



Green Marketing at ITC Limited

Mrs. Ruqia Fatima¹, Mrs. Azra Fatima²

¹Lecturer in Commerce - M. Com, Indira Priyadarshini Government Degree College(Autonomous) For Women, Nampally, Hyderabad, Telangana, India.

²Lecturer in Commerce - M. Com, Anwarul Uloom Degree College, Mallepally, Hyderabad, Telangana, India.

Email id: 786ruqiafatima@gmail.com¹, azrafatimauc@gmail.com²

Abstract

Green marketing is a phenomenon which has developed particular important in the modern marketing era. While company adopting green marketing, at the same time there are a number of problems that must overcome. One of the main problems is that firms using green marketing must ensure that their activities are not misleading to consumers or industry and do not breach any of the regulations or laws dealing with environmental marketing. Eco- friendly manufacturing, eco-friendly packaging and recycling the waste generated in the process - all a part of Green Marketing - are the key strategies that companies are adopting to sustain in the changing scenario. This study aims to give information about the effect of green marketing on customers purchasing behaviors and also to evaluate the initiatives taken by the Indian Tobacco Company Limited in their core business. This paper also focuses on green marketing mix and the strategies for success of Green Marketing.

Keywords: Green Marketing, Green Packaging, Environment friendly Sustainable Marketing.

1. Introduction

Green marketing highlights the green marketing efforts that organizations practice, including corporate social responsibility plans and sustainability efforts. It shows growing awareness amongst consumers, governments and businesses. Green, environmental and eco-marketing are part of the new marketing approaches which do not just refocus, adjust or enhance existing marketing thinking and practice, but seek to challenge those approaches and provide a substantially different perspective. In more detail green, environmental and eco-marketing belong to the group of approaches which seek to address the lack of fit between marketing as it is currently practiced and the ecological and social realities of the wider marketing environment. There are a number of challenges and implications associated with the Green Marketing initiatives. Green Marketing appeals to the ordinary person highlighting the use of green products to counter the harmful effect of global warming. More and more organisations are now adhering to Green Marketing compliance.

2. Importance of the Study

- Green marketing helps raise awareness about environmental issues and encourages consumers to make more sustainable choices
- By promoting eco-friendly products and practices, companies can differentiate themselves from their competitors and appeal to consumers increasingly environmentally responsible products and services
- It can also help companies reduce their environmental impact by promoting products and practices with a lower carbon footprint or recycled materials
- Companies that are seen as environmentally responsible can benefit from increased customer loyalty and a positive brand reputation
- By embracing sustainable practices and promoting them through marketing campaigns, companies can help to drive positive change and contribute to a more sustainable future

3. Need of the Study

The purpose of the study is to know why has there been growing focus made by consumers,



government and people in general on adopting greener concept across market. The study is being conducted to know the change in consumer attitudes towards they wanting a green lifestyle. People are actively trying to reduce their negative impact on the environment. However, this is not widespread and is still evolving [1]. Organizations and business however have observed this change in consumer attitudes and are trying to gain an edge in the competitive market by exploiting the potential possible growth in the green market industry. The current study introduces the concept of green marketing and looks into the various ways in which the different consumer attributes are related to the concept of green marketing. A conceptual framework is presented and the information is analyzed on the basis of the framework [2].

4. Objectives of the Study

- The main objective of the current study is to understand the concept of Green marketing and to review some of the studies that have dealt with the concept of Green marketing and to identify the relationship between the various consumer attitudes towards green marketing initiatives.
- To Understand and track the change occurring in Consumer Attitude towards the green marketing.
- To know the seriousness these concepts, have and their contribution towards solving Environmental Problems
- To know the individual's Responsibility towards environment and also corporate citizenship
- Also to understand the Impact of Gender on Purchasing Behavior.
- To highlight on the development and progress, challenges in green marketing over the past 5 year.

5. Scope of the Study

The study is confined to understand the need for such newer concepts needed for sustainable business profits by corporations around the world. It tracks and identifies the result of overall increase in

the consumer awareness of lack of environmental protection and social inequities. The growth of green marketing research dates back to 1980s when there was emergence of concept of green marketing. Early literature indicates green marketing to be an approach which indicated signs of shift in consumer attention to green product. At that time green marketing research concentrated on the shift in consumer consumption of green products. The study is confined in and around a particular locality of HYDERABAD and purely based on secondary sources.

6. Marketing Mix of Green Marketing

- **Green product:** The products have to be developed depending on the needs of the customers who prefer environment friendly products. Products can be made from recycled materials or from used goods. Efficient products not only save water, energy and money, but also reduce harmful effects on the environment.
- **Green Price:** Green pricing takes into consideration the people, planet and profit in a way that takes care of the health of employees and communities and ensures efficient productivity.
- **Green Place:** Green place is about managing logistics to cut down on transportation emissions, thereby in effect aiming at reducing the carbon footprint. For example, instead of marketing an imported mango juice in India it can be licensed for local production.
- **Green Promotion:** Indian Tobacco Company has introduced environmental-friendly papers and boards, which are free of elemental chlorine. Toyota is trying to push gas/electric hybrid technology into much of its product line. It is also making the single largest R&D investment in the every-elusive hydrogen car and promoting itself as the first eco-friendly car company.

7. Review of Literature

- **Polonsk (1995)** defined green marketing as, "all activities designed to generate and facilitate any exchange intended to satisfy human needs



or wants such that satisfying of these needs and wants occur with minimal detrimental input on the national environment" [3].

- **Dharmendra Mehta (2011)** Indicated that Indians are not only informed about their environment but also health alert as well. This paradigm shift in approach has made Indian consumers beautiful to green marketers. It has made the population more conscious and aware towards green marketing appeals [4].

8. Limitations of the Study

- **Demographic Constraints** - will be a main issue of concern. This is due to the reason that the data collection will be restricted to the Hyderabad region
- **Data Reliability** - As the data will be collected from various sources the accuracy of the data collected would be an area of concern. It would be an uphill task to validate the data consistency of the collection of that data.
- **Unawareness** - People are unaware of the i.e. Green marketing
- **Time Constraint** - the time duration for doing the complete research on green marketing is very limited. Green Marketing a broad topic which requires an in-depth research and analysis. Due to the time period given for research is very limited.

Conclusion

One way of responding to the increasing Eco concern had been by means of marketing activities, like green marketing campaigns or talking rather than acting green. It can be concluded that organizations promoting Green products require renewable and recyclable material, which is costlier and is not affordable by all the organizations. Green marketing covers more than a firm's marketing claims. While firms must bear much of the responsibility for environmental degradation, ultimately it is consumers who demand goods, and thus create environmental problems. The number of Indian companies are setting the trend with green marketing initiatives and sustainability into their business practices. In India, around 25% of the consumers prefer environmental friendly products.

Most of the companies are venturing into green marketing because of opportunity, social responsibility, Govt. Pressure, competitive edge and cost reduction. Marketers also have the responsibility to make the consumers understand the need for and benefits of green marketing. Consumers are willing to pay more to maintain a cleaner and greener environment. Green marketing is still in its infancy and a lot of research is to be done on green marketing to fully explore.

References

- [1]. <https://emeritus.org/blog/sales-and-marketing-importance-of-green-marketing/>
- [2]. https://blogs.siliconindia.com/nayan/marketing_mix_of_green_marketing-bid-uQo5nC9M98069957.html
- [3]. Mendleson, N., & Polonsky, M. J. (1995). Using strategic alliances to develop credible green marketing. *Journal of consumer marketing*, 12(2), 4-18.
- [4]. Menta, D., Jain, S., & K Menta, N. (2011). Impact of gender on adolescent consumers' towards green products (a study conducted in Indore city). *The USV Annals of Economics and Public Administration*, 11(1), 98-102.