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## Green Marketing: A Blueprint for Stimulating eco-friendly products (Li, 2025)

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### ABSTRACT :

Environmentalism has become a significant global concern. The modern consumers have become more conscious and concerned about the natural terrain and they change their behavior accordingly. Therefore, business enterprises constantly modify their own studies and behavior to address the of the consumers requirement. They address the consumers actual concern about the limited resources on the earth and respond to environmental challenges by exercising green marketing strategies. Eco-consumerism has also played a catalytic role in making business enterprises acquainted towards environmental concern and thereby steering in marketable environmental commitment. Thus, continuous study relating to green marketing or environmental marketing has been going on to address the environmental issues and the new concern of the society. This paper makes an attempt to introduce the generality of green marketing, green ideas and products, attitudes and behaviour of consumers existing in India as well as some problems related to green marketing.

Keywords: Green marketing, Environmentalism, Environmental marketing, Green idea, green marketing myopia

### Introduction:

Environmental issues have always influenced human activities. The stimulant of environmentally safe or salutary products related to green marketing began in Europe in the early 1980s when specific products were linked as being dangerous to the earth's atmosphere. As a result, new green products were introduced that were less dangerous to the terrain. The conception caught on in the United States and has been gaining steadily ever ago. There's now a growing demand for sustainable and socially responsible products and services. So business is increasingly admitting the competitive advantages and opportunities to be gained from eco-sustainability. The different aspects of green marketing include ecologically safer products, recyclable and biodegradable packaging, energy-saving operations, and better pollution control. Improvements generated from green marketing include packaging made from recycled paper, phosphate-free cleansers, refillable containers for cleaning products, and bottles using less plastic. It comprises of a range of tasks including product improvisation, changes to the product process, packaging changes as well as modifying advertising. Green Marketing is also known as Environmental Marketing, Sustainable Marketing and Ecological Marketing. According to Dainora Grundey and Rodica Milena Zaharia (Polonsky, 1994) "Green Marketing consist of all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs with minimal harmful impact on the natural environment, particularly in the light of growing global concern about climate change". The most visible manifestation of corporate activities has been in industries associated with polluting the environment (petroleum, fuel) or niche segments in some sectors such as hotels and stationery. Other than this, there is no significant drive to pursue options in the production of greener products or building up a customer-base for green products.

### Importance of Green Marketing:

As enterprises face limited natural resources, they must develop new or indispensable ways of satisfying the unlimited wants of the society. Eventually green marketing looks at how marketing activities use these limited resources, while satisfying consumer wants, both of individuals and industry, as well as achieving the organizational objects. Green marketing offers bottom line incentives and top line growth possibilities. While moderation of business or production processes may involve start-up costs, it'll save funds in the long term e.g., the cost of installing solar energy can be regarded as an investment in saving upcoming energy cost. Companies that develop new and advanced products and services with environmental impacts in mind, give themselves access to new markets, mainly increase gains and enjoy competitive edge over those marketing non-environmentally responsible products. Successful green marketers will reap the prices of healthy gains and bettered shareholder value, as well as help make the world a better place in the future. The possible reasons for using Green marketing by enterprises are,

- Perception that environmental marketing can be an occasion for business growth,
- Pressure of the statutory authorities on enterprises to become more responsible,
- Pro-environmental activities of the challengers,

- Cost factors associated with waste disposal and reductions in material usage,
- Moral obligation of business to be more socially responsible.

#### ***Four P's of Green Marketing:***

Like traditional marketers, green marketers must address the Four P's in innovative ways.

##### ***Product:***

Entrepreneurs wanting to exploit arising green requests will have to identify client's requirements and develop products to address these requirements. They've to develop environmentally responsible products to have lower impact than challengers. The increasingly wide varieties of products on the market that support sustainable development and are good for the bottom line include,

- Products that can be recycled or reused.
- Products, which save water, energy or gasoline and reduce environmental impact.
- Products with environmentally responsible packaging. McDonalds, for example, changed their packaging from polystyrene clamshell to paper.
- Products with green labels, as long as they offer substantiation.
- Organic products; many consumers are prepared to pay a premium for organic products, which offer promise of quality. A service that rents or loans products such as toy libraries.
- Certified products, which meet or exceed environmentally responsible criteria. Whatever the product or service, it is vital to ensure that products meet or exceed the quality expectations of customers and are thoroughly tested.

##### ***Price:***

Pricing is a critical element of the marketing mix. Most customers will only be prepared to pay an extra amount if there's a perception of fresh product value. This value may be bettered performance, function design, visual appeal or taste. Environmental benefits are generally an added perk and can be the deciding factor between products of equal value and quality. Environmentally responsible products, still, are often less expensive when product life cycle costs are taken into consideration. For illustration energy-effective vehicles, water-effective printing and not-dangerous products etc.

##### ***Place:***

The choice of where and when to make a product available, will have significant impact on the customers. Veritably many customers go out of their way to buy green products simply for the sake of it. Marketers looking to successfully to introduce new green products should, in most cases, place themselves broadly in the market place. So they are not just appealing to a small green niche market.

##### ***Promotion:***

Promotion of products and services to targets markets include paid advertising, public relations, trade elevations, direct marketing and on-sight promotions. Smart green marketers will be suitable to support environmental credibility by using sustainable marketing and dispatches tools and practices. For illustration, numerous companies in the financial industry are furnishing electronic statements by e-mail. E-marketing is swiftly replacing more traditional marketing styles, and published material can be produced using recycled substances and effective processes, similar as waterless printing. Retailers, for illustration are understanding the value of alliances with other companies, environmental groups and exploration associations when promoting environmental commitment. The Indian Initiative over the past few years, some sectors in India have seen green initiatives by enterprises. Partly to separate their offerings in a competitive habitat and partly to take advantage of the price premium possible, numerous companies have started offering branded products in several categories.

Some of these are detailed below:

##### ***Renewal Energy:***

Energy was one of the first sectors to be identified by the Indian Government to reduce dependence on fossil fuels. To sustain the economic growth foreseen, it was felt two decades ago that alternative energy sources need to be encouraged. Setting up Indian Renewal Energy Development Agency Limited (IREDA) in 1987 was one such attempt. IREDA provides monetary and technical support to industries for pursuing projects related to solar, bio, hydro and wind energy. These are high investment projects for corporates. At the customer end, only solar energy has found applications for retailing green products. Tata BP Solar, a leading private enterprise to venture in this area, has many solar products targeted at households under different brands. Vajra, for example, is its domestic water heating system. Similarly, Jugnu and Tata Deep are its brands for home lighting kits and lantern respectively.

***Hospitality:***

ECOTEL is a global certification of eco-friendly hotels. Presently, there are 34 hotels worldwide, which are ECOTEL certified. These hotels are honored for their environmental sustainability efforts, fastening on areas like energy and water conservation, and waste operation. Numerous hotels in India rehearsing eco-friendly measures. Popular exemplifications include The Orchid Mumbai, RODAS Mumbai, Fern Hotels & Resorts, and The Raintree, Chennai. Ecotels are hotels that prioritize sustainability and environmental responsibility. The e-PG Pathshala notes that ECOTELS concentrate on reducing, reusing, and recycling.

***Fuel:***

Petrol and Diesel, the dominant fuel used for mass and personal transport, are major culprits in polluting the environment, as the emission released due to the burning of these fuels into the atmosphere is extremely harmful. With liberalization of this sector and entry of private petrol retailers such as Reliance and Essar, the public sector giants BPCL, HPCL and Indian Oil have become more market-oriented. To further differentiate itself from others and provide a value-added service to its customers, BPCL offers greener fuels. Different forms of these, with different value propositions, are marked under the brands of "Speed", "Speed 93", "Speed 97 and 'Hi-Speed Diesel". These are claimed to have additives that result in fewer pollution emissions from the vehicles using such fuels. In the case of 'Hi-Speed Diesel', particulate matter and black smoke reductions are claimed to be 16% and 22%, respectively. Several eco-friendly fuel options are emerging in India, including Compressed Natural Gas (CNG), Compressed Biogas (CBG), ethanol-blended petrol, and biodiesel.

***Automotive:***

In the Indian context, use of the green plank was initiated a couple of decades back, when Hero Honda's four-stroke motorcycles were promoted as environment-friendly. The then competitors to Hero Honda were marketing two-stroke motorcycles, which were more polluting. Since then, almost all players in the competitive scooter and motorcycle markets have shifted to the four-stroke technology. Bajaj Auto launched ECO rick, an electric three-wheeler. Although priced twice that of a petrol vehicle, its running cost is claimed to be one-fourth that of the petrol version. Hyderabad-based Cynosure Enterprises Ltd. launched Yash E-Bike an electric two-wheeler that runs at a speed of 25-30 km per hour and covers 60 km when fully charged. TVS iQube, Hero Electric Optima HX, Ola S1 are major electric vehicles of Indian road. Several electric car models are currently sold in India. Popular choices include the Tata Nexon EV, Tata Tiago EV, Tata Tigor EV, MG ZS EV, MG Comet EV, and MG Windsor EV. Other options include the Hyundai Kona Electric, Kia EV6, and BYD Atto 3. India is actively transitioning to electric buses. In 2024, India has registered 3,616 electric buses.

***Personal Care Products:***

Personal Care Products or cosmetics simply mean products that come in recyclable packaging to reduce pollution. They're also made of eco-friendly constituents and aim to have a minimum or no negative impact on the terrain during their production or use. Across a wide range of product groups- body wash, cream, talcum powder, oil, shampoo etc. – there's an increasing shift towards products that are without chemicals. "Herbal," "Ayurvedic" and "Natural" are terms that we constantly come across in these categories. Some enterprises specialize in similar green products, while others are also jumping onto the drive. The Indian herbal healthcare and personal care market is estimated to be a substantial and growing sector. Reports suggest it could reach USD 60.52 billion in 2023 and is projected to grow to around USD 110.08 billion by 2032, with a CAGR of 6.87 between 2024 and 2032.

***Green Marketing Myopia (Rajeswari, n.d.):***

Green marketing myopia (Rajeswari, n.d.) occurs when companies prioritize a product's environmental benefits over its broader appeal to consumers, leading to a dissociation between the marketing communication and the requirements of the target market. Consumers may not be swayed solely by environmental claims and may be more interested in the practical benefits of a product, like enhanced performance, lower costs, or bettered convenience.

Green marketing must satisfy two objects:

- Bettered environmental quality and
- Client satisfaction.

Underestimating or overemphasizing these ultimately leads to "green marketing myopia (Rajeswari, n.d.)". In 1960, Harvard Professor Theodore Levitt introduced the conception of "Marketing Myopia" to characterize the common pitfall of companies tunnel vision, which concentrated on "managing products" (that is, product features, functions, and effective product) rather than "meeting consumers' requirements" (that is, conforming to consumer prospects and expectation of future desires). He advised that a commercial obsession on products rather than consumer requirements was doomed to fail because consumers select products with inventions that offer benefits they ask. Exploration indicates that numerous green products have failed because of green marketing myopia (Rajeswari, n.d.)- the marketers' myopic focus on their products "greenness" over the broader expectations of the consumers or other market players (such as regulators or activists).

***Conclusion:***

Due to multiple factors- regulatory pressure, technological development, consumer movement, emergence of niche markets etc. the Indian marketers are going green in new product development, product revision and packaging. Besides the above mentioned sectors, there are significant developments even

in other areas. Such as Eveready Industry has launched rechargeable (up-to thousand times) batteries. ITC actively promotes its notebooks as being eco-friendly, as these are made from Chlorine Free (ECF) paper. Tata Motors has introduced electric vehicles like the Tata Nexon EV. ONGC is laboriously transitioning towards sustainable energy through its ONGC Green subsidiary, focusing on green hydrogen, solar, and wind energy. Interestingly an environmentally committed association may not only produce goods that have reduced their detrimental impact on the environment, it may also be suitable to pressurize the suppliers to behave in a more environmentally "free responsible" fashion. Therefore both the final consumers and the industrial buyers have the capability to pressurize associations to merge the environment into their commercial culture and thereby ensure that all associations minimize the detrimental environmental impact of their activities. Despite all these positive developments, the consumers are yet to become really concerned about improving their environment. It appears that they tend to lay too important responsibility on industry and government to protect the environment. Eventually green marketing can thrive if the consumers want a cleaner environment and are willing to "pay" for it, conceivably through advanced priced goods, modified individual cultures, or indeed governmental intervention. Until this occurs, it'll be difficult for enterprises alone to lead the green marketing revolution.

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