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The effects of green marketing practices on consumer behavior in India: A case study of consumer durable goods

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Abstract---In today's world of globalization, the most pressing necessity is to protect not just the interests of customers and consumers, but also the environment. The growing evidence of environmental issues has caused a rise in global environmental awareness during the past three decades. Consumer concerns regarding environmental preservation and conservation are taken into consideration in environmentally responsible or "green" marketing. Green marketing initiatives draw attention to a company's goods and services that are better at protecting the environment. Products deemed "green" or "environment friendly" by consumers and manufacturers include low-power consuming (energy-efficient) electric appliances, organic foods, lead-free paints, recyclable paper, as well as phosphate-free detergents. These products are gaining popularity among consumers and manufacturers alike. This study looks at how eco-labeling, eco-branding, and environmental advertising affect customer purchasing decisions. It's an effort to quantify that effect. Look into customer perceptions of green production efforts and the environmental effect of production operations as well.

Keywords---environment, eco-friendly, green products, consumer behavior.

Introduction

Green marketing, according to the American Marketing Association, is the promotion of ecologically friendly goods. A wide variety of actions, such as product modification, improvements to the manufacturing process and packaging and modified advertising are all included in green marketing. Ecological marketing and Environmental marketing are two more words used interchangeably when discussing Green marketing [1]. In the last several years, green marketing has emerged as a new idea. In contrast, marketing takes a comprehensive strategy to understanding and fulfilling the needs and desires of current and prospective customers. Green marketing refers to the production and marketing of goods and services that are produced using environmentally friendly methods [2]. Human consumption contributes to environmental issues, therefore conservation efforts are closely tied to consumer purchasing habits. In order to minimise environmental harm, customers must respond by purchasing environmentally friendly goods. This has an effect on consumer goods marketers as a result [3-5].

This will have an impact on environmental policy makers and academics who are interested in changing consumer behaviour to address environmental concerns [6-7]. The only time a commercial or government-supported company issues an eco-label is if the product meets the requirements for the label [8]. Even if a product meets all of the requirements for such an eco-label accreditation, a producer will only pursue such certification if customers are eager to purchase green products that provide them with real advantages in the future. As a result, just like any other product, an ecolabel must prove itself in the market [9].

Over time, green marketing has become more sophisticated. For Peattie (2001), there are three stages in the development of green marketing. Phase one was dubbed "Ecological" green advertising, and all marketing efforts took place during this time period with a focus on solving environmental issues and providing solutions. After that the concept came "Environmental" green marketing, when the emphasis moved to clean technology and the development of new goods that address pollution and waste management problems in an innovative way. Sustainability in green marketing came into play during the third stage. During the late 1990s as well as the beginning of the new millennium, it became popular [10].

Green marketing was originally defined in 1976 by the authors Hennion and Kinnear as "involved with all marketing operations that have helped create environmental issues and might serve to offer a solution for environmental concerns. While there have been a plethora of definitions over the years, the concept evolved and be more structured as can be seen from Fuller's the process of planning the development and implementation of products in a way that meets the following three requirements: (1) customer needs have been met, (2) organisational goals are achieved and (3) the procedure is compatible with Cleaner production and business sustainability are at the heart of this concept [11-12].

Globally, the green movement is exploding. Consumers are taking charge of the situation and making the correct choices. Increased consumer knowledge and motivation are driving innovation in the marketplace, particularly with the introduction of greener goods. Consumers in India are less concerned about global warming than those in more developed nations. As a result, successful marketing always has relied on anticipating consumer needs and offering goods or services to meet those needs at the right time and price point. Nowadays, "Green" marketing has evolved from a fad to a way to do business, and companies that sell should understand the importance of becoming green and conveying the green idea to their customers. The color green is slowly but surely being associated with eco-awareness in India. As consumers become more knowledgeable about product origins and environmental issues, marketers will have more chances to persuade them. GPIs (Green Product Innovations) have been more common in product development over the last several decades. Environmentally sustainable goods face a substantial selection hurdle, according to consumer research on environmentally friendly products [13].

Need of Green Marketing

It is very frightening to read the following pieces of information, which were just published in the New York Times: "People, agriculture, and animals in the United States are being harmed by air pollution. Every year, tens of billions is spent [14-15]. More than a dozen additional studies carried out in the United States, Brazil Europe Mexico the United Kingdom and Taiwan have shown connections between air pollution as well as low birth weight preterm delivery stillbirth and infant mortality" [14-15]. Because resources are finite and human desires are limitless, it is critical for marketers to maximize the use of available resources while minimizing waste in order to accomplish the organization's goal and maximize profits. As a result, green marketing is unavoidable. Consumers all around the globe are becoming more concerned about the environment's preservation. Evidence from across the world shows that people are worried about climate change but also that they are altering their behavior. This has resulted in the development of green marketing, which appeals to the increasing demand for environmentally friendly and socially responsible goods and services [16-17].

The increasing knowledge among consumers across the globe about environmental preservation has resulted in a desire among people to leave a clean environment for their children and grandchildren. Multiple studies conducted by environmentalists have shown that the general public is worried about climate change and is altering their behavior patterns in order to be less antagonistic towards it. Currently, we can observe that the majority of customers, whether individual and corporate, are growing more concerned about environmentally friendly goods. The vast majority of them believe that environmentally friendly goods are completely safe to use. As a consequence, green marketing has developed, with the goal of selling goods and services that are environmentally friendly and socially responsible. The age of recyclable, non-toxic, and environmentally friendly products has here. It's become the new slogan for marketers who want to meet the demands of their customers while also increasing their revenues [18-19].

Attributed to the growing community and consumer interest in green and socially conscious products, increased community pressure on businesses to internalize externalities, including such health issues, neighborhood amenity, climate variability; environmental as well as governmental legalizations but instead initiatives; technological innovations and approaches to dealing with pollution, improved recourses and energy efficiency, as well as to retain old (loyal) customers, in today's innovative business field of professional technology Further green management results in the acquisition of new environmentally conscious consumers, which results in a rise in sales and profits for the organization, which results in the expansion and development of the company; it also results in a positive public image for the organization. Today, when government regulations all around world are extremely strict and everyone is talking regarding global warming, climate change, and environmental protection [20-21], businesses will have no choice but to adopt green marketing strategies, or else they will be unable to compete in a greener world.

Across the globe, consumers in general, and consumers in India in particular, are increasingly purchasing energy-efficient goods. In a nutshell, most businesses are pursuing green marketing initiatives for a variety of reasons, including the following:

- Consumers in India are environmentally aware, with about 25% preferring environmentally friendly goods and approximately 28% preferring healthy products. As a result, green marketers may target a wide range of groups that are both varied and quite large in size
- Many businesses have begun to see the need to conduct them in an environmentally friendly manner and to believe in the achievement of both environmental and profit-related goals.
- In response to several laws recently enacted by the government to safeguard consumers and society at large, green marketing has become a need rather than a choice for many businesses. For example, several regions of the nation have banned the use of plastic bags, and smoking in public places is prohibited in many locations.
- Many businesses are embracing green marketing in order to retain their competitive advantage [22-24].

Challenges in Green Marketing

Despite the fact that a significant number of businesses are using green marketing strategies, it is not a simple task since there are a number of issues that must be addressed when implementing green marketing strategies. The following are the most significant obstacles that must be overcome in green marketing:

Need for Standardization

It has been discovered that only 5 percent of marketing statements from "Green" efforts are completely accurate, and that there is a lack of standardization in place to verify these claims. There are currently no standards in place to verify these claims. There are presently no standards in place for certifying a product as

organic. Without the involvement of regulatory organizations in the provisioning of certificates, there will be no reliable methods of obtaining information. For such labeling and licensing to be effective, a standard quality control board must be established [25, 26].

New Concept

The Indian educated and urban customer is becoming more aware of the advantages of environmentally friendly goods. However, it is still a novel idea for the general public. The customer must be informed and made aware of the dangers posed by environmental pollutants. The new green movements must reach the general public, which will require a significant amount of time and effort. In part because of India's ayurvedic history, Indian customers recognise the significance of utilising natural and herbal cosmetics. Yoga and natural food intake are examples of healthy living habits that Indian consumers are exposed to. In such areas, the customer is already aware of the benefits of green goods and is more likely to embrace them [27].

Cost Factor

Green marketing involves the promotion of environmentally friendly products/services, green technology, and environmentally friendly power/energy, for which a significant amount of money must be spent on research and development programs for their development, as well as subsequent promotional programs, which may result in increased costs [28].

Patience and Perseverance

The environment must be seen as a significant long-term investment opportunity by both investors and corporations, and marketing must consider the long-term advantages of the new green movement. It will take a great deal of patience, and there will be no instant results. Due to the fact that it is a novel concept and idea, it will go through a time of acceptability [29].

Convincing customers

Customers may not accept the firm's green marketing strategy; as a result, the firm should take all reasonable steps to persuade them that their product is environmentally friendly. The most effective method of persuading customers is through the implementation of Eco-labeling schemes. Eco-labeling programs provide their seal of approval to goods that are less harmful to the environment. In reality, Germany was the first country to implement an eco-label scheme in 1978. Customers may also be unwilling to pay the higher price for the goods in certain cases, as previously stated [30].

Avoiding Green Myopia

It is important to concentrate on customer advantages, which are the main reasons why people purchase specific goods in the first place. If you do this well, you may encourage customers to switch products or even pay a premium for the

environmentally friendly option. It will not assist if a product is created that is completely environmentally friendly in all areas but fails to meet the consumer satisfaction requirements. Green myopia will result as a result of this. Also, if the prices of green goods are too expensive, they would lose their market acceptability [31].

Non Cooperation

Firms engaged in Green marketing must work hard to persuade their stakeholders, and it is possible that they may fail to persuade them of the long-term advantages of Green marketing as opposed to the short-term costs [32].

Sustainability

As a result of the higher cost of renewable and recyclable goods and green technology at the beginning of the business cycle, earnings are initially extremely low. Green marketing will be effective only if it is done consistently throughout time. The company must thus plan for long-term strategy rather than short-term strategy and prepare for the same, while also avoiding falling prey to the temptation of unethical activities in order to earn profits in the near term, as previously stated [33].

Golden rules of Green Marketing

Several basic principles must be followed in order for green marketing businesses to be successful in the future. These guidelines will help to determine whether or not a company will be successful in the future. Green Marketing's basic strategy is to use the Four P's, which have been appropriately adjusted to fit the requirements of the industry, however there are a few things that must be emphasized before moving on with Strategy [34]. They are as follows:

Know your Customer

Make certain that the customer is aware of and worried about the problems that your product seeks to solve (Whirlpool discovered the hard way that consumers would not pay a premium for a CFC-free refrigerator because they did not understand what CFCs were) [35].

Educating your customers

In order to preserve the environment, it is not only necessary to inform others of what you are doing, but it is also necessary to educate them as to why it is important to protect the environment. As a result, a large part of your target market will think "So what?" and your green marketing effort will be a complete failure [36].

Being Genuine & Transparent

It involves being genuine and transparent in two ways: a) doing what you claim to be doing in your green marketing effort, and b) ensuring that the rest of your

company's policies are compatible with whatever you are doing that is environmentally friendly. If you want your company to build the sort of environmental credentials that would enable a green marketing strategy to be successful, you must meet both of these requirements [37].

Reassure the Buyer

Consumers must be convinced that the product does what it is intended to accomplish; otherwise, they will not sacrifice product quality in the name of the environment [38].

Consider Your Pricing

It's important to ensure that consumers can afford and appreciate the premium you're charging for your product. Many environmentally preferable products are more expensive than conventional products because of economies of scale and the use of higher-quality ingredients, so make sure they can afford and appreciate the premium [39].

Giving your customers an opportunity to participate

Tailoring the advantages of ecologically friendly activities to each individual consumer, often allowing them to participate in positive environmental action [40].

Thus leading brands should recognize that consumer expectations have changed

The fact that a business is greening its goods is not enough; customers want the items that they buy to be both cost-effective and contribute to the reduction of environmental impact in their own lives [41].

Green Products and its Characteristics

Green goods are items that have been produced using environmentally friendly technologies and have not posed any environmental risks to the environment. The promotion of green technologies and green goods is essential for the protection of natural resources and the creation of a sustainable future. The following measures can be used to define green products:

- Products that are locally grown;
- Products that are recyclable, reusable, and biodegradable;
- Products that contain natural ingredients;
- Products that contain recycled contents;
- Products that contain nontoxic chemicals;
- Products that contain chemicals that are under approval;
- Products that do not harm or pollute the environment;
- Products that will not be tested on animals; and
- Products that have eco-friendly packaging [42-44].

The Four Ps of Green Marketing

Because of the changing environment, green marketers must approach the Four Ps from a fresh viewpoint, just as conventional marketers do.

Product

Marketers that wish to take advantage of the growing green market may do one of two things: either identify their customers' environmental requirements and create goods to meet those needs, or identify their customers' environmental needs and develop products to meet those needs.

- Develop environmentally friendly goods that have a less environmental effect than rivals.
- Products produced from recycled materials, and products that are environmentally friendly.
- Efficient goods that save water, electricity, or fuel, save money, and have a positive effect.
- Products bearing green labels, as long as they are accompanied by supporting documentation.
- Organic goods are available; customers are willing to pay a higher price for organic goods.
- A service that provides goods for rent or lending, such as toy libraries.
- Products that have been certified as meeting environmental responsibility standards.

Price

- Consumers are willing to pay a premium if they believe they are getting a better deal.
- This added value may be in the form of enhanced performance, function, design, aesthetic appeal, or flavor.
- Benefits to the environment are generally considered an additional bonus.
- As per PLC costs of environmentally friendly goods are often less costly.

Place

- A product's availability and availability timing have a major effect on consumers.
- Marketers that want to effectively launch new green goods in the market should position them widely in the marketplace, rather than targeting a tiny green niche market.
- A company's location must also be compatible with the image that the organization.
- Companies must be distinguished from their rivals by their location.

Promotion

- By using environmentally friendly marketing and communication methods and practices, astute green marketers will be able to strengthen their environmental reputation.
- Many companies are providing electronic statements via email, and e-marketing is rapidly replacing more traditional marketing methods.
- Printed materials can be produced using recycled materials and energy-efficient processes, such as waterless printing.
- Retailers are forming alliances with other companies, environmental groups, and research organizations when promoting their environmental commitment.
- Offers shopping bags under the banner of the Go Green Environment Fund in order to decrease the usage of single-use plastic bags and to demonstrate their environmental commitment.
- Credibility is essential for effective green marketing campaigns. Never exaggerate environmental claims or set unreasonable expectations; instead, communicate clearly and via sources that people can rely on. Promote your environmental qualifications and accomplishments. Make tales about the company's and its workers' environmental efforts public. Participate in environmental award programs to raise the profile of your environmental credentials among consumers and stakeholders [45-51].

Goals of Green Marketing

- Remove the idea of waste from your life.
- Rethink the product's overall idea.
- Adjust pricing to reflect current and future expenses, as well as environmental implications.
- Make environmental protection a lucrative endeavor.
- Bringing new product changes to the market.
- Modifications to manufacturing processes.
- Modifications to the packaging.
- Changing the way advertising is done [52-54].

Green Marketing- Adopts by the firms

Businesses across the globe have embraced green marketing, and the following are some of the arguments that have been advanced as justification for this widespread adoption:

1. Opportunities: As consumer demand shifts, many businesses view this as a chance to capitalize on and gain a competitive edge over businesses that do not promote ecologically friendly alternatives. McDonald's, which replaced its clam shell packaging with waxed paper in response to increased consumer concern about polystyrene production and Ozone depletion. When Xerox developed a "high quality" recycled photocopying paper, it was in an effort to meet the needs of businesses seeking fewer ecologically damaging goods.

2. **Government Pressure:** Environmental marketing regulations imposed by the government are intended to safeguard consumers in a number of ways, including reduce the creation of hazardous commodities or by-products, and alter the use and consumption of harmful items by consumers and industry alike. Maintain the capacity of all kinds of customers to assess the environmental content of products. Regulators are put in place by governments in order to keep the quantity of hazardous waste generated by businesses under control.
3. **Competitive Pressure:** In certain cases, competitive pressure has led an entire industry to change its environmental practices and, as a result, decrease its negative environmental impact. In certain cases, competitive pressure has led an entire industry to change its environmental practices and, as a result, decrease its negative environmental impact. Xerox's HRevive 100 percent Recycled paper, for example, was launched a few years ago in an effort to counter the introduction of recycled photocopier paper by other manufacturers, according to one argument.
4. **Social Responsibility:** The realization that they are members of a larger community and, as such, must conduct themselves in an ecologically responsible manner is spreading among many businesses. This translates into businesses that feel they must accomplish environmental goals in addition to achieving financial goals. As a consequence, environmental problems are becoming more incorporated into the corporate culture of the company. Fund managers and corporate developers, like everyone else, are concerned about the environmental sustainability of the companies in which they invest. Venture capitalists are putting their money into green businesses because they think it is a promising development area. After becoming the world's first bank to achieve carbon neutrality late last year, the United Kingdom-based HSBC is now transforming its 11000 facilities in 76 countries across the globe into energy-efficient versions. As Tesco's community director David North explains, "our consumers have informed us that they choose where they buy depending on whether or not the company is a good neighbor."
5. **Cost of Profit Issues:** Firms may use green marketing strategies in an effort to solve cost and profit issues. Disposing of ecologically hazardous by-products, such as polychlorinated biphenyl (PCB) tainted oil, is getting more expensive and, in some instances, more difficult to accomplish. As a result, businesses who are successful in reducing hazardous wastes may realize significant cost savings. When trying to reduce waste, businesses are often compelled to re-evaluate their manufacturing processes. These situations often lead to the development of more efficient manufacturing methods that not only minimize waste but also reduce the demand for certain raw materials. This results in a twofold cost reduction since it reduces both waste and raw material use. In other instances, companies try to identify end - of - pipe solutions rather of focusing on waste minimization. During these circumstances, businesses attempt to find markets or applications for their waste products, with the result that one company's trash becomes another company's input of production. This may be shown by the case of a company in Australia that generates acidic waste water as a by-product of manufacturing and sells it to a company that specializes in neutralizing base materials [55-60].

Some Cases

Example 1: Lead Free Paints from Kansai Nerolac

Kansai Nerolac Paints Ltd. has always been dedicated to the welfare of society and the protection of the environment, and as a socially responsible corporation, it has taken efforts in the areas of health, education, community development, and the preservation of the environment. Kansai Nerolac has been working on eliminating harmful heavy metals from its paints for a number of years now. Hazardous heavy metals such as lead, mercury, chromium, arsenic, and antimony, among others, may have harmful impacts on human health. Particularly hazardous to human health is lead found in paint, which may cause harm to the Central Nervous System, kidneys, and reproductive system, among other organs. Children are particularly susceptible to lead poisoning, which may result in lower IQ levels and memory loss as a result.

Example 2: India's 1st Green Stadium

The Thyagaraja Stadium, located in a peaceful residential neighborhood behind the Capital's renowned INA Market, is a sight to see. On Friday, it was dedicated by Union Sports Minister MS Gill and Chief Minister Sheila Dikshit in the presence of each other. Deputy Prime Minister Sheila Dikshit stated that the stadium will be the first green stadium in India, and that a series of steps have been taken to ensure energy conservation, and that the stadium has been constructed in accordance with the green building concept using environmentally friendly materials.

Example 3: Best Green IT Project

The State Bank of India (SBI) has a green IT department. By installing environmentally and energy-efficient technology in its 10,000 new ATMs, the financial behemoth has not only saved money on electricity expenses and gained carbon credits, but it has also set a good example for others to follow. Additionally, SBI has joined a green service known as the "Green channel counter." SBI offers a variety of services, including paperless banking, which means no deposit slips, no withdrawal forms, no checks, and no money transactions forms. Instead, SBI shopping and ATM cards are used to conduct all of these activities. Wind energy is being used by the State Bank of India to decrease emissions: Because to a 15-megawatt wind farm built by Suzlon Energy, the State Bank of India became the world's first Indian bank to capture wind energy and power its operations. The wind farm, which is situated near Coimbatore, is comprised of ten Suzlon wind turbines, each of which has a capacity of 1.5 megawatts. Three states are involved in the project: Tamil Nadu, with 4.5 megawatts of wind capacity; Maharashtra, with 9 megawatts; and Gujarat, with 1.5 megawatts of wind capacity. Investing in wind energy is the first stage in the State Bank of India's green banking initiative, which is devoted to reducing the bank's carbon footprint and encouraging the use of energy-efficient procedures, particularly among the bank's customers.

Example 4: Eco-friendly Rickshaws before CWG

On Tuesday, Chief Minister Shiela Dikshit unveiled a battery-operated rickshaw, known as the E-rick, which was funded by a cellular communications provider in order to encourage environmentally friendly transportation in the city in advance of the Commonwealth Games.

Example 5: Wipro Green IT

To help you on your journey to a more sustainable future, Wipro can help you cut expenses, lower your carbon footprints, and become more efficient - all while preserving the environment. Wipro's "Green Machines" are environmentally friendly (In India Only). Computer peripherals that are environmentally friendly were introduced by Wipro Infotech, which was the first business in India to do so. Wipro has introduced a new line of desktop computers and laptop computers for the Indian market, dubbed Wipro Greenware. These items are RoHS (Restriction of Hazardous Substances) compliant, which helps to reduce the amount of electronic trash that ends up in the environment.

Example 6: Going Green Tata's new mantra

The optimal global benchmark, on the other hand, is 1.5. Tata Motors is constructing an environmentally friendly showroom that will include natural construction materials for its floors as well as energy-efficient lighting. Tata Motors has said that the project is in the early stages of development. India's Indian Hotels Company, which operates the Taj chain, is in the midst of developing environmentally friendly rooms that will have energy-efficient minibars, organic bed linen, and napkins made of recycled paper. Carpets, on the other hand, will not be present due to the fact that chemicals are utilized to clean them. And when it comes to lighting, the rooms will be outfitted with compact fluorescent lights or LEDs. A stylish eco-room design would be included in about 5% of the total number of rooms at a Taj hotel. One of the most intriguing developments has arrived in the shape of a biogas-based power plant at the Taj Green Cove in Kovalam, which utilizes waste produced by the hotel to fulfill its culinary needs. This is one of the most interesting advancements in the hospitality industry. A third environmentally friendly consumer product currently under development is the Indica EV, an electric vehicle powered by polymer lithium ion batteries. Tata Motors intends to launch the Indica EV in a few European countries this year, according to the company.

Present Trends in Green Marketing in India

Organizations feel that they have a moral responsibility to become more socially responsible in their operations. This is consistent with the concept of corporate social responsibility (CSR), which has been effectively implemented by many businesses to enhance their company image. Firms in this scenario have a choice between two strategies:

- a) Become to promote the products, companies may make use of the fact of ecologically conscious.

- b) The ability to accept responsibility without being reminded of it.
- c) Firms are being compelled to take more responsibility by government agencies. In the vast majority of instances, the government compels the company to adopt policies that safeguard the interests of the public. As a result,
- d) It reduces the generation of hazardous commodities or byproducts
- e) Modify Reduce the usage and/or consumption of hazardous products by consumers and industry
- f) Provide all kinds of consumers with the capacity to assess the environmental composition of items.

Environmental Activities of the Competitors Apply pressure on businesses to alter their environmental marketing activities. Green marketing is being used by businesses to counter the claims of rivals who claim to be environmentally friendly. As a result, green marketing permeates across the whole sector. Firms are compelled to change their behavior as a result of cost factors associated with waste disposal or reductions in material use. The use of green marketing in connection to these activities has been part of the strategy of the companies as cost reduction has become a component of their overall strategy. It may explore the following avenues:

- There is a development of trash reduction technology that is sold to other companies.
- There is also a development of a waste recycling or removal business [61-69].

The Future of Green Marketing

In order to prevent green marketing myopia, there are many lessons that must be learnt. The gist of it all, though, is that successful green marketing involves the use of sound marketing concepts in order to make environmentally friendly goods attractive to customers. The issue that remains, though, is what the future of green marketing will be like. Because environmentalism's acceptance of limitations and conservation does not mesh well with marketing's conventional axioms of "give the consumer what they want" and "sell as much as you can," business academics have regarded it as a "fringe" subject. Evidence suggests that successful green products have avoided green marketing myopia by focusing on other aspects of their business. The following are three fundamental principles:

Consumer Value Positioning

- Create environmental goods that perform on par with (or better than) their counterparts in the marketplace.
- Promote and provide the intended value of environmentally friendly goods to consumers, while focusing on appropriate consumer market groups.
- Increase the attractiveness of environmental goods to the general public by incorporating consumer-desired benefits into them.

Calibration of Consumer Knowledge

- Create marketing messages that educate customers by making the connection between environmental characteristics and intended consumer value.
- Present environmental product characteristics as "solutions" to customer problems. •
- Develop online sites that are both interesting and informative about environmental goods and the value they provide to consumers.

Credibility of Product Claim

- Make precise and meaningful environmental product and consumer benefit claims that are backed up by evidence.
- Obtain product endorsements or eco-certifications from reputable third-party organizations, and educate customers on the significance of such endorsements and eco certifications.
- Encourage customer evangelism via the use of engaging, fascinating, and amusing information on environmental goods through the use of social media and the internet communication networks [70-74].

Summary and Conclusion

Green marketing is not going to be a simple idea to understand. The company must first plan, and then do research to determine whether or not the venture is viable. Because green marketing is still in its infancy, it will need to develop over time. It may be difficult to implement green marketing strategies in the short term, but in the long run, they will almost certainly have a beneficial effect on the company. In Indian businesses, green marketing is still in its infancy stage, according to experts. There are many possibilities accessible in the Indian market. Customers are also willing to pay a higher price for environmentally friendly goods. In response to this shift in consumer behavior, corporations are being forced to consider the negative effect of their operations on the world's natural environment [75]. The fast rise in environmental concern over the past two decades has put pressure on businesses to demonstrate the need for change in order to maintain the long-term viability of the society. The promotion of green products and services should not be regarded as simply another marketing strategy, but rather as one that should be pursued with more energy since it has social and environmental implications. Marketers also have a duty to educate the public about the importance of green goods as well as their benefits and disadvantages [76].

Organizations are increasingly cognizant of the fact that they will not be able to thrive in the current competitive environment unless they include green into the heart of their strategy. Indian fast-moving consumer goods (FMCG) businesses are also embracing the green movement in order to maintain their brand image in the market. Companies are engaged in a variety of activities to demonstrate their care for the environment and for society as a whole. However, it is important for businesses to recognize that green marketing should not be conducted at the expense of the economic aspects of the marketing process [77]. Green marketing

contributes to the achievement of successful objectives such as cost reduction, employee happiness, waste minimization, and social welfare for both the businesses and the general public. The only thing that is needed is dedication and commitment on the part of all of the stakeholders in the businesses. Marketers also have a duty to educate customers on the importance of and advantages of green goods as compared to non-green alternatives, as well as the benefits that they may expect in the future from using green products. Green marketers can anticipate the full backing of the government, and consumers will not be put off by the prospect of paying a higher price for a cleaner and greener environment. Finally, consumers, industrial customers, and suppliers must work together to raise awareness of the beneficial impacts of green marketing on the environment [78]. Green marketing takes even more significance and relevance in emerging nations across the globe, such as India, which should serve as trailblazers and trendsetters for the rest of the world to follow.

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PD: Designing, Idea Generation, Conceptualization, Proofreading.

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