

Changing Scenario of Green Marketing in India: A Comparative Analysis

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Abstract

This research looks at how green marketing is evolving in India and how eco-friendly product knowledge, sentiment, and buying habits are shaping up among Indian consumers. The research relies on primary data gathered from 85 participants in a descriptive study utilising a structured questionnaire. To make sense of the data, we used statistical methods like percentage and comparison analysis. Green goods and environmental challenges are gaining more and more attention from customers, according to the research. Decisions to buy are heavily impacted by factors including environmental friendliness, product excellence, and brand reputation. The fact that some customers are price sensitive and unaware is still an issue. Businesses in India need to implement sustainable practices to keep up with changing customer expectations, and this research shows that green marketing is becoming more important.

Keywords

Green Marketing, Consumer Awareness, Sustainable Products, Environmental Concerns, India.

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Introduction

As consumer knowledge of sustainable development and environmental issues continues to rise, “green marketing” has become a central tenet of contemporary corporate strategy. Pollution, climate change, resource depletion, and biodiversity loss are only some of the serious environmental problems brought about by the world’s fast industrialisation, urbanisation, and economic expansion. Consequently, there has been a rise in environmental consciousness and the promotion of sustainable consumption habits among governments, organisations, and consumers alike. Because of its emphasis on creating, advertising, and selling eco-friendly and socially responsible goods and services, “green marketing” has grown in prominence in this setting.

As a whole, “green marketing” encompasses any and all forms of advertising that aim to meet consumer demand without negatively impacting the environment. It entails creating and marketing goods that are less harmful to the environment, easier to recycle, use less energy, and are made using sustainable methods. Corporate efforts to lessen environmental damage are also a part of green marketing, which include environmental advertising, environmentally friendly packaging, and green labelling. Using this idea as a guide, companies may better satisfy customer needs and advance organisational objectives without sacrificing their commitment to environmental sustainability.

The idea of “green marketing” emerged in the late 20th century, when people all over the world started paying more attention to environmental problems. The repercussions of overconsumption and environmental abuse started to sink in for consumers as time went on. Businesses were pressured to include environmental concerns into their strategy as a result of this change in customer sentiment. As a vital part of company sustainability and competitive advantage, green marketing is becoming more than just a promotional tool. More and more, businesses are realising that being environmentally conscious may boost their reputation, increase consumer loyalty, and help them make more money in the long run.

The last ten years have seen a meteoric rise in green marketing’s profile in India. Air pollution, water shortages, waste management problems, and the effects of climate change are just a few of the environmental concerns that India, one of the world’s fastest-growing nations, must contend with. In response to these threats, public and commercial organisations alike have begun to embrace sustainable development principles. Green marketing has grown in the nation thanks to a number of measures, including waste reduction programmes, plastic bans, renewable energy promotion, and environmental awareness campaigns. Also, Indian buyers are starting

to care more about the environment and are showing a clear preference for eco-friendly items.

There are a number of reasons why the green marketing landscape in India is shifting. To start, people are more conscious of environmental challenges now than they were in the past because of rising levels of education and access to information. Modern consumers are more likely to support environmentally conscious businesses because they are aware of the impact their purchases may have on the planet. Information on sustainability, eco-friendly goods, and green business practices has been disseminated even more rapidly due to the extensive use of the internet and social media platforms. Consequently, shoppers are on the lookout for goods that support causes they care about and help the earth stay healthy.

Secondly, eco-friendly advertising in India has been greatly assisted by official rules and laws. Businesses in India are being encouraged to embrace environmentally conscious practices by the government, which has implemented a number of sustainable development programmes and environmental protection regulations. Positive circumstances for environmentally conscious advertising have arisen as a result of programmes like Swachh Bharat Abhiyan, the National Action Plan on Climate Change, energy conservation campaigns, and the encouragement of electric transportation. Organisations are incentivized to lessen their environmental effect by these rules, and customers are incentivized to make ecologically conscious purchases.

Third, CSR, or corporate social responsibility, is a major force in the shift towards environmentally conscious advertising. A growing number of Indian businesses are making environmental sustainability a central tenet of their corporate social responsibility (CSR) strategies. Businesses are putting more money into green initiatives like sustainable procurement, waste management systems, renewable energy, and eco-friendly packaging. Marketers in the fast-moving consumer goods (FMCG), automotive, electronics, and retail industries are highlighting sustainability in their ads and releasing environmentally friendly products. Companies may improve their public perception and do their part to protect the environment via these kinds of programmes.

Additionally, there has been a dramatic shift in how consumers feel about eco-friendly goods in the last few years. Once upon a time, while making a purchase, customers mostly considered three factors: price, quality, and convenience. But contemporary buyers are more concerned about ecological impacts than ever before, in addition to more conventional product features. Products that are recyclable, organic, energy efficient, or made in a sustainable way often command a premium price from many buyers. Biodegradable goods, electric cars, electric packaging, organic food, energy-saving appliances, and eco-friendly cuisine have all seen

significant increases in demand in India. Because of this shift in customer taste, companies are working hard to create new eco-friendly goods and implement eco-conscious advertising campaigns.

There are a number of obstacles that prevent green marketing from being widely used in India, even if it is becoming more popular. Compared to more traditional options, the price of environmentally friendly items is higher, which is a big hurdle. A large portion of the population is still quite price sensitive and could be hesitant to shell out more cash for eco-friendly goods. Another obstacle is that some people don't know or don't realise how beneficial green goods are. Customers are wary due to evidence of "greenwashing" and other questions about the veracity of environmental promises. Falsifying or overstating a product's positive effects on the environment is known as "greenwashing," because it undermines the credibility of green marketing campaigns and the confidence of consumers.

Green marketing has grown in significance as a strategic strategy due to the rising level of competition among organisations. Sustainable practices are becoming more important for companies looking to stand out in a crowded environment. Businesses may get an edge in the market by appealing to eco-conscious customers if they effectively convey their dedication to protecting the environment. To gain a competitive edge and keep customers for the long haul, companies are putting money into environmentally friendly products, sustainable supply chains, and open communication.

An analysis of the current state of green marketing in India is necessary in light of the rising tide of environmental consciousness and the dynamic nature of the corporate world. Businesses, politicians, and academics may all benefit from a better understanding of customer knowledge, sentiment, and buying habits in relation to environmentally friendly goods. This kind of research may be useful for gauging the success of existing green marketing campaigns and for discovering what elements consumers consider when making environmentally conscious purchases. Organisations may benefit from comparative analysis in developing targeted marketing campaigns by gaining a deeper comprehension of how customer views vary across demographic groupings.

The purpose of this research is to use a comparative lens to examine how green marketing is evolving in India. The purpose of this research is to evaluate green marketing as it is now and to identify potential possibilities and threats to its future development by looking at customer knowledge, tastes, and buying habits. We hope that this study's results will shed light on sustainable consumer behaviour and give actionable suggestions for how green marketing in India may be more successful.

Review of Literature

Soni, Dr & Adnan, Dr. (2024). “Green Marketing” is all the rage in India now, and it’s a reflection of how people there are becoming more eco-conscious and how they want their businesses to reflect that. This article explores the ever-changing world where green marketing is being used more and more by businesses. Promoting environmentally conscious and long-term sustainable practices is at the heart of the Green Marketing movement. India is a nation that is facing environmental issues, thus the move towards Green Marketing is even more important there. In order to keep up with the needs of an increasingly ecologically aware customer base, companies are embracing more sustainable methods. How businesses are capitalising on this trend to build trust with customers, attract a new eco-conscious demographic, and improve their brand image is the subject of this article. This article goes even further by looking at how government programmes and regulatory frameworks might help advance Green Marketing. Environmental sustainability and renewable energy have been prioritised by the Indian government, which has provided incentives for enterprises to adopt green practices. Increased manufacturing costs and the need for innovation in sustainable product creation are some of the obstacles that the article highlights as obstacles that organisations have when trying to apply Green Marketing strategies. The essay highlights how Green Marketing has revolutionised the corporate environment in India. The article delves into the ways in which businesses are adapting to the sustainability movement and integrating eco-consciousness into their advertising campaigns. A more sustainable and environmentally aware corporate climate is being fostered in India by the growing influence of Green Marketing, which influences consumer behaviour as well.

Natasha, & Verma, Sohail. (2023). This research delves into the possibilities and threats faced by green marketers in India, with an emphasis on the preservation and promotion of eco-friendly goods and services. The study used a descriptive research strategy and drew on secondary sources of information like books, articles, and databases to fill out its findings. Using content analysis tools, we sifted through the data and extracted important themes and patterns pertaining to eco-friendly advertising. The results stress the need of educating and informing customers about environmental concerns and the necessity for uniformity in green marketing, which includes certification and labelling procedures. Environmental concerns, sustainable company practices, and evolving consumer needs may all be met via green marketing, according to the report.

Agrahari, Ritika & Brijesh, Kumar. (2022). Modern consumers largely choose eco-friendly goods, which shows that they are concerned about the state of

the planet both now and in the future. Businesses started adapting their advertising to appeal to consumers' increasing environmental consciousness in return for these green attitudes and actions. This kind of advertising, sometimes referred to as "green marketing," has prompted companies to include environmentally friendly practices into their product descriptions, prices, ads, and shipping policies. Companies are increasingly being seen as socially conscious entities, challenging the traditional view of them as profit-driven machines. The phrases "ozone-friendly," "environmentally friendly," and "recyclable products" used in green marketing are very well-known. As environmental issues gain prominence in people's minds, they are shifting to more eco-friendly purchasing practices. It breaks out the theory behind green marketing, why it's important, the obstacles it faces, and how it differs from more conventional forms of advertising. Books, websites, journals, and newspapers are just a few of the places you may get the data you need. This paper's overarching goal is to define "green marketing" and show how it may help a business stand out from the competition.

Murugesan, G et al., (2022) In response to a shifting global environmental landscape for long-term prosperity, green marketing has recently received a lot of focus in contemporary India and throughout the world. Consumers' perspectives on eco-friendly lifestyle choices have shifted significantly due to heightened awareness of environmental issues. The term "green marketing" refers to an umbrella term that covers a broad range of practices, from making adjustments to products and packaging to advertising strategies that take into account environmental impacts. This research looks at the companies in India that have contributed to the expansion of eco-friendly advertising there. Concerns about climate change and other environmental issues have given birth to a relatively young field: green marketing. Much more study is needed to fully realise the promise of green marketing, which is still in its early stages of development. More important to modern consumers than a product's practicality is the impact it has on the environment. The financial aspects of advertising should not be disregarded by eco-friendly campaigns. The establishment of several firms and industry-wide initiatives has been spurred by a desire to save the environment. The processes outlined in the article by the businesses that will collect the same sum make this truth quite clear. There are now a lot of societal threads that run through the idea of green marketing. These days, a lot of businesses are worried about their impact on the environment from the products they use or sell. In order to foresee the idea's potential effects on the Indian market and beyond, it is becoming more important to understand it. The majority of people in the post-COVID period are understandably concerned about the environmental destruction

that threatens our daily lives and the social and economic stability of our communities. This article's authors have done their best to highlight the importance of a Green Marketing Plan in the Indian context as a contemporary sustainable strategy.

Research Methodology

Research Design

A descriptive research design is the foundation of the current investigation. Green marketing methods in India are the subject of descriptive study on customer knowledge, sentiment, and action. The layout facilitates the collection of in-depth data on the attitudes and preferences of respondents towards environmentally friendly items and permits comparison analysis across various demographic categories.

Data Collection

Primary data for the research was gathered via a questionnaire. The purpose of the survey was to collect data on consumers' green marketing knowledge, green product preferences, green purchase habits, and green product evaluations. People of all ages and professions filled out the survey, which was disseminated in two ways: online and offline.

Sample Size

Using the convenience sample approach, the research gathered responses from 85 participants. People from many walks of life, including students, professionals, entrepreneurs, and stay-at-home mums, filled out the survey. For statistical purposes and to get insight into how Indian consumers feel about eco-friendly advertising, the sample size was deemed sufficient..

Statistical Analysis

The collected data were classified, tabulated, and analyzed using simple statistical tools. The following techniques were employed:

- Frequency Analysis: For the purpose of tallying the responses from each group.
- Percentage Analysis: The goal is to examine customer feedback and demographic data.
- Comparative Analysis: In order to evaluate how various categories of respondents fared in terms of knowledge and consumption.
- Tabular Presentation: To arrange information in a way that facilitates comprehension and analysis.

The statistical research was useful in revealing patterns, tastes, and drivers of green product uptake in India's marketplace.

Data Analysis and Interpretations

Demographic Profile of the Respondents

Table 1:
Gender-wise Distribution

Gender	Number of Respondents	Percentage (%)
Male	48	56.5
Female	37	43.5
Total	85	100

You can see the breakdown of the study's participants by gender in Table 1. There are 48 male respondents (56.5% of the total) and 37 female respondents (43.5%) in this 85-person sample. According to the numbers, there are somewhat more male respondents than female respondents in the sample. Nevertheless, the disparity is not significant, indicating that participants of both sexes are well represented in the research. We can learn more about how Indian consumers feel about green marketing thanks to this balanced representation, which lets us get a range of viewpoints. As a result, the study's results are representative of customers of both sexes..

Table 2:
Age-wise Distribution

Age Group	Number of Respondents	Percentage (%)
Below 25 Years	20	23.5
25–35 Years	35	41.2
36–45 Years	18	21.2
Above 45 Years	12	14.1
Total	85	100

The age distribution of the study's participants is shown in Table 2. The biggest age group in the sample, including 35 respondents (41.2%) of the total 85 respondents, is 25–35 years old. After then, there are 20 responses (or 23.5% of the total) who are younger than 25. Twelve respondents (14.1%) are older than 45 years of age, while eighteen (21.2%) are in the 36-45 age bracket. Young individuals make up the bulk of the responses, which bodes well for environmentally conscious advertising targeting this demographic. To further broaden our understanding of green product views and purchase behaviour in India, we have included respondents from a range of ages..

Analytical

Table 3:
Consumer Awareness of Green Marketing

Awareness Level	Number of Respondents	Percentage (%)
Highly Aware	30	35.3
Moderately Aware	38	44.7
Slightly Aware	12	14.1
Not Aware	5	5.9
Total	85	100

Table 1.3 shows how well-informed respondents were about green marketing. The biggest group, consisting of 38 out of 85 respondents (44.7%), is fairly aware of green marketing. Also, 35.3% of those who took the survey are very aware, which means they know a lot about green marketing and eco-friendly goods. There are 12 people who are just somewhat aware of green marketing (14.1% of the total), and 5 people who are completely unaware of it (5.9% of the total). A large majority of respondents (80%) had a moderate to high awareness of green marketing principles, according to the data. Green marketing is becoming more important and accepted in India, which bodes well for environmental awareness and product understanding among Indian customers.

Table 4:
Factors Influencing Purchase of Green Products

Factor	Number of Respondents	Percentage (%)
Environmental Benefits	32	37.6
Product Quality	21	24.7
Brand Reputation	15	17.6
Price	12	14.1
Advertising & Promotion	5	5.9
Total	85	100

Table 1.4 shows the several elements that impact customers' choices when it comes to buying environmentally friendly items. Of the 85 people who took the survey, 32 (or 37.6%) said that environmental advantages were the most important consideration when making a purchase. A growing number of shoppers are showing a preference for eco-friendly items, suggesting that people are becoming more conscious of the need to preserve our planet. After price, product quality was a major consideration for 21 people (or 24.7% of the total) when shopping for eco-friendly goods. Fifteen people (17.6%) said that brand reputation was important, which may indicate that

customers have faith in well-known businesses that are active in environmental advocacy. Twelve people (14.1%) said that price was a big concern when buying environmentally friendly items, thus clearly people are still thinking about this. With only 5 responders (or 5.9% of the total), advertising and promotion had the smallest impact. The results indicate that promotional efforts have a little effect on consumer decision-making when it comes to green product purchases, with product performance and environmental awareness being the primary drivers.

Conclusion

Consumers in India are more concerned about environmental preservation and sustainable consumption, according to the survey. Consequently, green marketing is becoming more important in the country. Especially among younger customers, the data demonstrate a rising awareness of eco-friendly goods. Buyers are swayed by product quality and environmental advantages, but the expensive costs prevent them from being widely used. Companies are trying to satisfy customers' expectations and strengthen their position in the market by promoting environmentally friendly products and services. The success of green marketing in India is on raising customer awareness, keeping prices low, and committing to environmental sustainability. In general, the industry has a lot of room to develop..

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