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Green Marketing and Enviromental Awareness Among Indian Consumers

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Abstract
Green Marketing is a phenomenon which has developed paricular important in the modern market. In the modern era of globalisation, it has become a challenge to keep the customers as well as consumer in fold and even keep our natural environment safe and this the biggest need of the time. The growing urgency of environmental sustainability influenced business strategies and consumer behaviour worldwide, leading to the emergence of Green Marketing as a key of approach for promoting consumption. In India, rapid economic development, increasing urbanization and rising environmental concerns have heightened and consumer awareness regarding eco friendly product and environmentally responsible business practices. This paper discusses the relation between Green Marketing practices and environmental awareness among Indian consumers. It focuses on how factor such as green product, ecofriendly packaging, Green advertising, environmental knowledge and corporate sustainability initiative influence consumer perception and behaviour. The study highlight that envorimental awareness plays and important role in Encouraging consumers to prepare sustainable products.

Keywords: *Green Marketing, Environmental Awareness, Consumer Behaviour, Sustainable Consumption, Eco-Friendly Products, Green Advertising, Eco-Friendly Packaging, Corporate Sustainability, Environmental Knowledge, Indian Consumers.*

1. Introduction
According to the American Marketing Association, green marketing is the marketing of products that are presumed to be environmentally safe. Green marketing refers to the process of planning, pricing, promoting, and distributing products and services that are environmentally safe. It includes product modification, changes to the production process, packaging changes, as well as modifications to advertising. It is not a simple task, as its meaning may intersect with and contradict other concepts. Green marketing refers to a holistic marketing concept in which the production, marketing, consumption, and disposal of products and services take place in a manner that is less detrimental to the environment. There is growing awareness about the implications of global warming, non-biodegradable solid waste, and the harmful impact of pollutants. Environmental awareness refers to the level of understanding individuals have about environmental issues and their willingness to take actions that contribute to environmental protection. Many brands demonstrate a commitment to sustainability and responsible business practices. Both marketers and consumers are becoming increasingly sensitive to the need to switch to green products and services. This shift to green practices may be expensive in the short term, but it can offer cost-related advantages in the long run. Environmental exploitation and the excessive use of resources have further intensified concerns about plastic pollution, which harms ecosystems and contributes to climate change. Many countries, particularly in developing regions, lack the necessary infrastructure to effectively manage and recycle plastic waste, worsening the global crisis. Some nations are introducing regulations on plastic, investing in advanced recycling technologies, and promoting sustainable products as part of a green marketing mix. With growing attention from governments and industries, green marketing plays a crucial role in encouraging companies to adopt sustainable practices.

2. Strategies for Environmental Awareness among Consumers

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2.1.Environmental Education

It is the most effective method of creating awareness among consumers. Schools, colleges, universities and training institutes can educate people about climate change, recycling and sustainable consumption. Schools and colleges can organize seminars, workshops and drama or plays through which people can know how our everyday activities affect our environment. For example: Many institutes in India celebrate World Environment Day on 5 June every year, by organizing tree plantations, poster competitions. This encourages students to use green products in daily life.

2.2.Green advertising

Green advertising informs consumers about environmental benefits of products and services. Companies use television, social media, influencers, newspapers to communicate their commitment to environmental sustainability. It focuses on biodegradable packaging, energy-efficiency, and recyclable products. For example: An appliance manufacturer advertises that its refrigerator consumes less electricity because it has a higher energy-efficiency rating. Consumers who purchase this product not only save money but also reduce energy consumption, which benefits the environment.

2.3.Eco-Labeling and Environmental Certification

Eco-labels help consumers identify environmentally friendly products. These labels indicate that products meet specific environmental standards relating to production, packaging, energy efficiency or recycling. Consumers can easily find through eco-labels whether the product is eco-friendly or not. For example: In India, the Ecomark certification identifies that products meet environmental standards.

2.4.Social Media and Digital Awareness Campaigns

Social media platforms such as Facebook, Instagram, YouTube have become powerful tools for environmental education. Governments, NGOs, companies, and influencers share educational videos, articles, eco-friendly tips, and success stories to motivate consumers to adopt green practices. Through this, message reaches millions of consumers quickly and also encourages to take active public participation. For example: Campaigns like #BeatPlasticPollution encourage people to reduce single-use plastics, recycle waste, and adopt sustainable alternatives.

2.5.Incentives and Rewards for Green Behaviour

Financial and non-financial incentives motivate consumers to adopt environmentally friendly practices. Businesses and governments may offer discounts, reward points, cashback or subsidies to encourage sustainable purchasing behaviour. Example: Retail stores provide discounts to customers who carry reusable shopping bags instead of using plastic bags. Governments also provide subsidies for purchasing electric vehicles and installing solar panels.

2.6.Corporate Social Responsibility (CSR) Initiatives

Many companies include environmental protection as part of their Corporate Social Responsibility (CSR) programs. Businesses organize environmental awareness campaigns, support recycling initiatives, reduce carbon emissions, and educate consumers about sustainable consumption. CSR enhances corporate reputation. It also helps to promote responsible business practices. Example: Companies organize electronic waste (e-waste) collection drives where consumers can safely dispose of old electronic devices for recycling.

2.7.Celebrity and Influencer Endorsements

Celebrities and social media influencers significantly influence consumer attitudes and purchasing behaviour. When respected personalities promote eco-friendly lifestyles, consumers are more likely to adopt similar practices. Influencers also create positive environmental trends. Example: Indian actors promote reusable water bottles, cloth bags and electric vehicles, inspiring millions of followers to adopt environmentally friendly habits [1].

3. Why Green Marketing?

It is really scary to read that, according to the World Bank, global waste generation could increase to

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approximately 3.4 billion tonnes annually by 2050 if current consumption patterns continue. According to the United Nations Environment Programme (UNEP), the world produces more than 400 million tonnes of plastic waste every year. A significant amount of plastic waste enters oceans and ecosystems. Therefore, it is important for marketers to use resources efficiently, reduce waste, and achieve organisational objectives. Green marketing is therefore becoming increasingly important. There is a growing interest among consumers all over the world in environmental protection [2 – 6]. Worldwide evidence shows that people are concerned about the environment and are changing their behaviour. From an anthropological point of view, issues such as global warming and ozone-layer depletion are major concerns for human health and survival. Everyone wants a good quality of life and good health. Financial gain and economic benefit are major aims of corporate businesses, but the environmental costs of business activities are increasingly being recognised. Therefore, industries are also conducting their business in a more sustainable manner.

4. Green Products and Their Characteristics

Products manufactured using green technology and processes that do not cause environmental hazards are called green products.

- Products that are originally green.
- Products that are recyclable, reusable, and biodegradable.
- Products made with natural ingredients.
- Products containing recycled materials and non-toxic chemicals.
- Products that comply with approved chemical-safety standards.
- Products that are not tested on animals.
- Products with eco-friendly packaging, such as reusable or refillable containers.

5. Sustainable Packaging

Sustainable packaging involves using recyclable, biodegradable, compostable, or reusable materials that minimize environmental harm. Green marketing communicates these environmental benefits to consumers through various promotional channels, helping them recognize and appreciate the company's sustainability efforts. When businesses highlight their eco-friendly packaging in advertisements, product labels, and social media campaigns, consumers become more aware of the environmental advantages of the product. This not only encourages consumers to choose environmentally friendly products but also strengthens the company's green image and builds trust. For example, a company may advertise that its product is packaged in 100% recyclable paper or biodegradable materials. Such advertising promotes the reduction of plastic waste and motivates consumers to support sustainable brands.

6. Current Scenario in India

Green marketing in India has shifted from niche to mainstream. Driven by several concerns around urban pollution and strict government policies, companies are adopting eco-friendly branding, energy-efficient operations, and sustainable supply chains. Consumer perception towards green marketing in India is changing. According to research, 84% of urban consumers prefer green products, but only 27% consistently buy eco-friendly products [7]. According to the premium-price tolerance metric, Indian buyers are willing to pay up to 13% extra for green products. More than 60% of Indian shoppers explicitly state that they prefer paper packaging over plastic. The Indian government has also done its part in promoting green marketing and eco-friendliness through the rapid growth of electric vehicles, organic food, and energy-efficient electronics [8]. With government policies in place for regulatory compliance, companies work under ESG (Environmental, Social, and Governance) models.

Conclusion

The study identifies that awareness is the major factor that influences the consumers to use the green products in place of those products which directly & indirectly affects the environment. Businesses have to concentrate to promote the eco-friendly products and also aware the people through their programs, advertising, education campaigns etc. Green marketing helps companies to build their positive image in front of the

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consumers and also gaining their loyalty. The companies green perspective increase the sustainable development and conservation of the environment. But in India, gradually increases the demand of eco-friendly products which show the Indian society also become conscious for the environment. Overall the study highlights the significance of green marketing awareness in building environmental sustainability and the importance of the role of all stakeholders in the business, consumer & government sectors in creating a greener & healthier future.

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