

ADOPTION AND CHALLENGES OF GREEN MARKETING STRATEGIES

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ABSTRACT

The rise of sustainable marketing marked a shift in how society views the environment. Due to the increasing concerns about the harmful effects of climate change, people started demanding more eco-friendly products. This has opened up new opportunities for businesses. Due to the increasing concerns about the harmful effects of climate change, people started demanding more eco-friendly products. This has opened up new opportunities for businesses.

Due to the limited resources that businesses have, it is important that they use them efficiently to achieve their goals. Green marketing strategies is also about developing new and improved products that are designed to meet the needs of the environment. Doing so will allow companies to gain an advantage over their competitors. In 2020, it has been estimated that the Earth is experiencing climate change due to human activities. Most climate scientists agree that the effects of global warming are caused by the pollution and depletion of natural resources. Aside from natural disasters, climate change also causes the extinction of marine life and diseases. Due to the seriousness of this issue, many companies have started adopting a sustainable business concept. This concept combines the various aspects of a company's operations. The goal of a sustainable business concept is to create a more environment-friendly environment for the company. According to many executives, it can help them gain a company's competitive advantage.

This study is carried out using various sources, such as academic journals and digital books. It is then analyzed to find out the most effective Green Strategies that businesses have adopted to increase their awareness and business but nowadays it have been misused by many organizations.

Keywords: Ecological Products, Strategies, Steps to become eco-friendly, Economic and Environmental Sustainability, Misuse as Green washing

INTRODUCTION

Many studies state that eco-friendly products do not involve the use of harmful substances. They can be made from materials that are already recycled or from the production of their components. Despite the time and effort it takes to make a home-based eco-friendly product, there are still plenty of options out there.

According to the American Marketing Association, an eco-friendly product is one that is made from materials that are considered to be safe for the environment. Aside from being made from safe materials, the consumer should also be informed about the various issues involved in the production of such products. Aside from being made from materials that are considered safe, the consumer should also be aware of the various issues involved in making such products. Being honest and transparent can help people make an informed purchase when it comes to a product.

The increasing number of people who care about the environment has led to the rise of green purchasing. This is also reflected in the increasing number of marketing campaigns that are aimed at promoting the use of eco-friendly products. Aside from marketing campaigns, there are also various steps that companies can take to become more eco-friendly. One of these is publishing detailed sustainability reports.

Being eco-friendly is simply defined as the act of living with intent. This means that the goal is to avoid harmful effects from the environment that can be caused by the actions that you take. Aside from being conscious of the environment, being eco-friendly also goes beyond just being a green person. Being eco-friendly goes beyond simply turning off the lights when you leave the house. It involves making a conscious effort to live with intent. Being eco-friendly can also help conserve energy and prevent harmful effects from the environment. Products that are made from materials that are considered natural and safe for the planet can also help improve the quality of life on Earth.

Literature Review

Although green marketing is still in its infancy, it has important implications for public policy. Most consumers associate green marketing with the terms "eco-friendly" and "phosphate free." Despite the positive effects of green marketing, it still creates non-green value for consumers. The five main benefits of green products are their cost effectiveness, performance, efficiency, safety, and status. Aside from these, successful green marketers also consider consumers as individuals who are concerned about the environment.

Mendleson and Polonsky, 1995, examined how the concept of strategic alliances is that both parties can benefit from each other's efforts, and they can be mutually beneficial. This allows environmental groups to improve their image and help organizations overcome their marketing problems.

Prakash, 2002, the discipline also focuses on promoting products by claiming their environmental attributes or by selling them. Doing so helps firms gain first-mover advantage by anticipating and influencing regulations. Marketing scholars should also consider analyzing various factors that influence consumer behavior.

Chatterjee, 2009, the study conducted on pet-owners' perceptions and purchase intent was conducted to analyze the green brand's influence on consumer behavior. According to his study, consumers are more likely to purchase products that have high environmental impact. The findings suggest that brand switching is more common in other product categories.

Rosenbaum and Wong, 2015, the study was conducted to find out how green hotel's marketing program is perceived by its customers. A structural equation model was then used to evaluate the program's effectiveness.

Dubey, 2008, the concept of sustainable solid waste management was examined in Japan. It was suggested that a system should be developed that recycles, reuse, and reduces solid waste. It was also suggested that consumers have the necessary information and skills to make informed decisions when it comes to consuming and managing solid waste. This should be done through improved communication and collaboration between producers and governments.

Chamorro & Banegil, 2015, the concept of social exchange refers to the process of building relationships that go beyond the expectations of consumers. It also involves protecting the environment.

According to Soonthonsmai, green marketing is a process that involves companies and organizations that are afraid of the environment's effects. They then provide products and services that are designed to help the community. Green Marketing, a company's goal is to reduce its environmental impact and increase the sustainability of the society through effective green marketing.

Peattie explained that the evolution of green marketing was divided into three phases:

1. During the first phase, the term eco-green marketing was coined to describe the various marketing activities that were geared toward helping the environment.
2. The second phase focused on developing new products that help the environment. These products were designed to take care of various issues related to waste and pollution.
3. The third phase, which was referred to as sustainable green marketing, started in the 1990s. It focused on developing new products that help the environment.

Object of the Study

1. To know the Development of Green Products Consumption
2. To elaborate the strategies acquired by organizations to increase the consumption of green products in the market.
3. Green-washing by Brands which are fooling people in the name of Green Products

Research Methodology

Through a rigorous keyword search, the literature was analyzed to find relevant articles that highlighted the concept of sustainability. The articles were then selected for publication in top management journals. These were then validated to ensure that the articles were of high quality. The following papers were selected for review. Through this study, the researcher analyzed the various ways that companies can promote their green initiatives.

Strategies to Connect with Customers

1. Don't lie to Customers

Around one in five new products launched in 2013 had a green claim. However, this number is still very low, and consumers are starting to realize that these claims are often just words. Unfortunately, many of the green claims that were made in 2013 were not specific enough, and consumers are starting to realize that they are just words. They also want more concrete examples of how a company is actually working toward sustainability. Organizations should be specific about its goals and how it is working toward sustainability. This will allow consumers to see how the company is actually doing it.

2. Give some spotlight to environmental issues

One thing that consumers want to see is that a brand is taking sustainability seriously. They want to see that it's not just a feature, but that it's also an integral part of the brand. People who are super green will be interested in learning more about the environment. Medium and Light Greens will also be interested in hearing about the messages that your brand is sending out. You can also offer helpful information on various environmental issues.

3. Keep quality first

If you're a sustainable company that's trying to make products that use recycled materials, but they don't work, then you need to rethink how you approach this business. Most consumers in the Light and Medium Green categories want products that are both eco-friendly and perform well. Most consumers are not interested in buying green products so much as they are interested in retaining their patronage. After they try a product, they will be more likely to continue supporting the company's efforts.

Long-Run Strategies to become Eco-friendly

Being aware of the impact of your actions on the environment can help you become more eco-friendly. There are three phases to becoming an eco-friendly individual. First, learn to reduce the amount of environmental harm that comes from consuming certain products. Then, you can start supporting organizations and individuals that are working towards making the environment a more sustainable place. Doing this will require to change the way people consume products and the way they live. Aside from reducing the amount of harmful chemicals in the products, you can also make changes in how you consume and dispose of waste. The second step is to look at the extent of your carbon footprint that you can't change. For instance, if you live in a house, you might not be able to reduce the amount of carbon that you leave behind. The third step is to find ways to support and connect with other eco-friendly individuals and businesses. Doing so will allow you to live a more sustainable life. However, it is also hard to adjust to living in a world that is more eco-friendly. Doing so will require some time and effort, and it will also require an organization to adopt some green strategies. The strategies are:

1. The concept of 3R's waste management is divided into three main categories: reduction, reuse, and recycling. The concept of waste management can help increase the efficiency of

the process by reducing the amount of waste that ends up in the landfills. One simple way to do this is by reusing or recycling products that are commonly used.

2. Getting the most out of your energy is very important to both water and electricity. There are a variety of ways that can help reduce your consumption, such as turning off the lights when not in use, insulating your home, and using energy efficient windows.

3. The need for more trees is very important to the well-being of our planet. Not only are they beneficial to the environment, they also prevent soil erosion and help protect our wildlife. Unfortunately, deforestation has severely affected the forest area. It is very important that people are educated about the importance of planting more trees.

4. Keep hazardous materials out of the ground and out of the water by joining a local water conservation group. These types of chemicals can seep into the groundwater if they're not properly disposed of.

5. Getting around efficiently is one of the most important steps that people can take to live a more eco-friendly lifestyle. One simple way to start is by taking public transportation.

6. You can also find energy-efficient products that are made from materials that are less harmful to the environment. For instance, compact florescent light bulbs use 40% less energy than traditional ones.

7. You are also reducing your carbon footprint by using less plastic bags when buying or producing locally grown products. This is also beneficial for the environment as it saves fuel and reduces the amount of packaging that you use.

8. Construction sites, houses, industries, uncovered trucks, and pedestrians are some of the sources of litter that can contribute to the environment's degradation. Being a responsible citizen is also important to prevent litter.

9. When it comes to shopping for home goods, make sure that you use recycled products. This will help keep the environment clean and green. Also, avoid using plastic bags. Carrying a bag with you when you go to the grocery store will also prevent you from throwing away plastic bags.

10. Being a responsible citizen is also important to protect the environment. To make our planet more sustainable, join various environmental groups. They can help make our city cleaner.

Reasons for adoption of Green Marketing Strategies by organizations

There are several reasons why an organization should adopt green marketing. They are -

- **Business opportunity:** The growing number of people in developing countries who want to consume more sustainable products has a huge business opportunity for companies. They can tap into this demand by communicating their commitment to improving their environmental performance. For instance, the organic food and beverage industry was grown at a rate of 12% annually till 2015. It is estimated that

the market reached a value of over US\$105 billion by 2015. In Asia, the growth rate is expected to reach 20.6 percent. This is significantly higher than the global average.

- **Environmentally conscious businesses:** Being green is a vital part of any company's strategy, and it can help them improve their profitability and help society at the same time. Aside from being beneficial to the environment, it can also help improve the communication between both the companies and the public. Being green can also help companies improve their behavior. For instance, by declaring their products as eco-friendly, they can convince the public that they are doing something beneficial for the environment. However, they also have to follow certain requirements in order to achieve the certification.
- **Environmentally conscious consumers:** If the marketing of green products is conducted properly, it can help increase the number of people who are environmentally conscious. Marketing is very important in order to help people make informed decisions regarding their purchases. Through discussions about the harmful effects of traditional practices, people can make informed decisions about their purchases.
- **Business practice transparency:** While green marketing is a great way to connect with your customers, it can also have a double-edged sword. On the one hand, they can still appeal to the green consumer, but they have to live up to the image they try to establish. Being certified by a green label means that companies have to reveal details about their operations and production practices. This allows the public to get a deeper understanding of how their products are made.
- **Acceptance of environmental price internalization:** One of the most important components of green marketing is to explain how the higher price for products that are made from sustainable resources is due to the environmental impact they have on the environment. This allows consumers to accept the higher prices that are being charged for these products.
- **Supply chain expansion:** Through green marketing, consumers can get an idea of what kinds of products are made from sustainable resources and how they can benefit the environment. This can then help expand the supply chain of these products by encouraging more people to buy them.
- **Closing the product life cycle:** Through green marketing, products that are made from sustainable resources can also be advertised as refurbished, recycled, and remanufactured goods. These alternatives can help consumers make informed decisions and close the product life cycle. Often, these products are cheaper than the usual green alternatives..

Stages of development of Green Marketing Strategies (GMS)

1st stage (before and after 1980s) - The concept of ecological products was introduced to the market, but the low green consumption and lack of effective marketing strategies were the reasons why it was not widely adopted. Customers were not at all aware about this new concept.

2nd stage (Early 1990s) - Despite the high concern about the environment by organization, customers still continue to reduce their consumption of green products due to “not to switch new products concept”. They also help in recycling and energy efficiency. Awareness was very low, organizations were trying to educate customers but due to high premium customers were avoiding it.

3rd stage (Late 1990s) - Various changes in production processes and technology have caused environmental issues to be raised. This has resulted in customers becoming more aware of the issue and willing to pay more

4th stage (2000s) - The rise of eco-friendly products and services is making a comeback. More people are becoming aware of the benefits of going green. The term sustainable green marketing is also being used.

5th Stage (2020s) - Customers are more conscious about saving the environment. Some researchers also have given time to this sustainable strategic concept. Green marketing strategies are no more new concept worldwide but infancy in many parts of the universe. Concept of Greenwashing is also major aspect by organizations. Governments are also making strict rules and regulations for green sustainability.

Types of Green Consumers and Organizations Strategies

Organizations can make their strategies as per the types of consumers in the market, which are mainly divided into three main consumer groups that we can identify:

- **Super Greens:** At the end of the spectrum are people who are passionate about the environment and are committed to supporting sustainable practices. They will seek out products and companies that are ethical and support sustainable development.
- **Medium Greens:** The consumers who are most likely to spend on eco-friendly products are those who are focused on personal wellbeing. This segment also seeks a more balanced lifestyle. The rise of the clean eating movement and the need to unplug have raised concerns about the environment..
- **Light Greens:** The final category is those who are not actively seeking out green solutions but still have positive sentiments toward them. Despite this, sustainability is not a main concern for them.

The desire for authenticity is one of the main reasons why people are attracted to brands that are committed to being more sustainable. However, it can be hard to convince them that you are the real deal when it comes to being green.

The Roper survey shows that consumers are divided into different groups depending on their level of satisfaction (Sauza, 2004):

- **True Blue Greens (9%):** The True Blue Greens are individuals who are committed to making a difference in the environment. They are usually more likely to avoid products made from non-renewable materials.

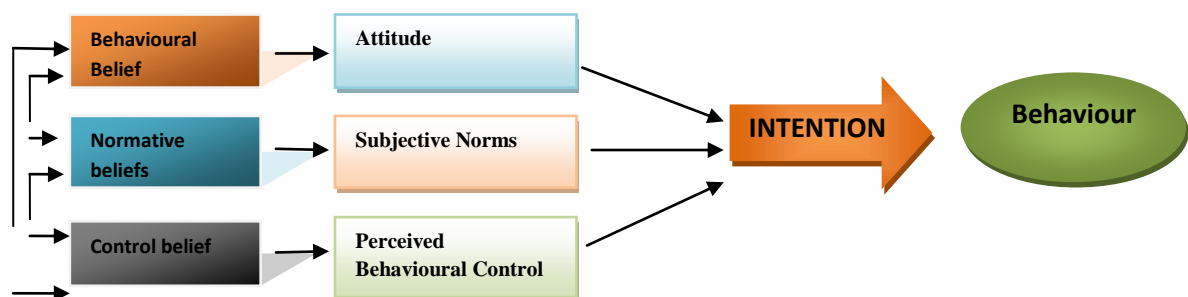
- **Greenback Greens (6%):** Unlike True Blues, Greenbacks do not actively participate in politics. They are more likely to support products that are made from sustainable materials.
- **Sprouts (31%):** Although they believe in the importance of environmental causes, Sprouts does not always follow through on its promises. They are capable of going green if they are convinced to do so.
- **Grouzers (19%):** They tend to be cynical about the environment and believe that green products are not as effective as their competitors. They also believe that the price of green products is too high.
- **Basic Browns (33%):** This is why basic Browns do not care about the environment. They are often caught up in their day-to-day concerns.

Organization adopted theory based strategies

1. Theory of Planned Behaviour

The concept of reasoned action is similar to the theory of planned behavior. However, it adds a factor that is regarded as behavioral control as illustrated in figure no.1. Primarily the critique of the theory is as its predecessor it also assumes continuity between intention and behaviour and neglects the personality and situational factors. Secondly, it can become problematic to measure PBC as divergent to record control beliefs. Thirdly, most influential critique is that only a single variable has been introduced in this theory whereas the behaviour, in reality, is far more complex.

Figure 1: Theory of Planned Behaviour



Source: Ajzen, 2007 (Self-drawn)

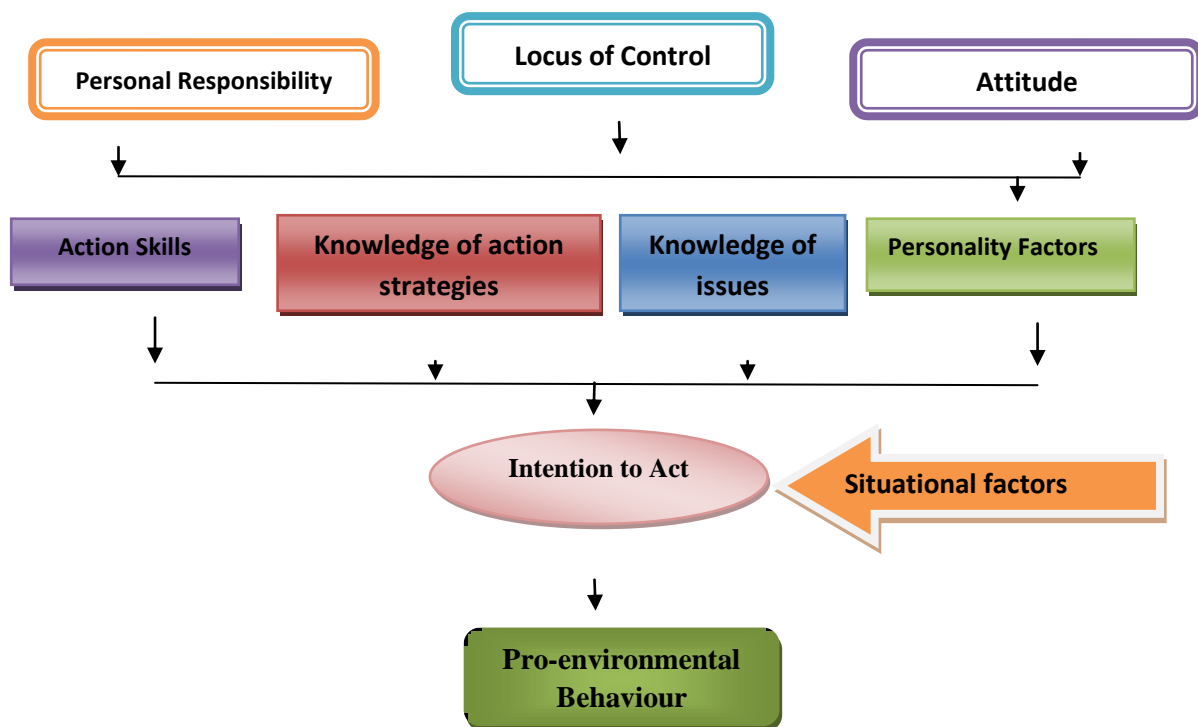
This theory has considered people to have a rational approach and have a systematic move towards using the information available to them. They are not limited by insentient reasons or irrepressible needs. Behaviour cannot determine directly from attitude, relatively the impact of attitude is on behavioural intention and this turns shapes to our action. The other factors that influence the intention are social ‘normative’ pressure.

The consequences of behavioural belief and normative beliefs related as instruction from others have determined to be the ultimate determinant of any behaviour as exhibited in above figure. This has been considered to be the most influential attitude behaviour model for conducting research in the field of social psychology. Even though there is a limitation in this model such as the underlying postulation considers people's action to be rational. This model is not able to consider other factors such as fear or past experiences that can affect a person's behavior. It also does not take into account other variables such as mood and fear. This is considered to be the main model for analyzing the behavioral gap.

2. Model of Responsible Environmental Behaviour

In 1986, three scientists, Hines, Hungerford and Tomera published a theory about responsible environmental behavior. It was based on the theory of planned behavior. The researchers conducted a meta-analysis to identify the 128 factors that influence pro-environmental behavior. The results of the study revealed that the various variables mentioned in the study were responsible for this behavior. The model has been demonstrated in figure 2.

Figure 2: Model of Predictors of Environmental Behaviour



Source: Hines, Hungerford, and Tomera, 1987 (Selh-drawn)

Knowledge of issues: An individual has to be well-known to the existing ecological difficulties and the underlying reason behind it.

Knowledge of action strategies: An individual needs to know how to minimize the environmental problem by their deeds.

Attitude: It was found that people with strong pro-environmental attitudes have a higher propensity of getting engaged in the pro-environmental behaviour, however the correlation among attitudes and actions confirmed to be fragile.

Locus of control: This concept refers to a person's sensitivity towards their actions. Individual believes that they can control their actions. Individuals believe that if they have a strong internal control, they can easily control their actions, while in case of an external control, they think that only powerful individuals can do so.

Verbal commitment: Being ready to take action can also be an indication that people are willing to participate in the environment.

Individual sense of responsibility: An individual with superior intellectual about his or her responsibility towards the environment will exhibit an environmentally responsible behaviour. This framework is more complicated than the theory of planned behaviour. It's not yet clear why people tend to pro-environmental behavior. There are many factors that can affect a person's decision-making, such as economic constraints and social pressures.

Green Organizations and their Green Strategies to acquire Green Market

- **HCL:** In line with its commitment to provide eco-friendly products, HCL launched the HCL 40 ME notebook, which was India's first notebook to be completely free of harmful chemicals. The company also claimed that its products met the stringent environmental standards set by the Bureau of Energy Efficiency.
- **Voltas:** Following the government's order, air-conditioning major, Voltas, launched its "Green" range of products in 2007. These include air-conditioners, peripherals, and kitchen appliances that carry the energy star logo. According to estimates, these products use around 20-30% less energy than the set standards.
- **Wipro:** In response, the first company to launch eco-friendly desktop systems was India's IT major, Wipro. Under its Green Ware initiative, the company introduced various products that were designed to cut down on e-waste. These systems were operated completely toxin-free and were operated under a strict recycling policy.
- **MRF Tyres:** The Company's ZSLK series of tubeless tires was the next product to join the eco-friendly bandwagon. It was made from silica-based compounds, which were designed to deliver better fuel economy and reduce emissions.
- **ACC Ltd:** India's ACC, a cement manufacturer, recently launched its eco-friendly Concrete+ brand, which is made from fly ash. This product, which is designed to resist extreme weather conditions, is made from a waste product that can be used to conserve natural resources.
- **Fevicol:** Leading adhesive manufacturer Fevicol launched a new eco-friendly product called Fevicol AC Duct King EcoFresh. It claimed that this water-based adhesive was the first eco-friendly product in the country that could be used for various applications.

- **Kansai Nerolac Paints Ltd.:** Nerolac, a leading paint brand in India, has launched a new eco-friendly paint called "Nerolac Impressions Eco Clean." It is a low-VOC paint that offers a smooth and rich finish. It also has excellent stain resistance and wash ability.
- **Pratt & Whitney:** The Company used to scrap about 90% of the ingots it produced during the manufacturing process of jet engine blades. This continued until someone at the company suggested that the ingots be molded into blades that were ready to be molded. This solution significantly reduced the amount of waste and factory emissions.
- **Tesla Motors:** Tesla Motors, a company that makes electric cars, developed the Roadster, which is the world's first all-electric sports car. Its lithium-ion battery packs allow it to travel up to 60 miles on a single charge.
- **Honda:** Being called the most fuel-efficient carmaker in the US is a huge achievement for Honda. The company is also working on a hydrogen fuel cell vehicle that's expected to be released sometime in the next couple of years. Aside from this, they're also trying to reduce their carbon dioxide emissions.
- **Method Products:** Method is a natural cleaning company that focuses on developing products that are both eco-friendly and minimalist. One of their first products was a bottle of dish soap that was made from 100% recycled plastic. All of their bottles are certified by their own green card program, which means that they can be reused, recycled, and compostable.
- **Brooks:** Brooks has joined the movement to go green by releasing a shoe that is completely biodegradable. The BioMoGo is as durable as any other running shoe and will biodegrade in just 20 years. Unlike traditional shoes, the BioMoGo will not begin decomposing until it is stored in an enclosed landfill.
- **Enterprise Rent-A-Car:** Since January 2008, Enterprise has been working toward becoming more sustainable. Through its fleet of over 440,000 vehicles, the company has become the world's largest provider of fuel-efficient cars. About 5,000 of these are hybrid vehicles, while another 73,000 are powered by E85 ethanol.
- **Mahindra Group:** The Company, which started out with the launch of the Reva, has now expanded its operations to include the E-Verito, a four-door electric vehicle. The company claims that these vehicles are more energy efficient than gasoline and have a lower emissions. They are also more eco-friendly as they require less energy to power their wheels.
- **ONGC:** India's largest oil producer, ONGC, has started implementing a green cremation initiative that will reduce the burning of wood by around 70%. The company's Mokshada Green Cremation project will help save around 60% to 70% of wood. It will also help reduce the time taken to cremation by around a fourth.
- **Indian Tobacco Company (ITC):** Through its various initiatives, including energy conservation and renewable energy sources, ITC has been able to reduce its

greenhouse gas emissions. It has also been able to identify ways in which it can mitigate the effects of climate change. The company has also been able to achieve world-class standards in terms of energy efficiency.

Wrong Strategies of Green Products by Organizations i.e. Greenwashing

A greenwashing strategy is a marketing campaign that aims to convince the public that an organization is doing something good by using the environment as a justification for its actions. Unfortunately, the messages that are presented do not correspond to the reality of the situation. During the 1990s, environmental groups started using the term greenwashing to describe their efforts to expose harmful practices by big companies. The popularity of greenwashing started to increase in the 2000s as companies realized that consumers care about the environment. However, this marketing strategy can create doubts and even prevent organizations from implementing effective CSR practices. Some of examples of big sharks in market in the name of green marketing products are:

➤ McDonald's

In 2009, McDonald's changed its logo in Europe to green to highlight its commitment to preserving the environment. However, this was not enough to convince the skeptics. The company still has a long way to go to convince people that it is genuinely committed to environmental causes.

In 2019, the company faced another greenwashing scandal after it replaced its plastic drinking straws with paper alternatives. Unfortunately, the new paper ones were not recyclable. Despite this, the impact of the change was minimal as the drinks only took up about 0.025 percent of the ocean's plastic waste. Despite the slow progress that the company has made in improving its environmental practices, it still remains an example of greenwashing. The company failed to show how it would implement other sustainable practices in its operations.

The clever and creative part of this ad is showing the last plastic straw, which is displayed like an expensive art piece, while the brand promises to eliminate plastic straws completely. However, the ad loses its appeal once it starts talking about the misleading aspects of the campaign. The Twittersphere agreed that it's important for companies to make their environmental commitments clear. However, if they do so in a misleading way, it will cause more people to lose trust in their brand.

➤ FIJI Water

It's hard to imagine that FIJI Water was sued for misleading consumers about its carbon-free status. The company's image makes it hard to believe that it was accused of doing so. In 2010, a lawsuit revealed that many people chose FIJI because it was the only brand that claimed to be carbon-free. Being carbon-free means that the water we drink removes more carbon pollution from the atmosphere than it releases. Unfortunately, despite having a plan for the future, FIJI was not able to implement it. Forward crediting is dangerous practices that can make people lose faith in a company.

Recently, the company launched a series of television ads that depicted the contrasting colors of the modern world and the untouched nature of FIJI Water. Unfortunately, this is a textbook example of how greenwashing works. While claiming to be part of nature, the company is actually selling plastic bottles that take hundreds of years to decompose. Aside from misleading consumers, the company also failed to provide clean drinking water to almost half of Fiji's population. Despite the scandals, the company still managed to learn from its mistakes. The new website of the Water Quality Initiative features a variety of steps that people can take to improve the quality of their water.

Conclusion

This paper covered the various strategies that multinational companies and Indian firms used in the green marketing field. These companies have come a long way and improved their processes as well as introduced many new and innovative products to save the environment. Being conscious of our environment can help create a sustainable environment. It can also make the world cleaner (Rathee and Rajain, 2013). People have been using the natural resources without caring for the consequences which led to detrimental after effects. In present times, there is an urgent need on part of both the companies as well as the customers to do their bit. The companies can contribute to a large extent by efficiently utilizing the raw materials being used and thus reducing waste being generated after manufacturing the products. In order to distinguish energy efficient electronic appliances, the Bureau of Energy Efficiency (BEE) has introduced star rating program where the products are rated according to their efficiency. The waste being produced is reduced, reused or recycled. Several companies have formed alliance with environmental groups that work for environmental conservation. The present study which reviewed literature relating to strategies being used by firms concentrated on the fact that such strategies should not be adopted just to save the face in front of customers but to contribute towards creating a sustainable future. The previous researchers have focused on the importance of developing such strategies where the stakeholder's viewpoint is given importance in order to develop sustainable and innovative products (Polonsky et al., 1998; Camino, 2007).

The development of such products saves energy, reduces waste and is thus profitable for both the company as well as the environment. The strategies also focus on developing partnerships with other organizations that are working on sustainable development. Such alliances are quite fruitful as these environmental organizations pave the way for their partners in greening their firms and operations. This paper aims to provide an introduction to the various roles that various companies have played in the development of green marketing. It also explores the future implications of this practice. The future of green marketing is very bright as people have environmental concerns as priority while selecting the products or services.

Green marketing is a concept that aims to encourage businesses to take responsibility for their environment while satisfying their customer's needs. This is not to say that the protection of the environment will not be important in the future. According to experts, the importance of the environment will grow in the coming years. This means that businesses will need to rethink their marketing strategies and procedures in order to effectively address the issue. There are various types of solutions that can be utilized to address environmental problems.

Despite the various technological advancements that have occurred in the past few decades, the planet's long-term sustainability is still expected to require significant ethical changes by the human population. Legislation is a powerful tool for addressing social issues, but it can also be very ineffective. In the long run, adopting a technology-based solution that involves collaboration and exchange of ideas can help improve the environment. One of these is green marketing. This concept aims to promote responsible consumption.

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