

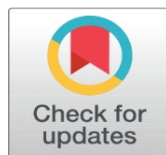


A REVIEW OF GREEN ADVERTISING PRACTICES: INSIGHTS FROM INDIAN BRANDS

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ABSTRACT

This paper explores the new promotional strategy 'Green Advertising' which take hype in the world of sustainability. This promotional strategy aimed to promote goods and services with the eco-friendly features. Nowadays, this concept gained significant attention all over the world as the environmental concerns increased drastically. This paper attempts to understand the concept of Green Advertising along with this it also investigated the brands who adapted this strategy to enhance their brand image. The findings also give the overall view point to handle and grow business with this promotional strategy. The review analyzed findings from the relevant literature to provide insights about the effectiveness of Green Advertising and its challenges in the realm of India.

Keywords: Green Advertising, Indian Brands, Environmentally Friendly, Campaign.

1. INTRODUCTION

In present scenario, 'green' is the new normal or we can say, the trend is 'go green'. Whenever we use this term, it recalls about the environment and its protection as well as pointing towards the nature and eco-friendly (Iyer et al, 1993). As folks attracts towards sustainability and aware about the environmental issues has led to a vital rise in the introduction of eco-friendly goods. These goods or products are known as 'green goods' or 'green products.' In the result of this attraction companies are sedulously involve in this concept (Bahn et al., 2001; Leonidou et al., 2011). Today's consumer is more aware and known about the consequences of their actions on environment (Pagiaslis et al., 2014). As defined by the several researchers, 'Green Advertising' is a promotion strategy in which brands advertise their goods and services with their eco-friendly features (Banerjee et al., 1995). Its objective is to introduce sustainable side of the product to the customer so that they persuade to buy (Chang, 2012). The way, green advertising emerges, shows the awareness of the eco-friendly attempts in brands and in consumer as well. Environmental issues (such as climate change, resource

depletion etc.) are growing drastically as well as due to the force of the government, companies are actively adopting this 'green advertising' concept to communicate consumers their promises to sustainability (Krstic et al., 2021). As the study talks about India, where the environmental issue is a subject of concern, adaptation of green advertising by the brands is significant area to examine.

2. LITERATURE REVIEW

The concept of green advertising rule the Indian market since recent years, with the strategy of promoting products and services with eco-friendly features. This becomes a key tool for brands to showcase their efforts of sustainability. Focusing on the concept, the literature review aiming to explore the existence of this go green concept in Indian brands and collaboratively provide a comprehensive understanding of the topic.

The Green Advertising concept is revolving with the strategy of sustainable product promotion. In Indian, as the environmental concerns are growing too quick, brands look at this as an opportunity by promoting their goods and services along with their eco-friendly feature and trying to rule the market. As Indian consumer highly demanding green products, in response to that, informing or using eco-friendly claims become significant element for a brand (Kumar and Singh, 2022).

Green advertising serves as a promotional method aimed at disseminating information regarding a company's environmental initiatives and dedication. Past studies on green advertising have yielded varying outcomes, suggesting that although Indian consumers have low green awareness, they exhibit significant environmental concern (Bhate, 2000). In many developing nations, a prevalent characteristic is the limited awareness among consumers concerning environmental issues (Gallastegui, 2002).

Advertisements are crafted with the "Theory of Reasoned Action" in mind, aiming not only to alter behaviors but also to influence beliefs that subsequently drive desired actions or purchases (Coleman, Bahnan, Kelkar & Curry, 2011). Green advertising typically employs claims that emphasize the connection between the product, service, or ideas and the dynamic environment, promoting a green lifestyle or fostering consumer commitment to environmental awareness (Banerjee et al., 1995).

The majority of research indicates that environmental claims in green advertisements often lack factual basis, authenticity, and substantiation, primarily serving to enhance the reputation and goodwill of firms (Kangun et al., 1991). Many green advertisements portray an organization's green vision without validation (Banerjee et al., 1995).

Consumer perception of deception in green advertising can adversely affect organizations, leading to decreased purchase intention and unfavourable attitudes toward the advertisement and brand (Newell, Goldsmith, & Banzhaf, 1998; Shru). Such perception also erodes consumer trust and fosters confusion regarding green claims (Chen & Chang, 2012).

Some advertisements specify manipulated often about the eco-friendly claims by the marketers (Leonidou et al., 2011). Companies are claiming that their non-green products are the green ones. These kinds of advertisements do not get success and fail continuously to deliver on their promises and they also mislead the customer as they had lacking substantive information about the eco attribute of the product. In terms of advertising, these misleading advertisements are known as green washing. This increases the concern in the consumer that they are not able to verify the eco attributes without using the product themselves.

These practices pointing that some brands who are using green advertising concepts are not using this honestly and falsely promote eco-qualities of their product, are likely to be weakening the faith of the consumers on green advertising and leading their perception towards green washing. According to the past studies, green advertisement is connected with negative assessments in the consumer's perception, (Newell, Goldsmith, and Banzhaf, 1998), pointing that green washing in green advertisements may not fully resistant for highly knowledgeable consumers (Parguel, Benoit-Moreau, and Russell, 2015).

Nevertheless, several research efforts were done to analyse and investigate the involvement and effort of green washing in advertisements, there is still lack of theoretical frameworks which should explains the highlighted mechanisms and the conditions limit of green advertising's misleading effects on consumers' assessment of green ads and brands. Government of India also look into this matter, as result they introduce a scheme called 'Eco Mark Scheme' in the concern to raise awareness among Indian consumers about eco-friendly goods. The scheme aimed to encourage customers to purchase products with fewer harmful impacts on the environment. It's noteworthy that the tangible product itself may not have a direct impact on the environment but addresses customers' psychological preferences for products that address environmental concerns and contribute to environmental conservation.

Interestingly, some companies responsible for pollution have been using green advertising in their advertisements to portray a positive image and present themselves in a favorable light to customers (Kumar and Singh, 2022).

In India, environmental degradation driven by factors like population growth, urbanization, poverty, and industrialization underscores the need for protecting the environment and achieving sustainable development. While some companies employ green advertising to signal environmental responsibility, research suggests that real estate firms heavily utilize it to enhance their 'green' image. However, sectors such as apparel, automotive, and consumer electronics often fail to fulfill their environmental claims, leading to widespread greenwashing in Indian advertisements. This ambiguity in messaging negatively impacts consumer satisfaction, with many promises deemed misleading, while media plays a significant role in shaping perceptions. (Kumar and Singh, 2022).

2.1 BRANDS ADOPTED GREEN ADVERTISING STRATEGIES IN MARKETING

WIPRO AND INFOSYS are making significant strides towards environmental sustainability. Wipro, for instance, has introduced eco-friendly desktops and laptops, known as Wipro Green Wares, becoming the first Indian company to prioritize eco-sustainability in energy, water efficiency, and waste management. They are actively pursuing initiatives to become a carbon-neutral, water-positive, and energy-saving organization. Additionally, they design products and solutions to minimize hazardous waste and continuously offer green products to enhance ecological sustainability. Infosys, too, has reduced its per capita electricity consumption and invested in renewable energy sources. They have implemented integrated design methods for new buildings to maximize daylight and reduce heat, and a significant number of their buildings are certified to international green standards. Both companies have replaced office equipment with energy-saving alternatives and installed solar panels on their campuses, leveraging the cost-effectiveness and environmental benefits of solar power. **Tata Metaliks Limited**, operating in the mining and metal sector, is also committed to reducing its carbon footprint by increasing green cover through plantation, groundwater conservation, and the use of natural fertilizers. **Suzlon Energy**, a renewable energy company, has emerged as one of India's greenest by producing wind turbines and generating 30% of India's renewable energy. They prioritize meeting present needs without compromising future generations' capacity to meet theirs. In the consumer electronics sector, companies like **HP** have pledged to reduce global energy use, showcasing the potential of green marketing to attract customers. Additionally, the introduction of **CNG in New Delhi's** public transport system in 2002, mandated by the Supreme Court of India to curb pollution, exemplifies the proactive measures taken to address environmental concerns. **Maruti Udyog Ltd.** has been at the forefront of environmental protection and energy conservation efforts, implementing initiatives such as rainwater harvesting, waste water recycling, and promoting 3R (reduce, reuse, recycle) practices in its supply chain. With the help of these efforts, companies are complete their regulatory requirements as well as driving positive environmental impacts and sustainable business practices. **SBI** took step towards sustainability and outfitted 10,000 new ATMs with eco-friendly and energy efficient equipment features, which helps in not only cutting the cost of power and earns carbon credit but also sets a notable step for others. Including this the banking service introduced the "**Green Channel Counter**" which offers paperless banking service. With collaboration of SBI and Suzlon Energy, they established a 15-megawatt wind farm in Coimbatore, expending across Tamil Nadu, Maharashtra and Gujarat. SBI's 'Green Banking Program' initiative marks the beginning. It aimed to reduce carbon footprints and promote energy efficient practices in its customers (Kumar, 2015; Chauhan et al., 2015, Saini, 2014, Kumara, 2017; Tiwari, 2014).

Indian manufacturing industries has been observed as they adapt this concept in supply chain management. (Mathiyazhagan, Govindan, and Haq, 2014) Companies are under pressure by the rules of Indian government and the demands of consumers to implement green supply chain management practices. This informs that brands are attracting and growingly understands the significance of sustainability. As result, they are step ahead to involve green practices in their attempts. Attention gained by green advertising in recent years is significant. As review study of (Sanjay K. Jain and Gurmeet Kaur) companies with adapting green marketing strategy were answerable to environmental challenges.

2.2 CHALLENGES Green Advertising faces several hurdles that must be rectify to achieve success in this concept. First, although educated and urban customers are aware about the benefits of green products, but for general folks, it is still a novel concept, it requires extension of educational efforts. Second, the cost factor is another crucial challenge, due to these green products are required more investment in research and development initiatives, which resulting increased expenditure. Proving and convincing consumer on the value of green advertising is another challenge for brands for which schemes like 'Eco labelling' are required to decrease doubts and increase faith of the consumers (Tiwari, 2014).

Non-Green	Green
Objectives 1. Ensuring customer satisfaction 2. Achieving organizational goals	Objectives 1. Fulfilling customer satisfaction 2. Attaining organizational objectives 3. Ensuring compatibility with the ecosystem
Decision-Making Perspective 1. Disjointed thought processes 2. Lack of cross-boundary consideration 3. Emphasis on short-term outcomes	Decision-Making Perspective 1. Unified thought processes 2. Cross-boundary consideration 3. Focus on long-term objectives
Philosophical Foundation 1. Human-centred 2. Viewing the ecosystem as an infinite receptacle	Philosophical Foundation 1. Life-centred 2. Recognizing the ecosystem as a physical constraint, with ecological costs that must be acknowledged
Ecological Accountability/Responsibility 1. Limited assessment of product risks 2. Addressing ecological costs at local, regional, or national levels 3. Ignoring or underestimating ecological costs	Ecological Accountability/Responsibility 1. Comprehensive assessment of product risks 2. Addressing ecological costs at a global or international scale 3. Fully incorporating ecological costs into evaluations
General Tools/Approaches 1. Employing planning to reduce local waste disposal expenses 2. Reactive approach to waste management 3. Concentrating on industrial operations 4. Implementing total quality management	General Tools/Approaches 1. Utilizing life cycle assessments and environmental audits to minimize and redirect waste management 2. Taking a proactive stance on waste management 3. Focusing on industrial processes 4. Implementing total quality environmental management

Source: Donald A. Fuller, *Sustainable Marketing: Managerial-Ecological*

As dedication towards sustainability, Indian brands are understanding the significance of green advertising (Kapoor et al., 2018). As stated in previous studies (Jain and Kaur, 2019), packing the environmental issues and aware folks is another type of service by green ads along with promoting products. Brands are apply strategies like incorporating eco-friendly message, visuals in the design to resonate with eco-conscious customers (Bansal & Minna, 2020). There are study which stated that consumers in India supporting companies who adopt green advertising in tendengly in comparison to those who don't (Sharma & Singh, 2017). This embosses that there is significant influence of green advertising/marketing on the perceptions of consumers of India.

3. METHODOLOGY

The qualitative approach was applied to analyze the concept of green advertising and its existence in Indian brands. Source of collecting the data was secondary in which all the relevant literatures including articles, industry reports, case studies etc. were reviewed.

3.1 OBJECTIVES OF THE STUDY

1. To understand the concept of green advertising.
2. To investigate green advertising existence among Indian Brands.

4. DISCUSSION

There are several obstacles for the brands in India who initiate to executing impactful green advertising campaigns. There is imputations involved in these challenges for greenwashing, which creates doubts in the consumer about the authenticity of marketing messages and misleading claims about environmental relevant attempts (Pillai & Viswanathan, 2016). Green advertising campaigns have that image of the brand with the help of honest commitment. It can attract eco-conscious consumers; those who put these go green concept as frontline as well as develop long- term growth in the context of sustainability to the brands (Gupta & Rajput, 2020). There is a need for brands to ensure that the green message should genuine and ethical so that these brands maintain the faith in the customers and overcome with these challenges and avail the benefits of this green advertising strategy.

5. CONCLUSION

In conclusion, this paper through the light on the adoption of green advertising by the brands as the environmental concerns are raising very frequently as well as highlights its global significance. With investigating the concept of green advertising, its challenges in the context of Indian brands, the study provides valuable insights for the sustainable marketing practices. Green advertising emerges in a form of significant strategy which convey the environmental responsibilities to the customer, as companies trying to showcase a genuine commitment to sustainability. The study highlights the potential of successful green advertising campaigns which helped to increase the brand image and attract eco-conscious consumers along with the acceptance of the presence of greenwashing and regulatory complexities. Further, it is vital for the brands to convey their messages with authentic sustainability practices to mark and maintain brand image in the market.

CONFLICT OF INTERESTS

None.

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