



GREEN MARKETING: AN EMERGING APPROACH OF 21st CENTURY

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ABSTRACT:

In today's industry, green marketing has taken on new meaning. Green represents purity via quality, fair pricing, and trustworthiness in business relationships. Green marketing focuses on selling eco-friendly items to clients in order to meet their requirements and desires. It employs new product modification techniques, dynamic product processes, sustainability, and diverse advertising methods, among other things. Green marketing's objective is to do business while also safeguarding the environment. Customers nowadays must be socially responsible by consciously striving for environmental conservation. Modern developments in business have generated global pressure on employers to be environmentally responsible. Many firms are now aiming to manufacture consumer and industrial goods that are less harmful to the environment. Every firm ultimately transitions to green in order to benefit from the early mover benefits provided by regulatory authorities. Green marketing ensures long-term profitability and sustainability. It has several benefits, including lower costs, more access to new markets with a competitive edge, increased staff morale for being a part of the environmental cause, and satisfied customers with health products and services. The data for this article were gathered from secondary sources such as text books, journal publications, firm reports, and websites.

KEY WORDS: Market, eco-friendly, hazards, environment, customer, green marketing.

INTRODUCTION

The environment has recently arisen as a pressing topic for society, governments, and commercial enterprises. Its importance stems from the increasing environmental deterioration caused by solid waste, ozone depletion, global warming, and air pollution. Nowadays, a high proportion of respondents worldwide report that they are worried or very concerned about environmental issues (Diekmann&Franzen, 1999; Dunlap & Mertig, 1995). Since buyers have recognised the need of environmental protection, environmentalism has emerged as a critical

topic in the marketplace (Kalafatis et al., 1999). According to Makower (1993), the 1960s was the era of "green awakening", the 1970s was the years of "taking action" the 1980s was a Key words: "accountable" period and the 1990s was "power in the marketplace" time. People began to demand environmentally friendly products and services during that time period, and organisations faced political and public pressure to go green. The need to raise customer knowledge of business efforts to achieve sustainable standards, as well as the need to determine consumer preferences for green products and the prospect of charging a premium price, gave rise to a new marketing trend known as Green marketing (Peattie and Crane, 2005).

LITERATURE REVIEW:

Polonsky and Alma (2008) address the role of marketing in environmental improvement in their edited book *Environmental Marketing - Strategy, Practice, Theory, and Research*. According to the book, the importance of marketing in the growth process is well understood (Kinsley 1982; Riley et al. 1983; Dholakia 1984; Carter 1986; Kotler 1986). Most economic activity is generated by the marketing process, which provides and drives consuming possibilities to meet human needs and desires. But, the vital function of marketing in development will only be recognised through sustainable marketing; it serves the requirements of the present without jeopardising future generations' capacity to satisfy their own needs. This implies that it may have to abandon its current profligacy, which fosters an unsustainable development path. A marketing strategy that seeks to satisfy customers' material desires through an ever-increasing amount of commodities without attempting to maximise life quality (Kotler 1988) relies too heavily and too rapidly on already depleted natural resources and is likely to mortgage the future. Life quality includes not only the number and quality of consumer products and services, but also the environmental quality. Marketing must clearly take on a more responsible role in order to contribute to sustainable development. It goes on to say that the notion of a socio-ecological product? must broaden our knowledge that environmental implications (the product's aggregate influence on everyone touched by its usage) are more significant determinants of its acceptability than user happiness or corporate profitability (Cracco and Rostenne 1971).

Recently, the Athens Laboratory of Research in Marketing, in partnership with the Centre of Sustainability, conducted a study on green marketing, which found that around 92% of customers have a favourable view towards enterprises that are vulnerable to environmental challenges (Papadopoulos et al., 2009).

Furthermore, environmentally conscious individuals who feel that pollution is an issue and have a favourable attitude towards greening the environment are more likely to purchase green items. As a result, when individuals grow more aware of environmental issues, their opinions and purchasing intentions may shift. Purchase intention is a key idea in marketing literature. Most businesses utilised consumer purchase intention to anticipate the adoption of new items as well as recurring purchases of existing ones. Previous research has found that consumers who express a want to acquire a product are more likely to purchase it than customers who express no desire to buy (Brown, 2003).

According to D'Souza et al. (2006), customer perception of green products is inversely connected with their desire to acquire them if they are more expensive and of worse quality than traditional items. As a result, it may be claimed that buyers have an expectation that all things sold should be ecologically friendly without sacrificing quality. As a result, green consumers will not compromise on product quality, thus businesses must improve green product quality as well as focus on environmental advantages of a product, and communicate these features with customers, in order to acquire market recognition (D'Souza., Taghian& Lamb, 2006). Schlegelmilch, Bohlen, and Diamantopoulos (1996) proposed that businesses seeking to increase market penetration of existing green product offers start an advertising effort aimed at boosting customer awareness about environmental quality.

Another study found that many consumers are hesitant to forego important product benefits when making a buying choice. As a result, green products must compete not just on environmental grounds, but also on the basis of other crucial product attributes such as convenience or durability (Diamantopoulos, A., Schlegelmilch, B. B., Sinkovics, R. R. and Bohlen, G. M, 2003). Nevertheless, firms have acknowledged that the future prospects for green goods remain gloomy, unless they can reconcile environmental friendliness with customers' primary need for high-quality, high-performance items. Customers will not pay extra for a product that does not provide basic advantages, regardless of the environmental benefits (Wong, V., Turner, W. & Stoneman, P., 1996).

RESEARCH OBJECTIVES:

1. To study and elaborate the concept of green marketing in the context of today's scenario
2. To observe the reasons of adopting green marketing in the 21st Century
3. To explore the challenges, businesses have with green marketing.

DISCUSSION:

CONCEPT OF GREEN MARKETING:

"Green Marketing" refers to a holistic marketing concept in which the production, marketing, consumption, and disposal of products and services are done in a way that is less harmful to the environment. As people become more aware of the implications of global warming, non-biodegradable solid waste, the harmful impact of pollutants, and so on, both marketers and consumers are becoming more sensitive to the need to switch to green products and services. While the transition to "green" may appear to be costly in the near term, it will undoubtedly show to be vital and cost-effective in the long run. After the results of the first workshop on Ecological marketing conducted in Austin, Texas (US) in 1975, green marketing gained importance in the late 1980s and 1990s. Several businesses seek to go green because an increasing number of customers want to associate themselves with environmentally friendly products.

"Green marketing is the practise of distributing and disseminating products that do not affect the environment," according to the American Marketing Association. According to Ashalatha S Suvarna (2016), any actions that aid in the exchange of products to fulfil human needs while causing the least amount of harm to the natural environment. People prefer pure products by reducing the use of plastic-based products, increasing consumption of herbal products while avoiding processed food articles, increased demand for jute and cloth-made materials, increased usage of bio-fertilizers in agriculture, global initiative for recycling consumer and industrial wastes, adoption of herbal medicine, yoga, and natural therapy, and spreading awareness to protect forests are all examples of green marketing. Green Marketing promotes items that are ecologically desirable to the majority of people. Patidar, Manish (2013) Green marketing includes product changes, changes in the production process, updated packaging strategies, and proactive advertising. Green Marketing encompasses the promotion of the manufacture and distribution of pure and high-quality products to those in need. Marketers' mechanisms must be ethical and fair to customers, as well as provide long-term environmental protection.

According to Jacquelyn Ottman (author of "The New Rules of Green Marketing: Strategies, Tools, and Inspiration for Sustainable Branding" (Greenleaf Publishing and Berrett-Koehler Publishers, February 2011), environmental considerations should be integrated into all aspects of marketing - new product development, communications, and everything in between. The comprehensive aspect of green also demands that, in addition to suppliers and merchants, new

stakeholders be involved, such as educators, community members, regulators, and non-governmental organisations (NGOs). Environmental concerns must be balanced against key client demands. The last decade has demonstrated that harnessing consumer power to create positive environmental change is considerably more difficult said than done. The so-called "green consumer" movements in the United States and other countries have failed to gain traction and maintain their prominence in the minds of buyers. While public opinion polls conducted since the late 1980s have consistently revealed that a significant percentage of consumers in the United States and elsewhere express a strong willingness to favour environmentally conscious products and companies, consumers' efforts to do so in real life have been shaky at best. One of green marketing's issues is the absence of standards or public consensus regarding what defines "green," according to Joel Makower, a writer on green marketing. In essence, there is no standard for determining "how good is good enough" for a product or firm making green marketing claims. According to Makower, the lack of unanimity among consumers, marketers, activists, regulators, and prominent individuals has hindered the rise of green products since corporations are typically hesitant to promote their green features, and consumers are often sceptical of promises. Notwithstanding these obstacles, green marketing has grown in popularity, especially in light of rising worldwide concern about climate change. This issue has prompted many businesses to publicise their commitment to reducing their environmental footprint, as well as the influence this has on their products and services.

3 R's Of Environmentalism are:

- Reduce.
- Re-use.
- Recycle.

The popularity and efficiency of such a marketing strategy are strongly discussed. The Energy Star certification, for example, currently appears on 11,000 different firms' models in 38 product categories, ranging from washing machines and light bulbs to skyscrapers and residences, according to supporters. Despite the increase in the quantity of green products, green marketing is declining as a main sales pitch for items. According to Roper's Green Gauge, a large majority of customers (42%) believe that environmentally friendly items do not perform as well as conventional ones. This is a regrettable holdover from the 1970s, when shower heads sputtered and natural detergents made garments dingy. Given the option, all but the most

environmentally conscious clients will choose synthetic detergents over the high-priced, mythical "Happy Planet" any day, including Earth Day. Nonetheless, new statistics suggest an increasing inclination towards green products.

We can define green products by following measures:

- Products that are originally grown,
- Products that are recyclable, reusable, and biodegradable,
- Products with natural ingredients,
- Products containing recycled contents, non-toxic chemical,
- Products contents under approved chemical,
- Products that do not harm or pollute the environment,
- Products that will not be tested on animals,
- Products that have eco-friendly packaging i.e. reusable, refillable containers, etc.

REASONS TO ADOPT GREEN MARKETING:

1. Diversified Consumer Interest:

According to Nayan Ranjan Sinha's Silicon India blog, most Indian consumers favour eco-friendly items since they are concerned about their health and the environment. Green marketers concentrate their efforts to reach these diverse customer demographics in order to expand their business. On his blog, Nayan Ranjan Sinha cited instances such as Surf Excel detergent focusing on saving water with the slogan 'Dho Bucket Paani Roz Bachana' and LG consumer durables attempting to focus on saving power, among others.

2. Extended Producer Responsibility:

Despite the fact that any business's primary goal is to increase revenue in the form of profit. By being eco-friendly, the current notion of Corporate Social Responsibility (CSR) has instilled a feeling of environmental concern in production and distribution. To be sustainable, the organisational profit incentive should constantly ride alongside environmental challenges by emphasising the notion of extended producer responsibility.

3. Regulatory Control:

Greenhouse Gas (GHG) emissions have quickly grown, resulting in a 0.74o C increase in global temperature during the century. The Indian government has created a number of laws to safeguard the environment, including emission regulations. The first emission standards for petrol cars were set in India in 1991, and for diesel vehicles in 1992. The automobile industry

established the Automotive Research Association of India (ARAI), a cooperative industrial research organisation under the Ministry of Industries, Government of India. The Environment Protection Act of 1986, The Water (Prevention and Control of Pollution Act of 1974, The Air (Prevention and Control of Pollution Act of 1981), The Water Cess Act of 1977, The Motor Vehicles Act of 1936, Solid Waste (Management and Handling) Rules, 2000, The Plastic Manufacturer and Use (Amendment) Rules 2003, The Explosives Act of 1884, Indian Factories Act of 1948, Batteries (Management and Handling) Rules, 2001 were all enacted by the government. The National Water Quality Network was founded in 1979, requiring employers to do business in an environmentally sustainable manner. There are laws in place to safeguard and preserve people's health, such as the Prevention of Food Adulteration Act of 1954, the Consumer Protection Act of 1986, and the ban on the use of plastic and smoking in public places. Emission rules and regulations for the automobile sector by adopting Bharat Stage (India) emissions Standards to govern the output of air pollutants from internal combustion engine devices, including motor vehicles such as gasoline passenger cars, Euro I, Euro II, Euro III, and Euro IV. Bharat stage III rules have been in effect across the nation since October 2010. From April 2010, 13 large cities have implemented Stage IV emission standards. The Design for the Environment Program (DFE) was developed in 1992 by the United States Environmental Protection Agency (USEPA) to reduce pollution. The government placed anti-dumping duties on imports of carbon black used in rubber applications from Australia, China, Russia, and Thailand to India till January 29th, 2010. In April 2009, a 20% ad valorem safeguard tariff was placed on imports of soda ash from China until November 5th, 2009. These measures served as a foundation for reducing the production and distribution of hazardous goods and products to society and going green in business. The Hindu Business Line is a business newspaper in India. (28 January 2015) In the Indo-German Environment Forum, Environment Minister Prakash Javadekar stated that the Central Government will give the next level of ease of business with predictable processes and systems for the public procurement of green products in order to strengthen Public Procurement Policy. The administration is striving towards establishing a single point of contact for approval, where all departments and authorities would be linked.

Competition in Business:

Green product marketing through commercials, social media, and direct sales has established a competitive advantage in reaching out to current conscientious customers.

It expanded company potential by introducing a new sector of consumers who are eco-friendly in terms of product usefulness for health and environmental protection. This sparked new corporate tendencies towards being green.

4. Best Out of Waste:

According to Jaya Tiwari, the cost of conducting business may be reduced by producing money by recycling industrial wastes to generate valuable byproducts or by recycling natural resources used in production, such as water, for reuse in the manufacturing process. For example, surplus sugarcane from sugar manufacturing might be used to make paper, distil alcohol, and produce fertiliser via further industrial operations. At each stage of generating new by goods, the firm produces more revenue, which automatically decreases the cost of original production. Times of India, December 29, 2015, Divya Kharel Bokaro Steel converted industrial effluents including slag and solid waste into ecologically friendly steel flyash bricks with compressive strengths ranging from 120 to 134 Kg/cm² vs 50 to 75 Kg/cm² for traditional red clay bricks. Red clay bricks absorb less water, have a higher density, and shrink less. Using steel slag in steel mills, according to Mr. Manikant Dhan, Public Relations Officer, contributes in the attainment of the Corporate Responsibility on Environment Protection (CREP) goal while also creating profit.

5. Opportunities:

Individual and industrial customers appear to be getting increasingly concerned and conscious of the natural environment. Except for Singapore, more than half of consumers in a 1992 research of 16 nations expressed worry about the environment. Considering these data, it is reasonable to expect that enterprises selling ecologically responsible items will have a competitive advantage over firms marketing non-environmentally responsible alternatives.

There are countless instances of businesses that have worked to become more environmentally responsible in order to better meet the demands of their customers.

Because of rising public concern about polystyrene manufacture and ozone depletion, McDonald's changed their clamshell packaging with waxed paper.

6. Increased Market Share:

With so many alternatives for purchasers on the market, marketers are having difficulty sustaining brand loyalty. Customers are more likely to acquire environmentally friendly items in such a competitive atmosphere because they prefer products and packaging that can be recycled or disposed of properly without harming the environment.

A marketer attempted to persuade a consumer to become a brand-loyal customer; nevertheless, the customer quickly switched to another firm. Switching to environmentally friendly firms and boycotting brands of corporations with poor environmental histories is the rule of the day. As a result, market behemoths such as Procter & Gamble and McDonald's go to tremendous lengths to provide the greenest mainstream products and take great care to protect themselves and their products as ecologically friendly and efficient.

If you purchase a bottle of Tide laundry detergent, you will discover that it is phosphate-free, includes biodegradable cleaning ingredients, and is packed in a recyclable bottle. McDonald's, for example, uses simple brown paper carry bags and recycled napkins. They are now trying Earth Shell biodegradable meal wrappers.

7. Personal Rewards:

Companies should value green marketing for reasons other than obligation. Customers and all other stakeholders value a firm that chooses to be environmentally sustainable. Creating goods that are in tune with nature allows businesses to individually contribute to environmental conservation and cleaning, ensuring a more secure and green future for future generations.

A mind that has once been attuned to idea never returns to its past. As a result, once accustomed to green thinking, green marketers will strive to create better levels of consumer pleasure and reward.

As a result, there is hope for healthier, more satisfied lives, as well as the ability to make the world a better place to live. These green promises, in turn, guarantee personal and professional advantages for green marketers.

GREEN MARKETING INDIAN SCENARIO:

According to Menon and Menon (1997), Green Marketing encourages the development of modern business strategies that focus on doing business based on green initiatives, as well as the development of public policies that bring regulatory control over the business by ensuring consumer health and environmental protection. This has led to the inclusion of the green marketing idea as one of the organization's goals. Yamin Begum R Nadaf and Shamshuddin R Nadaf (2014) include green marketing among the organisational aims and business vision. It integrates industrial ecology and environmental sustainability by imposing expanded producer accountability towards society at large, covering all stakeholders, life-cycle analysis of product utility, effective resource usage, and study of corporate eco-efficiency. In India, green business is assumed to be lucrative, saves costs, streamlines future laws, and supports first mover

advantages. The organisation seeks to add value to its processes by applying management systems and the utilities of its goods and services.

Some Green Initiatives by the Companies in India:

Global carbon foot print is normally caused by the toxins and emissions discharged by the industries will tremendously damage the environment. Many companies in India have switched over to eco-friendly processes and operations to contribute to the cause of sustainability and environmental safeguards. Moreover, these initiatives have improved their revenue too.

01. Tata Consultancy Services:

The Newsweek's Annual Rankings of the 'World Greenest Companies' ranked Tata Consultancy Services in the 151st position with a Green Score of 56.10 globally which tops amongst Indian Companies. It adopted sustainability practices to meet the agriculture and community needs of the region by making its office as the most environmentally proactive by adopting facilities like composting and bio-digesters to turn waste into kitchen fuel.

02. ITC Ltd:

The Newsweek's Annual Rankings of the 'World Greenest Companies' ranked ITC Ltd. in the 357th position with a Green Score of 26.40. It has adopted green technologies by reducing the Carbon Growth Path. It adopted a cleaner environment approach by introducing 'Ozone Treated Elemental Chlorine Free Bleaching Technology' for the first time in India to introduce a new range of top green products and solutions for example, environmental friendly multi-purpose papers which are eco- friendly.

03. Wipro InfoTech:

Wipro even during the global financial crisis achieved sustainability through its commitment to be energy efficient by launching energy star compliant products in the market. It introduced an effective take back policy for the collection and recycling of post consumer e-waste. Hence it is ranked first in the 18th Edition of the 'GreenPeace' Guide to greener electronics scoring high points of (7.1) for reducing greenhouse gas emissions and using more renewable energy. India's first company to launch environment friendly computer peripherals. It launched a new range of desktops and laptops called Wipro GreenWare having complied with Restriction of Hazardous Substances regulations to reduce E-wastes.

04. Suzlon Energy :

Suzlon Energy has built its Corporate Head quarter at Hadapsar, Pune which is spread over 10 acres of land with name 'One Earth' comprising the most energy efficient buildings in India. It recognises the unique existence of the earth in the ecosystem. The company believes that co-existence and responsible usage of natural resources are the only way to achieve sustainability.

05. HCL Technologies:

The 'Go Green' Steps were initiated to resolve the problems of toxics and e-waste in the electronic industry. It has phased out the hazardous vinyl plastic and Brominated Flame Retardants from its products. It also called for Restriction on Hazardous Substances (RoHS) Legislation in India to encourage eco-friendly revolution in the Information Technology Segment.

06. Oil and Natural Gas Company (ONGC):

Being the India's largest oil producer has initiated efficient, green crematoriums to replace the traditional wooden pyre across the country. It's Mokshda Green Cremation will save 60 to 70 per cent of wood by reducing a fourth of the burning time per cremation.

07. IDEA:

It initiated the National Green Pledge campaign on the theme 'Use Mobile, Save Paper' in Indian cities and attracted thousands of people pledged to save paper and trees. It has set up bus shelters with potted plants and tendril climbers to convey the green message.

08. State Bank of India:

SBI has initiated Green IT by using eco & power friendly equipment in its 10,000 new ATMs to save power and earn carbon costs. It has entered into green service known as "Green Channel Counter " to give services like paperless banking, no deposit slip, no withdrawal form, no cheques, no money transactions form through SBI Shopping and Debit card systems.

09. Taj Hotels:

Pavan Mishra and Payal Sharma (2010) the Indian Hotels Company, which runs the Taj chain, is in the process of creating eco rooms which will have energy efficient mini bars, organic bed linen and napkins made from recycled paper.

10. Indian Railways:

Indian Railways Catering & Tourism Corporation Limited has allowed its customers to carry PNR No of their E-Ticket on their laptop and mobiles to save paperwork.

CHALLENGES FOR GOING GREEN

(i) Lack of Awareness:

Only few people in India are aware about these emerging new issues. All the small scale, domestic, unorganised workforces need to be educated about green business. Every youth shall be trained in taking green business initiatives and use Green Products. All the Management and Humanity students will be given workshops and seminars on this topic to cultivate green habits among the youths.

(ii) Cost:

Green marketing involves marketing of green products/services, green technology, green power/energy for which a lot of money has to be spent initially on the research & development programmes for the introduction of the initiative and subsequently even for the promotion of the programme.

(iii) Convincing Customers:

Effective strategies shall be used by the firms to convey the green initiatives to the stakeholders, Customers should be convinced by highlighting the merits of the Green Products. Consumers experience confusion among the products because of the credibility of green products. To ensure consumer confidence, marketers of green products need to be much more transparent with proper Eco-Labeling Schemes and proper authenticity by the approved authorities, and refrain from breaking any laws or standards in the business practice. Side effects of the toxic products shall be informed through workshops and seminars, NGOs and social welfare organisations shall work for these causes.

(iv) Sustainability:

Initially the profits are very low since renewable and recyclable products and green technologies are more expensive. Green marketing will be successful only in the long run. Hence the business needs to plan for the long term rather than thinking about short term returns. Step by Step initiatives shall be taken to go Green. (v) Non cooperation: The firm practicing green marketing has to strive hard in convincing the stakeholders and many times it may fail to convince them about the long term benefits of green marketing as compared to short term expenses.

(v) **Avoiding green myopia:**

Green marketing must meet improved environmental quality and even customer satisfaction. Misjudging the former at the expense of the latter is known as green marketing myopia which may harm the customer or environment in the long run.

vii) **Unclear description of Household Products:**

Anne Steinemann (2010) investigated and compared Volatile Organic Compounds (VOCs) released by 37 different items such as air fresheners, cleaning products, laundry supplies, and personal care products, including those with 'Green' and 'Organic' certifications and claims. It was discovered that these goods released 156 distinct VOCs, with an average of 15 VOCs per product. By US Federal Statutes, 42 of them are categorised as dangerous or hazardous, and each product released at least one of these chemicals. Around 550 VOCs were released by these items in total, however only 3% were mentioned on any product label or material safety data sheet (MSDS). Since consumer items sold in Australia, the Us and throughout the world are not obliged to identify all components or any chemicals in a chemical composition called 'fragrance'. In the absence of knowledge, customers may pick items with claims such as "green," "natural," or "organic," which may mislead them.

IMPACTS OF GREEN MARKETING:

1. Now, people are insisting on pure products – edible items, fruits, and vegetables based on organic farming. The number of people seeking vegetarian food is on the rise.
2. Reducing the use of plastics and plastic-based products.
3. Increased consumption of herbal products instead of processed products.
4. Recommending the use of leaves instead of plastic pieces; jute and cloth bags instead of plastic carrying bags.
5. Increasing use of bio-fertilizers (made of agro-wastes and wormy-composed) instead of chemical fertilizers (i.e. organic farming), and minimum use of pesticides.
6. Worldwide efforts to recycle wastes of consumer and industrial products.
7. Increased use of herbal medicines, natural therapy, and Yoga.
8. Strict provisions to protect forests, flora, and fauna, protection of the rivers, lakes, and seas from pollution.
9. Global restrictions on production and use of harmful weapons, atomic tests, etc. Various organizations of several countries have formulated provisions for protecting ecological balance.

10. More emphasis on social and environmental accountability of producers.
11. Imposing strict norms for pollution control. Consideration of pollution control efforts and eco-technology in awarding IS), ISO 9000, or ISO 14000 certificates and other awards.
2. Declaration of 5 June as the World Environment Day.
13. Strict legal provisions for restricting duplication or adulteration.
14. Establishing several national and international agencies to monitor efforts and activities of business firms in relation to pollution control and production of eco-friendly products.

CONCLUSION:

Green marketing is a method for ensuring long-term environmental conservation for future generations. Becoming green has a high initial cost, thus moving forward with a green company requires careful consideration of the merits and downsides of this undertaking via adequate study and development. Green marketing has progressed from its conception to worldwide usage. Green companies may not be profitable in the short run, but it will undoubtedly have a good influence on corporate growth in the long run. Green practices may be efficiently adopted through theme-based marketing communications and public statements. Shaping company propaganda and marketing to appeal to green products and practices undoubtedly influences human feelings to go green in their lives. To thrive in a consumer-driven market, all tactics should be built on providing the most advantages to customers based on their current needs. Placing Green products and services in the minds of each consumer is only achievable if organisations maintain ongoing knowledge of the product utility. As a result, any environmentally conscious organisation not only produces environmentally friendly items, but also requires its suppliers to be ecologically conscious. All environmentally conscious customers may exert pressure on businesses to incorporate environmental concerns into their corporate culture in order to reduce the negative environmental effect of their operations.

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