

## A STUDY ON THE EFFECT OF ADOPTING GREEN MARKETING PRACTICES BY INDIAN BRANDS AND ITS SIGNIFICANT IMPACT ON THE ENVIRONMENT

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### Abstract

*In contemporary society, where individuals and enterprises are concerned regarding the excessive exploitation of natural resources, adequate measures have been taken by Indian brands to adopt sustainable business practices and curb the impact of such exploitation on the environment. Brands are becoming more socially responsible by analyzing the impact that they leave on society. Such social consciousness has resulted in creating a positive influence on the daily lives of the people living in society. Apart from the corporate social responsibility initiatives undertaken by Indian brands, there is a general shift in the attitudes, preferences, and likings of the customers at large concerning procuring environmentally friendly products, thereby contributing to creating a society that is sustainable for the upcoming generations.*

*Such changes are due to the adoption of a contemporary and modern concept, namely green marketing. More and more business organizations are adopting green marketing practices to become active members in contributing to safeguarding the environment from unsafe business practices that were harming the environment, as well as to provide customers with more environment-friendly and sustainable products that would create a long-lasting impact on their minds. An enterprise that thinks and adopts practices to help and save the environment creates a favourable image in the minds of stakeholders, namely customers, dealers, suppliers, creditors, banking institutions, the media, and society. This paper highlights the Concept of green marketing. It also explores the effect of adopting green marketing practices, especially by Indian brands, and its resultant implications for the environment.*

**Keywords:** *Green Marketing, Green Marketing Practices, Indian Brands, Environment*

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### Objectives of the study:

1. To understand the concept of green marketing.
2. To identify the effects of green marketing practices by Indian brands.
3. To evaluate the implications of the green marketing practices of Indian brands on the environment.

### Research Methodology:

The nature of the said research is exploratory and based on secondary data sources which include Journals, Newspapers, Magazines, Websites, Articles, E-books,

etc.

### Effects of Adopting Green Marketing Practices for Indian Brands:

1. **Improves Credibility for the Business Organization:** As organizations start adopting more sustainable approaches like green marketing to enhance their business profits and create favorable impact in the minds of customers, the credibility or general approach of the stakeholders towards that brand improves.

2. **Builds trust among the target audience:** As modern generation, or Gen Z, claims to acquire products and services that reduce the harmful impact on the environment, companies that cater to their needs can be more trusted by these consumers, thereby increasing the efficiency of the said organizations.
3. **Favourable Image amongst stakeholders:** Stakeholders include those parties who are directly or indirectly involved with the working of the business organisations namely, employees, shareholders, customers, dealers, creditors, suppliers, media, public, government, etc. All these parties of stakeholders find such companies more trustworthy, reliable, and dependable, which are actively engaged in protecting and preserving the environment, and companies that undertake efforts to create a sustainable space for future generations.
4. **Increases the scope for adopting more sustainable business practices:** As green marketing practices are in trend, companies hailing from FMCG companies to IT sector and even the e-commerce sector have started realizing their benefits. Apart from the existing companies, upcoming brands in almost every sector have started resorting to such sustainable practices to stand out in the market from the rest of their competitors.
5. **Scope for introducing sustainable and innovative products and processes:** With the advent of a new pattern in the likes, preferences, and consumer buying behaviour of customers, it can be perceived that their perceptions towards eco-friendly products have propagated in the market. With increasing demand for environmentally friendly products from customers, manufacturers are resorting to introducing and practicing the application of more sustainable and innovative products and processes.
6. **Provides a competitive edge in the market:** As compared to the brands that are not into green marketing and sustainable business practices, the business organizations that are getting the considerable advantage of being selected by the customers as new-age customers are more into environmentally friendly products.
7. **Secures a niche market for environmentally friendly users:** With only a few brands catering to such types of customers as well as contributing to the environment, we can safely say that they create a niche market for their target users.
8. **Reduces environmental concerns:** One of the main objectives of adopting an approach like green marketing is to reduce the deteriorating impact of harmful products, including hazardous chemicals, toxins, and elements, which would propagate environmental concerns. As global warming and various other environmental concerns are surging at an unprecedented rate in recent times, it only makes sense if business institutions resort to adopting green marketing, which ensures decreasing the harmful effects of the products, processes, and practices adopted by few brands.
9. **Facilitates motivation to existing companies:** As this is a modern concept, brands have started adopting utilising this green marketing practices such as manufacturing products which are environment friendly, which minimises the effect of harmful ingredients in the products on the environment, replacing plastics packaging

of the product with a more environment friendly substitute ,adopting new and innovative production processes or methods which aids to improve both the organisation efficiency and decrease the impact on the environmental concerns etc ,however this approach has till a very long way to go as adopting green marketing practices are costly and relatively new for the people to get habitual to or to identify it as a need of the hour.

#### **10.Encourages new-age entrepreneurs regarding green marketing practices:**

The new generation of modern entrepreneurs is mesmerized by this concept of green marketing, as it has considerable impact on the lives of people and on the environment. Realizing the favourable advantages of such practices, we can observe that modern entrepreneurs are resorting to creating a brand that is sustainable, toxins-free, cruelty-free, not tested on animals, paraben-free, and free from any toxin material claiming to degrade our surroundings. Hence, we can find that more and more biodegradable and compostable product packaging is being used. All such critical benefits motivate and encourage entrepreneurs to adopt green marketing practices.

**11.Reducing Carbon Footprints:** Be it a small- or large-scale enterprise, firms are ensuring that they undertake activities that reduce the carbon emissions which are released by them while engaging their several business activities, be it manufacturing products, providing services, transporting goods, etc. By utilising renewable energy sources as much as possible, Applying the concept of 3 R's, i.e., reusing, Recycling, and recycling, associating with suppliers who are sustainable, preferably suppliers that have ISO 14001 certification, and implementing hybrid work models for the employees.

#### **Indian brands adopting green marketing practices and their subsequent impact on environment:**

The following are some of the Indian brands that have been actively adopting green marketing practices and are contributing to reducing environmental concerns at their level:

1. **Wipro:** One of the top companies offering IT and business transformation services is Wipro Infotech. Wipro has always worked to promote and develop environmentally friendly industries that are secure for both human health and the environment. Since 2010, Wipro has offered its carcinogenic-free Wipro Greenware Desktop, which is free of PVC and BFRs. These deadly toxins, once removed, ensure that the recycling of electronic products is safer by reducing exposure to poisonous chemicals in the environment, thereby making our environment a safer place to live.

#### **Implications:**

- Such environmentally friendly developments will boost business productivity and open the door to a sustainable future when they are introduced to the IT sector.
2. **Godrej Consumer Products:** Godrej company has dedicated itself to creating environmentally sustainable manufacturing and supply chain management processes. It plans to reduce specific energy consumption by 40%, increase the renewable energy portfolio to 35%, achieve scope 1 and 2 carbon neutrality, continue to be water positive, continue to be zero waste in landfills, reduce packaging consumption per unit of production by 20%, etc. by the end of FY2026.
  3. **Aditya Birla Fashion & Retail Limited:** At ABFRL, the concept of sustainability is given utmost importance. Right from adopting renewable energy to utilizing sustainable packaging materials to decarbonizing the environment through various

activities the company is committed to 'give back more than what we take from our ecosystem'. As Asia's "Most Sustainable Company," ABFRL maintained its position as a sustainability pioneer in the textile, clothing, and luxury goods sectors.

**Implications:** The green marketing strategies employed by Aditya Birla Fashion & Retail have a positive impact on the fashion industry's environmental footprint, resource efficiency, waste generation, and the promotion of ethical and sustainable consumer choices. The company helps to create a more responsible and ecologically conscious fashion industry by integrating sustainability into its business processes.

4. **Titan Limited Company:** Titan, which has been a leading Indian lifestyle company since 1984, is a pioneering name in adopting green marketing practices and sustainability through their business practices in India.

**Implications:**

By ethically sourcing the materials, the negative effects on the environment are kept to a minimum. Utilizing eco-friendly plastic materials also significantly reduces plastic waste and benefits the environment.

5. **Infosys:** Infosys, a well-known Indian multinational corporation that provides IT services and consulting, has been actively involved in green marketing and sustainability initiatives. Infosys has built and operates green buildings that use energy-saving designs and technologies. To generate renewable energy for its operations, it has invested in solar power installations. Through innovative technologies and cooling techniques, Infosys is working to improve the energy efficiency of its data centres. It practices responsible e-waste management, such as recycling and proper disposal of electronic equipment. Infosys reports on its environmental performance and progress toward

sustainability goals on a regular basis.

**Implications:**

Energy-efficient structures use less electricity, which results in lower carbon emissions and a smaller environmental impact. Utilizing renewable energy sources helps create a cleaner energy mix by reducing reliance on fossil fuels. The environmental impact of digital infrastructure is reduced, and electricity consumption is reduced in energy-efficient data centres. E-waste management done right encourages resource recycling and stops hazardous materials from entering the environment.

**Following is a list of companies involved in green marketing practices:**

- Reliance Industries Limited
- The Times of India
- Mahindra & Mahindra
- Hindustan Unilever Limited

**Suggestions:**

- 1) As the concept of green marketing is still in its infancy stage, existing companies that are currently practicing such approaches can propagate the use of such sustainable practices so that new companies can realize its importance and adopt it as well.
- 2) More efforts from the research and development area must be made to shape up this notion and educate, motivate, and encourage new entrepreneurs to come up with new ideas and innovative processes to spread green marketing practices on a larger scale.
- 3) The government must introduce entrepreneurial education and training centres, which would boost the growth of green marketing.
- 4) Such concepts must be covered in the business management students' syllabus and curriculum to give them the formal education they need to develop innovative eco-friendly ideas that will

preserve the environment for future generations.

#### Conclusion:

- As the concept of a green marketing approach is relatively modern and new in the business world, it will take sufficient time to leave a mark in the industry.
- However, its significant impact is being realized by the brands, and more and more brands are adopting such practices to get a competitive edge in the market and be more efficient in the ever competitive and cutthroat market.
- However, as it is costly to implement and it requires a socially conscious entrepreneur to adopt such practices, we can assume it will take a while for companies to collectively adopt such approaches. However, brands must realize that such an approach will benefit them in the long term, create a favorable impact on stakeholders, and, more importantly, reduce environmental concerns.

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