

A STUDY ON GREEN MARKETING PRACTICES IN INDIA¹



Ms. S.Maheswari

Part-Time Ph.D Research Scholar in Commerce

Periyar EVR College (Autonomous)

Thiruchirappalli – 62002, (Affiliated to Bharathidasan University) Tamil Nadu, India.

S.Revathi

M.Com., M.B.A., M.Phil., B.Ed., PGDCA., Ph.D., Associate professor of Commerce & Research Supervisor

Periyar EVR College (Autonomous Thiruchirappalli – 620023, Tamil Nadu, India.

ABSTRACT

Today the sector has emerged as the first degree, and we are shifting ahead with the common motive of shielding the surroundings and attaining sustainable improvement. The new marketing philosophy is getting stronger some of the hundreds, and this mindset of the clients has forced the enterprise fraternity to rethink and plan their techniques to do their businesses in a more revolutionary and environmentally pleasant way. This paper targeted some critiques of green marketing and advertising, idea, new green projects in India and unique advertising blend. This paper moreover highlighted the destiny prospects of Green marketing in India. Demand for green agricultural merchandise is an increase in entering the marketplace. If there may be demand in market farm merchandise are produced organically. It will encourage farmers to use organic enter like bio-fertilizers, bio-pesticides, vermin-compost, and green manure. In India estimating location beneath natural agriculture in the hard project as no vital enterprise collects and comply with these facts. Different companies have expected the vicinity below natural agriculture otherwise. Some of the principal organically produced crops in India encompass plants like plantation, spices, pulses, fruits, greens, and oilseeds

Keywords: Green Marketing- Practices- Marketing Mix.

I. INTRODUCTION

The attitude of the challenge for the surroundings with the aid of the company has received importance over the previous few years. In the issue of the preliminary level for the surroundings changed into taken into consideration as an unfriendly method and the company confirmed great reluctance for the recognition of the environmental troubles as a key to the selection making method. The idea of new marketing and sustainability won more and more importance.

II. OBJECTIVE

- To recognize the concept of green advertising.
- To analyze the new tasks by way of the Indian authorities.
- To examine the advertising and marketing blend of unsophisticated advertising and marketing and future movement.

^{1 1} Received: FEB 09, 2022/ Accepted: 29 MAR, 2022, Published 19 MAY, 2022

III. METHODOLOGY

The data turned into amassed from excellent web sites, information papers, journals, and research papers and is secondary. It is an assessment based has a look at targets at investigating the inexperienced advertising in India.

Sampling

Total Number of sampling 150 respondents handiest on these studies to choose a selected unit in India.

IV. REVIEW OF LITERATURE

Kim and Chung (2017) discovered that experience with natural private care merchandise also has an impact on buy intention of such kind of product.

Park and Ha (2016) have found differences in seasoned environmental behaviour of new product purchase and inexperienced product non-purchases and specific mental factors concerning the recycling. Investments have different tiers of attitudes, behavioural aim closer to recycling and private norms.

Concept of Green Marketing

Green advertising is holistic advertising concepts were within the production, advertising intake and disposal of products and services. That is much less negative to the surroundings with growing attention approximately the results of worldwide warming, non-biodegradable solid waste and dangerous effect of pollutants. It refers to the system of promoting products/carrier based totally on their surroundings.

Marketing Mix of Green Marketing

Companies came up with innovation like eco - products. They can get entry to new markets, decorate their marketplace shares and increase income just as we've 4Ps product, region, and promotion in advertising. We 4Ps of inexperienced advertising too, but they're some distinct. They are bolstered by way of 3 extra Ps namely people, planet and income.

Green Product

The Green Product needs to be developed depending on the desires of the clients. Productions can be crafted from recycled materials. Efficient products, not handiest save water, energy, and cash, but additionally lessen dangerous results on the surroundings. Green chemistry paperwork the developing awareness of product improvement. The marketer's function in product management includes supplying product designer with market-driven traits and customer requests for new product attributes. They had been electricity saving, organic, in experienced chemicals, local sourcing.

Green Price

Green Pricing takes into attention human beings, planet, and income. It takes care of the fitness of employers and communities and guarantees green productivity. The value may be added to it by converting its appearances, functionally and through customization.

Green Place

Green Place is about managing logistic took at down on transportation emission. Thereby means of an impact aiming at decreasing the carbon footprint and for instance, advertising imported mangos juice in India. It can be licensed for nearby production. This avoids transport of the product from for away, hence lowering delivery value and greater importance. The consequent carbon emission is by the ship and another mode of delivery.

Green Promotion

Green Promotion entails configuring the equipment of promoting. They were advertising, advertising substances, white papers, websites, films, and presentation. Indian Tobacco Company has brought environment-friendly papers and boards. Green entrepreneurs can entice clients based on performance, cash-financial savings, health, and convenience.

V. DATA ANALYSIS AND INTERPRETATION

Table 1.1

Chi-Square Test

Classification According to Gender and Taste

		Taste					Total
		Agree	Strongly Agree	Neutral	Dis Agree	Strongly Disagree	
Gender	Male	33	18	14	22	13	100
	Female	14	10	6	10	10	50
Total		47	28	20	32	23	150

Table 1.2

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.596a	4	.108
Likelihood Ratio	7.648	4	.105
Linear-by-Linear Association	2.115	1	.146
N of Valid Cases	150		

The above table indicates that table value is more than calculating the value. So Null hypothesis is accepted, an alternative hypothesis is rejected. There is no relationship between gender and of their age.

Attitude towards Green Marketing Practice

Table shows the details of the level of attitude of green marketing practices.

S.No	Particulars	SA	A	NO	DA	SDA	Total
1	We try to get ISO 14000 certification for our green practices	40	30	40	30	10	150
		26.79%	20.83%	23.81%	22.02%	6.55%	100.00%
2	We have green advertisement practices	50	40	30	20	10	150
		33.93%	26.79%	19.05%	14.29%	5.95%	100.00%
3	We have the objectives to make the business environmentally	43	62	30	12	3	150
		30.36%	39.88%	20.83%	7.14%	1.79%	100.00%
4	We always follow inexperienced principles (lessen, recycle, reuse) with	61	45	25	12	7	150

	our enterprise practices	39.29%	29.76%	17.26%	9.52%	4.17%	100.00%
5	Biodegradable	41	31	43	23	12	150
		26.79%	20.83%	26.79%	17.26%	8.33%	100.00%
6	Wastes and non-biodegradable wastes are properly separated	72	35	24	14	5	150
		45.83%	23.81%	16.67%	10.71%	2.98%	100.00%
7	Biodegradable	25	66	27	27	5	150
		17.86%	42.26%	18.45%	18.45%	2.98%	100.00%
8	Wastes are properly disposed Non-biodegradable wastes are constantly shipped to recyclable industries	34	35	36	36	9	150
		22.02%	23.81%	24.40%	24.40%	5.36%	100.00%
9	Giving inspiration	44	44	34	16	12	150
		28.57%	28.57%	21.43%	11.90%	9.52%	100.00%
10	To our neighbour companies to follow green marketing practices in their daily operations	40	40	30	30	10	150
		25.60%	24.40%	20.83%	22.62%	6.55%	100.00%

Future Potential of Green Marketing

Consumers have become more aware in their duties in the direction of comfortable surroundings by way of buying new merchandise. Marketing can begin by- merchandise, entrepreneurs can start through offering the quality answer for every customer for everyday merchandise. The concept of inexperienced advertising and marketing first that subjects maximum.

Consumers know the cost of money. Thus the Holy Grail may be to offer a product that is aggressive on dimensions both traditional. Today, agencies are analyzing the product, process, coverage to enhance their business and additionally recognize the contemporary advertising method. There is a pressing need for company dedication closer to green advertising on the way to include putting measurable objectives for continuous development.

VI. CONCLUSION

The future will bring about more environment issues owing to the increasing pace of industrialization. Green marketing in the present times is not merely an approach to marketing. With the social and environment dimension inherent in it. Green marketing has now acquired more strength as compared to traditional marketing. It should be realized that green marketing carries a lot with it than simple marketing strategies. The responsibility of protecting the environment lays on both the groups.

VII. REFERENCES

1. Gupta, S., & Ogden, D.T. (2018). To buy or not to buy? A social dilemma perspective on green buying. *Journal of consumer marketing*, 26(6), 376-391.
2. Kim, H.Y., & Chung, J.E (2017). Consumer purchase intention for organic personal care products. *Journal of consumer marketing*. 28(1) 40-47.

3. Park, J., & Ha, S. (2016). Understanding pro-environmental behaviour. A comparison of sustainable consumers and apathetic consumers. *International Journal of Retail & Distribution Management* 40(5), 388-403.