



GREEN MARKETING IN INDIA: TRENDS, BENEFITS, AND CONSUMER SATISFACTION

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Abstract

Green marketing has emerged as a significant phenomenon in the contemporary marketplace. This idea makes it easier to repackage and remarket items that are already compliant with environmental standards. Furthermore, the development of ecological advertising has given businesses the chance to launch distinct product lines, highlighting the sustainability credentials of some while dismissing the environmental friendliness of others. These marketing strategies stem directly from shifts in consumer attitudes. Consequently, businesses have intensified their efforts to target consumers who prioritize environmental concerns. These environmentally conscious consumers are keen on incorporating environmental considerations into their purchasing decisions, thereby influencing the process and content of marketing strategies for various products.

This paper is dedicated to shedding light on the prevailing trends and benefits of green marketing in the Indian context. Furthermore, this study endeavours to examine the intricate relationship between green marketing efforts and consumer satisfaction. By delving into consumer perceptions and attitudes towards environmentally friendly products and initiatives, the paper aims to elucidate the factors driving consumer satisfaction in the context of green marketing. Through comprehensive analysis and empirical research, the study aims to provide valuable insights into the effectiveness of green marketing strategies in meeting consumer needs and expectations, ultimately contributing to the body of knowledge on sustainable marketing practices.

Keywords: *Green marketing, Customer satisfaction, environmental, sustainable marketing, eco-friendliness*

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1. Introduction

A growing marketing tactic, environmental marketing includes a wide range of initiatives including fair-trade standards, product modifications, environmentally friendly manufacturing methods, and packaging that is environmentally friendly. (Mishra & Sharma, 2012). It encompasses a broad spectrum of endeavors including changes in production processes, product modifications, packaging alterations, and even shifts in advertising approaches. The American Marketing Association, which defines "sustainable marketing" as the promotion of goods that are seen to be ecologically benign. (Yazdanifard & Mercy, 2011).

Despite various interconnected and conflicting interpretations, defining green marketing remains challenging, particularly due to evolving environmental, social, and retail connotations associated with the term "(Mishra & Sharma, 2012)".

According to Szuster (2008), the main goal of green advertising is to satisfy customer needs and wants while guaranteeing a long-term sustainability and social advantages that may be obtained via successful green marketing activities. In addition to encouraging environmental preservation, ethical advertising also creates new market prospects and jobs, thereby impacting the entire economy (Yazdanifard & Mercy, 2011).



Addressing humanity's growing concerns, firms are increasingly adopting resource-supportive and environmentally friendly strategies across their value chains (Johri & Sahasakmontri, 1998). Recent public concerns about destruction of the environment have led marketers to realize the importance and need of green marketing. In order to achieve sustainable development, the goal of this study is to examine the environmental issues that the world is now facing (Kinoti, 2011). Companies that want to engage in green marketing must not only follow regulations, but also use philosophical principles like corporate accountability, pollution avoidance, and responsibility for products. "(Chang & Fong, 2010)". Although the definition of green marketing is often subject to critical scrutiny, elucidating its essence remains a complex task. Various terms, including environmental marketing and ecological marketing, are used interchangeably, yet this article primarily employs the term green marketing (Kinoti, 2011).

The researcher carried the researcher with following objectives:

1. To highlight the current trend and benefits of green marketing in India.
2. To examine the relationship between green marketing and consumer satisfaction.

Literature Review

The industrialization period witnessed a rapid escalation in environmental pollution, prompting a significant backlash against products deemed harmful to the environment. As consumer purchasing decisions began to be influenced by the environmental impact of products, businesses responded by introducing environmentally friendly, or 'green,' products and implementing green product policies (Uydaci, 2010).

Organizations allocate a substantial portion of their financial resources to marketing endeavors aimed at promoting their products or services (Latiff and Abideen, 2011). These marketing strategies wield a significant influence on consumer purchasing behavior. However, with customers gaining increased authority over product selections along with knowledge availability, marketers have growing difficulties in boosting brand recognition and influencing customers' purchase decisions (Raju, 2013).

Material Method

The researcher applied descriptive and analytical approach in present study and study carried in both quantitative and qualitative approach. The study conducted primary through survey / questionnaire distributed randomly selected 50 consumers purchased green products and experienced the associated consumption process. Secondary data collection method was made through the review of existing literature related to topic and to fulfil the objectives of study.

Result and analysis

Current trend and Benefits of green marketing

"Amidst growing concerns over environmental sustainability, the current trend and benefits of green marketing have come to the forefront, offering businesses unique opportunities to align their practices with consumer values while fostering positive impacts on both society and the planet."

Current trends in green marketing in India

Environmental marketing is seen by organizations as a means of achieving their goals. Acknowledging the preference of customers for eco-friendly items that do not negatively impact ecosystems or the health of people, companies that promote these green goods are gaining traction over businesses that do not. This trend not only fosters a competitive advantage but also aligns with business objectives.

Furthermore, organizations perceive a moral obligation to enhance their social responsibility. This ethos resonates with the philosophy of Corporate Social Responsibility (CSR), which many businesses have successfully adopted to enhance their corporate image. In response, firms may opt for two approaches: leveraging their environmental responsibility as a marketing tool or embracing responsibility without overtly promoting it.

Governmental bodies are playing a significant role in pushing firms towards greater responsibility. Often, governments mandate policies that safeguard consumer interests, leading firms to reduce the production of harmful goods or byproducts, alter consumer and industry consumption patterns, or ensure transparency in the environmental composition of goods.

Moreover, the environmental initiatives of competitors exert pressure on firms to adapt their environmental marketing strategies. In order to

remain competitive and respond to claims of environmental friendliness by rivals, firms increasingly embrace green marketing practices, thus influencing the entire industry.

Additionally, cost considerations related to waste disposal or material usage reductions drive firms to modify their behaviour. As cost-cutting measures become integral to firms' strategies, they may engage in green marketing initiatives related to waste reduction or material efficiency. For instance, a firm may develop technologies for waste reduction and offer them to other firms as part of their green marketing efforts (Mishra and Sharma, 2010).

Benefits of green marketing

As environmental consciousness and social responsibility continue to rise among today's consumers, companies are increasingly compelled to address their aspirations for environmentally friendly or neutral products. Many businesses recognize the importance of gaining an early mover advantage in transitioning towards environmentally sustainable practices. Some of the key advantages of green marketing include (Mishra and Sharma, 2014):

- Ensuring sustained long-term growth alongside profitability.

- Saving money in the long run, despite initial higher costs.
- Facilitating companies in marketing their products and services while considering environmental aspects.
- Providing access to new markets and fostering a competitive advantage.
- Enhancing employee morale and sense of responsibility by affiliating with environmentally conscious practices.

In summary, green marketing not only aligns with consumer preferences and regulatory trends but also offers tangible benefits to businesses, ranging from financial savings to market expansion and employee engagement.

4.2 Relationship between green marketing and consumer satisfaction

"In today's environmentally conscious marketplace, understanding the intricate relationship between green marketing and consumer satisfaction is paramount for businesses striving to meet the evolving needs and preferences of their target audience. By delving into this dynamic association, we can uncover insights that not only inform marketing strategies but also contribute to fostering positive consumer experiences and driving sustainable business growth."

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Table:1.1- Responses on green marketing and consumer satisfaction

<i>S.no</i>	<i>Statement</i>	<i>"Strongly disagree"</i>	<i>"Disagree"</i>	<i>Neutral</i>	<i>Agree</i>	<i>Strongly agree</i>
1	I'm happier using a product because it was marketed as environmentally friendly.	2	7	10	21	10
2	I think it's critical that businesses use green approaches to advertising in today's society.	1	3	8	18	20
3	In my opinion, the presence of green marketing influences your overall satisfaction with a brand or company.	3	5	9	19	14
4	I am satisfied with the green marketing efforts of companies you have encountered.	4	6	12	18	10



5	I believe that companies engaging in green marketing are genuinely committed to environmental sustainability.	3	9	13	15	10
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Source: Created by researcher

The analysis of responses received from consumers are as follows:

1. **Satisfaction with environmentally friendly products:** Majority of consumers “(41 out of 50) either agree or strongly” agree that they feel more satisfied with a product because it was marketed as environmentally friendly. This indicates a positive perception towards green marketing and its influence on consumer satisfaction.
2. **Importance of green marketing practices:** A significant majority “(38 out of 50) agree or strongly agree” that in today's world, it is critical for businesses to use sustainable marketing strategies. This suggests that consumers recognize the significance of environmental responsibility in business practices.
3. **Influence of green marketing on overall satisfaction:** While the responses are somewhat varied, a notable number of consumers (33 out of 50) either agree or strongly agree that the presence of green marketing influences their overall satisfaction with a brand or company. This indicates that green marketing efforts can have a positive impact on consumer perceptions and satisfaction.
4. **Satisfaction with green marketing efforts:** Overall, the responses regarding satisfaction with green marketing efforts of companies are mixed. While a considerable number of consumers (28 out of 50) are either satisfied or very satisfied, there is also a notable proportion (16 out of 50) who are either dissatisfied or very dissatisfied. This suggests that there may be room for improvement in the execution of green marketing strategies by companies.
5. **Perception of companies' commitment to environmental sustainability:** The

responses indicate some skepticism among consumers regarding companies' commitment to environmental sustainability through green marketing. While a significant number (25 out of 50) agree or strongly agree, there is also a notable proportion (12 out of 50) who either disagree or strongly disagree. This suggests that companies may need to enhance openness and legitimacy in their attempts to overcome consumer mistrust and foster confidence in marketing that is green.

Overall, the analysis highlights the potential impact of green marketing on consumer satisfaction, as well as the importance of companies' genuine commitment to environmental sustainability in their marketing practices.

Conclusion

In conclusion, the current trends in green marketing in India highlight a growing emphasis on environmental marketing by organizations, driven by consumer preferences and societal expectations. Government regulations and competitors' initiatives further compel firms to adopt green practices. Among the advantages of ecological marketing is long-term expansion, cost savings, market opportunities, and improved employee morale. This underscores the strategic importance of embracing sustainability in business. The Analysis reveals a generally positive view towards environmentally friendly products and emphasizes the importance of companies embracing green marketing practices. While consumers acknowledge the influence of green marketing on their overall satisfaction, there is room for improvement in companies' efforts. Skepticism exists regarding companies' commitment to environmental sustainability, highlighting the need for transparency and credibility in marketing practices.



Overall, green marketing aligns with consumer demands, regulatory standards, and provides strategic benefits, positioning businesses for sustainable growth and competitive edge. As environmental awareness continues to increase, green marketing remains a pivotal aspect of corporate strategy. The analysis emphasizes the potential for green marketing to elevate consumer satisfaction, provided that businesses uphold genuine environmental responsibility in their practices.

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