



A Study of Recent Trends in Online Green Marketing

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Abstract

The term "green" signifies innocence. Green symbolises purity of quality and fairness or justice in transactions. The promotion of environmentally friendly products is known as green marketing. Green marketing is also known as environmental marketing. It talks about how a company makes an effort to carefully prepare and promote products so as not to harm the environment. It is believed that everyone, whether a business or an individual, has an obligation to act in a socially conscious manner. Businesses are embracing green advertising as a new weapon for corporate social responsibility (CSR) and as a social endeavour. Companies are developing tools to protect the environment and building their brand as eco-friendly companies. Additionally, the study looks at India's green marketing techniques and offers a summary of the justification for its use by companies and look at the challenges associated with green marketing. This essay will discuss the value of green marketing to customers and the environment, break it down into its constituent parts, and conclude that green marketing is a strategy that will only become more and more popular as a means of protecting the environment for future generations.

Keywords: Eco-Friendly, Eco-Safe, Green Marketing, Green Products, and Nature.

1. Introduction

The promotion of goods and services that are environmentally friendly is known as "green marketing." In order to properly manage the 4Ps, businesses employ the marketing mix idea in green marketing. Any or all of the following could be a part of a green marketing strategy, approach, or toolkit the subsequent. producing marketing brochures using paper and ink that is safe for the environment deciding to use only electronic marketing instead of printed goods putting in place recycling programmes and waste disposal policies Utilizing environmentally friendly product packaging utilizing efficient packaging and transportation techniques Making changes to balance the environmental impact The Development of Green Marketing Green marketing is divided into three phases. The initial phase was dubbed "ecological" marketing. All marketing campaigns during this period aimed to address environmental problems and provide remedies. The second stage, called "Environmental marketing,"

focused on developing new products that solve waste and pollution issues in addition to applying clean technologies. The term was "sustainable green marketing". Moved to the third stage. It was established in the late 1990s and early 2000s.

2. Review of Literature

The review of the literature will provide light on green marketing in general as well as on a few key components that were chosen to highlight how they influence consumers' opinions of and propensity to buy environmentally friendly items. **Singh, B. P., and Mehra, R. (2020)** [1] Consumers who are concerned about environmental and health issues are more likely to purchase green products and participate in green marketing. Green items are being purchased by an increasing number of consumers and communities. **S. Karurkar et al. (2018)** [2] Automakers utilize environmentally friendly, sustainable, and optimized technology and procedures to create cars all over the world. The



majority of clients today are aware that their activities have a direct effects over time on the surroundings. (Asman, O. (2016) [3] The need for environmental protection has become more and more important on a global scale, so organizations are utilizing a range of tactics to convince consumers who care about the environment to switch from purchasing traditional goods to purchasing green goods (Kumar, 2011, p. 59) [4] Moreover, inconsistent findings have been found in earlier studies on consumers' views towards ecologically friendly items. For instance, some research indicates that customers value conventional items more highly than environmentally friendly ones, but other research shows the opposite (Vernekar and Wadhwa, 2011, p. 67). [5, 6]

3. Purpose of the Study

The following are the aims of this paper:

- To enumerate the elements of green
- To look into the challenges associated with green marketing.
- To comprehend the reasons behind organizations' embrace of green marketing.
- To research green marketing tactics used in India.

3.1. Methods of Research

This study aims to provide a description. The study's foundation is secondary data. Newspapers, reports, websites, and online journals and publications are a few of the sources from which the data is gathered. A comprehensive analysis is performed on the data in order to get the most valuable information from it. The tone of this text is scholarly.

Concerns for green marketing are focused on three areas:

The three primary objectives are to preserve the environment, interact with society and consumers in a reasonable manner, and encourage the production and use of high-quality good globe. The rationale behind organizations' use of green marketing Green marketing presents a plethora of alternatives for businesses. Many organizations have adopted green marketing as a result of the following factors:

Abundant potential: The growing number of Indian consumers who are worried about their health and want environmentally friendly products presents an enormous opportunity for green marketing. As an

example: Look through Excel, LG

Social Responsibility: An increasing number of organizations are realizing that they have some social responsibilities. As a result, they consider achieving both financial and environmental objectives. For example: Bank HSBC

Government Pressure: The Indian government has passed a variety of laws, rules, and regulations in an effort to protect society and reduce the production of hazardous goods. For instance, smoking is not allowed in India or reasonable communications with customers and the neighborhood, and conservation of the natural In Mumbai, plastics are not permitted.

Competition Pressure: A lot of businesses join the market in an attempt to maintain the competitiveness that exists in green marketing. As an example, specialty companies are leading the way in adopting eco-friendly practices.

Cost Reduction: Reducing the amount of hazardous materials used is expected to result in a cheaper final product. These days, a number of companies have developed symbiotic partnerships in which one company uses the leftovers of another company as a source of raw materials. This reduces the difficulty of getting rid of the garbage. Thus, green marketing helps to promote ecologically friendly products, saves money over time, and ensures consistent long-term growth and profitability.

4. Green Marketing Threats

Putting green marketing into practice won't be an easy undertaking. The corporation will face many obstacles as it transitions to green marketing. The following are difficulties or barriers that need to be surmounted:

Costly Date: Using green marketing is going to be costly in the first place. Green marketing calls for substantial research and development expenses in order to promote green energy, technology, and products. Customers might not believe a company's green marketing tactics, so it's critical for businesses to make sure they are persuading them to buy their eco-friendly goods.

Minimal Profits: There won't be much profit because recyclable, renewable, and green technologies are more expensive. In the long run, green marketing will be successful. Many consumers



might not be willing to pay extra for products that are more environmentally friendly, which could have an effect on the sales and profits of the firm.

Unfair means: In the event that companies feel forced to employ unfair cost-cutting techniques in order to stay competitive, they may give up on the concept of green marketing, in which case the entire purpose of going green will be a failure. Organizations may find it difficult to persuade shareholders to engage in green marketing since some may be hesitant to consider and cooperate.

5. Indian Green Marketing Practices

In the current period, the term "green" has become more and more common. In the contemporary corporate environment, environmental considerations are critical. A few instances of green marketing are as follows:

- Nike is the first sneaker company on the market to advertise that it is eco-friendly. Nike is advertising the Air Jordan footwear' environmental friendliness in an attempt to reduce the usage of hazardous glue adhesives.
- Hazardous heavy metals have been removed from NEROLAC paints.
- Dell is one of the suppliers that places a high priority on producing environmentally friendly IT products. To promote these products, they are using the "Go green with Dell" strategy.
- Eco-friendly hotels in India like Raintree, RODAS, and ORCHID also use green marketing.
- IBM Green has unveiled Project Big, which aims to improve IT efficiency and support customers worldwide.
- Natural flooring and energy-efficient lighting are features of the eco-friendly showroom that Tata Motors Ltd. is building.
- At the moment, THE TAJ is producing eco-friendly lodgings with mini bars that use less electricity, organic bed linens, and reusable paper napkins.
- Not so long ago, Samsung released Solar Mobile Guru.
- The adoption of CNG in Delhi;
- LG TV that runs on batteries.

Conclusion

Because of increasing environmental change and possibly dangerous atmospheric anomalies, public concern about environmental issues has been rising over the past few years. As people's concerns about wealth, health, and the environment rise, organizations and consumers have started testing eco-friendly items in an attempt to protect the environment and the planet's resources. Furthermore, the organizations have gradually included green marketing tactics into their projects as a means of upholding social ideals. Green marketing is an essential strategy for preserving the environment in addition to benefiting companies and customers. Green marketing is one strategy to protect the environment for future generations. It makes the surrounding area safer. Owing to the rising awareness of environmental conservation one recently developed market is the green market. To thrive in this market, organizations need to go green in every facet of their business operations. Customers are prepared to pay extra for a more environmentally friendly lifestyle, but they also need to connect with businesses that employ green products. Green marketing is both a strategy for promoting products and services and a way to preserve the environment.

Limitations and Prospects for Further Research

One study limitation is that the topic has only been the focus of a micro level inquiry. Future research could concentrate on topics including consumers' knowledge of environmentally friendly products, whether or not green marketing affects their decision to buy, and the four Ps of green marketing.

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