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A study on Green marketing practices with special reference to Sustainability and CSR activities by Indian organizations

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Abstract

In the recent times consumers have become more rational about environment and are also becoming more socially responsible. These companies are also increasing their attention on consumers' aspirations for creating the environment around them by using eco-friendly products or packaging or make products recyclable and reusable, use green energy for product production, design products from recycled materials to reduce waste, choose local selling to reduce transportation energy, and more. Sustainability has become a priority for consumers, who are increasingly on the lookout for products that are high-quality, affordable and environmentally-friendly. This is leading the companies also to devise green product and marketing strategies. In the attempts to leverage such increasing demand, companies are employing their marketing tactics to assure consumers that their products are green. Green issues are often complex and highly technical. This includes green design, positioning, pricing, logistics, and disposal. The present study is an attempt to analyze the green marketing initiatives undertaken by Indian organizations.

Keywords: green marketing, eco friendly products, sustainable business, technology orientation.

Introduction

Green marketing is a most preferred concept in the recent business world. In the recent times it became a major area of business strategies of many organizations. Green marketing was given prominence in the late 1980s and 1990s after the proceedings of the first workshop on Ecological marketing held in Austin, Texas (USA) in 1975. According to Peattie (2001) the evolution green marketing has three phases. First phase was termed as "Ecological" green marketing. In this period majority of marketing activities were oriented to identify and provide remedies to environmental problems. The second phase was "Environmental" green marketing and the orientation shifted to clean technology which involved the designing of innovative new products which can take care of pollution and waste issues. The third phase was "Sustainable" green marketing. It became prominent in late 1990s and early 2000 (Ganeshbala, 2009).

In a recent global online survey, by AC Nielsen study a whopping 81% of global respondents feel strongly that companies should help improve the environment. Millennials, Gen Z and Gen X are the most supportive, but their older counterparts aren't far behind. In that study Indian respondents topped with highest percent who preferred sustainability nearly 99% of respondents out of 11 countries.

Objectives of the study

1. To understand the importance of green marketing in the present business scenario.
2. To study about the sustainability and CSR activities of Indian Organizations
3. To study and analyze the green marketing practices of selected Indian organization

Methodology

Green marketing is mostly preferred now a days in the recent marketing literature as it is initiated in the business world. The present study is based on secondary data which includes articles, research papers and the websites in the internet. The present study includes the practices undertaken by selected Indian organizations in their attempt to go green. It however do not cover the complete study of the all Indian organizations and green marketing.

Green marketing

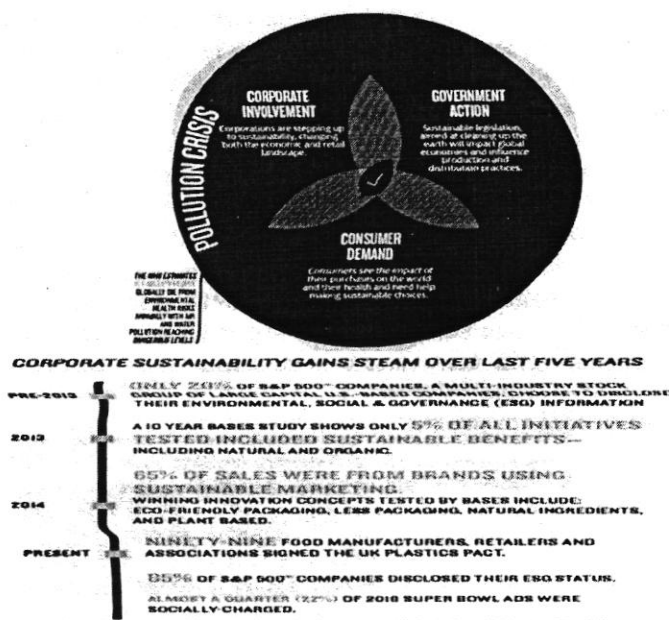
According to American Marketing Association "Green marketing is the marketing of products that are presumed to be environmentally safe, involves developing and promoting products and services that satisfy customer's want and need in Quality, Performance, Affordable Pricing and Convenience without having a detrimental input on the environment" Green marketing also ties closely with issues of industrial ecology and environmental sustainability such as extended producer liability, life-cycle analysis, material use and resource flows, and eco-efficiency.

As per Mr. J. Polonsky, green marketing can be defined as, "All activities designed to generate and facilitate an exchange intended to satisfy human needs or wants such that satisfying of these needs and wants occur with minimum detrimental input on the national environment."

The "Green Marketing" is holistic marketing concept incorporates a broad range of activities, wherein the production, marketing, consumption and disposal of products and services happen in a manner that is less detrimental to the environment. According to Charter (1992), green marketing is defined as 'greener marketing is a holistic and responsible strategic management process that identified, anticipates, satisfies and fulfill stakeholder needs, for reasonable reward, that does not adversely affect human or natural environmental well being'.

Green marketing and Indian organizations

Protection of the environment is an issue of key concern which has permeated into all spheres of life. Consumers are increasingly becoming concerned about the environment and various issues related to it at the global level. This change has encouraged a couple of organizations and has also compelled many organizations to respond with 'environmentally' friendly products. Green marketing is perceived as an opportunity by many Indian organizations to achieve their long term goals. Green marketing incorporates a broad range of activities, including product modifications, changes to the production processes, packaging changes, as well as modifying advertising .



In the public eye retail and manufacturing industries are collaborating with governments to make major commitments to reduce waste — particularly single-use plastics. Adjacent industries such as fast-food, restaurants and food delivery organizations are also jumping on the bandwagon — rolling out plans to curb plastic by eliminating utensils or straws to coordinating with local service organizations to ensure un-purchased food goes to underserved communities.

FIVE CURRENT SUSTAINABILITY STRATEGIES FOR RETAILERS AND MANUFACTURERS



The more companies embrace sustainability, the more they change the product and retail landscape. Consumers are constantly reacting to and evolving in this space, growing more sophisticated. In order to stay relevant, companies will need to ensure they are putting consumer needs at the center and doubling down on their marketing and execution strategies.

Sustainability In India

Keep it simple in new sustainability markets: be available on shelves and help consumers see themselves in sustainability