

# A Descriptive Study On Green Marketing Strategy Implementation In Various Companies

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## Abstract

Throughout the world economic activities are forced to go for natural and environmental resources for their growth. Evidence proves that global warming is increasing rapidly due to various human activities. Global warming has damaged human life in a very negative way like starting from the air we breathe till the food we eat. Green marketing has become the biggest challenge as well as an opportunity for many companies. There are various terms which are becoming popular like green technology, green strategy, green marketing and so on. The following paper is a descriptive study of secondary data about various companies which have adopted green or eco friendly products. These papers lay emphasis on how companies have adopted green marketing, what are the challenges faced by them in implementation of it. The study will give a brief idea about how green technology has become one of the important parts for modern sustainability for Indian companies.

**Keywords:** Green marketing, eco friendly products, Indian companies, Strategies

## 1. Introduction

Green marketing, as per the American Marketing Association (AMA), is the promotion of items which are assumed to just be ecologically friendly. As a result, green marketing encompasses a wide variety of actions, such as making adjustments, container adjustments, and advertising modifications. As a result, green marketing consists of detailed advertising strategy in which goods and services are produced, marketed, consumed, and disposed of in a manner that is less environmentally harmful. A proportion of customers have learned that their actions have such a significant impact on nature over time. A rising body of research suggests that customers are switching from conventional to sustainable customers in order to increase a beneficial impact on nature.

Green marketing is defined as the creation and promotion of items that have a low adverse impact on the ecosystem. Green marketing is concerned with the examination of all activities to utilize, create, disseminate, advertise, bundle, and recover products in a way that is environmentally conscious or adaptive. The integration of all customer initiatives reflects that green marketing involves several different stakeholders. Green marketing is neither confined to official or non-profit entities, nor is it just a consumer-driven behaviour. In the realm of

green marketing, producers, distributors, merchants, and providers all have a role to play. This concept also emphasises the importance of considering manufacturing, dissemination, and regeneration as integral part of the promotional endeavour. Effectiveness through one step of the system (for example, distribution) could provide economic benefits, but the purpose of green efforts is to reduce the whole environmental effect of demand. The advertising messages used to acquire customer acceptance for green goods must be considered in Green Marketing.

Green marketing management is defined as the process of designing and implementing the marketing strategy in a way that is environmentally conscious or reactive to consumer, manufacturing, distribution, promotion, packaging, and product reclamation. As corporations integrate new ideas about climate change into their organisations, the management of green marketing activities keeps evolving. Recycling of aluminium cans and photocopier toner cartridges was the target of early green marketing activities. Green marketing is a research that displays a desire to become better conscious of environmental and sustainable concerns as well as to strive regularly to attain increased degrees of durability. Companies increasingly understand that the outputs of the production line must also be examined in light of developments. Every process, by-product, or trash that comes out of a manufacturing plant is a product, by-product, or waste, according to savvy administration. The US Environmental Protection Agency, for example, awards Energy Star badges to eco- responsible gadgets. Personal computers account for 2% of yearly power use in the United States. Industries will save \$1.2 billion over the life of these new desktop workstations if they are widely used. Firms are also taking a fresh look at manufacturing by-products. Shell Oil is injecting CO<sub>2</sub> from the atmosphere, a petrochemical pollutant, into 500 greenhouses in the Netherlands. This step spares greenhouses from having to burn millions of cubic metres of gas to manufacture carbon dioxide, reducing emissions by 325,000 tonnes each year. Organizations are increasingly recognising the interconnections that exist across an industry. Cost-cutting and productivity-boosting initiatives at one level cannot come at the price of many other stages. The United Nations has been a pioneer in recognising the numerous interrelatedness that exist between environment, economics, and culture.

Durability was described by the United Nations Commissioned Research in a 1987 study as growth that fulfils current demands while jeopardising previous successors' capacity to achieve their own. Significantly, this directive recognizes that the biosphere's ability to handle living beings is limited at any one moment. Unless it generates acceptable levels of economic success, a viable organization will not be able to endure. In its interactions with customers, suppliers, consumers, and other special interests, it should also cultivate social performance. The company's capacity to approach taken degree of environmental efficiency across the supply chain, from raw material acquisition to comment waste, is equally critical to its existence.

Industrialization is one of the major reasons which has brought a huge damage to our natural resources. After pandemic of covid-19 people have become more conscious on to use eco friendly products. Due to covid-19 many people have started facing health issues like breathing issues, heart issues etc and so they started preferring better healthy products for them. This lead

every business to find an opportunity to enter into a new field of green marketing as society is expecting these products more safe for them and their future. Green marketing is defined by various authors but in general it means products which are environment friendly or eco friendly. It includes various other terms also like Green strategies, Green Technology, Green packaging and so on.

## **2. Green Marketing**

In 2014 a scientist concluded in his research that there will be a high demand for green marketing in the future though in the present scenario it is not much in demand but it will have positive impacts in the near future. While in his study he says that green products and services are very much in need to keep the environment balance. Seeing the present scenario of global warming every country is concerned about the environment and many countries have taken various initiatives also to control the pollution. The researcher says that many companies are taking green marketing on a serious note and have taken various initiatives for sustainable development. There are three phases in the evolution of green marketing where the first phase is called as "Ecological", second as "Environment" and third as "Sustainable" (Peattie in 2001).

The notion of green marketing is, as per writers such as Ottaman (1993) as well as Ken Peattie (1993), whereas the thought of traditional advertising is out. As per Azhagaiah and Ilango (2006), scientists found that carbon emissions have a big influence on modern society and noted the impact of green marketing and environmental conservation in their research analysis. Thakur (2009) conducted an empirical study in Indore, Madhya Pradesh, titled "Customer awareness with regard to green marketing of autos," and found that green marketing of automobiles is attracting both urban and rural populations. This obviously implies that, in order to have a beneficial influence on the natural environment, people are turning to eco-friendly items rather than traditional ones. Welling and Chavan (2010) The primary purpose of the current study, "Evaluating the viability of Green Marketing in Small & Medium Enterprises," would have been to locate out if any Small & Medium Enterprises believed in implementing green culture practices in the manufacture and sale of sustainable products. Data was collected from 114 survey participants in (Suburban Mumbai). Furthermore, their research found that both state and federal governments must undertake the required steps to promote small businesses to produce green products. Worries about longevity, such as global warming, harmful compounds, socially responsible, and excessive use, is at a high level among customers and the media. With the viability of the planet a growing concern many consumers are willing to do their part. Ramakrishna (2012) "Green Marketing in India: Some Eco-Issues", the researcher analysed the Eco-issues in Green Marketing through the 4P's of green marketing mix and concluded that awareness to be created among the people about green marketing benefits and eco-friendly products and also concluded that the firms need to give more attention towards the green culture in order to survive in the tough market.

Green marketing is not the new term but it is the term which more enlightened in recent scenario. Many researchers have done various types of research on various companies based on that this research gives an elaborative idea about companies strategies being adopted by them and hurdles faced by those companies in adopting these green strategies.

**Green Marketing Mix:** Green Marketing Strategy is indeed the mixture of four Green Ps or Green elements (Eco-friendly), namely Green Product, Green Promotion, Green Place, and Green Price. Under GMM, "green variables" should be studied since they are intimately related to the success or failure of environmentally advertising:

- a) **Green Product:** Companies must include ecologically friendly resources or materials into their sustainable products while producing them. Ecological factors must be influenced by the nature of the resources or materials utilised in the goods as well as its wrapping.
- b) **Green Promotion:** Company must concentrate mostly on "Green Advertising" in ability to talk the notion of environmental regulation to both green consumers (who use eco-friendly products) or conventional consumers (who do not use eco-friendly products). Aside from that, companies could develop promotional tools such as programmes, discounts, offers, and premiums, among other things, to entice customers to buy environmentally friendly items.
- c) **Green Place:** Green products and services that will be offered as from place of origin to the final green customer. In this setting, the company must select an appropriate network based on goods, customer, and industry criteria.
- d) **Green Price:** Customers frequently consider green item pricing to be greater than conventional price changes. If manufacturing as well as running expenses are reduced, green goods will be a much more strong competitor on the trade.

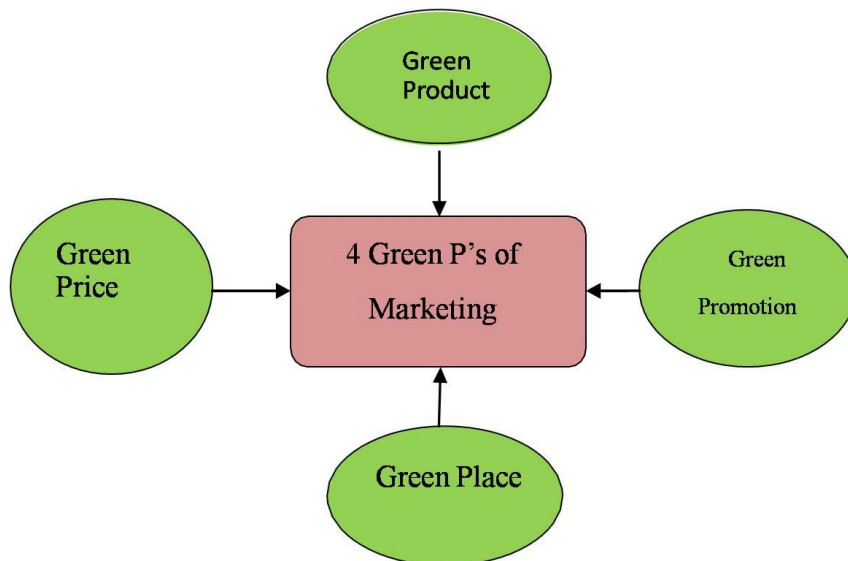


Figure 1: 4P's of Green Marketing

### 3. Green Strategy

- a) **Lean Green:** Lean green strategy mainly focus to improve more efficiency and to reduce cost of there products. Companies adopting lean green strategy are low at its substantiality and green product differentiation. These companies will not easily adopt change in the market or competition because of fear of loosing customers.

- b) **Defensive green:** Defensive as the name itself says it companies try to defend themselves from their competitors. It means they will try to come up with the better strategies than their competitors. At this point companies try to sustain their brand image in market by offering through green products. Mostly the duration for this product is less but it may benefit to people.
- c) **Shaded green:** The companies which adopt Shaded green strategies will always plan for long investment. These firms consider shaded green as an opportunity to grab and satisfy maximum number of customers. These companies will differentiate themselves from their competitors based on green products or technology.
- d) **Extreme green:** The companies which are extremely concerned for environment go for green products or technology. Environment is prime important for the companies which go for extreme green like starting from raw material till packaging they prefer maximum of green / eco friendly things to be used. These companies will do only niche marketing for customers who are more concerned about environment.
- e) **Green Technology:** Green technology is where companies prefer to use technology for generating energy through innovative ideas and techniques. This technology is totally environment friendly.
- f) **Green Packaging:** Green packaging is a sustainable packaging which is recyclable, reusable or biodegradable. This type of packaging is environment friendly which minimizes pollutions.

#### 4. Green Marketing and Overall Firm Performance

Organizational quality is a significant concern (Alhamdi et al, 2019b; Khan et al, 2019; Aymen et al, 2019; Al-Salaymeh, M. 2013; Eneizan, et al 2019). The business authors suggest the advantages of pursuing environmental behavior, such as increased monetary profits and market share, increased degrees of worker responsibility, expanded company execution, and improved capabilities. Ecologically responsible actions also increase customer loyalty and corporate respect while lowering risks to the business, resulting in higher firm values. Green special activities, on the other hand, provide negative stock returns. Simultaneously, green measures may provide cost reserve money. Firms that reduce contamination and information sources that might lead to waste would be given cost-saving points of interest. For example, DuPont invested \$50 million in energy-saving initiatives in 2008 and efficiently recouped this investment after only one year, offering future cost-saving benefits to the company. The benefits and positive effects of green activities on business execution are clear; nonetheless, a more in-depth understanding of the impact of green advertising tactics on firm execution should be obtained (Cronin, 2011). Firms represent a diverse group of individuals; in many ways, firms face a variety of individual challenges at the corporate level. Firms are accountable for producing an incentive for investors from a neoclassical financial standpoint; by the way, progressively thorough types of execution are also vital. The primary fundamental interest of a corporation is its monetary exhibition. Think on the exhibition of v measurements while you concentrate. The concept of broadening the budgetary major worry is emphasised, therefore emphasising the growing study excitement for focusing on green purchasers and

eliminating more an incentive from them rather than just focused on the effect of marketing on society. An alternative viewpoint emphasises the transformative role of green advertising and its dedication to customers, society, and the environment. However, for the sake of the planet, benefits, bargains, and other monetary or promotional tactics must be prioritised. Polonsky (2011) said that nature isn't adequately addressed on corporate management sheets and isn't included into most business decisions.

**Table 1: Companies Adopted Green Marketing**

<b>HCL</b>	HCL has contributed to good amount to environment. The company has adopted green strategies for gas emission, waste management, de carbonizing, reducing paper usage, green building and safe disposal of waste.
<b>WIPRO</b>	Wipro has taken a good green initiatives like energy conservation, e-waste management, Greenware products. Company has got a great recognition for its pioneer position Green Brand from Greenpeace
<b>Hewlett-Packard Company</b>	<ul style="list-style-type: none"> <li>• Energy-efficient products and services and institute energy-efficient operating practices in its facilities worldwide.</li> </ul>
<b>ONGC</b>	ONGC is one of the proactive company in initiating various steps for reducing its emission policies. Programmes which they have initiated are like GHG i.e Green House Gas programme which reduces the amount of pollution in long run. Another project is GMI i.e global Methane initiative which was initiated in 2020. This project was partnership based project for reduction in methane gas emission and recovery of advance methane which can be used as a clean energy source. The other programmes include sustainability reporting, clean development mechanism and other 15 major projects are been taken by ONGC.
<b>CISCO Systems</b>	<ul style="list-style-type: none"> <li>• Cisco recently partnered with San Francisco's Department of Energy to announce World's first Urban Eco Map Pilot. This tool provides information on carbon emissions which arecaused by transportation, energy waste etc. organized by ZIP codes. Cisco is planning to minimize the ecological impact by establishing responsible operationprograms aimed to reduce energy consumption across the company, limit the greenhouse gas emissions implicated in global warming, closely manage the air quality, water consumption, food procurement and waste and lastly, monitor and ensure proper disposal of hazardous materials.</li> </ul>
<b>IndusInd Bank</b>	Banking is one of the industry in which green technology is given a great boost. IndusInd Bank has been taking steps since 6 consecutive years for the project name CDP i.e Carbon Disclosure project, Green Fixed Deposits and paperless banking is also been initiated.

<b>Maruti</b>	Maruti Suzuki is also pro actively participating in green projects. They have adopted the strategies of greener, cleaners and smarter technologies with selling of green vehicles. They have a mission of Mission Green Million and Solar power plant.
<b>Infosys Technologies Ltd.</b>	<ul style="list-style-type: none"> <li>• Focused on green buildings, water harvesting and conservation, better transport management by encouraging car pool for its employees and increasing bio-diversity in its campuses. Focused on „green engineering“. The unit works on new products as well as on refurbishing existing products to make them more energy efficient.</li> </ul>
<b>Mahindra Reva</b>	<ul style="list-style-type: none"> <li>• Electric Vehicle-“e2o”.</li> <li>• Earth friendly small tractor designed to the farmers.</li> </ul>
<b>Panasonic (With ECONAVI Intelligenteco sensors)</b>	<ul style="list-style-type: none"> <li>• Eco-friendly refrigerators, air conditioners, washing machines”. <ul style="list-style-type: none"> <li>• Plasma TV, LCD.</li> <li>• Quick iron, batteries and bulbs.</li> </ul> </li> </ul>
<b>Go Green BOV</b>	<ul style="list-style-type: none"> <li>• Battery Operated Vehicles(BOV)</li> </ul>
<b>Philips</b>	<ul style="list-style-type: none"> <li>• Compact Fluorescent Light (CFL) bulbs.</li> </ul>
<b>ADANI</b>	Adani group of companies has taken a lot of initiatives into green projects. Mr. Adani has launched the project ANIL which will undertake various green hydrogen projects, manufacturing of wind turbines, various solar modules and batteries. Their target is to become world’s largest renewable energy company by 2030. One of the major projects which is taken by Adani is AGEL i.e Adani Green Energy Limited under this project there are various small projects which are been undertaken by the company.
<b>“Philips India</b>	<ul style="list-style-type: none"> <li>• Energy saving Lights.</li> <li>• Medical Equipments.</li> <li>• House hold appliances.</li> </ul>
<b>Larsen &amp; Taubro</b>	L & T has various divisions and each division has taken some or the other steps towards welfare for environment. They have developed various engineering services as well as designing solutions which are eco friendly. L & T infra has developed infra which reduces GHG emissions, planning of construction in such a way that energy and water consumption is reduced, they have utilized recycled materials for construction. The new concept which they developed is e7 Sand Plant Solution where they manufacture premium quality river sand. These are few out of many projects taken by L & T.
<b>Accenture</b>	Focused on “green” buildings and data centers at all global offices.
<b>HCL</b>	<ul style="list-style-type: none"> <li>• HCL commits to manufacture products that are environment friendly in all respects and are free from hazardous chemicals.</li> </ul>
<b>McDonald</b>	<ul style="list-style-type: none"> <li>• Mc Donald „restaurant“s napkins, bags are made</li> </ul>

<b>Restaurant</b>	of recycled paper.
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## 5. Problems faced by companies for adopting green marketing

- a) **Costly:** Eco friendly products require recyclable and renewable material which are costlier compared to other normal materials. As there is increase in demand for eco friendly products after covid pandemic there is also increase in prices of raw materials used for eco friendly products. People are getting more cautious about health and prefer to use organic products and these products are more costlier than normal products.
- b) **False advertising:** There are various false advertising which are major problem faced by various industries. Various advertising which are deceptive in nature lead to wrong prediction and assumptions in people's mind.
- c) **Huge investments required in R & D:** Innovation is one of the major factor which company has to think as people always prefer to have some unique products. To develop these products the company should have strong Research and Development department. To set up this department it requires lot of investment for technology, trial, experts guide and so on. This is one of the major problem which company faces is of lack of R & D department.
- d) **Awareness about green products:** Green products are those which have evolved recently and people have lack of knowledge onto it. Companies need to focus more on awareness program which can lead to increase in demand for green products. Many companies have joined hands with government also to provide facility to customer for betterment of the nation but still it needs to get more of attention on to it. Awareness can be made by campaign, advertisements, hoardings and various promotional events.

## 6. Conclusion

Slowly and gradually people are getting aware about green products so companies have to slowly shift to 100% eco friendly products. Increase in amount of pollution globally even government is trying to take various steps towards green things. Government has done various collaboration with various countries so save our mother earth from this dangerous pollution created by mankind. Various other companies other than above mentioned have taken steps towards environment friendly things. Small as well as large scale companies consider this as their Corporate social Responsibility and work towards it. After Covid-19 consumers has shown significant interest into eco friendly or green products.

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