

Green Marketing: A Study of Communicative Practices Adopted by Indian Companies and Awareness Level among Youth

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Abstract

Discourses regarding environmental issues, including sustainability, started in the 70s. Eventually, environmental concerns became part of many brands' and companies' business plans and communicative strategies. Companies and brands aim to reduce carbon emissions and foster sustainable initiatives and policies. It led to many brands and companies adopting sustainable practices; one such practice is Green Marketing. Paettie and Charter (1994) defined Green Marketing as a "holistic management process responsible for identifying, anticipating and satisfying the needs of customers and society, in a profitable and sustainable way". This study is two-step in nature and involves a mixed-method approach. Firstly, using a systematic random sampling technique, researchers selected six Indian companies: Reliance, HDFC, TCS, LIC, Bharti Airtel and Hindustan Unilever. Secondly, the researchers studied the youth's awareness level of Green Marketing. Content analysis and survey methods were used to analyse the websites of the selected companies, and a survey was conducted to study the awareness level of sample units. Content analysis revealed that out of six, four selected companies are actively publishing their annual sustainability reports, and content published by these companies is static. The survey found that out of 100 respondents, 49% were aware and well-versed with the concept of green marketing, while 51% were unaware.

Keywords: *Green Marketing, Environment, Awareness, Youth, Communication Strategies*

Introduction

The past decades have witnessed international and national discussions on environmental degradation, climate change, and global warming. Environment sustainability is one of the most focused concerns of all countries, and it may further include responsible behaviour, sustainable approaches, and green marketing to help restore the environment. Even the United Nations in 2015 adopted 17 Sustainable Development Goals (SDGs) and made it mandatory to achieve these goals by 2030 (Nations, n.d.). Environmental, Social and Governance (ESG) investing has become a recent trend in India (Earth5R, 2023). Companies and brands aim to reduce carbon emissions and foster sustainable initiatives and policies. For instance, Bharti Airtel, one of the leading telecommunications service providers, has committed to net-zero greenhouse gas emissions by 2050. Environmental concerns have become part of many brands' and companies' business plans and communication strategies. Social structures like education and social and

political institutions are asked to follow eco-friendly practices. It led to many brands adopting sustainable practices, including Green Marketing and sustainable policy initiatives.

Hennion and Kinnear, in 1976, used the term Ecological Marketing. They defined it as, “concerned with all marketing activities that have served to help cause environmental problems and that may serve to provide a remedy for environmental problems” (Dangelico & Vocalelli, 2017). Paettie and Charter (1994) defined Green Marketing as a "holistic management process responsible for identifying, anticipating and satisfying the needs of customers and society, in a profitable and sustainable way". Green marketing focuses on promoting the environment and longer-term advantages of products in marketing materials.

Green marketing is when a corporation promotes the environmental and longer-term advantages of the product/s in its marketing materials. Green Marketing items are typically constructed in a sustainable manner, do not include harmful components, are made from recycled or renewable resources, and have minimal packaging. When a corporation can manufacture its products in an environmentally responsible manner, it demonstrates its commitment to sustainability and social responsibility (Riserbato, 2021). For instance, Green Marketing is used by a company that announces its donations to an environmental protection agency, promotes its sustainable production practices, or otherwise offers its products as environmentally friendly. These marketing strategies target a sizeable and growing segment of consumers whose purchase decisions are highly impacted by social and environmental obligations (Shirdan, 2022). Green Marketing is more than just promoting environmentally friendly products or services. It entails brand alteration as well as adjustments to the manufacturing process. It's about having a different approach to marketing, taking into account the worldwide effects of environmental degradation. It is about a brand's capacity to meet client needs while causing the least amount of environmental damage (Vos, 2019).

With scarce resources, businesses must find new ways to satisfy the endless desires of consumers. The emergence of green marketing concepts has enabled businesses to use resources efficiently while minimising waste. Therefore, many businesses need to engage in green marketing to minimise waste while meeting the growing demand for environmentally friendly products and services (Green Marketing – History, Importance, Benefits and Problems, n.d.). If companies and brands have indulged in Green Marketing, there are buyers also. Consumers have also become cautious and buy green products, and such consumers are known as ‘Green Consumers’. Cambridge dictionary has defined a green consumer as “a customer who wants to buy things that have been produced in a way that protects the natural environment”. Green consumers are subject to more internal scrutiny, believing that individual consumers can effectively contribute to environmental protection. Therefore, they believe that the task of protecting the environment should not be left solely to governments, corporations, environmentalists and scientists; the consumer can also play a role (Boztepe, 2012).

Many brands and companies are practising Green Marketing nowadays. Indian companies implement diverse communication strategies to embrace Green Marketing practices. One effective approach involves leveraging digital platforms such as social media to directly engage with environmentally conscious consumers. For example, companies like Tata Motors utilise platforms like Twitter and Facebook to communicate their sustainability efforts, such as promoting electric vehicles and initiatives to reduce carbon emissions (Tata Motors, n.d.). Furthermore, incorporating eco-friendly labels and certifications on product packaging is another prevalent strategy among Indian companies. Research suggests these labels enhance consumers' perceptions of environmental responsibility and product trustworthiness (Bansal & Roth, 2000). Additionally, storytelling through advertisements and marketing campaigns plays a crucial role in conveying the brand's commitment to sustainability. By narrating stories that highlight environmental stewardship, companies like ITC Limited connect with consumers emotionally, fostering loyalty and advocacy for green initiatives (ITC Limited, n.d.). These communication strategies not only raise awareness about environmental issues but also empower Indian consumers to make eco-conscious choices, contributing to the adoption of sustainable practices and products in the country.

This research paper studies the communication strategies companies adopt to promote green marketing and advocate sustainable approaches, and check the youth's awareness level regarding the green market. In order to study the formulated research problem, the researchers have framed the following research questions:

RQ1: What are the types of communication strategies adopted by Indian companies to practice Green Marketing and advocate sustainability?

RQ2: What is the youth's awareness level regarding the concept of Green Marketing?

Review of Literature (ROL)

A literature review advocates a thesis position by presenting credible evidence derived from previous research (Machi & Brenda, 2012). The research titled **Green Marketing in India: Emerging Opportunities and Challenges** by Pavan Mishra and Payal Sharma (2010) explored the increasing focus of businesses on targeting environment-conscious consumers and outlines three specific segments within this demographic. It discusses the challenges and opportunities of green marketing and examines current trends in India. It concludes that green marketing will continue to grow in both practice and demand. Another paper titled **Green Marketing and Its Impact on Consumer Buying Behavior** by Aysel Boztepe (2012) studied the impact of Green Marketing on consumer purchasing behaviours, particularly focusing on 540 consumers in Istanbul; the study found that environmental awareness, green product attributes, promotional activities, and pricing positively influence green purchasing behaviours. Research on **Green Marketing: A Study of Consumer Perception and Preferences in India** by Mayank Bhatia and Amit Jain (2013) studied the concerns of manufacturers and consumers regarding environmental impact, and their study of 106 respondents showed high awareness and preference

for green products, suggesting the need for effective marketing campaigns. Another research by Asothai (2019) on **Consumer Behaviour towards Green Marketing** highlighted that Green Marketing has become ubiquitous as companies respond to growing environmental awareness. This paper reviewed existing literature to analyse how Green Marketing strategies impact customer satisfaction and environmental safety. A book titled **The New Rules of Green Marketing: Strategies, tools for Sustainable Branding** by Jacquelyn A. Ottoman (2017) mentioned the green consumer buying strategies, green behaviour and innovative green marketing strategies adopted by brands like Nissan, Starbucks, Timberland, etc. Another book by Ruchika Singh Malyan and Punita Duhan (2019) on **Green Consumerism** talked about the meaning and inception of the concept of Green Marketing, the concept of green practices and behaviour of green consumers and purchasing decisions made by consumers to purchase a green product.

Research Gap

After reviewing the existing literature on Green Marketing, it was found that studies have been conducted to understand consumers' behaviour towards Green Marketing, green practices, environment awareness, etc. The research on Green Marketing is still evolving and under investigation in academia because it involves multiple disciplines, including environmental communication, Business Studies, Management Studies, Psychology, and Mass Media. The current study took another perspective using a communication lens, different from the existing studies, to study the communicative practices adopted by top Indian companies regarding Green Marketing. Also, it surveyed the Youth to map their knowledge and awareness regarding the same. This study contributed to the existing literature on Green Marketing by addressing these. It provided insights that can inform marketing practices and policies aimed at promoting sustainable consumption among young people.

Research Methodology

Research Methodology is the process that consists of a series of actions or steps necessary to effectively carry out research and the desired sequencing of these steps (Hari, 2015). In order to study the formulated research problem, the researchers have used a mixed-method approach consisting of both qualitative and quantitative methods. The survey method, under a quantitative approach, was used to gauge the awareness level of Youth regarding the concept of Green Marketing. Survey research is a systematic set of methods used to gather information to generate knowledge and to help make decision (Lavrakas, 2008). Content analysis was done to study the communication strategies about Green Marketing and sustainability practices adopted by top Indian companies. Content analysis entails a systematic reading of a body of texts, images, and symbolic matter, not necessary from an author's or user's perspective (Krippendorff, 2004).

To study the content, the website of each selected company was taken as a unit of analysis. Researchers also developed a code book to systematically study selected companies' content. Both probability and non-probability sampling techniques were used to draw the sample from the

population. Under non-probability sampling, the convenience sampling technique was used to survey 100 Youth in Delhi. Researchers have used the United Nations' definition of Youth as an operational definition. The UN defines Youth between the ages of 15 and 24 (Nations, Definition of Youth). Under probability sampling, the systematic random sampling technique was used to shortlist six top companies as per their market value in different sectors. The list was drawn from the Forbes India website, mentioning the top 10 companies in India by market cap in 2024 in sectors including Oil Exploration and Production, Banking, Information Technology, Insurance, Telecommunications and Consumer Goods. Selected companies included Reliance Industries, Tata Consultancy Services (TCS), HDFC Bank, LIC India, Bharti Airtel and Hindustan Unilever (HUL).

Data Presentations and Findings

The data presentation has been divided into qualitative and quantitative data analysis.

Section 1

Qualitative Data Analysis

Brand	Display of Navigation Bar	Nature of Content	Frequency of posting content	Presentation of Content	Publishing and frequency of Sustainability Report
Reliance https://www.ril.com/	<input checked="" type="checkbox"/> Sustainability <input type="checkbox"/> CSR <input type="checkbox"/> Environment Contribution <input checked="" type="checkbox"/> Other	<input type="checkbox"/> Blog <input type="checkbox"/> Audio-Visual <input type="checkbox"/> Articles and visuals <input type="checkbox"/> Environment Policy <input checked="" type="checkbox"/> Other Explanation: The content is presented in written format. Further subdivisions talk about the various areas and ways Reliance is contributing	<input type="checkbox"/> Once a week <input type="checkbox"/> Bi-weekly <input type="checkbox"/> Monthly <input checked="" type="checkbox"/> Other Explanation: Reliance's content on environmental contribution has already published, which also consists of the company's vision towards	<input type="checkbox"/> Written and Infographics <input checked="" type="checkbox"/> Written and Visuals <input type="checkbox"/> Audio-Visual <input type="checkbox"/> Other Explanation: The communication practices undertaken by Reliance to promote green marketing are well explained with access to some long-term goals the company is undertaking to	Publishing of report <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No Frequency of publishing: <input type="checkbox"/> Monthly <input type="checkbox"/> Quarterly <input checked="" type="checkbox"/> Yearly Explanation: Reliance publishes a sustainable report annually. The last sustainable report published was in the year 2022-23. The report is crucial as it highlights the steps taken by the company on a yearly basis to contribute towards the

		towards the environment, like product stewardship, environmental responsibility, etc. The company also follows an environmental policy that highlights the company's roles and responsibilities to protect the environment.	attaining its goals.	contribute towards the environment and promote green practices.	environment.
TATA Consultancy Services (TCS) https://www.tcs.com/	<input type="checkbox"/> Sustainability <input type="checkbox"/> CSR <input type="checkbox"/> Environment Contribution <input checked="" type="checkbox"/> Other Explanation: TATA Consultancy does not have a specific navigation bar to highlight its sustainability initiatives. Rather, it is part of the landing page of the website i.e., upon scrolling down the landing page, there is the	<input type="checkbox"/> Blog <input type="checkbox"/> Audio-Visual <input type="checkbox"/> Articles and visuals <input type="checkbox"/> Environment Policy <input checked="" type="checkbox"/> Other Explanation: The nature of the content is the combination of blogs and environmental policies framed and followed by the company to give back to the environment	<input type="checkbox"/> Once a week, <input type="checkbox"/> Bi-weekly <input type="checkbox"/> Monthly <input checked="" type="checkbox"/> Other Explanation: No particular timeline is followed for publishing the content on the website; the written part is static and not updated regularly.	<input type="checkbox"/> Written and Infographics <input checked="" type="checkbox"/> Written and Visuals <input type="checkbox"/> Audio-Visual <input type="checkbox"/> Other Explanation: The content is in written format.	Publishing of report <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No Frequency of Publishing: <input type="checkbox"/> Monthly <input type="checkbox"/> Quarterly <input checked="" type="checkbox"/> Yearly Explanation: After analyzing the website for the sustainability initiatives, it was found that they are publishing sustainability reports on a yearly basis. It was also noted that the last sustainability report was framed and published for the

	heading 'Spotlight on Sustainability,' which consists of the sustainability initiatives by the company.	and become thought leaders in the industry.			year 2018-19.
HDFC Bank www.hdfcbank.com	<input type="checkbox"/> Sustainability <input type="checkbox"/> CSR <input type="checkbox"/> Environment Contribution <input checked="" type="checkbox"/> Other Explanation: HDFC Bank is a leading bank in the banking sector according to the list published by Forbes. Still, the bank has not mentioned anything about its practice of Green Marketing, i.e., it is not presented on the website under any particular navigation bar.	<input type="checkbox"/> Blog <input type="checkbox"/> Audio-Visual <input type="checkbox"/> Articles and visuals <input type="checkbox"/> Environment Policy <input checked="" type="checkbox"/> Other Explanation: Since the bank is not taking any green initiatives, there is no record of the nature of the content published on the company's website related to green marketing.	<input type="checkbox"/> Once a week <input type="checkbox"/> Bi-weekly <input type="checkbox"/> Monthly <input checked="" type="checkbox"/> Other Explanation: There is no content published on green initiatives by the bank.	<input type="checkbox"/> Written and Infographics <input type="checkbox"/> Written and Visuals <input type="checkbox"/> Audio-Visual <input checked="" type="checkbox"/> Other Explanation: The bank does not have any record of the green initiatives undertaken, but it does offer a sustainable livelihood scheme that provides banking services to impoverished sectors of society.	Publishing of report <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Frequency of publishing: <input type="checkbox"/> Monthly <input type="checkbox"/> Quarterly <input type="checkbox"/> Yearly Explanation: Since there are no sustainable initiatives, the sustainability report is not published.

<p>LIC India</p> <p>https://licindia.in/</p>	<p><input type="checkbox"/> Sustainability</p> <p><input type="checkbox"/> CSR</p> <p><input type="checkbox"/> Environment Contribution</p> <p><input checked="" type="checkbox"/> Other</p> <p>Explanation: LIC India is a leading Insurance company in the insurance sector according to the list published by Forbes, but the company has not mentioned its practice of Green Marketing i.e., it is not presented on the website under any particular navigation bar.</p>	<p><input type="checkbox"/> Blog</p> <p><input type="checkbox"/> Audio-Visual</p> <p><input type="checkbox"/> Articles and visuals</p> <p><input type="checkbox"/> Environment Policy</p> <p><input checked="" type="checkbox"/> Other</p> <p>Explanation: Since the company is not taking any green initiatives, there is no record of the content published on the company's website related to green marketing.</p>	<p><input type="checkbox"/> Once a Week</p> <p><input type="checkbox"/> Bi-weekly</p> <p><input type="checkbox"/> Monthly</p> <p><input checked="" type="checkbox"/> Other</p> <p>Explanation: There is no content published on green initiatives by LIC India.</p>	<p><input type="checkbox"/> Written and Infographics</p> <p><input type="checkbox"/> Written and Visuals</p> <p><input type="checkbox"/> Audio-Visual</p> <p><input checked="" type="checkbox"/> Other</p> <p>Explanation: LIC India does not have any record of the green initiatives.</p>	<p>Publishing of report</p> <p><input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>Frequency of publishing:</p> <p><input type="checkbox"/> Monthly</p> <p><input type="checkbox"/> Quarterly</p> <p><input type="checkbox"/> Yearly</p> <p>Explanation: Since no sustainable initiatives exist, the sustainability report is not published.</p>
<p>Bharti Airtel</p> <p>https://www.airtel.in/</p>	<p><input type="checkbox"/> Sustainability</p> <p><input type="checkbox"/> CSR</p> <p><input type="checkbox"/> Environment Contribution</p> <p><input checked="" type="checkbox"/> Other</p> <p>Explanation: Bharti Airtel does not have a specific navigation bar to highlight its sustainability initiatives. Rather, it is part of the landing page of the website i.e., upon scrolling down the landing page, there is a 'Find more about</p>	<p><input type="checkbox"/> Blog</p> <p><input type="checkbox"/> Audio-Visual</p> <p><input type="checkbox"/> Articles and visuals</p> <p><input checked="" type="checkbox"/> Environment Policy</p> <p><input type="checkbox"/> Other</p> <p>Explanation: The company does not have any blogs, visuals, etc.; rather, it has an environment policy, i.e., a Sustainability procurement report that defines the roles and responsibilities</p>	<p><input type="checkbox"/> Once a week</p> <p><input type="checkbox"/> Bi-weekly</p> <p><input type="checkbox"/> Monthly</p> <p><input checked="" type="checkbox"/> Other</p> <p>Explanation: The company has an environmental policy that highlights the company's commitment towards the environment, and social inclusion is the cornerstone of Airtel's</p>	<p><input type="checkbox"/> Written and Infographics</p> <p><input type="checkbox"/> Written and Visuals</p> <p><input type="checkbox"/> Audio-Visual</p> <p><input checked="" type="checkbox"/> Other</p> <p>Explanation: The company does not have any written content; the environmental policies are published in the form of guidelines and procurement reports.</p>	<p>Publishing of report</p> <p><input checked="" type="checkbox"/> Yes</p> <p><input type="checkbox"/> No</p> <p>Frequency of publishing</p> <p><input type="checkbox"/> Monthly</p> <p><input type="checkbox"/> Quarterly</p> <p><input checked="" type="checkbox"/> Yearly</p> <p>Explanation: After analysing the website for the sustainability initiatives, it was found that they are</p>

	Airtel' that consists of the sustainability initiatives by the company.	of the company in the environmental sector.	sustainability initiative, which aims to guarantee that an increasing number of people benefit from a sustainable and enriching life.		publishing sustainability reports on a yearly basis. It was also noted that the last sustainability report was framed and published for the year FY 2022-23.
Hindustan Unilever (HUL) www.unilever.com	<input type="checkbox"/> Sustainability <input type="checkbox"/> CSR <input type="checkbox"/> Environment Contribution <input checked="" type="checkbox"/> Other Explanation: The navigation bar to represent the green marketing practices has been shown in the navigation bar 'Planet & Society', which is further divided into multiple tabs, the tabs which promoting the practice of Green Marketing are Climate Action, Protect and regenerate nature and Waste-free world.	<input type="checkbox"/> Blog <input type="checkbox"/> Audio-Visual <input type="checkbox"/> Articles and visuals <input type="checkbox"/> Environment Policy <input checked="" type="checkbox"/> Other Explanation: The content is presented using written blogs and articles along with visuals. The website shows green marketing practices in different formats like blogs, illustrations, visuals etc.	<input type="checkbox"/> Once a week <input type="checkbox"/> Bi-weekly <input type="checkbox"/> Monthly <input checked="" type="checkbox"/> Other Explanation: The content on an environmental contribution by HUL is already published, which also consists of the company's past projects contributing towards the environment and present steps it is taking to maintain the Green Marketing brand list	<input type="checkbox"/> Written and Infographics <input checked="" type="checkbox"/> Written and Visuals <input type="checkbox"/> Audio-Visual <input type="checkbox"/> Other Explanation: The communication Practices undertaken by HUL to promote green marketing are well explained with access to goals the company is undertaking to contribute towards the environment and promote green practices. The brand is committed to long-term value creation	Publishing of report <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No Frequency of publishing: <input type="checkbox"/> Monthly <input type="checkbox"/> Quarterly <input checked="" type="checkbox"/> Yearly Explanation: HUL publishes a Sustainability report yearly. The latest report was published in FY 2022-23.

				for all our stakeholders and our philosophy has always been about incorporating the right environmental, social and governance practices to ensure a sustainable future.	
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Analysis

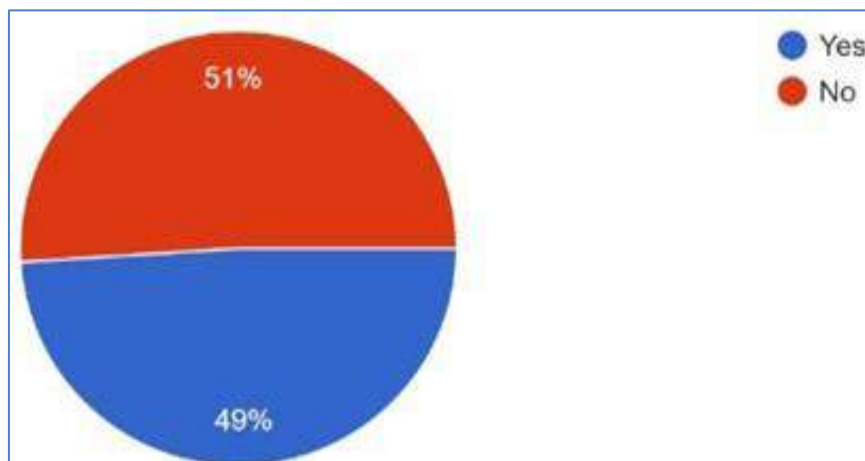
From the above content analysis, it can be concluded that out of the six selected companies, two companies, HDFC and LIC, have not highlighted their sustainability practices on their website. The other two selected companies, TCS and Bharti Airtel, do not have an exclusive navigation bar for their sustainability practices. Companies like HUL and Reliance have an exclusive navigation bar highlighting their green practices. The format companies use to communicate their green marketing practices was presented with visuals accompanied by written content. Like Hindustan Unilever published an article titled ‘Protect and Regenerate Nature,’ where the company highlighted its ESG goals and sustainable production of fruits and vegetables. The company stated that, in 2022 tomatoes used in its Kissan Ketchup were sustainably and locally sourced. In contrast, few companies presented written content with a combination of well-framed environmental policies. Reliance has mentioned two policies titled Environment Policy and Health, Safety and Environment Policy. These policies highlighted the company's role towards sustainability. Also, Reliance has an internationally accepted manufacturing Environmental Management System. The researchers have observed that the content on the websites of all six companies is predominantly static. Additionally, of the six companies examined, four consistently publish sustainability reports on an annual basis, indicating a commitment to green marketing practices. In contrast, the remaining two companies, HDFC and LIC, have not mentioned anything about their Green Marketing initiatives on their website.

Section 2

Quantitative Data Analysis

Researchers have collected quantitative data by surveying 100 sample units.

1. Awareness among youth about Green Marketing



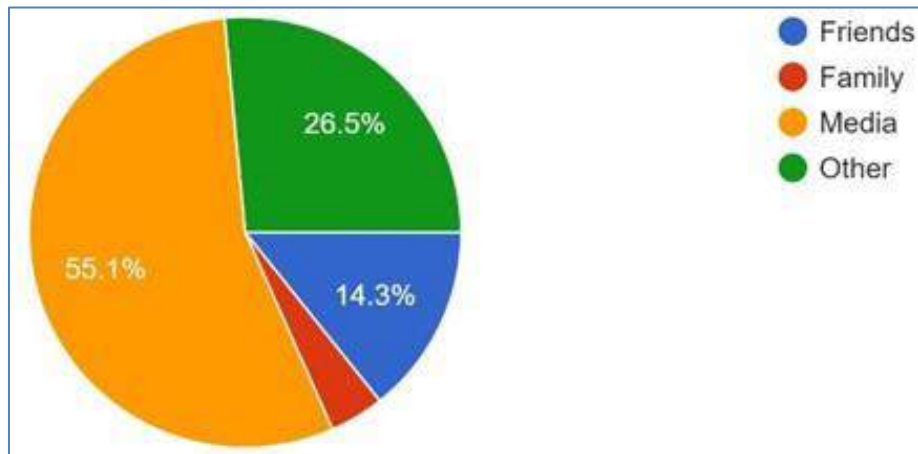
Out of 100 respondents, 49 respondents (49%) are familiar with the concept of Green Marketing, while 51 respondents (51%) are unaware of the concept of Green Marketing.

2. Respondents' understanding of Green Marketing

S. No.	Youths' understanding	No. of Respondents
1	Sustainability	24
2	Eco-friendly/environment friendly	17
3	Products with environmental benefits	3
4	Promoting Green	2
5	Reduce carbon footprint	2
6	Environment Sustainability	1

The above table showcased respondents' understanding of the concept of Green Marketing. The analysis showed that most respondents, i.e., 24 respondents, believed Green Marketing is associated with sustainability, and 17 respondents equated it with eco-friendly efforts.

3. Respondents' source to know about Green Marketing



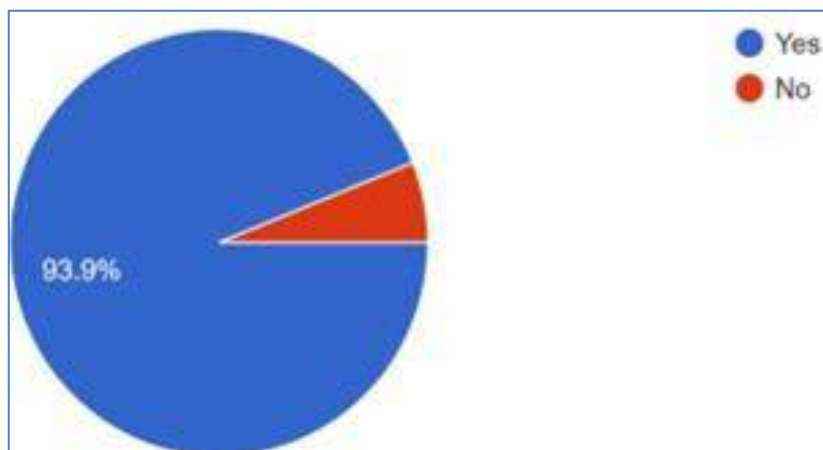
The above pie chart found that 55.1% of respondents came to know about the concept of Green Marketing through Media. While 26.5% of respondents knew about the concept from other sources, only 14.3 % knew through friends.

4. Brands practicing Green Marketing

S. No.	Brands /Companies	No. of respondents
1	Mama Earth	13
2	Starbucks	9
3	IKEA	8
4	Hindustan Unilever/Unilever	8
5	Nike	8
6	Apple	6

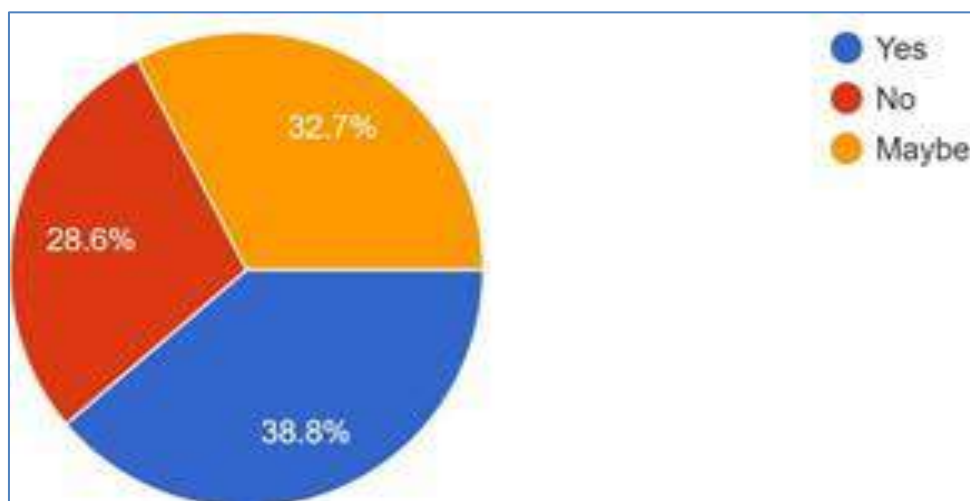
The respondents were asked if they knew companies and brands that indulged in Green Marketing. It was found that all the respondents knew about only brands practising Green Marketing. As many as 13 respondents mentioned Mama Earth as a practitioner of GreenMarketing, while eight respondents each mentioned IKEA, HUL and Nike, nine mentioned Starbucks, and 6 mentioned Apple.

5. Contribution of Green Products towards Environment



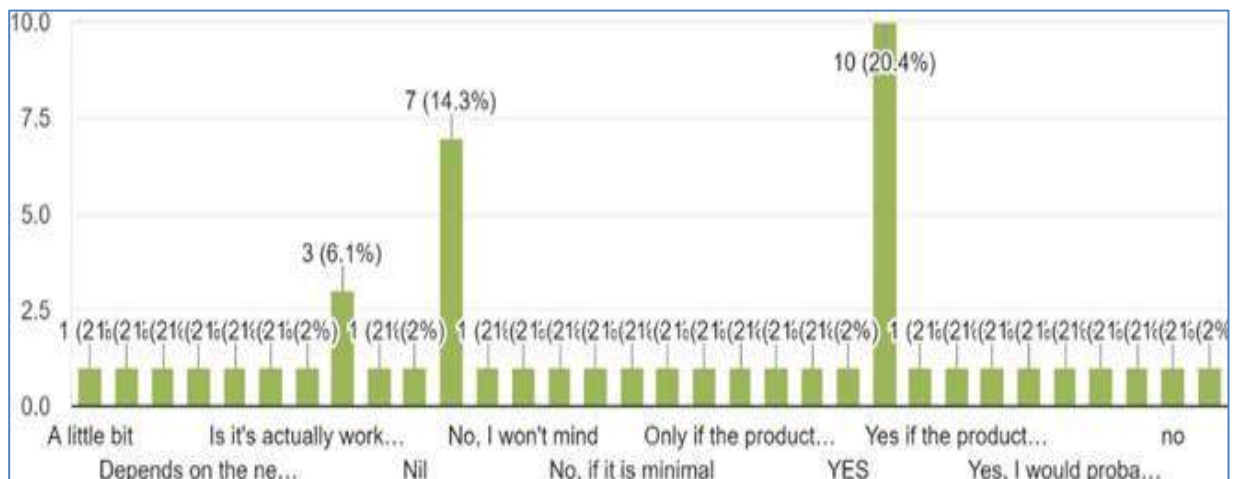
The survey found that 93.9% of respondents thought that green products are crucial and contribute to the environment and that launching more green products can conserve the environment.

6. Advertisement (s) related to Green Marketing



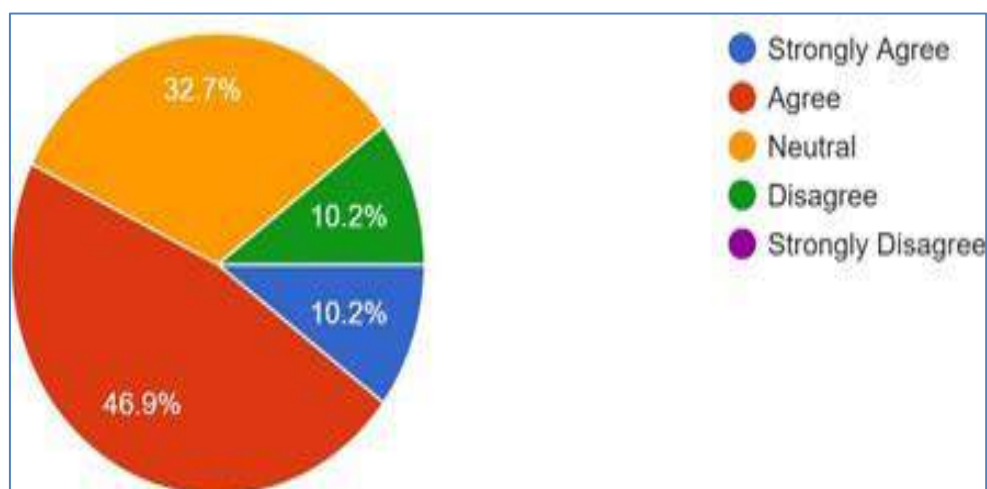
It was found that 38.8% of respondents have come across an advertisement related to Green Marketing and 28.6% have never come across any advertisement regarding the same.

7. Readiness to pay extra for green products



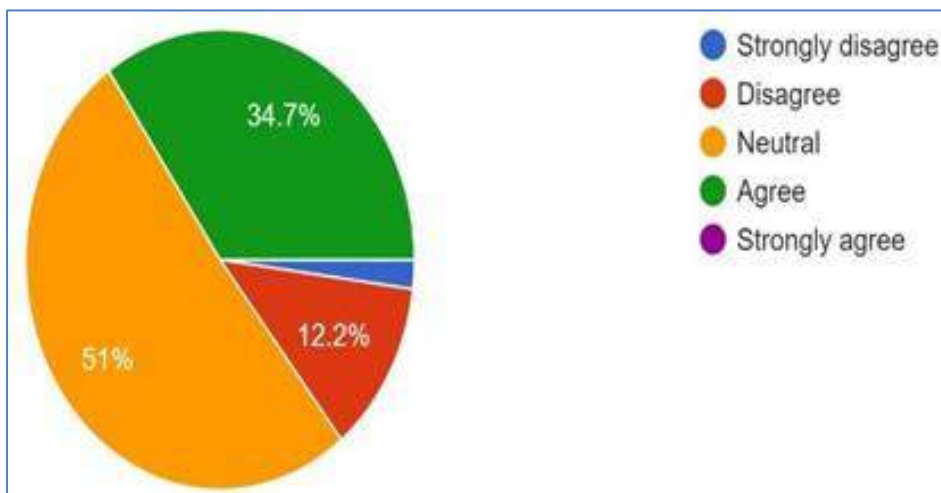
According to the data gathered from respondents about their willingness to pay extra for green products, it can be drawn out that 40.81% said that they are willing to pay extra for green products and think that these products will contribute towards the environment. Opinion regarding techniques harming the Environment.

8. Performance of green products and services



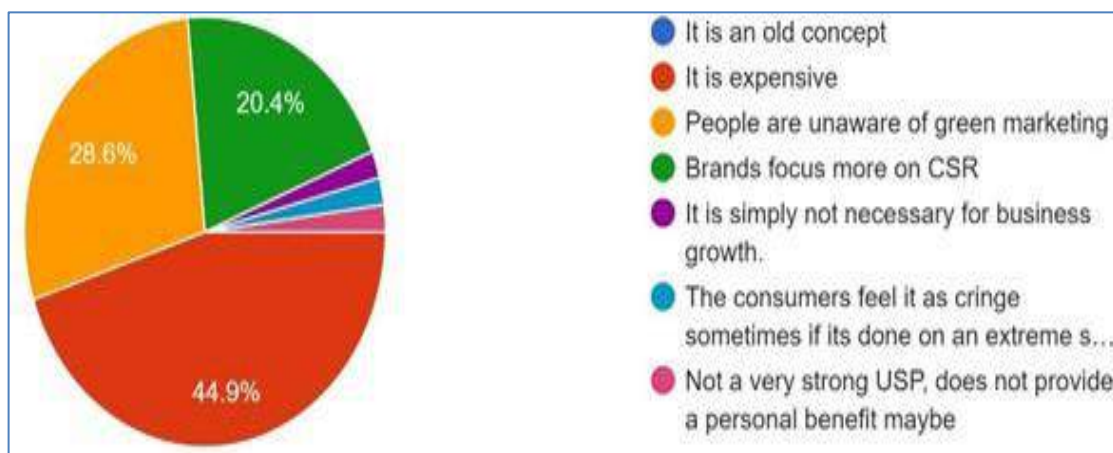
According to the above pie chart, 46.9% thought that regular marketing techniques harm the environment and can lead to harmful environmental conditions. At the same time, 32.7 % of respondents are neutral regarding the same.

9. Reason behind fewer companies/brands practicing green marketing



As per the collected data, it was found that the majority of respondents (51%) did not have any opinion regarding the performance of green products as compared to conventional products.

10. Government should take steps to promote Green Marketing



The above pie chart showcased that the majority of the respondents, 44.9%, felt that green products are expensive and 28.6% felt that people still are not aware of green marketing and products and the other 20.4 % felt that brands focus more on doing CSR activities rather than practising green marketing.

11. Measures that the government or brands or companies cantake in order to promote green marketing



The survey found that 98 % of the respondents thought that the government shouldtake all steps to promote Green Marketing.

12. Measures that the government or brands or companies cantake in order to promote green marketing

S. No.	Strategies for green marketing	No. of Respondents
1.	Awareness Campaigns	11
2.	Incentives	6
3.	Tax concessions	6
4.	Green product/services advertisementson different media platforms	5
5.	Education among people	3

The above analysis revealed that a total of 11 respondents thought that Green Marketing might be promoted through awareness campaigns; six respondents each felt that incentives must be given to companies or bands regarding their green endeavours, and also, tax concessions may be another effort for the same. Five respondents felt that the frequency of advertisements regarding green products and services may beincreased, and only three respondents thought of educating people regarding the same.

Conclusion, Limitations and Suggestions

The research study titled, Green Marketing: A Study of Communicative Practices Adopted by Indian Companies and Awareness Level among Youth, examined the communicative practices adopted by Indian Companies, enlisted by Forbes according to their market valuation and also assessed the awareness level of Youth regarding the concept of Green Marketing. The content analysis was done of the top six Indian companies based on market valuation from different sectors, including Oil Exploration and Production, Banking, Information Technology, Insurance, Telecommunications and Consumer Goods. The findings revealed several crucial insights. The study identified various communicative practices companies employ, including the sustainable navigation bar, Environment Policy, Corporate Social Responsibility, and Sustainability Report as part of their Green Marketing initiatives and sustainable efforts. It was also concluded that two of the six selected companies, HDFC and LIC, have not highlighted their sustainability practices on their website. The other two selected companies, TCS and Bharti Airtel, do not have an exclusive navigation bar for their sustainability practices. These practices are crucial in promoting green products and services, influencing consumer behaviour and raising environmental awareness. Additionally, of the six companies examined, four consistently publish sustainability reports on an annual basis, indicating a commitment to green marketing practices. In contrast, the remaining two companies, HDFC and LIC, have not mentioned anything about their green marketing practices on their website.

The study found that the youth's awareness level regarding green products and services. The researchers have found that out of 100 respondents, only 49% were aware of green marketing; the other 51% were unaware of the concept. However, the respondents who were aware of the concept lacked a basic understanding of the concept of Green Marketing and Corporate Social Responsibility (CSR). For instance, according to 13 respondents, Mama Earth is a brand that practices Green Marketing and contributes to the environment by growing trees, which, according to them, is a green practice rather than a CSR practice by brand. It was found that 40.81% of respondents said they are willing to pay extra for green products and think they will contribute to the environment. The maximum number of respondents felt that through awareness campaigns and educational drives, green marketing could occupy a space in every person's mind, which would, in turn, help conserve the environment.

Even though a lot of discussions and discourses are happening around the globe, however, if we consider this study, Green Marketing is still in its infancy. The survey data analysis found that even youth need more clarity on the said concept. Many were unaware of the advertisement(s) promoting green practices. This study highlighted the importance of effective communicative practices in Green Marketing by companies and the need to enhance awareness among Youth.

Companies must be more creative in their communication practices to create environmentally conscious consumers. By leveraging innovative strategies and collaborations, companies can inspire positive behavioural change and promote sustainable consumption patterns. Ultimately, such efforts can contribute to a more environmentally conscious society and pave the way for a greener and more sustainable future. Regarding limitations, researchers could have more respondents as part of their sample size to draw a broader understanding of Green Marketing.

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