mission marketing, and societal marketing.³⁴ Sustainable marketing attracts sustainability-minded consumers and gains employees passionate about making a difference in the world. It also helps the marketers in building a solid brand image and reputation.
- **Eco Labels:** An individual's belief that an environmental claim lacks honesty can harm the consumer's attitude toward a product or brand. On the other hand, if the consumer grants credibility to the claim, the individual will behave more respectfully and consciously toward the environmental issues. Many times, the problem in extending that credibility to a brand is that consumers interested in green products have doubts about advertisements. Such doubts are due to various factors such as lack of understanding, language barriers, the absence of analytical knowledge necessary to interpret advertising messages, or deceptive advertising. To resolve this problem, business organizations may choose to guarantee messages on the environmental benefits of brands with environmental labeling systems that are sponsored by independent organizations.

- **Life Cycle Assessment (LCA):** Life cycle assessment is also known as life cycle analysis. It is a cradle-to-grave or cradle-to-cradle analysis technique to assess environmental impacts associated with all the stages of a product's life, from raw material extraction through materials processing, manufacture, distribution, and use.³⁵ During the late 1980s, new instruments such as Life Cycle Assessment were invented that allowed ecological considerations to be initiated into marketing decisions of an organisation. LCA model was developed according to ISO 14040. The LCA model seeks to identify the major types of environmental impact throughout the Product Life Cycle (PLC). The main purpose of the LCA is to define the energy and environmental profile of finished products. LCA assesses cumulative potential ecological impacts. In addition, the purpose was to quantify the ecological advantages deriving from the use of recycled raw material.
- **The LOHAS consumers:** LOHAS stands for Lifestyles of Health and Sustainability. LOHAS is a term used by marketers to define a particular category of people (consumers) who see the link between the health of the individual with that of the planet. Various environmental and social responsibilities influence these consumers in making their buying decisions. LOHAS consumers are more concerned for the earth, authenticity, personal fulfillment, holistic health, and being socially conscious. It is observed that the behaviour of LOHAS women is more environment-friendly than men. Worldwide about 100 million people are LOHAS. About 20 percent of the total population in Europe is LOHAS consumers. In 2019, LOHAS consumer was a \$355 billion market in the USA alone, growing 10 percent per year. It is a \$546 billion market worldwide.

Green Marketing Mix and Challenges of Green Marketing

The 4Ps of the green marketing mix are green product, green price, green promotion, and green place. A Green product is a less environmentally harmful product produced from renewable and recyclable material having green packaging, labeling and branding for the ultimate satisfaction of consumers. Prices for green products may be a little higher than conventional alternatives due to an increase in the cost of production. But target groups are ready to pay a premium price for the product. For example, LOHAS Consumers are willing to pay extra for green products. In promoting a green product, marketers stress the environmental aspects of a product by educating the prospects. Marketers spend money on different advertisements related to environmental protection with their products. In Green Marketing, the distribution process focuses on ecological logistics. In the case of green service marketing, important decisions related to other 3Ps, i.e., green People, green Process, and green Physical Evidence, are taken after considering societal and environmental issues. The challenges of green marketing are observed as -

- It is a new concept: green marketing is new for the common people, especially the rural people. Most companies are also unaware of it. The green movements need to reach the common people of a society, which will take time and effort.
- It is costly: green products require renewable and recyclable material, which is expensive and limited. So, all the marketers cannot go for the production of green products, and the majority of the consumer not willing to pay a premium for green products.
- It requires new technology and more research & development: Using innovative technology is a basic necessity for green marketing practices. More research and development activities are also an area of green marketing.
- Consumer education about green products and marketing: In India, nearly 70 percent of the total population lives in rural areas, and most are not concerned about green products or green marketing. Educating such people is a difficult task.

- Possibilities of unethical practice in markets: Some companies may continue unethical practices in the name of green marketing. Deceptive advertising and false claims are also some possibilities in green marketing practices.
- The apathy of the marketers towards green marketing: Apathy of the marketers to adopt green marketing practices is also a matter of great concern. Most are silent on environmental issues, Corporate Social Responsibilities, etc.
- Need for Standardization: Unless some regulatory bodies are involved in certifying organisations as green, there will be no verifiable means of green. There is a lack of standardization to authenticate green claims.
- Patience and Perseverance: Protecting the environment through green marketing will take a long time. Investors and corporations need to view the environment as a long-term investment opportunity, and marketers and consumers also need to look at the long-term benefits of this green movement.
- Avoiding Green Myopia: Green products will highly dissatisfy the consumers if those products do not meet the customer satisfaction criteria, and finally, it will lead to green myopia. Again, if a green product is also priced very high, it will lose its market acceptability.

Present trends in green marketing practices in India

Gradually business organizations are going towards green marketing practices. Many factors influence the marketers in making this particular decision. They believe green marketing practices can help organizations achieve their goals in this competitive market. Due to increased awareness among the consumers, they want eco-friendly products that do not harm the natural environment or human health. CNG and electric vehicles are prevalent in India, and consumers buy them considering the long-term cost and environmental factors. Different motor companies have joined in the race and started producing electric cars. Tata, Mahindra, Hyundai, Audi, Volvo, Maruti Suzuki, Renault, MG, Mercedes, and General Motors have already started their production and promotional activities in the Indian market. Considering this obligation, many business organizations have already adopted CSR philosophy to build their corporate image. Tata Consultancy Services (TCS) has a globally recognized sustainability practice. It has already topped Newsweek's top World's Greenest Company title. It also has a global green score of 80.4 percent, mainly due to its initiative of creating technology for agricultural and community benefits.

Now Indian marketers are considering green marketing practices as a marketing tool and introducing them in their marketing policies and strategies. They are actively participating in the new marketing operation and management without delay. Marketers are reducing the production and distribution of harmful goods or by-products. Initially, the marketers produced goods and services to fulfill the needs and wants of a particular segment of the market. But now, the marketers are targeting all market segments and have successfully positioned their green product brands. The Indian Government prohibits the production and distribution of harmful products and by-products under different regulations and laws. In many cases, the Government forces the firm to adopt various government policies that protect the interests of the consumers, community, and the environment.

Marketers are shifting their method of production, use of technology, types of raw materials, packaging, labeling, branding, pricing, advertising, publicity, method of distribution, and disposal. Similarly, the number of waste recycling and removal industries is also increasing to protect the environment. Tata Motors, HCL Technologies, Oil and Natural Gas Corporation, BCPL, Asian Paints, Kansai Nerolac, ITC, Adani Green Energy, Adani Power, Tata Power, Suzlon Energy, Wipro, Godrej Consumer Products, SBI, Indian Oil, and so on. Fiinovation has been urging companies to

incorporate sustainability within their business operations. Initiatives of the top ten companies toward green are highlighted here:

LG India has been a pioneer in making eco-friendly electronic gadgets. Recently, it has launched a LED E60 and E90 series monitor for the Indian market. Its USP is that it consumes 40 percent less energy than conventional LED monitors. Also, they hardly use halogen or mercury, trying to keep using hazardous materials in their products. Recently HCL has launched HCL ME 40 notebooks in the market. HCL do not use any polyvinyl chloride (PVC) material or other harmful chemicals, and the Bureau of Energy Efficiency has already given them a five-star rating. Samsung India manufactures a roaring range of LED TV screens, and now they have come up with an eco-friendly LED backlight. They use 40 percent less electricity and have no harmful chemicals like mercury and lead. Oil and Natural Gas Company makes plan to change the way with the invention of green crematoriums. IndusInd Bank is one of the first banks in India to discourage using paper for the counterfoils in ATMs and sending electronic messages against transactions. ITC has adopted a Low Carbon Growth Path and a Cleaner Environment Approach in its marketing operations. It has also introduced ozone-treated elemental chlorine-free bleaching technology that has improved the lives of millions worldwide. Wipro, has not only helped in the creation of technology that helps in saving energy and preventing waste, but its corporate headquarters in Pune is the most eco-friendly building in this sector all over India. MRF has launched the ZSLK series. This is about creating eco-friendly tubeless tyres made from unique silica-based rubber, offering extra fuel efficiency to those driving their vehicles. ArEco Green, which manufactures and exports biodegradable products such as palm leaf dinnerware, bamboo straws, coir pots, edible spoons, and more, is at the top of the list of top 10 most promising green products companies - 2021. Orissa State Cooperative Milk Producers' Federation launched milk packets with a message on energy conservation. Delhi Transport Corporation is the most extensive CNG-powered transport system in the country. McDonald's restaurant's napkins and bags are made of recycled paper. Coca-Cola pumped syrup directly from a tank instead of plastic, saving 68 million pounds annually. Badarpur Thermal Power Station of NTPC in Delhi is adopting a new way to utilize coal-ash, to control air and water pollution. PHILIPS developed Compact Fluorescent Light (CFL) that also consumes less electricity and radiates less heat. Maruti has reduced its average electricity consumption per vehicle by 20 percent, water consumption by 46 percent, and landfill waste by 67 percent. Tata Motors was the first Indian motor company to introduce vehicles with Euro (emission) norms well ahead of the mandated date. Tata vehicles meet the European End-of-Life vehicle norms for maintaining metallic and non-metallic balance in materials used for manufacturing its cars. Taj Hotels Resorts and Palaces follows green practices that conform to Green Globe Standards. It launched EARTH, an initiative that works to minimize the environmental impact. Rambagh Palace installed a 2.1 MW wind turbine generator at a wind farm at Kaladongar in Jaisalmer, which currently supplies 70 percent of the annual electricity requirements of the Palace. Pepsi Company has pledged to reduce food waste by 50 percent in its direct operations by 2025 as a part of 2025 Performance with Purpose (PWP) agenda. Reliance Power strives for excellence in environmental management and sustainable business development. Reliance continues to be committed to developing and implementing Environmental Management System (EMS) throughout the Group to measure, control, and reduce environmental impact. The guiding principle of environmental initiatives is the 5Rs: Reduce, Reuse, Recycle, Renew and Respect.

Suggestions for successful green marketing practices

Based on study and review, it is found that green marketing practice and achieving success is not an easy task for marketers. It is expected that the following

suggestion can help the marketers to go in the right direction for achieving goals:

- Marketers should not consider green marketing as an approach to marketing. It has to be pursued with greater efforts as it has an environmental and social impact.
- Still, Indian consumers are in the learning process, and marketers should take various steps to educate them how green products are beneficial for consumers and the environment.
- Marketers should follow ethics in advertising green products.
- Marketers must ensure that the value of the green product in performance, design, and visual appeal exceeds the price.
- Marketers must reduce the environmental impacts while storing, transporting, and distributing the raw materials or finished products.
- A standard quality control board must be in place to control products, labeling, and licensing standards.

Conclusion

Green marketing is a strategy that can address the concern of promoting and preserving the natural environment, which can benefit the firms, consumers, and the environment while the green product is developed. Green marketing is still in its infancy stage. There is a long way to go. There has been significant pressure on the marketers from government bodies to implement green marketing practices. To protect the environment from degradation, business organisations need to adopt green marketing management and encourage people to adopt a green lifestyle by purchasing eco-friendly products. Owing to the increasing awareness about global warming and climate change, every company must look for solutions to maintain ecology.

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