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Green Marketing for Business Sustainability

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Abstract

This chapter explores the pivotal role of Green Marketing in contributing to the sustainability of business. As a significant component of Corporate Social Responsibility (CSR), Green Marketing involves integrating sustainable practices throughout the business's daily operations. From the initial stages of product development to the final stages of delivery, businesses are increasingly adopting green supply chain management, waste reduction, and energy efficiency measures and so on. This chapter delves into how companies are innovating to develop sustainable products and technologies aimed at reducing climate change impacts. It also examines the implementation of renewable energy sources in business operations and strategic adaptations for climate change. By focusing on these Green Marketing strategies, businesses can not only minimize their environmental footprint but also enhance their brand reputation and achieve long-term growth. The chapter aims to provide a comprehensive understanding of how Green

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Marketing contributes to the overall sustainability of businesses, highlighting best practices, challenges, and future trends in this vital area.

Keywords: *Green Marketing, Business sustainability, Corporate Social Responsibility (CSR), Green Supply Chain Management (G-SCM), Waste Reduction, Adapting Energy Efficiency and Renewable Energy Integration.*

Introduction

A business is an organized economic activity involving the exchange of goods and services for adequate consideration. Essentially, it is a means of making money through commercial transactions. Businesses engage in the purchase, sale, or production of goods and services with the aim of earning profits and satisfying customer needs. The term 'business' refers to any organization or enterprising entity involved in commercial, industrial, or professional activities.

The purpose of a business is to organize the economic production of goods or services. It involves disciplined efforts by entrepreneurs and individuals to produce and sell these goods and services in the market in order to earn profit. Ultimately, business activities are designed to provide the desired goods and services to society effectively.

Businesses can be profit or non-profit organizations, functioning to generate profits or achieve a social cause. They range in scale and scope from sole proprietorships to large, international corporations.

Sustainability

Sustainability refers to the ability to endure or persist over time, ensuring that present actions do not jeopardize the well-being of future generations. It involves thoughtful planning, ongoing adaptation, and adjustment in response to evolving environmental conditions, surroundings, or trends. Sustainability also entails maintaining or supporting something over time without compromising its future viability through careful planning, adapting to changing environments or trends, and managing resources and practices responsibly to meet current needs without depletion or harm, thus ensuring future generations can thrive economically, socially, and environmentally.

Business sustainability refers to a company's ability to survive and continue operations for an extended period, despite dynamic factors that may pose challenges. To survive and grow, businesses must make enough profits to adapt to market trends, customer preferences, and maintain a competitive advantage. Profits are crucial for a company's survival and growth, as without profits, no growth can occur. Therefore, businesses should continuously make profits for the good of the organization.



Figure 1

For a business to sustain, survive, and thrive, it is essential to generate sufficient profits. Financial stability enables businesses to respond adeptly to market changes, invest in innovation, and adjust strategies to meet evolving demands. Beyond financial resilience, sustainability encompasses fostering a positive societal and environmental impact. Businesses that integrate sustainable practices not only mitigate risks but also enhance their reputation, attract socially-conscious consumers, and cultivate resilient stakeholder relationships.

To sustain itself, a company must generate profits. Achieving profitability hinges on winning customer loyalty, which requires maintaining high-quality products and services at reasonable prices, while also upholding ethical standards to earn trust. Engaging in Corporate Social Responsibility (CSR) activities enhances customer loyalty and satisfaction by demonstrating care for their well-being in various ways. Initiatives like Green Marketing can further bolster this effort.

Green Marketing

"Green marketing isn't just about appearing environmentally friendly. It's about being environmentally friendly and leveraging that to create real value for customers and society."

- Michael Porter

Green Marketing, also known as environmental marketing or sustainable marketing, refers to the promotion and sale of products or services that are environmentally friendly or have sustainable attributes. It involves highlighting the environmental benefits of a product, service, or company's practices to appeal and attract to environmentally conscious consumers. Green Marketing strategies may include focus on communicating features and emphasizing energy efficiency, use of recyclable materials, reducing carbon footprint, or supporting environmental causes. The goal is not only to attract customers but also to contribute positively to environmental sustainability efforts.

Effects of Business Operations on the Earth and Environment

Business operations significantly impact the Earth and environment through various mechanisms. Overconsumption driven by consumer demand and business strategies leads to the overutilization of natural resources. This results in resource depletion and eventual scarcity, threatening the sustainability of life on our planet. For instance, forests are cleared for agricultural expansion, urban development, and industrial use, leading to deforestation, habitat loss, and a decline in biodiversity.

Profit-driven motives often lead to overproduction, where companies exploit resources to maximize their output and revenue. This extensive exploitation causes significant environmental pollution, including water, air, and noise pollution. Industrial waste and emissions contribute to water and air pollution, adversely affecting the health of ecosystems and communities. Noise pollution from factories and machinery can disrupt wildlife and human life.

The excessive use of fossil fuels in business operations contributes to greenhouse gas emissions, driving climate change. This has led to global warming, extreme weather events, and rising sea levels, posing severe threats to people, animals, and the environment. Additionally, the widespread use of single-use plastics in production and packaging has resulted in massive plastic pollution, harming marine life and entering the food chain, affecting both wildlife and human health.

Some companies, prioritizing profit over sustainability, disregard the catastrophic consequences of their actions that they go to the extent where they don't care to cut down the last standing tree in order to earn one more penny. In their quest for economic gain, they may engage in practices such as clear-cutting forests, polluting water bodies, and exploiting labor without considering the long-term environmental and social impacts. These actions have far-reaching implications for the environment, contributing to climate change and endangering the future of life on Earth.

Hence, the effects of business operations on the Earth and environment are profound and multifaceted. Overconsumption, overproduction, and the exploitation of resources for profit drive environmental degradation, pollution, and climate change. It is crucial for businesses to adopt sustainable practices and consider the long-term consequences of their operations to protect our planet and ensure a viable future for all life forms.

Importance of Green Marketing / Need For Green Marketing

Green Marketing, which involves promoting products and services based on their environmental benefits, has become increasingly necessary for several compelling reasons, as it plays a crucial role in promoting products and services that benefit the Earth, environment, and all forms of life (humans, wildlife, and marine life).

- 1. Consumer Demand:** Modern consumers are more environmentally conscious than ever before. They prefer products and services that are sustainable and have a reduced impact on the environment. Companies that adopt Green Marketing strategies can better meet this growing demand and build a loyal customer base.
- 2. Environmental Responsibility:** Businesses have a significant impact on the environment through their operations, production processes, and supply chains. Green Marketing encourages companies to adopt eco-friendly practices, reduce their carbon footprint, and

minimize waste, contributing to the overall health of the planet.

- 3. Environmental Protection:** Green Marketing focuses on promoting products and practices that minimize environmental impact. This includes reducing carbon emissions, conserving resources, and using sustainable materials and production processes. By supporting green products, consumers contribute to preserving ecosystems, reducing pollution, and conserving biodiversity.
- 4. Regulatory Compliance and Advocacy:** Governments worldwide are implementing stricter environmental regulations to combat climate change and environmental degradation. Green Marketing companies often comply with these regulations, avoiding fines and penalties, while contributing to sustainability goals. They advocate for stronger regulations, influencing industry standards and encouraging others to adopt environmentally responsible practices.
- 5. Competitive Advantage:** As consumers become more selective about the products they purchase, companies that can differentiate themselves through Green Marketing gain a competitive edge. Offering eco-friendly products and promoting sustainable practices can set a business apart from competitors and attract a broader customer base.
- 6. Community and Stakeholder Engagement:** Green Marketing builds positive relationships with communities and stakeholders who value environmental sustainability.

Companies that prioritize green initiatives often engage in partnerships with environmental organizations, participate in community clean-up efforts, and support local conservation projects, fostering goodwill and trust.

7. Cost Savings: Implementing sustainable practices can lead to significant cost savings for businesses. For example, energy-efficient processes, waste reduction, and sustainable sourcing can reduce operational costs. Green Marketing highlights these efforts, showcasing the company's commitment to both the environment and financial prudence.

8. Brand Reputation: Companies that are perceived as environmentally responsible often enjoy a stronger brand reputation. Green Marketing helps build a positive image and fosters trust and loyalty among consumers. This enhanced reputation can lead to increased market share and long-term business success.

9. Employee Satisfaction: Employees increasingly want to work for companies that align with their values, including environmental stewardship. Green Marketing reflects a company's commitment to sustainability, which can improve employee morale, attract top talent, and reduce turnover.

10. Human Health and Well-being: Many green products are designed with human health in mind, such as organic foods, non-toxic cleaning products, and eco-friendly personal care items. These products reduce exposure to

harmful chemicals and pollutants, promoting healthier lifestyles and reducing the risk of environmental-related health issues.

11.Wildlife Conservation: Green Marketing supports wildlife conservation efforts by promoting products that use sustainable sourcing practices and avoid habitat destruction. For example, sustainable forestry practices protect habitats for endangered species, while eco-tourism initiatives promote wildlife conservation through responsible travel and tourism activities.

12.Marine Life Preservation: Green Marketing encourages practices that protect marine ecosystems and marine life. This includes reducing plastic waste and promoting sustainable fishing practices that prevent overfishing and bycatch. Eco-friendly products and packaging help reduce marine pollution and the harmful impact of plastic on marine organisms.

13.Educational and Awareness Initiatives: Green Marketing campaigns often educate consumers about environmental issues and promote sustainable behaviors. By raising awareness about the importance of conservation and responsible consumption, Green Marketing fosters a culture of environmental stewardship and encourages individuals to make informed choices that benefit the planet and all its inhabitants.

14.Long-term Sustainability: By adopting Green Marketing, companies invest in the long- term sustainability of their

business. Sustainable practices ensure that resources are available for future generations and help mitigate the risks associated with environmental degradation and climate change.

So, Green Marketing is essential as it promotes eco-friendly products and practices, that benefit the Earth, environment, and all forms of life, aligning business with consumer demand, environmental responsibility, regulations, and sustainability goals. It helps create a future where current and future generations thrive in harmony with nature. Additionally, it provides businesses with a competitive advantage, cost savings, and enhanced brand reputation, making it an essential strategy for modern businesses aiming to thrive in a rapidly changing world.

5 R's of Green Marketing

Green Marketing strategies often encompass the principles of "reduce, reuse, recycle, repair, and reject." These principles guide businesses in promoting sustainability through various practices:

- 1. Reduce:** Encouraging the reduction of resource consumption and waste generation in product design, manufacturing, and usage phases.
- 2. Reuse:** Promoting the reuse of products or materials to extend their lifecycle, such as through refillable containers or durable goods.

3. Recycle: Supporting recycling initiatives to convert waste materials into new products or materials, thereby reducing environmental impact.

4. Repair: Advocating for repair-ability of products to extend their lifespan and reduce the need for replacement.



Figure 2

5. Reject: Discouraging the use of materials or practices that harm the environment, promoting alternatives that are more sustainable.

These principles form the basis of Green Marketing efforts, aiming to align business practices with environmental sustainability goals while appealing to environmentally conscious consumers.

Green Marketing as a Part of Corporate Social Responsibility (CSR)

Green Marketing is an essential facet of Corporate Social Responsibility (CSR) for contemporary businesses. It encompasses the adoption of sustainable practices across various aspects of daily operations, from the initiation of processes to their completion. This approach involves

manufacturing, producing, and developing sustainable products, while also fostering innovation and technology aimed at mitigating climate change and its impacts. Key elements of Green Marketing include green supply chain management, which ensures sustainability throughout the supply chain, and waste reduction and management practices that minimize environmental footprints. Furthermore, businesses are increasingly adapting energy efficiency measures and integrating renewable energy into their operations, underscoring their commitment to sustainability. Effective business strategies for climate change adaptation are also integral to Green Marketing, enabling companies to navigate and thrive in a changing environmental landscape. This proves how Green Marketing practices not only contribute to environmental conservation but also enhance business sustainability, driving long-term growth and resilience.

Green Supply Chain Management (Green SCM)

Supply Chain Management (SCM) is the process of managing the flow of goods, services, information, and finances from suppliers to consumers. It involves planning, procurement, production, inventory management, logistics, and distribution activities to optimize efficiency, reduce costs, and meet customer demands, ensuring seamless operations and supply chain resilience.

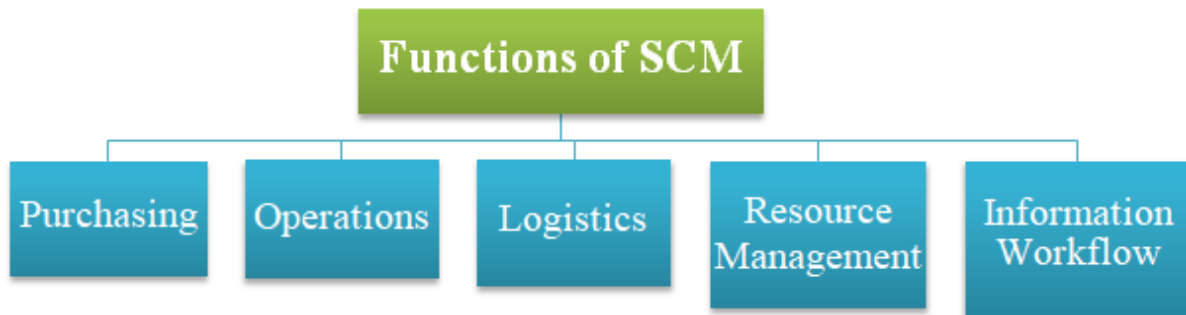


Figure 3

Green Supply Chain Management (Green SCM) is an integral component under the umbrella of Green Marketing and is essential for the sustainability of a business. Green SCM integrates sustainable environmental processes into traditional supply chain management, ensuring that every stage of the supply chain, from raw material acquisition to delivering the final product to consumers, minimizes environmental impact.

❖ Green SCM fits under the umbrella of Green Marketing, by:

- 1. Sustainable Sourcing:** Green SCM emphasizes sourcing raw materials from suppliers that follow environmentally friendly practices. Highlighting sustainable sourcing in marketing efforts can attract eco-conscious consumers.
- 2. Eco-friendly Production:** Implementing energy-efficient and waste-reducing production processes is crucial in Green SCM. By showcasing eco-friendly production methods, companies can differentiate their products as environmentally responsible, aligning with Green Marketing strategies.

- 3. Efficient Transportation:** Green SCM involves optimizing transportation to reduce carbon emissions and fuel consumption. Marketing campaigns can highlight the use of electric vehicles, optimized logistics, and reduced transportation distances as part of the company's commitment to sustainability.
- 4. Green Packaging:** Using recyclable, biodegradable, or minimalistic packaging materials is a key aspect of Green SCM. Promoting eco-friendly packaging in marketing materials can appeal to consumers who are concerned about plastic-waste and its impact.
- 5. Waste Management:** Green SCM includes effective waste management practices, such as recycling, reusing, and reducing waste generated during production and distribution. Marketing these practices can enhance the company's reputation as a leader in sustainability.
- 6. Lifecycle Management:** Emphasizing the entire lifecycle of products, from production to disposal, is a component of Green SCM. Companies can market products that are designed for durability, easy repair, and end-of-life recyclability.
- 7. Collaboration with Green Partners:** Partnering with suppliers, distributors, and other stakeholders who share a commitment to sustainability strengthens the entire supply chain. Marketing collaborations with green partners can enhance credibility and reinforce the company's green image.

8. Customer Education and Engagement: Green SCM involves educating consumers about the environmental benefits of the company's products and practices. Green Marketing campaigns can focus on informing customers about how their purchases contribute to environmental sustainability.

❖ Green SCM contributes to the sustainability of a business, as follows:

1. Environmental Impact Reduction: Green SCM minimizes waste, cuts carbon emissions, and conserves energy and resources, reducing overall ecological footprint and promoting sustainability.

2. Cost Efficiency: Efficient resource management and energy conservation through sustainable practices lower operational costs. Optimizing transportation and using recyclable materials further reduces expenses.

3. Compliance and Risk Management: Adopting green SCM ensures compliance with environmental regulations, mitigates risks of penalties, and enhances corporate reputation by staying ahead of regulatory changes.

4. Enhanced Brand Image and Customer Loyalty: Implementing green SCM practices and promoting them through Green Marketing builds brand credibility, earns customer trust, and enhances loyalty among environmentally conscious consumers.

- 5. Innovation and Competitive Advantage:** Green SCM drives innovation in product design, packaging, and logistics, enabling businesses to differentiate themselves, seize new market opportunities, and gain a competitive edge.
- 6. Sustainable Sourcing:** Emphasizing sustainable practices in sourcing raw materials secures long-term resource availability and supports overall supply chain sustainability.
- 7. Waste Reduction and Circular Economy:** Green SCM promotes circular economy principles, such as reusing, repairing, refurbishing, and recycling products and materials. This minimizes waste, enhances resource efficiency, and extends product lifecycles.
- 8. Stakeholder Engagement:** Engaging suppliers, customers, and employees in sustainability initiatives fosters collaboration, transparency, and commitment to achieving the business's sustainability objectives through Green SCM practices.

Waste Reduction and Management Practices in Business

Waste reduction and management practices are critical components of Green Marketing and are essential for the sustainability of a business. Here are key waste reduction and management practices under Green Marketing for business sustainability:

- 1. Source Reduction:** It involves Designing products with fewer materials with a focus on durability, repair-ability, and recyclability and optimize manufacturing processes.
- 2. Recycling and Reuse:** Developing closed-loop systems to collect and reuse waste materials in production and establish product take-back programs to recycle or refurbish used products from customers, diverting waste from landfills.
- 3. Waste Audits and Tracking:** Regularly assess waste streams to identify & to pinpoint areas for improvement, and implementing tracking systems for effective management.
- 4. Sustainable Packaging:** Minimizing packaging materials and using eco-friendly options like recyclable or biodegradable materials.
- 5. Employee Engagement and Training:** Educate employees on waste reduction and empowering employees to adopt eco-friendly habits.
- 6. Supplier Collaboration:** Partner with suppliers committed to sustainability and collaborate on waste reduction initiatives to enhance sustainability across the supply chain.

By integrating these waste reduction and management practices into Green Marketing strategies, businesses can not only minimize their environmental footprint but also enhance their brand image, build customer loyalty, and achieve long-term sustainability.

Adapting Energy Efficiency and Renewable Energy Integration in Business Operations

Adopting energy efficiency and integrating renewable energy into business operations are crucial strategies for enhancing sustainability. Here's a breakdown:

1. Energy Efficiency Measures

- Conduct energy audits to identify and reduce energy use inefficiencies.
- Replace traditional lighting with energy-efficient LED lights.
- Install smart thermostats and optimize HVAC systems.
- Upgrade to energy-efficient equipment and improve building insulation.

2. Renewable Energy Integration

- Install solar panels and utilize wind turbines to generate renewable energy.
- Purchase green energy or renewable energy credits.
- Develop on-site renewable energy projects like biogas or small hydroelectric systems.

3. Energy Management Systems

- Implement real-time monitoring and automated controls for energy use.

4. Employee Engagement and Training

- Educate employees on energy efficiency and offer incentives for energy-saving ideas.

5. Sustainable Supply Chain

- Collaborate with suppliers who prioritize energy efficiency and renewable energy.

6. Green Building Standards

- Aim for LEED certification and incorporate sustainable design principles.

7. Consumer Education and Marketing

- Communicate energy sustainability efforts transparently.
- Use Green Marketing campaigns to promote eco-friendly products.

8. Financial Incentives and Grants

- Utilize government incentives and explore private financing options for energy projects.

Business Strategies for Climate Change Adaptation under GreenMarketing for Sustainability of Business

- **Risk Assessment and Management:** It crucial for addressing climate-related challenges, identifying threats, planning scenarios, securing insurance, and developing financial strategies to mitigate economic impacts, ensuring a stable future.
- **Sustainable Supply Chain Management:** G-SCM includes diversifying suppliers to avoid dependency on one source or region, reducing risks from climate-related disruptions. Local sourcing cuts carbon footprints by minimizing long-distance transport and boosts resilience.

- **Energy Efficiency and Renewable Energy:** It involves Investing in energy-efficient technologies reduces consumption and costs, while integrating solar, wind, or geothermal energy enhances security and reduces reliance on fossil fuels.
- **Water Management:** Implementing water-saving technologies and practices reduces water usage and increases efficiency. Developing systems for stormwater management prevents flooding and water pollution, ensuring water availability during droughts.
- **Sustainable Infrastructure and Building Practices:** It involves Adopting green building standards like LEED ensures energy efficiency, water conservation, and sustainable material use. Investing in climate-resilient infrastructure, such as elevated structures and flood barriers, enhances resilience against extreme weather events.
- **Product and Service Innovation:** Developing and promoting eco-friendly products made from sustainable materials or that consume less energy reduces environmental impact. Additionally, offering services that help customers adapt to climate change, such as climate risk consulting, energy efficiency audits, and sustainable landscaping, supports broader environmental goals.
- **Corporate Social Responsibility (CSR):** CSR involves actively engaging with local communities to enhance

their resilience to climate change through education programs, infrastructure investments, and disaster preparedness initiatives. Additionally, regularly reporting on climate adaptation efforts and sustainability goals to stakeholders builds trust and enhances the company's reputation through transparency.

- **Employee Training and Engagement:** This is essential because educating employees about climate change and its impacts and providing training on implementing and supporting adaptation strategies within their roles foster climate literacy. Further, creating incentive programs encourages employees to participate in and contribute to sustainability initiatives.
- **Innovation and Technology:** Investing in research and development (R&D) leads to new technologies and processes that address climate challenges. Utilizing data analytics and climate modeling enables informed decision-making and optimizes adaptation strategies.
- **Advocacy and Collaboration:** These are crucial for advancing climate change adaptation and sustainability efforts. Joining industry groups and coalitions focused on these issues facilitates knowledge sharing and accelerates progress through collective action. Engaging in policy advocacy supports climate-friendly regulations and initiatives, allowing businesses to influence public policy toward a more sustainable future.

By implementing these strategies, businesses can adapt to the impacts of climate change, ensure long-term sustainability, and strengthen their market position through Green Marketing.

Going Green is not the Sole Responsibility of Businesses

Green marketing extends beyond just a firm's promotional statements and practices. Although companies hold significant responsibility for environmental degradation, it is ultimately the insatiable desires and often unnecessary demands of consumers that drive the demand for goods, thereby indirectly contributing to environmental issues. So, this is a situation where environmental responsibility should be shared by both producers and consumers, yet only the firms are being blamed. One such example is, The McDonald's company is often blamed for polluting the environment because much of their packaging ends up as roadside waste. Except, It must be remembered that it the uncaring consumer who choose to disposes of their waste in inappropriate ways. Another example is where, Samsung is criticized for producing devices with short lifespan, contributing to e-waste. However, Consumers frequently upgrade to new electronics without recycling old devices. This results in significant amounts of e-waste accumulating in landfills. While firms can indeed significantly impact the natural environment, the responsibility should not rest solely on their shoulders. It seems that consumers, collectively, may not be sufficiently dedicated to improving their environment and might be placing excessive blame on industries and governments. Ultimately, Green Marketing necessitates that

consumers desire a cleaner environment and are willing to "pay" for it—whether through purchasing higher-priced goods, adopting modified lifestyles, or supporting governmental interventions. "Paying" here encompasses both monetary contributions and responsible behavior choices. Unless and Until a change in consumer behaviour occurs it's going to be for firms to lead the Green Marketing revolution alone. It's important to remember that industrial buyers also have the power to influence suppliers to adopt eco-friendly practices and provide environmentally sustainable supplies. Therefore, an environmentally committed organization not only produces goods with reduced environmental impact but can also exert pressure on their suppliers to adopt more environmentally responsible practices. Finally, consumers and industrial buyers also have the ability to pressure organizations to integrate the environment into their corporate culture and thus ensure all organizations minimize the detrimental environmental impact of their activities.

Advantages & Disadvantages of Green Marketing

Advantages or Benefits

- Enhanced Brand Image
- Market Differentiation
- It demonstrates leadership
- Reduction in overhead costs.
- Gain more profit from Green Marketing
- It Demonstrates a commitment to sustainability
- Regulatory Compliance and Risk Management
- It is one of the fast way to improve a brand's reputation in peoples mind.

- Identification of new and renewable resources.
- Businesses can generate leverage and increase their margins.
- Increase in brand loyalty and conversions. It can create higher levels trust.
- Companies can access new markets by highlighting their positive environmental impacts.
- Green Marketing brings a competitive advantage.
- Raise awareness on important environmental or social issues.

Disadvantages or Challenges

- It's still a relatively new concept.
- Green washing
- Change leads to costs.
- Skeptical consumers
- Costly Green Certifications
- Unforeseen industry-wide consequences.
- Green Marketing can create resistance.
- Different Perceptions can affect how people may approach a brand.
- It's like a marketing campaign that may be complex.
- It can be difficult to keep-up with this type of marketing.

Companies that are following Green Marketing Practices

- **Wipro Info tech** (Green It) was India's first company to launch environment friendly computer peripherals, demonstrating its commitment to reducing environmental impact in the IT sector.

- **Samsung (Eco-friendly Mobile Handsets)** introduced eco-friendly mobile handsets like the W510 and F268 in India, made from renewable materials. This move aimed to reduce environmental impact by using sustainable resources in manufacturing, promoting a more sustainable approach to mobile technology in the Indian market.
- **Oil and Natural Gas Corporation Ltd. (ONGC)**, India's largest oil company, innovated with the Mokshada Green Crematorium, saving 60% to 70% of wood and reducing cremation time by a fourth per session. This initiative can address environmental sustainability by reducing deforestation and carbon emissions associated with traditional cremation practices.
- **Reva** is India's very own company based in Bangalore was the first in the world to commercially release an electric car. This initiative aimed to promote clean energy transportation, reduce reliance on fossil fuels, and mitigate air pollution, positioning India as a pioneer in the electric vehicle market.
- **Honda** India introduced its Civic Hybrid car in India, combining a gasoline engine with an electric motor to enhance fuel efficiency and reduce emissions.
- **ITC** has introduced Paper Kraft, a premium collection of eco-friendly business paper.

- **Indusland Bank** installed nation's first solar-powered ATM and hence brought about an eco-savvy change in the Indian banking sector.
- **Amazon** had pledged to take steps to completely do away with the usage of single-use plastic across its fulfillment centers in India. According to Amazon, they have started replacing bubble wraps and air pillows with paper cushions in their packaging from December 2019 onwards. The company also Swapped plastic tapes with bio-degradable paper tapes.
- **Suzlon Energy** produces and sells wind turbines, which offer an alternative source of energy based on wind power.
- **Dabur India** has also planned remove cartons for their Dabur Red Toothpaste. They have partnered with Reliance Retail for the sale of these products with no carton packaging in some of its stores. The paper thus saved would be redirected towards creating notebooks for underprivileged children supported by Child Rights and CRY. Dabur expects to save approx. 150 tons of paper and do away with waste from the environment.
- **The Body Shop** exemplifies green marketing through sustainable sourcing, cruelty-free products, eco-friendly packaging, and recycling initiatives. Their Community Trade program and natural ingredient focus highlight ethical practices. Campaigns like "Enrich Not Exploit" and "Bio-Bridges" emphasize their commitment to

environmental protection and community support, setting a high standard in the beauty industry.

Findings

- Green Marketing helps boosts consumer awareness and environmental consciousness.
- A Positive correlation between Green Marketing strategies and green product purchase intention can be noticed.
- Green Marketing significantly impacts and influences the company image and trust.
- Green knowledge, attitude, environmental awareness positively impact consumer choice.
- Green approaches can be worn as a brand marketing strategy to increase customer purchase intention.
- Green marketing can assist brands in achieving and sustaining strong brand equity.
- Many companies are utilizing Green Marketing as a profitable practice to support a worthy cause.
- Even though there are Business enterprises that are sincerely committed towards Green practices, still a certain segment of companies are actually only green washing rather than being genuinely Green.
- The Green-washing practice deceives people who aim to be environmentally friendly. If a company's true practices are exposed, it will face significant losses, not only financially but also in terms of customer trust and loyalty.

Conclusion

In conclusion, Green Marketing requires a holistic approach that goes beyond the efforts of individual firms. Raising consumer awareness is essential, as informed consumers are more likely to support eco-friendly products and practices, even if it means paying a premium. Offering pocket-friendly sustainable products can also drive adoption. Collaboration between corporations and government is crucial to establish standards and provide incentives. Campaigns and advertising can motivate and educate the public, while empowering consumers and ensuring the legitimacy of marketers builds trust. Promoting eco-friendly practices such as recycling, waste management, and carpooling can further enhance sustainability efforts. The government also plays a key role in reducing environmental impact by creating regulatory bodies to prevent misleading green claims and offering subsidies to support genuine green initiatives.

Implementing Green Marketing practices not only helps reduce environmental harm but also ensures that businesses can sustain and thrive in this dynamic world. As Green Marketing is an ever-lasting trend, it significantly contributes to the survival and growth efforts of companies. By adopting these practices, businesses can secure a competitive edge, build customer loyalty, and ensure long-term success.

Hence it's high time, business corporations realize that disregarding environmental issues for short-term profits will eventually result in long-term losses, extending beyond just economic setbacks, and agree with Anita Roddick's (the

founder of The Body shop) statement, "*The business of business should not be about money, it should be about responsibility. It should be about public good, not private greed.*"

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