

A Study of Green Marketing and Digital Marketing Practices in India

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Abstract-- Promoting items as ecologically friendly substitutes for their competitors is known as “green marketing.” Green marketing highlights the advantages of products for sustainability. Whether apparent or actual. It is becoming more and more significant in a market of environmentally sensitive consumers. Energy conservation throughout the production process or as an outcome of packaging modifications are examples of successful green marketing tactics. Businesses can also use charitable endeavors to show that they care about the planet. Greenwashing, or making deceptive claims about environmentally beneficial initiatives, and the financial costs of the practice are two criticisms leveled at green marketing. Using websites, apps, smartphones, social media, internet search engines, and other digital tools to advertise and sell goods and services is known as internet marketing. It allows businesses to target specific customers and assess success in real time. Common outlets include websites, search engines, social networking sites, email, and paid advertising. Marketers utilize information analytics to optimize marketing. Competition for awareness is difficult because of constant alterations to platforms and digital deluge.

Keywords-- Digital Marketing, Green Marketing, Greenwashing, Environment, Eco-friendly, Consumer Awareness, Social Media Marketing.

I. INTRODUCTION OF GREEN MARKETING

Green marketing highlights the advantages of goods for the natural world. Either imagined or actual. It is becoming more and more significant in a market of environmentally sensitive consumers. Energy conservation throughout the production procedure or as an outcome of packaging modifications are samples of successful green marketing tactics. Businesses can also use charitable endeavors to show that they care about sustainability. Greenwashing or making misleading statements about environmentally beneficial initiatives, and the financial costs of the method are two critiques leveled at green marketing. One part of a larger trend toward ethical and socially responsible company operations is green marketing. Customers now want businesses to show that they are dedicated to enhancing their business activities in addition to meeting different environmental, social, and governance, or ESG, standards.

In order to achieve this, a lot of businesses will regularly release impact on society declarations during which companies publicly disclose how well they are doing in achieving these objectives. The decrease of greenhouse gas emissions from an organization's operations, the upholding of rigorous labor practices within the country and across supply chains worldwide, and charitable initiatives aimed at assisting the neighborhoods within which the business is headquartered are typical manifestations of ESG-related enhancements. Green marketing emphasizes green initiatives, but it frequently works in tandem with corporate responsibility and societal goals. Businesses are concentrating on creating environmentally friendly items, which is a relatively new phenomena. Green marketing is the promotion of goods that are thought to be healthy for the natural world. The American Marketing Association. It is the procedure of creating and marketing goods and services to appeal to consumers who want reasonably priced, high-performing, convenient things that don't negatively affect the planet.

II. IMPORTANCE OF GREEN MARKETING

Promoting goods and services on the basis of their eco-friendliness, environmentally friendly production, or environmental advantages is known as "green marketing." Building long-term loyal customers, gaining an advantage over rivals, and satisfying growing client demand for environmentalism are all critical for today's companies. Companies use green marketing for a number of moral and practical reasons:

1. *Fulfilling Customer Demand:* An increasing number of environmentally aware customers are actively seeking out businesses that place a high priority on responsibility for society and the environment.
2. *Competitive Edge:* In a growing competitive market, a brand can stand out by advocating sustainable practices like sustainable manufacture or packaging that is environmentally friendly.
3. *Enhanced Brand Loyalty:* Stronger retention of clients results from the tendency of customers to support and promote brands that share their beliefs.

4. *Encouraging Development and Reduced Costs:* Implementing sustainability frequently compels businesses to find more effective methods to run, which in the long run can cut inefficiency and expenses related to overhead.
5. *Environmental Protection:* Fundamentally, ethical green marketing promotes corporate responsibility and backs larger international initiatives to mitigate global warming and preserve the environment.

Challenges of Green Marketing:

High manufacturing costs, widespread customer distrust due to greenwashing, and a lack of consistency in sustainability claims are the main obstacles facing green marketing. Companies continue to have trouble trying to strike a balance between the need to maintain high-quality, reasonably priced products and ecological operations.

The Following are the Primary Obstacles to Green Marketing:

1. *Environmental Deception and False Advertising:* When businesses make inflated or fraudulent environmental promises, a lot of customers become skeptical. It is challenging for brands to persuade customers of their truly environmentally friendly initiatives because of this mistrust.
2. *Increased Production prices:* Manufacturing prices are frequently increased by obtaining ethical resources, investing in environmentally friendly technological advances, and negotiating complicated regulations related to the environment. Because of this, setting reasonable costs for products is difficult.
3. *Insufficient normalization:* There aren't many accrediting organizations or generally recognized standards to support "sustainable" or "organic" claims.
4. *Consumer Knowledge and Action Gap:* Although a lot of consumers are conscious of problems with the environment, they continue to put affordability and ease of use ahead of sustainability. Explaining complex sustainability jargon in an intelligible way is also difficult.
5. *Green Blindness:* Companies may make the mistake of placing too much emphasis on environmental advantages at the price of basic product functionality or satisfaction with customers.

III. SUGGESTION OF IMPROVING GREEN MARKETING:

Replace ambiguous eco-labels with data-driven narratives and unbiased validations to enhance your green marketing.

To gain genuine confidence among consumers and prevent allegations of greenwashing, provide concrete data to support your assertions and be transparent about your sustainable development. Use these crucial enhancements to create a strategy for sustainability that is actually productive:

IV. INTRODUCTION OF DIGITAL MARKETING:

Digital marketing has completely changed how companies interact with and attract customers. Organizations increasingly employ online mediums to reach specific groups of people, track advertising outcomes in real time, and swiftly modify plans rather than depending exclusively on conventional media like radio, print, or video. Marketing tactics have gotten more based on data and flexible as digital platforms grow to change. Marketing covers numerous tactics and channels to advertise companies and improve market share. To be effective, it takes an amalgamation of promotional and sales knowledge. Experienced marketers concentrate on those activities whether directly at particular organizations or outside at marketing agencies that might handle many diverse consumers. Businesses traditionally depended on marketing using print, broadcasting, and tv since that essentially all we had. Whilst those choices still abound, online platforms brought corporations additional methods to reach people and provided origin to digital marketing. New developments and innovations pushed corporations to modify their marketing plan and expenditures. Email proved a prominent marketing technique in the infancy of internet marketing. Then the attention switched to using search computers enabling firms to tag and term stuff in order to have itself discovered. The rise of online communities like Facebook makes it accessible to marketers to observe consumer data and distribute content to very particular demographics.

V. DIFFERENT DIGITAL MARKETING OUTLETS:

Digital advertising avenues have changed throughout the 1990s and will keep trying to do so. Below are the eight hottest networks in usage nowadays. Website Marketing Businesses frequently use a personal website as the focal point of their digital advertising campaigns. The most successful webpages showcase a company's services and goods in an understandable and remembered manner. A website currently needs to be responsive, responsive to mobile devices, and simple to use. Pay-Per-Click (PPC) promotion allows businesses to reach viewers on news, other web pages, and online channels by running sponsored adverts.



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Companies can create PPC advertisements on Google, Bing, LinkedIn, X (previously Twitter), Pinterest, Instagram, and Twitter to display advertising to users who search for phrases connected to those goods and services.

1. Content Marketing:

The purpose of content marketing is to get the word out to prospective customers by providing them with interesting printed, multimedia, or video information. That material is usually released on an online platform and then marketed using social networking sites, marketing via email, internet search engine optimization, or pay-per-click advertising. Marketing through content aims to be subtler than marketing, and the good or service that is being promoted can or cannot be prominently displayed.

2. Email Promotion:

Email marketing is as much as forty times more successful than traditional social media marketing, per a McKinsey & Company research. Additionally, exactly the same survey discovered that email marketing had a 300% quicker purchasing procedure than social media marketing. Marketing via email is really economical. The primary benefit is that the target audience you are trying to reach are people whom have chosen to be reached by your company, which increases the likelihood that they will respond favorably to your message. Email marketing is more complicated than just writing an email, despite the common misconception that it is. The most crucial skill for effective email marketing is authoring. Despite the fact that many individuals perceive emails as spam, utilizing email marketing continues to be one of the greatest successful digital marketing strategies. To get people for their list of email addresses, numerous digital advertisers utilize their additional digital marketing methods. They next attempt to convert those potential customers into clients via email marketing.

3. Services for Social Media Marketing:

With the goal to increase visitors and sales as well as establish your company's visibility, social media marketing (SMM) companies use a variety of social media channels to link your business with the people you want to reach. Incorporating SMM into the marketing strategy you use is essential in the modern era. Additionally, social media marketing is an excellent means of developing the identity of your business, credibility, and favorable attitudes. Employing a digital marketing firm to accomplish this would guarantee businesses the know-how required to carry out a successful SMM operation.

4. Digital Advertising Services:

What sets e-marketing apart from conventional is that it is powered by analytics. Throughout the World Wide Web, including Google as well as Facebook, YouTube, Instagram, Twitter, websites, and even smartphone apps, online advertising promotes sales, brand recognition, and a number of other commercial requirements. There are numerous platforms and mediums for electronic marketing; let's examine Facebook and Google.

5. Advisory Services for Digital Marketing Strategies:

Marketers planning ahead launching an advertising effort or initiative have a 356% higher chance of accomplishment, as reported by CoSchedule, a digital marketing administration platform. As a consequence, employing a digital marketing strategy advisor may be beneficial since they assist companies in creating successful digital marketing strategies. The consultants accomplish this by thoroughly evaluating the present state of both the company and their target client. To get the necessary information, demographic research and a SWOT assessment are frequently carried out. In order to develop a successful converting sales approach, traditional digital marketing specialists also identify which channels of advertising are presently offering or may offer organizations the best return on their advertising investment. Consulting firms frequently use a multichannel strategy, which is required to get positive outcomes.

6. Analytics Services for Digital Marketing:

The accomplishment of every digital marketing initiative depends on obtaining digital marketing analytics nailed to a T. Knowing how to extract important details from analytical data will help you make more educated strategic choices. Additionally, programs must be continuously optimized to produce greater outcomes. Digital marketing analytics companies typically provide in excess of that, giving you a solid indication that they will give you information that will likely affect other aspects of the marketing plan you have and, consequently, your organization.

7. Web Design Services:

Your virtual store is open around-the-clock. It must always operate at the highest level since it always shuts. You must be prepared to assist clients who may visit your online presence at all hours of day. Designing websites, internet hosting, flashing design, video creation, production of videos, and intuitive website optimization are all included in web development solutions.



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Since every one of these components calls for a particular set of abilities, if you engage a business to create your online presence, the team will often be made up of experts in that field. It's critical that you have a clear idea of the path that you intend your online presence to go and ensure you get frequent updates with the company regarding its development.

8. Web Development Services:

Web development services concentrate on optimizing a website in order to run efficiently upon an online platform or a personal network, which requires generating an extensive amount of code, whereas internet design services concentrate on the design component of creating an online presence. It is strongly advised that you hire a skilled professional provided you possess somebody on staff who can create code and manage these parts of a website

9. Mobile App Development Services:

When hiring a mobile app development company, you may anticipate four primary service categories. Design should be the initial one. Design involves creating the app aesthetically pleasing so that the intended target group would find it appealing. Additionally, the UI/UX team should be in charge of making sure the software under development has the best possible graphical interface and user experience in general. Tactics should be the second one. The firm would develop an online strategy that would be focused on integrating the app's specifications and appearance with its intended use in the industry.

10. E-commerce Marketing Services:

E-commerce businesses only do business online. Consequently, increasing visitor numbers to e-commerce websites and particular product sections, transforming that visitors into paid customers, and ultimately turning that traffic into devoted, recurring consumers must be the main goals of digital marketing strategies for e-commerce businesses. Choosing a digital marketing firm that specializes in online shopping would prove beneficial if you are an owner of an online retailer or contribute to a marketing group of one. This is because e-commerce companies confront strong rivals in the modern industry. Within the solutions provided by e-commerce internet marketing firms include e-mail marketing, display ads, PPC (pay per click), and SEO. In addition, the agency may provide editing and standard web design and development services.

VI. CONCLUSION

Although full disclosure is necessary to prevent environmental deception, digital marketing and ecological marketing work together to build strong customer trust, sustainable environmental education, and enduring brand loyalty. A substantial competitive edge and quantifiable behavioral modification are produced when internet platforms are combined with goals related to sustainability. Understanding regarding the many services related to digital marketing that organizations offer will assist you choose the ideal agency to collaborate with, even though the data provided in this article may initially appear intimidating. In addition to assisting you communicate with the digital marketing firm you're contracted with, having the appropriate understanding of digital branding will ultimately enable you to perform the task in-house, which will benefit your company grow.

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