

ISSN : 0025-0422

JOURNAL  
OF  
THE MAHARAJA SAYAJIRAO UNIVERSITY OF BARODA



सत्यं शिवं सुन्दरम्

Estd. 1949

Accredited Grade 'A' by NAAC

Volume-58, No.1(VIII) : 2024  
(Science & Technology)  
Vadodara



## GREEN MARKETING IN INDIA

**Dr. G. Akilandeswari**, Associate Professor and Head, Department of Commerce (Finance),  
Nallamuthu Gounder Mahalingam College, Pollachi

### ABSTRACT

Green marketing refers to the practice of creating and promoting products that are environmentally friendly. In recent years, green marketing has gained significant importance in India due to heightened environmental concerns, government regulations, and changing consumer preferences. This paper explores the evolution of green marketing in India, tracing its origins and development, examining the conceptual framework that supports sustainable business practices, and analyzing the current state of green marketing. The discussion highlights the challenges and opportunities faced by companies in adopting sustainable practices and emphasize the role of consumers in driving the green marketing agenda. The paper concludes by underscoring the importance of integrating green marketing strategies into business operations to foster sustainable development in India.

**Keywords:** Green marketing, environment friendly, consumer preferences, business

### INTRODUCTION

The promotion of environmentally friendly goods and services is known as "green marketing," and it has become an essential component of contemporary company plans. With the growing awareness of environmental issues, consumers are increasingly seeking products that minimize harm to the planet. In India, the rise of green marketing can be attributed to several factors, including rapid industrialization, urbanization, and a boom in consumer awareness regarding ecological sustainability.

The Indian market has witnessed significant changes in consumer behavior, leading companies to rethink their marketing strategies. As a result, many businesses are now prioritizing sustainability and ethical practices to meet the demands of environmentally conscious consumers. This paper aims to provide an in-depth analysis of green marketing in India, focusing on its origins, development, conceptual framework, current trends, challenges, and future prospects.

### ORIGIN AND DEVELOPMENT

#### THE EMERGENCE OF GREEN MARKETING

The origins of green marketing can be traced back to the 1970s, during which environmental awareness began to rise globally. In India, the seeds of environmental consciousness were sown in the early 1980s, primarily due to the impact of industrial pollution, deforestation, and social movements advocating for ecological protection. Notable events, such as the Bhopal gas tragedy in 1984, further heightened awareness about industrial safety and environmental responsibility.

The 1991 economic liberalization marked a turning point for India, leading to rapid industrial growth and increased consumerism. However, this growth came at a cost—widespread pollution and resource depletion. As a response, the Indian government initiated several policies to promote sustainable development, including the establishment of the Ministry of Environment and Forests in 1985 and the introduction of the Environmental Protection Act in 1986.

#### THE 1990S AND EARLY 2000S

During the 1990s, the Indian market began to see the emergence of eco-friendly products as companies recognized the potential of green marketing. This period witnessed the growth of NGOs and social movements focused on environmental issues, which played a crucial role in raising consumer awareness and advocating for sustainable practices. Companies like ITC and Tata Group began to incorporate sustainability into their business models, introducing initiatives aimed at minimizing environmental impact.

By the early 2000s, green marketing gained further momentum, fueled by the global sustainability movement and increased pressure from consumers and regulatory bodies. The introduction of the ISO 14001 standard for environmental management systems provided a framework for companies to assess and improve their environmental performance.

## CONCEPTUAL FRAMEWORK OF GREEN BUSINESS

The conceptual framework of green business encompasses several key principles that guide organizations in their pursuit of sustainability. These principles include:

1. **Sustainability:**

At its core, sustainability involves meeting the needs of the present without compromising the ability of future generations to meet their own needs. Businesses must adopt practices that ensure long-term viability and resource conservation.

2. **Eco-Efficiency:**

Eco-efficiency refers to the principle of creating more goods and services while using fewer resources and generating less waste and pollution. Companies are encouraged to optimize their production processes and supply chains to reduce their environmental footprint.

3. **Consumer Awareness:**

Educating consumers about the benefits of sustainable products is essential for driving demand for green products. Effective communication strategies can help raise awareness and promote eco-friendly alternatives.

4. **Corporate Social Responsibility (CSR):**

CSR involves integrating environmental and social considerations into corporate strategies and operations. Companies that prioritize CSR are more likely to build trust and loyalty among consumers.

5. **Innovation:**

Innovation plays a critical role in the development of green products and services. Companies must invest in research and development to create sustainable solutions that meet the needs of consumers while minimizing environmental impact.

6. **Stakeholder Engagement:**

Engaging stakeholders, including customers, suppliers, employees, and communities, is essential for developing effective green marketing strategies. Collaboration and open communication can lead to shared goals and greater impact.

## GREEN MARKETING IN INDIA

### CURRENT TRENDS

Green marketing in India has evolved significantly over the past two decades, with several key trends emerging in the marketplace:

1. **Eco-friendly Products:** There has been a notable increase in the availability of eco-friendly products across various industries, including food and beverages, cosmetics, textiles, and household goods. Consumers are increasingly seeking products that are biodegradable, organic, and sustainably sourced.
2. **Government Initiatives:** The Indian government has introduced various policies and initiatives to promote green practices among businesses. Programs like the Swachh Bharat Mission (Clean India) and the National Solar Mission aim to encourage sustainable practices and reduce pollution.
3. **Corporate Initiatives:** Leading Indian companies are adopting green marketing strategies as part of their overall business model. For instance, companies like ITC have implemented sustainable sourcing practices, water conservation initiatives, and waste management programs.
4. **Consumer Trends:** A growing segment of Indian consumers is prioritizing sustainability in their purchasing decisions. Younger consumers, in particular, are more likely to support

brands that align with their values and demonstrate a commitment to environmental responsibility.

5. **Digital Marketing:** The rise of digital marketing has allowed companies to reach a wider audience and engage consumers on sustainability issues. Social media platforms provide a space for brands to communicate their green initiatives and connect with eco-conscious consumers.
6. **Certification and Labeling:** The demand for eco-labels and certifications is on the rise, as consumers seek assurance that products are genuinely sustainable. Organizations like the Bureau of Indian Standards (BIS) and various NGOs provide certifications that help consumers make informed choices.

## CHALLENGES IN GREEN MARKETING

While green marketing presents numerous opportunities, several challenges hinder its growth in India:

1. **High Costs of Sustainable Practices:** The initial investment required for adopting sustainable practices can be a barrier for many small and medium-sized enterprises (SMEs). The costs associated with sourcing sustainable materials, implementing eco-friendly production processes, and obtaining certifications can discourage businesses from going green.
2. **Lack of Consumer Awareness:** Despite growing awareness, many consumers still lack comprehensive knowledge about the benefits of green products and the environmental impact of their choices. Companies must invest in education and outreach to inform consumers and promote sustainable alternatives.
3. **Green washing:** A few businesses intentionally present themselves as environmentally conscious while concealing the existence of real sustainable processes. This may cause consumers to lose faith in green marketing initiatives and become distrustful.
4. **Regulatory Challenges:** While the government has introduced various initiatives to promote sustainability, the lack of stringent enforcement and clear guidelines can create confusion among businesses. Companies may struggle to navigate the regulatory landscape, hindering their ability to adopt green practices.
5. **Limited Research and Development:** Investment in research and development for sustainable products remains low compared to traditional product development. Companies must prioritize innovation to create new, eco-friendly offerings that meet consumer demands.

## CONCLUSION

Green marketing in India represents a vital strategy for businesses to align with the growing demand for sustainability. As environmental issues become increasingly pressing, companies must recognize the importance of integrating green marketing into their operations. The evolution of green marketing in India has been shaped by a combination of consumer awareness, government initiatives, and corporate responsibility.

To successfully implement green marketing strategies, businesses must overcome challenges such as high costs, lack of consumer awareness, and regulatory hurdles. By embracing sustainability as a core value, companies can not only enhance their brand reputation but also contribute to the well-being of the planet and society.

Looking ahead, the future of green marketing in India will depend on continued collaboration among businesses, government, and consumers. By fostering a culture of sustainability, India can pave the way for a greener and more sustainable economy.

## ACKNOWLEDGEMENT

I Acknowledge and thank the Management of Nallamuthu Gounder Mahalingam College, Pollachi for the receipt of funding seed money for this research work.

**REFERENCES**

1. Singh, J. J., & Pandey, S. (2012). Green Marketing: Challenges and Opportunities in the Indian Market. *International Journal of Marketing Studies*, 4(5), 146-156.
2. Jain, S. K., & Singh, R. K. (2013). Green Marketing: A Study of Indian Consumers' Attitude Towards Green Products. *Journal of Business and Management*, 12(2), 50-58.
3. Dutta, S. (2020). Green Marketing in India: A Study of Challenges and Opportunities. *International Journal of Business and Management*, 15(3), 30-45.
4. Ghosh, A. (2019). Consumer Behavior Towards Green Products: An Indian Perspective. *Journal of Business Research*, 101, 190-200.
5. Mishra, P., & Singh, R. (2021). The Role of Green Marketing in Sustainable Development: Evidence from India. *Journal of Cleaner Production*, 310, 127-135.