

# Green Marketing Practices by Wipro Infotech Company and its Impact on Customer Buying Behavior

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## **ABSTRACT**

In today's world, all companies are trying to introduce ecological (sustainable) products because the release of those chemical products affects every part of the environment, be it aquatic life, animals, birds, trees, or people. It not only affects them but throws the entire ecosystem out of balance. Nowadays it is used so much that all people are used to it. However, several companies have taken the initiative to produce these chemical products in an environmentally friendly manner so that they benefit both the environment and humans. For example, Wipro launched new green desktops and green laptops often referred to as Wipro green products. It was the first company in India to develop environmental sustainability in the form of energy, water efficiency, and waste management. Wipro is actively striving to become a very green company with the main objective of becoming a carbon-neutral, water-clean, and energy-efficient business organization. People are aware of eco-friendly products and their use is very similar to the traditional way that they can be recycled, reused, and repaired. But due to the high price of green products, people think twice before buying them. In this case, the research topic is mainly related to the company Wipro and its influence on the buying behavior of customers. In this research topic, you will learn how customers buy green products and what people think about sustainable products. Customers' purchasing decisions vary for a variety of reasons: income, packaging, branding, prices, quality, quantity, and more. All these reasons are discussed in this research project. With all the points, opinions, and survey responses, it was easy to see how green marketing influences customers' purchasing decisions.

**Keywords:** - Green Marketing, sustainable, green products, Wipro.

## **INTRODUCTION**

According to the AMA (American Marketing Association), green marketing is the marketing of products that are considered environmentally responsible. Therefore, green marketing covers a wide range of activities, including product changes, production process changes, packaging changes, and changes. However, defining green marketing is not an easy task, where different meanings overlap and conflict with each other; An example of this is the existence of different social, environmental and retail definitions associated with this expression.

## What is Green Marketing?

In the late 1980s and early 1990s, the phrase "green marketing" gained popularity. Green Marketing term was coined by Ken Peattie (1992) in the UK and Green Marketing: Challenges and Opportunities for a New Marketing Age by Jacquelyn Ottman (1993) in the United States.



Eco-friendly goods, services, and behaviors are promoted through the use of a marketing tactic called "green marketing." This includes developing and promoting environmentally friendly products and services and communicating the environmental benefits of these products to customers. The goal of green marketing is to attract environmentally conscious consumers and differentiate products and services from competitors by emphasizing their environmental reliability. Green marketing can include elements such as using recycled materials, reducing waste, conserving energy, and promoting sustainable practices. In general, green marketing is a way of aligning your operations with environmental values and attracting more environmentally conscious customers.

Source :- <https://bit.ly/3Zublds> (image)

## Green Marketing Mix

*The green marketing mix consists of the 4 Ps which include:-*

1. **Product:** This refers to the environmental characteristics of a product or service. Green products usually have environmental characteristics, such as the production of recycled materials, minimal packaging, and low energy consumption.
2. **Price:** The price of green products may be higher than conventional products due to their green features, but companies can offer discounts or rebates to encourage customers to choose green options.
3. **Place:** This is related to the spread and availability of green products. Green products can be sold in specialty stores, online, or through other channels aimed at environmentally conscious consumers.
4. **Promotion:** This involves communicating the environmental benefits of the product or service to the target market. Advertising may include advertisements, promotions, or other marketing communications that emphasize the environmental attributes of a product or service.

By incorporating these elements into their marketing strategy, companies can effectively communicate their commitment to sustainability and attract customers seeking environmentally friendly products and services.

## **Importance of green marketing**

Innovative products and services that take into account environmental inputs will gain access to new markets, increase the sustainability and profitability of companies, and gain a competitive advantage.

Green marketing is important for a number of reasons, including:

**Satisfying consumers' demands:** Environmentally friendly products and services are becoming increasingly popular with consumers. Sustainability can help companies appeal to this growing market of environmentally conscious consumers by integrating sustainability into their marketing strategy.

**Make your business stand out from the competition:** Companies can differentiate themselves from the competition by emphasizing their environmental credentials and their commitment to sustainability. steady.

**Improve brand image and reputation:** Companies that support eco-friendly products and practices can improve their brands and reputations, positioning themselves as socially responsible and environmentally conscious companies.

**Contribution to sustainability efforts:** Green marketing can help businesses contribute to global sustainability efforts by promoting sustainable practices, reducing waste, and conserving resources. resources and reduce carbon emissions.

**Regulatory compliance:** Companies operating in industries that comply with environmental regulations can benefit from green marketing by demonstrating compliance and promoting efforts to reduce their impact on the environment. their school.

Overall, green marketing is important for companies that want to attract environmentally conscious consumers, set themselves apart from their competitors, and contribute to sustainability efforts. global sustainability. By adopting sustainable practices and promoting eco-friendly products and services, businesses can build a strong brand image and reputation while having a positive impact on the environment. and society.

### **The following are some benefits of using green marketing: -**

- ❖ It ensures long-term sustainable growth along with profitability.
- ❖ Although having a higher upfront cost, it saves money over time.
- ❖ It enables businesses to sell their goods and services while taking environmental considerations into account. It aids in expanding one's market reach and gaining an edge over rivals.
- ❖ The majority of staff members also feel honored and accountable to work for a firm that values the environment.
- ❖ Promotes CSR corporate social responsibility.

### **Reasons for Adopting Green Marketing**

- ❖ More Opportunities are an available and competitive advantage.
- ❖ Companies' adherence to corporate social responsibility.
- ❖ Government regulations.
- ❖ Competition with other responsible companies.
- ❖ Goodwill of the company.

### **How Green Marketing Works**

Green marketing works by promoting environmentally-friendly products, services, and practices to consumers.

*The following steps are often included in the process: -*

**Identifying the target market:** Businesses must first identify the target market for their green products or services. This may include consumers who are environmentally conscious and are looking for eco-friendly options.

**Developing eco-friendly products:** Businesses may develop products that have eco-friendly features such as using recycled materials, conserving energy, or reducing waste.

**Promoting the environmental benefits:** The marketing message must emphasize the environmental benefits of the product or service, such as reducing carbon footprint, conserving resources, and minimizing waste.

**Educating customers:** Green marketing often involves educating customers about environmental issues and the importance of sustainability. This may be done through marketing materials, events, or other educational initiatives.

**Differentiating from competitors:** green marketing can help businesses differentiate themselves from competitors by emphasizing their environmental credentials.

Overall, green marketing works by appealing to environmentally-conscious consumers and promoting eco-friendly products and practices. By incorporating sustainability into their marketing strategy, businesses can appeal to a growing market of customers who are looking for environmentally-friendly options.

### **WIPRO INFOTECH IT COMPANY**

Wipro Infotech is a division of Wipro Limited, a leading global information technology, consulting, and business process services company based in India. The company offers a wide range of services, including application development and maintenance, infrastructure management, business process outsourcing, consulting, and system integration. Some of the notable achievements of Wipro Infotech include being

ranked among the top 100 global outsourcing companies by the International Association of Outsourcing Professionals, and receiving the Best IT Infrastructure Provider in India award from Frost & Sullivan. Overall, Wipro Infotech is a reputable IT company that offers a range of IT services and solutions, with a strong focus on sustainability and corporate responsibility.

## **GREEN MARKETING AT WIPRO INFOTECH IT LTD**

Wipro is a pioneer in adopting and promoting green IT practices, focusing on reducing carbon footprint and promoting sustainable technology solutions. Here are some of Wipro's sustainable IT initiatives:

**Energy-efficient data centers:** Wipro has implemented energy-efficient measures in its data centers, such as using virtualization technologies, optimizing cooling systems, and using energy-efficient hardware.

**Sustainable IT products and solutions:** Wipro has developed a range of sustainable solutions such as cloud computing, virtualization, and energy management systems. These solutions help customers reduce their carbon footprint and promote sustainable business practices.

**Paperless operations:** Wipro has implemented a paperless office initiative that includes digital document management systems, online communication tools and electronic invoicing. This initiative helped reduce paper consumption and promote sustainable business practices.

**Green supply chain:** Wipro has implemented sustainable practices in its supply chain such as Using environmentally friendly packaging materials, reducing transportation emissions, and promoting sustainable procurement practices.

**Sustainable infrastructure:** Wipro has implemented sustainable infrastructure solutions, such as energy-efficient lighting, green buildings, and sustainable transportation solutions. These solutions help reduce the environmental impact of the company's operations and promote sustainability.

Overall, Wipro has demonstrated a strong commitment to sustainability and green IT practices and has implemented various initiatives to reduce its environmental impact and promote sustainable development. By adopting sustainable IT solutions and promoting sustainable business practices, Wipro is contributing to global efforts to address climate change and promote sustainable development.

## **Wipro Greenleaf**

It is an Intelligent Automated Power Management- which will identify power savings, measurement of carbon reductions, and implement of customer organization's Green Goals. Greenleaf's scalable deployment allows for autonomous power management for all systems at various levels. It also allows a group of computers to follow power management templates using centralized and custom-configured dashboards. At any point in time, employees are able to view the Greenleaf savings tree. The user can quickly determine the network's current power-saving status using this tree. The green color indicates that the systems are meeting/exceeding savings goals while the Yellow indicates that systems are saving energy, but less than the

target. The red color indicates an area of concern where systems do not have a power schedule programmed leading to no savings.

## **Server Virtualization: Moving Toward Energy-Efficient Computing**

Wipro has created a set of initiatives to reduce consumption, and virtualization is one of them. This is because Wipro is aware of the cumulative energy consumption of IT infrastructure, which has increased over the years. one of them. . Wipro's primary area of focus for energy efficiency improvement is computing, which makes up 32–35% of the company's overall electricity consumption. Virtualization at Wipro not only offers great computing efficiency but also results in a smaller resource and energy footprint. Portfolio of Sustainability Solutions

Wipro has a range of Sustainability solutions to offer. It not only has a strong impact IT industry but has a significant impact in energy-sensitive and material-sensitive sectors-

Distribution, Natural Gas and Oil, Utilities, Consumer Products, and Distribution Networks.

These sectors are energy intense sectors where Green IT solutions can play a significant role in reducing carbon emissions. The portfolio of IT-enabled Sustainability solutions is divided into four groups:

### 1) **Green IT Infrastructure**: Data Centers, Cloud Computing

- a. Sustainable Computing Energy Star Desktops and Laptops.
- b. Remote data center/desktop Energy Optimization Management.

### 2) **IT for Green**: IT-led solutions for improvements in enterprise sustainability.

- a. Efficiency Management Services for Carbon, EH&S, and Environmental stewardship.
- b. Smart Grids.
- c. Performance Management Services Process Optimization - Supply Chain and Logistics Dematerialization and Inventory Efficiency.

## **Wipro Going Green**

It was the first company in India who developed eco-sustainability in the form of energy, water efficiency, and waste management, Wipro is actively seeking to become a very green company. Wipro has taken various initiatives to be green and the main objective of this is to become carbon-neutral, water-positive, and energy-saving in the business organization. Wipro designs products and solutions that can minimize hazardous waste For the purpose of enhancing ecological sustainability, WIPRO is continuously offering green products. Wipro and Infosys reduced their per capita consumption of electricity and procured renewable energy In the future, every new building on campus follows integrated design methods for the purpose maximize daylight and reducing heat. It will construct energy-efficient buildings, at present also, Wipro buildings are certified to the international green standard. Wipro and Infosys also installed solar panels also in their campus.



**SUSTAINABILITY DIMENSIONS AT WIPRO**

Energy & Carbon	Water	Waste Recycling	Biodiversity
Workforce Diversity	Green Computers	Green IT Services	Employee Engagement
Reforms in School Education	Engineering Education	Primary Health Care	Post Disaster Rehabilitation
Ecology and Education	Supply Chain Responsibility	Sustainability Disclosures	Public Advocacy

Source:- Snapshot of the picture

<https://forms.iimk.ac.in/websiteadmin/FacultyPublications/Working%20Papers/138abs.pdf>

In this structure, the responsibility lies with a distinct group rather than a coalition or network of partners. The following Wipro groups are part of the company: Eco Eye, Wipro Applying Thought in Schools (WATIS), Wipro Cares, and Mission10X. The operating structure of these groups is presented in Table Green IT initiatives at Wipro are mostly carried out under Eco Eye as the other groups cater to education, schools, colleges, and healthcare.

**SUSTAINABLE DEVELOPMENT GOAL OF WIPRO**



Source - <https://bit.ly/42RDxcY>

**WIPRO EARTHIAN**



Source - <https://www.wipro.com/content/dam/nexus/en/sustainability/pdf/wipro-sustainability-initiatives.pdf>



One of the biggest sustainability education initiatives for schools and colleges in India is called Wipro Earthian. Over 900 project submissions were received for the Wipro Earthian program's 2020 iteration, and an impartial jury chose the top entries from 20 schools and 8 colleges.

Through activity-based learning programs and written essays, the school teams showed their comprehension of biodiversity, waste, and water. In the context of urban sustainability, college teams submitted journalism on the subjects of water, waste, and agriculture. Make sure that water is managed sustainably and that everyone has access to it.

Water efficiency, responsible sourcing, reduced consumption, and water security are the program's stated objectives. We use a variety of initiatives both inside and outside Wipro to lessen our reliance on water, including recycling wastewater, installing water-saving fixtures, catching rainwater, and Participative Ground Water Management.

Since its inception in 2011, the Wipro Earthian Awards have seen a threefold increase in the number of participants. Over 55,000 schools and colleges, 130,000 students, and 13,000 teachers from all over India have participated in the program. The reach of the program has been increased thanks to the support of Wipro's educational partners all over the nation.

Rishad Premji, the chairman of Wipro, presented awards to the winning institutions at a virtual event on Saturday. Along with a cash award, they will also get a certificate. Additionally, they will have the chance to collaborate with Wipro and its sustainability partners through ongoing programs that will help them better understand the problems that are crucial to sustainability.

Author and science journalist David Quammen, a well-known speaker at virtual events, gave the keynote address. He discussed his research and insights into the delicate balance of biodiversity and how pandemics like COVID-19 start when we disturb that balance. In addition, Jadav "Molai" Payeng, Licypriya Kangujam, 9, shared her message with the students about her journey to becoming a climate activist at a young age. Forest Man of India also shared his journey through a recorded interview with the students. The renowned quizmaster Lloyd Saldana from Greycaps India Pvt Ltd hosted the 2020 National Finals of the Wipro Earthian Sustainability Quiz on that particular day.

## **RESEARCH METHODOLOGY**

### **OBJECTIVES OF THE RESEARCH**

The main objective of conducting this research is to understand consumer buying decisions on the sustainable product. Some of the other objectives are: -

- To understand the SWOT Analysis of Green Marketing in Wipro InfoTech IT Ltd.

- To understand the 4p's of Wipro InfoTech IT Ltd.
- To study the customer buying decisions on Eco-friendly products.
- To understand Corporate Social responsibility.

## **SAMPLING USED IN STUDY**

The process of obtaining data through survey and interview. A total of **105 respondents** are taken into consideration. The respondents are equal in ratio of gender, and are from various age groups and educational qualifications.

Two keys: -

1. Choosing the right respondents who understands the concept of green marketing and uses sustainable products.
2. Selecting the right **Age** of Customer.

## **DATA COLLECTION METHOD**

The data of this research can be classified into two main types. The methods of data collection are:

- **Primary data**- The primary data is collected by a survey of 105 responses, in equal ratio of gender and ranging from age 18-55, and their opinion on sustainable products and green marketing. (By questionnaire method)
- **Secondary data**- The secondary data is collected from Wipro websites, marketing and human psychology books, articles, etc. (Wipro website)

### **Tools and techniques used-**

To analyze the data collection are: -

- 1) Graphs
- 2) Pie Charts

## **LIMITATION**

- The study is based on the observation and experience of the researcher and through literature. It is still a relatively new concept.
- There are a total of 105 respondents.
- Consumer psychology is also affected by geographical factors that have not been taken into account.

- Sources used for secondary data provide very general information and lack detailed information. consumer psychology is dynamic. It changes over time.

## **LITERATURE REVIEW**

### **On Green marketing and its impact on the customer buying decision**

#### **Abstract:** -

Businesses are constantly looking for the most effective ways to communicate their green message to customers as environmentally friendly, or "green," marketing has attracted prominence. The purpose of this study is to ascertain how green marketing by businesses affects consumer behavior. A survey was created to learn how people view green marketing and how knowledgeable they are about the "environmental contribution" that businesses are making. We were looking for an answer to green business initiatives having an impact on consumer purchasing behavior. The research demonstrates the need for businesses to engage consumers more in the topic of going green and the importance of factors like price and quality over "environmental responsibility." The purpose of this study is to shed light on how green marketing influences consumer choice. According to the analysis's findings, consumer purchasing decisions for green products are positively impacted by environmental awareness, green product features, green advertising, and green prices.

**Keywords:** Environmental Awareness, Green Product Features, Green Promotion, Green Prices, and Green Purchasing Behavior.

**(BOZTEPE, 2012)** The use of resources despite their scarcity has recently been accompanied by an increase in industrialization and urbanization, which has resulted in dangerous levels of pollution for the environment and human health. The operations of implementing environmentally friendly products or applications have now moved to the top of the list of issues that marketing managers in developed countries will face and need to address. Businesses that recognized that the green movement, which promotes environmental protection, has significant support in developed societies, embraced it as well and began putting policies into place that have an environmental impact that is the least detrimental.

**(kangis, 1992)** According to a study, there are a number of problems that contribute to the challenges that the concept of green marketing poses for marketing professionals and consumers alike. These problems include the lack of a universally accepted definition for green marketing, the lack of a clear understanding of cause-and-effect relationships in matters affecting the environment, and the overt and covert causes of such concerns. It was mentioned that unethical marketers might be able to turn green marketing into a profitable endeavour.

**(Asst, 2019)** Asst, Arvinder & Professor, & Mehta, Arvinder & Kour, Dr. (2019). Green marketing communications and their effect on consumer purchasing patterns. 21. 320. Consumers now refer to products as "green" and the majority of people are gravitating toward them due to environmental concerns. This study was conducted with the intent of examining consumer awareness of green products, the impact of green

marketing messaging on consumer purchasing behavior, and the possibility that a relationship exists between the impact of green marketing and the consumer's age or income. 400 structured questionnaires were distributed to various people as part of quantitative research to achieve this goal, and 206 of those were returned and used in this study's analysis. Additionally, it is noted that Green Marketing Communication has favorable to the age and income level of the consumer.

**(Manojkumar, 2022)}** Customers and businesses are taking responsibility for environmental issues more seriously, and they are actively participating by purchasing green products. Businesses and corporations have noticed a change in attitudes toward customers and are looking to gain a competitive advantage by taking advantage of the capabilities of the startup business sector. Mohammad Taleghani, Bahareh Nouri, and Narges delafrooz (2013). The evaluation of this study's paper aimed to demonstrate insights regarding the connection between unsustainable advertising and consumer purchasing behavior, identify the factors that are most important in unsustainable practices, and arrange a relationship between unsustainable advertising and logo images of FMCG companies. The conceptual focus of the analysis is further constricted to the relationship between inept advertising, consumer shopping behavior, and the company's logo. Research Gap: A lot of research has been done to determine the relationship between uneducated advertising and foreign consumer behavior. But there may be a dearth of studies that have been specifically done to gauge the relationship between untried advertising, consumer shopping behavior, and logo images in relation to the Indian FMCG sector.

**(Pandey, 2016., pp. Vol. 8, Issue, 09, pp.38226-38232)** She has discussed in her paper the difficulties and possibilities of green marketing, as well as how it relates to sustainable development. The objective of sustainable growth is to satisfy our needs while not jeopardizing those of future generations. Being a new concept still in its infancy, green marketing in India continues to encounter difficulties. However, there are chances for business organizations to give themselves a competitive advantage.

**(Kinoti, 2011)** has written about the connection between green marketing and sustainable development. Some still think that green marketing means the advertisement or promotion of ecological products. Whereas, green marketing means undertaking all marketing activities with consideration for the environment. Sustainable development talks about a better environmental future for the next generation, and hence sustainable development is a dependent variable for green marketing.

## **CONCLUSION**

We can conclude from the following research:-

- To attract the customers more towards green products, the marketers must create promotions which are both realistic and have moral values and the product availability in terms of volume and variety are also important.
- Business organizations should begin implementing green marketing strategies as they provide rewards and room for expansion.
- Consumer behavior plays an important role in the choice of green products.

- The marketer of green products and services need to be more innovative and dynamic to compete with the changing purchase behavior among the customer.
- The study brought out the fact that people are considerably well aware about the green products but not loyal entirely towards it due to a host of factor like expensive, not much difference when compared to tradition products in terms of performance and quality commercials being perceived as gimmick only etc....
- As we conclude that green products are good for environment as well as for the human beings and other existing creatures but as a comfort zone in today's time people are used to chemical products and is very difficult to bring them to the traditional way that is the sustainable product .....

## **SUGGESTIONS**

The research topic generally covered the areas of green marketing the consumer behavior in buying such green products. However, I have the following suggestions for all the marketers and company: -

- It is very essential to understand the target audience of green marketing.
- Marketers should study the consumer behavior of their target segment to understand their behavior patterns.
- There are different ways by which an individual realizes the need to purchase the product. Marketers should understand this and try creating opportunities for such needs to be created.
- Individuals can be conditioned to behave in a certain way, and for this marketers must thoroughly understand the concept of classical conditioning, and use it in their marketing strategies
- 3Rs (recycle reuse, reduce) have a major impact on the customers this concept has its own significance. And this will attract more customers.
- Pricing plays a vital role in consumers purchase decisions. If the price is too high people will think twice while purchasing the product so accordingly the marketer should keep the price reasonable so that everyone can easily buy. As the chemical products are harmful but cheap so the customer goes accordingly where they get a proper budget price.

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