

THE ROLE OF GREEN MARKETING IN PROMOTING ENVIRONMENTALLY FRIENDLY PRODUCTS

RADHIKA SHARMA (22GSOB2010137)

UNDER THE SUPERVISION OF:- YASSER KHAN

GALGOTIAS UNIVERSITY

ABSTRACT

The use of green marketing is extremely important for the promotion of environmentally friendly products and services. The process involves the production and marketing of products and services that are beneficial to the environment, such as those that make use of environmentally friendly technologies and are sustainable. The practice of green marketing not only helps businesses improve their brand reputation, reduce their expenses, and remain in compliance with regulations, but it also helps them align their values with those of their customers and offers them an advantage over their competitors.

By embracing green marketing strategies, businesses have the opportunity to positively impact the environment, encourage innovation, and secure their position in the ever-changing market. The fact that 73 percent of consumers are willing to pay more for environmentally friendly items makes green marketing a very advantageous strategy for companies that are concerned about the environment. It reduces the adverse effects on the environment, strengthens customer loyalty to the brand, and generates opportunities in areas that have not yet been exploited. Two of the most successful instances of green marketing are Patagonia and Tesla, both of which have created environmentally sensitive marketing campaigns. To a large extent, modern businesses are dependent on environmentally friendly marketing methods, which are gaining popularity as consumers become more aware of the problems that are affecting the environment.

Keywords:- Green Marketing, Businesses, Friendly.

INTRODUCTION

Across the course of the past few years, people all across the world have witnessed a growing concern for sustainable practices and a heightened understanding of environmental challenges. Customers' perceptions have been altered as a result of this shift in consciousness, and they are now looking for products that are in line with their beliefs and make a positive contribution to the condition of the world. When it comes to promoting environmentally friendly products, businesses are increasingly turning to green marketing methods as a way of promotional activity.

The term "green marketing," which is often referred to as "eco-marketing" or "sustainable marketing," refers to a variety of actions that are aimed at bringing attention to the environmental characteristics of products and communicating a commitment to environmentally responsible business practices. A fundamental shift in the way that businesses conceive about, develop, and sell their products and services is reflected in this approach, which extends beyond the realm of simplistic advertising. In order to cultivate a market that is more sustainable and ecologically responsible, the function that green marketing plays in promoting items that are favorable to the environment is of absolutely critical importance.

Consumers are becoming more environmentally conscious, and as a result, they are actively searching for items that not only satisfy their requirements but also display a commitment to reducing their negative effects on the environment. Because of this, businesses now have a one-of-a-kind opportunity to

differentiate themselves from competitors by embracing environmentally friendly practices and demonstrating their commitment to them. When viewed in this light, green marketing functions as a potent instrument that enables businesses to position themselves as socially responsible entities, thereby appealing to a rising percentage of consumers who are environmentally sensitive.

LITERATURE REVIEW

There has been a growing corpus of study that is committed to understanding the dynamics, problems, and impacts of promoting environmentally friendly products, and the literature on green marketing reflects this rising body of research. This review will provide an outline of the most important topics and findings that have been discovered in the discipline.

1. Definition and Evolution of Green Marketing

Increasing environmental consciousness has led to the development of green marketing as a response technique. In earlier definitions, the emphasis was placed on the marketing of products that had a small negative impact on the environment. However, scholars now emphasize a holistic approach, considering the entire product life cycle, from production to disposal. The development of green marketing is a reflection of a paradigm change that involves the incorporation of sustainability into overall corporate strategies.

2. Consumer Behaviour and Perception

The behavior of consumers is an essential component of successful green marketing. According to the findings of several studies, customers are becoming

more aware of environmental concerns and are willing to pay a higher price for luxury products that have environmentally friendly characteristics. However, there is a complex interplay of factors influencing consumer choices, including perceived product effectiveness, trust in eco-labels and the perceived sincerity of a company's commitment to sustainability.

3. Corporate Environmental Responsibility

Green marketing is frequently associated with broader activities focused on environmental responsibility on the part of corporations. Not only are businesses coming to the realization that they must implement sustainable practices in order to fulfill the expectations of their customers, but they are also doing so in order to improve their reputation, lower their operational expenses, and comply with the ever-changing environmental rules. The connection of environmentally conscious marketing with the overall responsibility of the corporation is regarded as an essential component of long-term success.

4. Challenges and Criticisms

Despite its positive contributions, green marketing faces challenges and criticisms. Greenwashing, There is still a widespread problem in which businesses exaggerate or make fraudulent claims about the environmental benefits they provide. Numerous academics emphasize the significance of credibility and openness in the context of green marketing initiatives. Additionally, there are obstacles associated with the complexity of expressing environmental information and the possibility of

consumers becoming skeptical of claims made by environmental advocates.

OBJECTIVE OF STUDY

- ✓ Investigate the myriad of elements that have a role in shaping the ways in which Indian consumers make environmentally conscious purchases.
- ✓ Is it possible for a person's use of advertisements and their attitude toward advertising to predict their green purchasing behavior?
- ✓ Will the way he feels about private brands have an effect on the way he makes environmentally conscious purchases?
- ✓ To provide a segmented perspective of the green purchasing behavior attitude depending on people's gender, the type of household they come from, their degree of education, and other factors.

Existing research on Green Marketing

With the objective of attaining sustainable development, green marketing is an essential strategy for promoting products and services that are favorable to the environment. It is possible to divide it into three phases: ecological, environmental, and sustainable. It entails the process of producing and promoting products and services based on the environmental benefits they provide. Not only does green marketing refer to the "greenness" of the product, but it also refers to the efforts that the organization does in terms of production, promotion, pricing, and distribution that will not have a negative impact on the environment.

The research that has been done thus far highlights the advantages of green marketing, which include sustained long-term growth and profitability, cost savings in the long run, a competitive advantage, increased brand loyalty, higher quality of green products, benefits of healthier and more fulfilled lives, and a better physical environment. On the other hand, green marketing is not without its challenges, notably with regard to the credibility of green products and the confusion that customers have regarding the influence that green products have on the environment.

Marketing that is environmentally conscious has a substantial impact on customer satisfaction and loyalty, as well as on the fulfillment of customers' consumption goals and experiences, as well as on the creation of good behavior in terms of purchasing products and promoting them to others. It is also a response to the pressure that stakeholders, such as the government, customers, and other market stakeholders, have put on the company to become more environmentally conscious and socially responsible.

Green marketing is becoming increasingly important among Indian marketers as a result of the fact that customers and producers in India have begun to focus their attention on environmentally friendly products. On the other hand, there has been a paucity of academic study carried out on the subject of consumer preferences and perceptions in India, which highlights the necessity of conducting additional research in this field.

In conclusion, green marketing plays an essential part in the promotion of environmentally friendly products and services, which in turn contributes to sustainable development, consumer happiness, and loyalty. On the other hand, green marketing is not without its difficulties, notably with regard to the credibility of green products and the confusion that customers have regarding the influence that green products have on the environment. In order to effectively apply green marketing techniques, additional study is required to better understand the perceptions and preferences of consumers in a variety of environments, such as India.

METHODOLOGY

To study the role of green marketing, researchers can use various methodological approaches, such as:

A complete examination of the scientific literature on green marketing can provide insights into the concept, its definitions, and the evolution of the practice across time. This is the purpose of the literature review. In the field of green marketing communication, this can be helpful in identifying significant topics, study hypotheses, and communication trends.

The development of a questionnaire and the collection of data: It is possible to build a questionnaire in order to collect information regarding the attention that customers pay to the green marketing communication of businesses and their green purchasing behavior. This has the potential to assist in establishing a connection between the attention that customers pay to green

marketing communication and the green purchase decisions that they make.

In order to offer context for the findings of the study, it is helpful to include a full description of the sample profile. This description should include demographic information as well as environmental opinions.

Presentation of the Results and Discussion of the Results The findings of the study can be presented and discussed, with the primary emphasis being placed on the conclusions, policy implications, and recommendations for further research.

A Systematic Review of the Literature A systematic review of the literature on green marketing can assist in identifying and analyzing definitions, strategy phases, and instruments that are utilized in green marketing. In this way, a thorough grasp of the profession and the components that comprise it can be obtained.

The analysis of individual cases of businesses that have successfully implemented green marketing strategies can provide insights into best practices and the influence of green marketing on business performance. Case study analysis will be discussed in more detail in the following paragraphs.

In the field of green marketing, doing experimental research can be helpful in establishing causal correlations between green marketing techniques and customer responses. These responses include green

purchase intentions, brand image, and consumer loyalty.

2. Data Collection Methods

1. Surveys

The first thing that needs to be done is to create a survey instrument that will be used to collect quantitative data on the views, attitudes, and behaviors of consumers in relation to environmentally friendly products and green marketing techniques. The administration of surveys might take place in person, over the phone, either online or through mobile applications.

2. Interviews

In order to get a more in-depth understanding of the viewpoints that consumers, marketing professionals, and other stakeholders have on green marketing and its influence on purchase decisions, the second step is to conduct interviews with consumers, marketing professionals, or other stakeholders.

3. Observations

The next step is to observe customer behavior and interactions with green marketing materials (such as advertisements and product packaging) in retail settings or other relevant places, and then to make a note of any patterns or trends that develop during the course of the observations.

4. Content Analysis In order to uncover common themes, messaging methods, and appeals that are used to promote environmentally friendly products, it is important to conduct an analysis of the content of green marketing materials such as advertising, websites, social media posts, and product labels.

5. Sampling and Participant Recruitment

- In order to recruit participants for your fieldwork activities, you should put into action the sample plan that you prepared previously. In order to accomplish this, it may be necessary to approach customers in shopping malls, retail stores, farmer's markets, or any other areas where environmentally friendly products are sold or advertised.

The goal of the study should be communicated in a clear and concise manner, and participants should be asked for their informed consent before any data is collected. By assuring participants of their anonymity and confidentiality, you can encourage them to provide honest comments.

6 Fieldwork Execution

Carry out the activities of data gathering in accordance with the procedures and timetable that have been planned. Maintain a flexible and adaptable mindset in the face of unanticipated threats or shifts in the industry. This will ensure that the procedures of data collecting are applied in the same manner across all of the participants, which will help to maintain the reliability and validity of the findings.

To facilitate the analysis and interpretation of the data, it is important to take extensive field notes and to document any pertinent observations or ideas that may be brought to light.

7. Data Management and Analysis

Organize and manage the data that has been obtained in a methodical manner in order to make analysis easier. The transcription of interviews, the coding of

survey responses, or the digitization of observational notes could all fall under this category. Depending on the characteristics of the data and the questions being asked by the research, conduct an analysis of the data that has been gathered using the relevant statistical or qualitative methods. Maintain an eye out for recurring themes, relationships, and patterns that pertain to the aims of your research.

8. Reflection and Iteration

During the data collection process, it is important to reflect on the fieldwork experience and any difficulties that may have arisen. Think of any modifications or enhancements that could be made for the research projects that will be carried out in the future. You should make sure that your conclusions are strong and backed by empirical data by iterating on your analysis and interpretations based on the insights that you got from the fieldwork. By following these steps, you can conduct effective fieldwork for your study on the role of green marketing in promoting environmentally friendly products, generating valuable insights into consumer behaviour and marketing strategies in the context of sustainability.

Limitations of the Study

There is a possibility that the conclusions of the study could be impacted by the sampling procedure, and it is also possible that the sample should not be considered fully representative of the overall population. It is possible, for instance, that persons who have limited internet connection will be excluded from online surveys, which could

potentially introduce bias.

Bias based on social desirability:

During surveys, respondents may display social desirability bias, which occurs when they provide responses that are in accordance with the expectations that they perceive society to have rather than their actual ideas or actions. This may have an effect on the reliability of data that was self-reported.

Time Sensitivity

The fast changing nature of customer preferences, market dynamics, and environmental concerns may provide hurdles when it comes to the collection of real-time data. Over time, the findings may become irrelevant, which would reduce the study's overall significance.

DATA ANALYSIS AND INTERPRETATION

Within the scope of the study, forty participants were considered for participation. The visualization of the graph offers a visual picture of the percentage of males and females who engage in both offline and online purchasing. According to the findings, 55% of males continue to engage in conventional shopping, whilst 45% of females engage in environmentally friendly buying. On account of this, a greater proportion of the male members participated in the shopping. A basic sense of the gender ratio of those who are more involved in shopping can be gleaned from this.

Attempts to Greenwash: Challenges

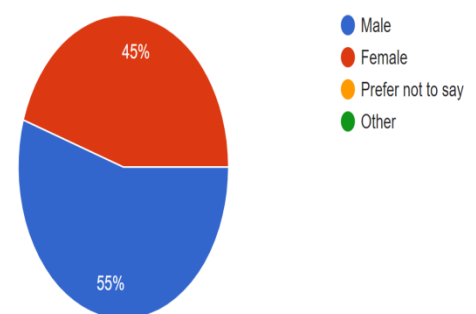
The identification of cases of greenwashing can be difficult since it frequently needs access to information that is considered to be internal to the company. The study may rely on data that is readily available to the public as well as the perceptions of consumers, which may result in the omission of nuanced instances of greenwashing.

Aspects Relating to Language and Culture

There is a possibility that linguistic nuances and cultural differences will have an impact on the interpretation of survey questions and qualitative responses. It is possible that translation and validation of instruments across cultural boundaries will be required in order to achieve a more precise understanding.

Gender:

40 responses

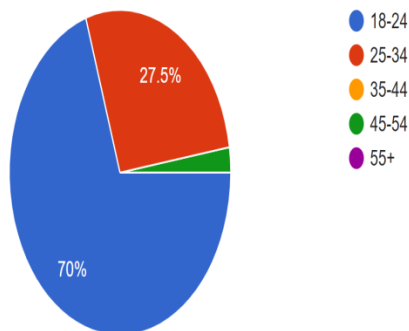


This graphical representation illustrates the age subgroup that the population falls into. The majority of customers fall into the age bracket of 18 to 24 years old, which accounts for 70 percent of the total consumers. This is primarily observed among this

age group as a result of the growing technological revolution among the younger population. This is because young people are better able to utilize technology for their own well-being than people in other age groups. Following that, the age group of 25-34 years old is the second most frequently used customer type for online purchasing services, accounting for 27.5% of the total. When it comes to this age group, time is the most important consideration when it comes to using these means of shopping. The remaining consumers fall into the age group of having reached the age of 35 or older. a low percentage of the population since the majority of people in the age range of 35 and over do not have sufficient knowledge of the technology that is being employed.

Age:

40 responses



In the preceding pictorial depiction, the qualifications of the respondents are displayed. The highest level of qualification is that of others, which includes postgraduate individuals, which accounts for around 42.5% of the total. The next group is the others, in which approximately forty percent of them have earned a bachelor's degree. Among the two groups, the High School group accounts for 10% of the total,

while the other group accounts for 7.5%. Qualification is a significant component in both offline and online commerce, unless and until the individual is qualified enough to access the internet. It is not possible for them to shop online.

Conclusions

To promote environmentally friendly products and have a positive impact on the environment, green marketing is an essential strategy for companies. Gain an edge over the competition, save money, improve your reputation, and stay in compliance with regulations—all thanks to it. Businesses may win over eco-conscious consumers by making sustainability an integral part of their story and operations.

Green marketing strategies that work include being honest and open, providing useful information, using creative packaging, and partnering with other groups that share your values. Trust, emotional ties, and environmentally conscious behavior can all be advanced with the help of these tactics.

While there are many benefits to green marketing, there are also some drawbacks, such as greenwashing, increased startup expenses, and a small target audience. To show that a company is serious about sustainability and protect its reputation, honesty and openness are key. To sum up, green marketing is an effective strategy for spreading the word about eco-friendly goods and services. Businesses can win over customers, earn trust, and improve the world around them by being genuine, open, educational, innovative, and collaborative.

References

Bhaskar, H. L. (2013) Green Marketing: A Tool for Sustainable Development.

International Journal of Research in Commerce and Management, 4(6): 142-145.

Cerin, P. (2006) Bringing economic opportunity into line with environmental influence: A Discussion on the Coase theorem and the Porter and van der Linde

hypothesis. Ecological Economics, 209-225.

Domazet, I., Pantić, O. (2015) Reciklažna industrija kao faktor unapređenja kvaliteta životne sredine u Srbiji, Ecologica 22(78): 211-215.

Domazet, I., Simović, V. (2015) Creation of green jobs: Opportunity to reduce high unemployment in Western Balkans, In Monograph Toward Green Economy:

Opportunities and Obstacles for Western Balkan Countries, Ed.: Radović Marković M et al. Xlibris LLC: USA. 82-100.

Domazet, I., Jovanović, O. (2016) Environment and Technogenic Pollution Sources, Ecologica 23(83): 529-533.

Domazet, I., Marjanović, D. (2017), Foreign direct investment in the function of economic development: Example of selected countries in the Western Balkan, International Letters of Social and Humanistic Sciences 79(2017):1-15.

Domazet, I., Marjanović, D. (2017) Tax incentives as a factor of economic growth, In Monograph The state

and the market in economic development: In Pursuit of millennium development goals, The International Institute of Development Studies