



— Chapter —

Green Marketing in India: Unveiling Contemporary Challenges within the Sustainability Paradigm

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ABSTRACT

Green marketing refers to the promotion and sale of products that are environmentally safe. Today, environment related problems such as pollution, climate change, global warming and waste are increasing rapidly. Because of these problems, companies are encouraged to produce those products which are eco-friendly and do not harm nature. Green marketing helps in reducing pollution, saving energy and using natural resources carefully. It also secures the environment for future generations. Multiple studies show that many consumers are now aware of environmental problems and they prefer eco-friendly products (Bhatia, 2013). Research also indicates that companies adopting green marketing practices can improve their brand image and gain the trust of customers (Chaudhary, 2018). Consumers feel that green products are better for health as well as the environment (Huang, 2018).

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Therefore, demand for green products is slowly increasing.

As per Government environmental reports show that pollution, carbon emission and waste generation are increasing in India due to population growth and industrial development. India is using more renewable energy like solar and wind power now. This shows that India is moving towards sustainable growth, being responsible with how they produce and consume things.

The study looks at how people feel about eco-friendly products, what makes them buy green and how green marketing contributes to sustainable growth in India. Green marketing is good for business and the planet as it saves the environment and boosts the economy.

Keywords: Green Marketing; Sustainable Development; Consumer Perception; Environmental Protection; Green Products; Renewable Energy; Eco-Friendly Products

1. Introduction

In recent years, environmental problems have become a crucial issue worldwide. Issues like pollution, climate change, global warming, deforestation, and waste generation are increasing fast. The standard of living has improved with economic growth, but they've put pressure on natural resources. Use of natural resources without proper care is creating environmental imbalance. Therefore, it has become very important to adopt practices that ultimately protect environment and ensure sustainable development.

Green marketing is very important in dealing with these environmental issues. It includes activities such as eco-friendly production process, recyclable packaging, reduction of pollution, efficient use of energy and responsible waste management. In India, environmental issues are increasing due to heavy industrialisation, urbanisation and population growth. Air Pollution, water pollution and plastic waste have become major challenges. Government environmental reports suggest that carbon emission and waste generation are increasing continuously. Consumers are also becoming more aware of environmental protection. Many consumers now prefer eco-friendly products because they believe these products are safer for health and environment (Chaudhary, 2018). Research studies show that the environmental awareness influences consumer

buying behaviour and encourages people to adopt sustainable consumption habits (Huang, 2018). Consumers are gradually understanding the importance of reducing plastic use, saving energy and purchasing eco-friendly products.

Due to this change in consumer behaviour, many companies are adopting green marketing practices. The companies are now focusing on reducing carbon emission, using recyclable materials and boosting environmental performance. Green marketing protects the environment, enhances company reputation and builds customer trust (Antonides, 2017). Businesses are recognising that sustainable practices are required for long-term success. However, despite increasing awareness, green marketing faces many issues in India such as High cost of eco-friendly products, lack of awareness, limited availability of green products and misleading environmental claims (Bhatia, 2013). Some companies mislead consumers, which reduces consumer trust. Due to financial hurdles many small businesses struggle to adopt green technology. Sustainable development requires the government, companies and consumers to work together. Green marketing is really important as it helps balance the economy and protect the environment at the same time. Sustainable development and green marketing encourage us to be responsible when we make things and use resources so we can leave something good for the future generations and for sustainable development.

Therefore, it is really important to know what people think about green products and the challenges companies face when they try to use green marketing in India. This part is mostly about the issues with green marketing.

2. Literature Review

Bhatia and Jain (2013) did a study about what people think of marketing. They found out that people are becoming more aware of the environment day by day. The study says that a lot of people like to buy eco-products because they think these products are good for the environment and their health. Green marketing is helpful for companies because it makes people think things about their brand and they gain the trust of their customers. The study says that when people care about the environment it affects what they buy. Green marketing is important for companies. It helps them with their brand image

and customer trust and that is why green marketing is good, for companies and their customers.

Chaudhary and Bisai (2018) said that green marketing is something that companies are really starting to focus on because of all the problems we are having. They found out that people like to buy things from companies that do what is best for the environment. Green marketing helps to reduce pollution. It also helps with development, which is very important. The main thing that Chaudhary and Bisai found out is that if people know more about products, they will want to buy them. So, awareness and education are key to getting more people to buy products.

Huang and Zhao (2018) in their study looked at how people understand environmental issues and how it affects their buying choices. They found out that people who know more about issues are more likely to buy products that are good for the environment. This research also shows that when people learn more about the environment, they feel more responsible for it. The study says that companies should give people the information about environmental issues so they can make better buying choices. It is all, about companies providing the information to influence what people buy.

Kumar and Ghodeswar (2015) in their study looked at marketing practices used by companies. They found that businesses are now focusing on making their production and packaging more eco-friendly to reduce the damage they cause to the environment. The research also highlights that green marketing can improve a company's reputation and to gain customer's loyalty. The study concludes that being environmentally responsible can give companies an edge, over their competitors. It helps them gain an advantage.

Peattie and Crane (2005) in their study said that green marketing started because of the problems that society is dealing with. Companies are trying to make money while also protecting the environment. This research points out that doing practices helps businesses grow in the long run. The study also says that green marketing is needed to achieve development and that is why green marketing is important. Green marketing helps companies to balance profit with protection and that is why it is necessary, for achieving sustainable development.

Ottman (2011) studied consumer behaviour towards green products and found that consumers are becoming more conscious about environmental protection. The study explains that companies should communicate environmental benefits clearly to customers. The research highlights that trust plays important role in green purchase decisions. The study concludes that transparency is necessary for success of green marketing.

Polonsky (1994) explained the concept of green marketing and its importance in reducing environmental problems. The study highlights that companies should adopt eco-friendly production process to minimise environmental damage. The research shows that green marketing encourages responsible consumption behaviour. The study concludes that environmental protection should be part of business strategy.

Environmental Management Report (Government of India) says that problems like air pollution, climate change and waste generation are getting worse because of industrial growth and more people moving to cities. The report stresses that we need to use resources in a way that lasts. It also mentions that India is making renewable energy. The report ends by saying that managing the environment is crucial for the economy to grow in a way.

Mokha (2017) did a study about what people think of eco-products. He found out that lots of people are becoming aware towards environment. Large number of people are choosing eco-products to save the earth. These products help in reducing pollution and make life better for all of us. The study says that green marketing is very important for letting people to buy eco-products and live in a sustainable way. Green marketing helps people in making choices and live in a way that is good for the earth.

Tandon, Agrawal and Acharya (2023), in their study about marketing and consumer behaviour, found out that when people know more about environmental issues, they are more likely to buy products that are good for the environment. The study says that many consumers want products that help the environment. It also shows that by using green marketing strategies companies can get customers who care about the environment. The researchers concluded that if consumers know more about sustainability, they are more likely to make purchase decisions.

Singh and Nagra (2023) wanted to see how it affects the choices of people when they buy eco-cosmetic products. People are becoming more concerned about chemical-based products. They prefer buying things that are natural and do not harm the environment. Companies use eco-labelling and sustainable packaging to make their products more appealing as per customers purchase preferences. The study by Singh and Nagra found that green marketing helps companies to gain the trust of people and create an image for their brand. Green marketing is very important for companies that make eco-products because it helps them to build a good reputation and sell more of their products.

Bhardwaj, Nair, Tariq, Ahmad and Chitnis (2023), in their bibliometric review on green marketing research, found out that people are getting interested in green marketing every year. Businesses are trying to make products that are good for the earth and market them in a fair way. The study says that green marketing is getting very important for making sure our planet is healthy. Green marketing is really becoming a deal for those companies who want to be sustainable.

Desai and Bhatt (2024) did a study about how people buy eco-products. People who care about the environment are more likely to buy eco-friendly products. Companies are using green marketing to get people aware of eco-friendly products. People want to buy things that are good for them as well as earth. The study is about green products and how companies can sell them to people who care about the environment.

3. Objective of the study

The main objectives of the study are:

- To understand the concept and role of green marketing in promoting sustainable development.
- To analyse consumer perception and factors influencing green purchase behaviour towards environmentally friendly products.
- To examine the role of green branding and Corporate Social Responsibility (CSR) in encouraging sustainable consumer behaviour.
- To study the challenges in implementing green marketing strategies and the role of government policies in promoting green marketing practices.

4. Data Source and Method of Analysis

This chapter is based only on secondary data. The information has been collected from published research papers, journal articles and government reports related to green marketing and environmental sustainability. The study mainly uses definitions, concepts and conclusions from previous studies to understand the issues of green marketing in India. The collected information has been analysed in a simple and descriptive manner to explain consumer perception, challenges and importance of green marketing for sustainable development.

5. Concept, Evolution and Importance of Green Marketing

Green marketing refers to the process of promoting environmentally safe products and services, including various activities such as product design, packaging, advertising & distribution that minimize negative environmental impact (Bhatia & Jain, 2013).

Green marketing is also known as ecological marketing because the focus is only on satisfying customer needs and wants while ensuring environmental protection. Green marketing encourages the companies to produce goods that are recyclable, biodegradable and energy efficient (Kaur, 2017).

Green products generally possess the following characteristics:

- Recyclable materials
- Biodegradable Packaging
- Reduced pollution
- Energy efficiency
- Water conservation
- Use of renewable resources
- Reduced carbon emission
- Environmentally safe manufacturing process

Green marketing aims to reduce harmful environmental impact by encouraging consumers to adopt environmentally responsible consumption behaviour. Companies adopting green marketing practices attempt to balance profit objectives with environmental responsibility (Rao et al., 2011).

Green marketing also includes environmental advertising, eco-labelling and sustainable supply chain management practices that helps organisation to reduce environmental damage and improve corporate image (Gandhi, 2020).

The idea of green marketing started to take shape in the late 20th century when people around the world began to worry about the environment. Some big environmental issues like the ozone layer getting depleted, global warming and pollution from industries made people and leaders realize how important it is to develop (Bhatia & Jain, 2013).

The American Marketing Association put together workshops on ecological marketing in 1975. This was the start of people looking into green marketing. Before that people were studying environmental awareness and its impact on consumer behaviour. They found out that people are willing to change what they buy to help the environment (kaur, 2017).

During the 1990s, companies started adopting environmentally responsible production methods in response to increasing regulatory pressure and consumer demand for eco-friendly products. Environmental certifications and eco labels were introduced to help consumers identify environmentally safe products (Chaudhary & Bisai, 2018).

Green marketing is really important nowadays. As people are getting more worried about the environment and they want to buy products that are good for the environment. They care about issues and choose products that do not harm the planet (Bhatia & Jain, 2013).

Green marketing helps organisations in reducing damage by using sustainable raw materials and energy-efficient production methods. Companies that adopt marketing can improve their brand image. They can also attract consumers who care about the environment (Gandhi, 2020). Green marketing contributes to CSR by encouraging organisation to take the responsibility for environmental protection. It helps the companies to build trust among the consumers (Kaur, 2017).

Green marketing also provides competitive advantage to organisations by differentiating their products from conventional products. Companies promoting eco-friendly products which can attract new customers and increase market share (Chaudhary, 2018).

Green marketing promotes sustainable development by encouraging responsible consumption patterns and reducing environmental damage as well as supports long term economic growth while protecting natural resources (Milana et al., 2020).

6. Analysis and Discussion of Key Issues in Green Marketing

6.1 Consumer Perception towards Green Products

Consumer thoughts towards green products means how people react about eco-friendly products. Green products do not harm nature and safe for human health. These products are made by using natural materials, produce less pollution and can be recycled or reused (Bhatia & Jain, 2013).

Multiple studies show that People are getting more worried about the earth and the problems we are facing like pollution, climate change and global warming. Lots of people now want to buy eco-products instead of the regular ones. They think that eco-friendly products are good for the earth and helps in making our life better. People believe that using eco-products is a way to protect nature and enhance quality of life (Sharma, 2020).

Table 6.1.1 - Consumer Awareness towards Environmental Protection in India

Indicator	Percentage
Consumers aware about sustainability	62%
Consumers preferring eco-friendly products	84%
Consumers willing to pay more	60%
Consumers believing environmental protection important	75%

(Source – Compiled by the researcher from the data of PwC Survey, Mintel Report, SPJIMR Survey)

According to previous research, consumers generally have a positive attitude towards green product but due to high price, lack of availability and lack of proper information, they failed to buy those products (Kumar, 2019). Education level also affects consumer perception. Educated consumers understand environmental problems better and they are more willing to purchase green products. Young customers are also interested in purchasing green products because they are more concerned about future environmental conditions (Bhatia, 2013).

Trust is another factor. Consumers prefer those products which have eco-labels, environmental certificates or government approval. Companies that talk about their eco-products want people to trust them and buy the eco-friendly products they sell (Sharma, 2020). Consumers also believe that using green products can also improve public health. Many consumers think that green products are safer for children and family members because these products contain less harmful chemicals (Kumar, 2019).

Overall, consumer perception towards green products is positive in India. People are slowly changing their mindset and becoming more responsible towards environment. This change in perception encourages companies to adopt green marketing practices and produce eco-friendly products.

6.2 Factors Influencing Green Purchase Behaviour

Green purchase behaviour means the decision of consumers to buy environment friendly products instead of normal products. Many factors influence the decision of consumers to purchase green products. These factors can be social, economic and psychological in nature.

Environmental Awareness: People who know about the problems that are hurting the earth like pollution, climate change and global warming are more likely to buy eco-friendly products. Buying products is one way that consumers can protect the nature and the environment (Sharma, 2020).

Price: It is another major factor influencing green purchase behaviour. Many green products are more expensive than normal products. The high price of eco-products is a problem for some people who want to help the environment. These people want to buy eco-products, but the cost is too much for them. When it comes to buying something, the consumer will usually compare prices first before they make a decision to buy. The price is a big issue, for many consumers. Consumers want to protect the environment through buying eco-products, but they have to think about the price too (Kumar, 2019).

Income Level: It also affects green purchase behaviour. People who have money are happy to buy green products as they can afford the extra cost. But, for some people the price of green products is just too high so they will buy other things that are

cheaper even if those things are not good for the environment (Bhatia, 2013).

Education Level: It plays an important role in influencing behaviour of a consumer. Educated consumer have better knowledge about environment and they understand the long-term benefits of using eco-friendly products. Education helps consumer to make responsible purchase decisions (Sharma, 2020).

Social Influence: It also affects consumer behaviour. Family members, friends and society can influence the decision of consumers. When people see others are using eco-friendly products, they also like to purchase similar products (Kumar, 2019).

Availability of green products: If eco-friendly are easily available in the market, consumers are more likely to purchase them. Lack of availability reduces the chances of green purchase behaviour (Bhatia, 2013).

Trust and eco-labelling: It also influences consumer behaviour. Consumer mainly prefer those products which have environmental labels, certifications and government approval. Eco-labels help consumers to identify whether the product is environmentally safe or not (Sharma, 2020).

Government policies and environmental campaigns: Awareness programmes, advertisements and environmental education increases interest in eco-friendly products (Kumar, 2019).

Overall, green purchase behaviour depends on many factors such as awareness, price, income, education, social influence and trust. When these factors are favourable, consumers are more likely to purchase environmentally friendly products, which supports sustainable development.

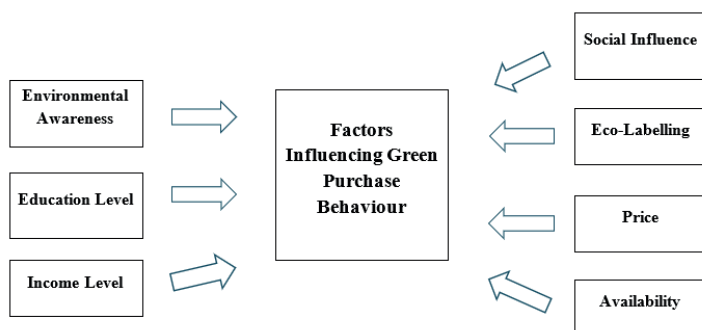


Figure 6.2.1 - Factors Influencing Green Purchase Behaviour

(Source – Compiled by the researcher)

6.3 Challenges in Green Marketing

Green marketing is very important for environmental protection, but companies face many problems while adopting green marketing practices. These challenges ultimately create problems in production, promotion and selling of green products.

High cost of green products: Eco-friendly products need better technology. They also need eco-raw materials and sustainable ways to make them. These things make production more expensive which leads to higher cost of products. As a result, many people cannot afford to pay more. This makes it harder to sell products which reduces the demand for green products (Sharma, 2020).

Lack of awareness among consumers: Many people do not know much about issues and the advantages of eco-friendly products. They may not understand why eco-friendly products are really important for protecting the environment. Green products are made to have an impact, on the environment but people need to know about their benefits (Kumar, 2019).

Greenwashing: It is also an important challenge. Sometimes companies give false claim about environmental benefits of their products. They claim that their products are eco-friendly even when they are not completely safe. This creates confusion and reduces trust of consumers towards green products (Bhatia, 2013).

Lack of proper infrastructure and technology: Green production needs new and advanced machines. It also needs equipment that helps to control pollution and technology that is safe for the environment. It can be hard for small companies to afford the modern machines and pollution control equipment that green production requires as they may not have enough financial resources (Sharma, 2020).

Lack of standardisation and certification: There is no single universal standard to define green products. Different organisations use different eco-labels, which creates confusion among consumers (Kumar, 2019).

Limited availability of green products: It is also a problem. In many areas, eco-friendly products are not easily available. Consumers may not purchase green products if they are not easily accessible in market (Bhatia, 2013).

Government policies: sometimes government policies create difficulty for companies because environmental regulations may increase cost of compliance. Companies need to follow environmental rules, pollution control norms and sustainability standards, which require time and investment (Sharma, 2020).

Overall, green marketing faces many challenges such as high cost, lack of awareness, greenwashing, limited technology, lack of standardisation and government regulations. These challenges create difficulty for companies to adopt environment friendly practices. However, with proper awareness, innovation and government support, these challenges can be reduced, green marketing can become more successful in future.

6.4 Role of Green marketing in sustainable development

Green marketing plays an important role in achieving sustainable development. Sustainable development means fulfilling present needs without harming the ability of future generations to fulfil their needs. Green marketing helps in protecting natural resources, reducing pollution and promoting environmentally friendly lifestyle.

Protection of environment: Companies adopting green marketing to reduce pollution and harm to the environment. They use eco- materials that are good for the Earth, energy that won't run out and ways of making things that don't hurt the planet. This helps in conservation of water, air and land (Sharma, 2020),

Reducing waste generation: Companies are promoting recyclable packaging and reusable products. This really helps to control the problem of increasing waste in urban areas. Proper waste management is very important for maintaining environmental balance and it also enhances the quality of life (Kumar, 2019).

Reduction of carbon emission: Companies that use renewable energy such as solar and wind energy produce less carbon emission. Reduction in carbon emission helps in controlling climate change and global warming. Sustainable production helps in creating healthy environment for society (Pandey, 2025).

Creating environmental awareness among consumers: Companies promote eco-friendly products through advertisement and awareness campaigns. This encourages consumers to adopt environmentally responsible behaviour and support sustainable products (Bhatia, 2013).

Economic development: Many companies are investing in renewable energy, organic products and sustainable technology. This creates employment opportunities and promotes green economy (Sharma, 2020).

Improving brand image and competitiveness: Companies that adopt environmentally responsible practices are seen as socially responsible organisations. This improves reputation of company and increases customer loyalty (Kumar, 2019).

Government policies and environmental regulations: Environmental laws motivate companies to reduce pollution and adopt green business strategies. Government initiatives support renewable energy and sustainable industrial development (Pandey, 2025).

Overall, green marketing plays a significant role in sustainable development by protecting environment, reducing waste, controlling pollution, creating awareness and promoting green economy. Green marketing helps in achieving balance between economic growth and environmental protection, which is necessary for long term development of society.

6.5 Role of Government Policies in Promoting Green Marketing

The government wants companies to make products that are good for the environment. They do this by making laws and

running programs that teach companies to be more sustainable. The government also gives support to companies that make eco-products. This helps in reducing the harm that industries cause to the environment (Dangelico & Vocalelli, 2017). The National Action Plan on Climate Change (NAPCC) is about using renewable energy efficiently and reducing carbon emission. It supports the idea of production and consumption such that we can make and use things without hurting the earth (Government of India, 2008).

The Government has started things like the Green India Mission to protect our forests, the variety of plants and animals and our natural resources. This helps businesses to be more careful about the environment (Ministry of Environment, Forest and Climate Change, 2014). There are rules to control pollution and manage waste, which helps industries to reduce the harm they cause to the environment and make their production methods greener (Polonsky, 1994).

Government also promotes renewable energy through schemes supporting solar and wind energy development. These initiatives encourage companies to adopt clean technology and eco-friendly production process (International Energy Agency, 2021). Environmental regulations motivate companies to follow sustainable practices and produce green products which support green marketing growth (Joshi & Rahman, 2015).

Government policies help green marketing by making it easy for people to buy eco-friendly products and services. This helps companies to make products and motivates them to follow environmental rules. Green public procurement is a way to promote consumption and encourages companies to be more environment friendly. This is done with the help of government procurement policies that promote marketing and sustainable consumption (UN Environment Programme, 2017).

Therefore, government policies help in promoting environmental awareness, encouraging sustainable production and increasing demand for eco-friendly products.

6.6 Green Branding and Corporate Social Responsibility (CSR)

Green branding helps companies to create an environmentally responsible image in the mind of consumers. Companies use

green branding strategies to show that their products are safe for environment and support sustainable development (Chen, 2010). Green brand image helps in building trust among consumers. This trust makes people more likely to buy eco-products (Ottman, 2017).

Corporate Social Responsibility (CSR) plays an important role in promoting environmental sustainability. According to the Companies Act, 2013, companies are required to spend a part of their profit on social and environmental activities. CSR activities include tree plantation, waste management, water conservation and renewable energy use which help in environmental protection. CSR helps companies to improve their brand image and build positive relationship with consumers. Companies adopting CSR activities are considered socially responsible and environmentally conscious which increases consumer preference for their products (Kotler & Keller, 2016).

Many companies are doing Corporate Social Responsibility activities that are related to sustainability like reducing pollution using packaging and promoting environmental awareness campaigns (Dangelico & Vocalelli, 2017). CSR supports ethical marketing practices and helps companies to contribute towards sustainable development (Joshi & Rahman, 2015).

Therefore, green branding and CSR help companies promote eco-friendly products and create a positive image in the market which supports green marketing growth.

6.7 Corporate Adoption of Green Marketing: A Case Study Analysis of Selected Companies

Green marketing practices mean the activities adopted by companies to produce, promote and sell products which are environmentally friendly. Companies are now focusing on sustainability because consumers are becoming more aware of environmental protection. Green marketing helps companies to reduce pollution and create a positive brand image.

One important green marketing practice is use of eco-friendly raw materials. Many companies use natural, recyclable and biodegradable materials in production process. This reduces harm to environment and helps in conservation of natural resources (Sharma, 2020).

Another important practice is use of renewable energy in production. Many companies are using solar energy, wind energy and other renewable sources instead of fossil fuel. This helps in reducing carbon emission and supports environmental sustainability (Kumar, 2019).

Companies are also adopting eco-friendly packaging methods. Many organisations are reducing the use of plastic and using paper, cloth or biodegradable packaging. Sustainable packaging helps in reducing waste generation and environmental pollution (Bhatia, 2013).

Another green marketing practice is waste reduction and recycling. Companies try to reduce waste during production process and promote reuse of materials. Recycling helps in saving natural resources and reducing environmental damage (Sharma, 2020).

Many companies also focus on green advertising and promotion. Companies highlight environmental benefits of their products in advertisement. Green labels, eco-certification and environmental claims help in attracting environmentally conscious consumers (Kumar, 2019).

Corporate social responsibility (CSR) activities also support green marketing practices. Companies participate in tree plantation, environmental awareness programmes and sustainability initiatives. These activities improve brand reputation and create positive impact on society (Bhatia, 2013).

To understand the practical application of green marketing, selected Indian companies are analysed through a case study approach. The table summarises key initiatives adopted by these companies to promote environmentally responsible products and green brand positioning.

Table 6.7.1 - Green Marketing Initiatives of Selected Indian Companies

Company Name	Key Initiative
ITC Limited	• Promotes eco-friendly paper products such as Classmate notebooks sourced from social forestry programmes • Uses environment-related product claims such as elemental chlorine free paper • Communicates environmentally responsible sourcing in product branding • Uses recyclable and environmentally friendly packaging materials • Promotes green product positioning in FMCG categories • Uses environmental labelling and messaging to attract eco-conscious consumers • Promotes sustainable agriculture sourcing as part of brand communication
Dabur India Ltd	• Promotes herbal and natural products as environmentally safe alternatives • Uses plant-based ingredient claims in product communication • Uses eco-friendly packaging promotion in marketing messages • Promotes chemical-free product positioning • Uses nature-based branding themes • Communicates environmental safety through Ayurvedic product positioning
Hindustan Unilever Limited	• Promotes environmentally friendly product variants such as water-saving detergents • Uses reduced plastic packaging communication • Promotes responsible consumption through environmental awareness campaigns • Uses eco-label messaging in product communication • Promotes sustainable sourcing claims in marketing communication • Highlights reduced environmental footprint of selected products

Godrej Consumer Products Limited	• Promotes environment-friendly household and personal care products designed to reduce harmful chemical impact • Communicates product benefits related to reduced environmental impact in categories such as home care and insect control • Uses green product innovation messaging in marketing communication • Promotes products with responsible ingredient selection and safer formulations • Highlights eco-conscious product development as part of brand positioning • Uses communication that reflects commitment towards environmentally responsible consumption • Promotes sustainable packaging improvements in selected product categories • Uses environmental responsibility messaging in corporate and brand communication
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(Source: Compiled by the researcher from annual reports, sustainability reports and official websites)

Overall, companies are increasingly adopting green marketing practices such as eco-friendly production, renewable energy use, sustainable packaging, recycling and environmental promotion. These practices help companies to achieve competitive advantage and contribute to sustainable development.

7. Conclusion

Green marketing is really important for businesses today. This is because problems like pollution, climate change, carbon emissions and waste are getting worse every day. The main goal of green marketing is to reduce harm to the environment and promote development that is sustainable. Green marketing helps companies in making such products that are good for the environment. It also encourages people to consume in a way which supports green marketing and environmentally friendly products. (Bhatia, 2013).

From the literature review, it is understood that consumers are becoming more aware of environmental protection. Many

consumers prefer eco-friendly products because they believe that green products are safe for health and environment. However, some consumers are still not able to purchase green products because of high price, lack of awareness and limited availability of such products (Sharma, 2020).

Many factors influence green purchase behaviour such as environmental awareness, income level, education, price of product, social influence and trust on eco-labels. When consumers have proper knowledge about environmental problems, they are more likely to purchase environment friendly products. Therefore, awareness plays an important role in promoting green consumption (Kumar, 2019).

Companies are using energy packaging that is friendly to the earth and they are recycling waste. They are also using production methods that are sustainable. This helps to reduce the amount of pollution and conserve resources like water and air. Government policies and environmental regulations are also encouraging companies to adopt green business strategies (Pandey, 2025).

At the same time, companies also face many challenges in green marketing such as high cost of production, lack of proper technology, greenwashing problem and lack of standardisation. These challenges create difficulty in successful implementation of green marketing practices. Proper government support, consumer awareness and technological development can help in reducing these challenges (Bhatia, 2013).

Green marketing is really important for development. We need to balance economic growth and environmental protection at the same time. Green marketing is all about being responsible when we make and use things so we can save resources for future generations. Green marketing helps reduce carbon emissions and waste generation, which are major environmental problems we face today with green marketing (Sharma, 2020).

Overall, green marketing is not only a marketing strategy but also a social responsibility of companies. Adoption of green marketing practices can create positive impact on environment, society and economy. Therefore, companies, consumers and government should work together to promote green marketing for sustainable development and better future.

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