

Factors Determining the Sustainable Marketing in India: An Empirical Investigation

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Abstract

Several factors play a crucial role in determining sustainable marketing practices in India. Firstly, increasing consumer awareness and demand for eco-friendly and socially responsible products and services have driven companies to adopt sustainable marketing strategies. The growing concern for environmental preservation and social justice has compelled businesses to prioritize sustainable practices, such as using renewable resources, reducing carbon emissions, and supporting fair trade. Additionally, government regulations and policies have played a pivotal role in shaping sustainable marketing practices by enforcing environmental standards and incentivizing sustainable initiatives. The availability and accessibility of sustainable alternatives, such as organic and ethically sourced products, have also influenced consumer choices and forced companies to incorporate sustainability into their marketing efforts. Furthermore, collaborations between businesses, NGOs, and government bodies have fostered innovation and knowledge sharing, enabling the development and implementation of sustainable marketing practices across various industries.

Keywords – *Sustainable marketing, Consumer awareness, Eco-friendly, Socially responsible, Environmental preservation, Social justice, Government regulations, Renewable resources.*

Introduction

Sustainable marketing in India has emerged as a powerful force, driven by a myriad of factors that are reshaping the business landscape. One of the primary catalysts is the changing mindset and heightened awareness of Indian consumers. With increasing exposure to global environmental and social issues, consumers are demanding products and services that align with their values. They seek eco-friendly alternatives that minimize harm to the environment and uphold social responsibility. This shift in consumer preferences has compelled businesses to rethink their marketing strategies and incorporate sustainability as a core principle.

Moreover, the Indian government has recognized the importance of sustainable development and has implemented regulations and policies to promote responsible business practices. These regulations impose strict environmental standards, encourage the use of renewable resources, and discourage carbon emissions. By doing so, the government is creating a conducive environment for businesses to embrace sustainability in their marketing efforts. In addition to regulatory support, the government is offering incentives and tax benefits to organizations that actively pursue sustainable initiatives. These initiatives not only reduce the negative impact on the environment but also enhance brand reputation and provide a competitive edge in the market.

Collaboration among various stakeholders is another crucial factor shaping sustainable marketing in India. Businesses, non-governmental organizations (NGOs), and government bodies are joining forces to drive innovation, share knowledge, and develop sustainable practices. Collaborative initiatives aim to address pressing environmental and social challenges by fostering dialogue, encouraging research, and implementing sustainable solutions. This collaborative approach not only accelerates the adoption of sustainable marketing practices but also fosters a sense of collective responsibility among stakeholders.

Literature Review

Saravanan et al. (2018) specifically focuses on the National Biofuel Policy of India, discussing its salient features, implementation measures, and the schemes and programs introduced by the government to regulate biofuel production and marketing. The importance of government initiatives such as mandated blending of ethanol with gasoline, biodiesel with diesel, and incentivizing bio-based products and fuels, as well as highlighting the involvement of both federal and state governments in clean energy initiatives, capital investments, and tax credits. **Agarwal & Das (2013)** contribute to the

understanding of green marketing and its implications for sustainable marketing strategies. Insights into consumer attitudes, intentions to pay for green practices, and the role of various parties in implementing and promoting environmentally friendly initiatives are addressed. These key factors offer valuable information for businesses and policymakers seeking to navigate the challenges and opportunities of green marketing in India.

Trivedi et al.(2018) identifies four major sustainable marketing strategies that should be integrated into business practices. While the specific strategies are not mentioned, eco-friendly product development, responsible sourcing, waste reduction, energy efficiency, or social responsibility initiatives have been focused on. By adopting these strategies, businesses can demonstrate their commitment to sustainability, align with consumers' values, and create long-term business value. Understanding of sustainable marketing by highlighting the importance of integrating sustainability into business practices is emphasized, along with the need for businesses to bridge the gap between their sustainability efforts and consumers' expectations. **Chaturvedi & Yadav (2012)** emphasizes that established brands and emerging players are actively seeking to tap into the potential of rural markets, as they realize the significant role and scope of these markets in driving business growth. The rapid development in rural marketing influences its growth. By using examples from different industries, it provides a comprehensive understanding of the evolving landscape of rural marketing. Strategies for promoting rural marketing and capitalizing on the untapped potential is offered, along with insights and recommendations for different stakeholders to explore and leverage rural marketing opportunities.

Khan & Lal (2018) specifically focus on the Indian marketing landscape, exploring the roles that ICTs play in fostering sustainable marketing practices. Companies utilizing ICTs to promote sustainable marketing growth are discussed and India's efforts to implement and leverage the Internet for the development of sustainable marketing practices. Additionally, the insights into the prospects of sustainable marketing in the Indian marketing scenario are shared. Green chemistry encompasses education, research, and the commercial application of environmentally friendly chemical practices across the entire supply chain. Sustainable forest management plays a crucial role in meeting society's diverse needs while preserving the ecological capacity and renewal potential of forest resources. In the context of green marketing, both producers and consumers have a responsibility to be conscious of whether products truly adhere to eco-labelling schemes, says **Mohajan (2012)**.

In addition to environmental and social considerations, **Singh & Abidi (2021)** say that economic factors are also essential for successful sustainable marketing practices. A well-developed and viable marketing strategy that aims for a sustainable future not only brings organizations a competitive advantage but also opens up growth opportunities. The chapter emphasizes the importance of considering various factors and aligning marketing practices with the goal of sustainability. **Phookan et al. (2020)** says that the lack of green marketing practices in the food service sector highlights the need for a conceptual framework that can guide the adoption of green marketing practices. Environmental sustainability has become a crucial concern, leading to increased consumer awareness and demand for greener products. However, the food service industry has been slower to adopt sustainable practices compared to the manufacturing sector. While the manufacturing sector has made progress in addressing environmental issues, the same cannot be said for the food service industry, which remains a significant contributor to environmental challenges. Despite the industry's economic importance, a large portion of it is comprised of the unorganized sector, posing challenges in implementing regulations and sustainable practices.

Over the years, extensive research has provided valuable insights into the nature and dynamics of these marketplaces and the individuals involved in them. This knowledge holds significant potential for companies and organizations seeking to engage with subsistence marketplaces, especially for marketing managers who may lack formal education or experience in marketing within impoverished settings. Building upon these practical insights, **Facca-Miess & Santos (2014)** introduce a normative ethical framework called the integrative justice model for impoverished markets. **Orhan et al. (2021)** indicate a significant correlation between CO₂ emissions and all variables except for trade openness. The implementation of appropriate policy measures to address the identified issues can help mitigate environmental degradation and promote sustainable development in India. The specific recommendations would be derived from the empirical outcomes and could encompass various

aspects such as improving energy efficiency, promoting sustainable agricultural practices, and considering trade policies that support environmental sustainability.

Goswami et al. (2020) provide evidence of systemic relationships between the internal enablers of logistics firms and externalities within the context of environmental sustainability. Specifically, effective transport planning and distribution network design, when combined with commodity considerations, are identified as potential sources of sustainable supply chain performance. By exploring the attitudes of e-tail consumers in Tamil Nadu towards eco-friendly products, **Annamalai et al. (2018)** contributes to the understanding of the environmental sustainability aspect of green marketing. It provides empirical evidence on consumer preferences and behaviours in relation to eco-friendly products in the e-tail context. There is an evolution of marketing strategy over time and highlights sustainability as a key issue that has gained prominence in recent years.

Objective:

To find the factors determining the sustainable marketing in India

Methodology:

The nature of the study is descriptive where data is collected from the 185 respondents to examine the factors determining the sustainable marketing in India. A checklist technique was used to examine and depict the data. In a checklist technique, respondents designate “Yes” or “No” for all the questions.

Data Analysis and Interpretations:

Table 1 Factors Determining the Sustainable Marketing in India

SL No.	Factors Determining the Sustainable Marketing in India	Yes	% Yes	No	% No	Total
1	Increasing consumer awareness and demand for eco-friendly and socially responsible products and services	181	97.84	4	2.16	185
2	Growing concern for environmental preservation and social justice has compelled businesses to prioritize sustainable practices	172	92.97	13	7.03	185
3	Government regulations and policies have played a pivotal role in shaping SMPs by enforcing environmental standards	168	90.81	17	9.19	185
4	The availability and accessibility of sustainable alternatives, such as organic and ethically sourced products, have also influenced consumer choices	176	95.14	9	4.86	185
5	Collaborations between businesses, NGOs, and government bodies have enabled the development and implementation of SMPs	177	95.68	8	4.32	185
6	Changing mindset and heightened awareness of Indian consumers	179	96.76	6	3.24	185
7	With increasing exposure to global environmental and social issues, consumers are demanding products and services that align with their values	165	89.19	20	10.81	185

8	Eco-friendly product development, responsible sourcing, waste reduction, energy efficiency, or social responsibility initiatives have been focused on	163	88.11	22	11.89	185
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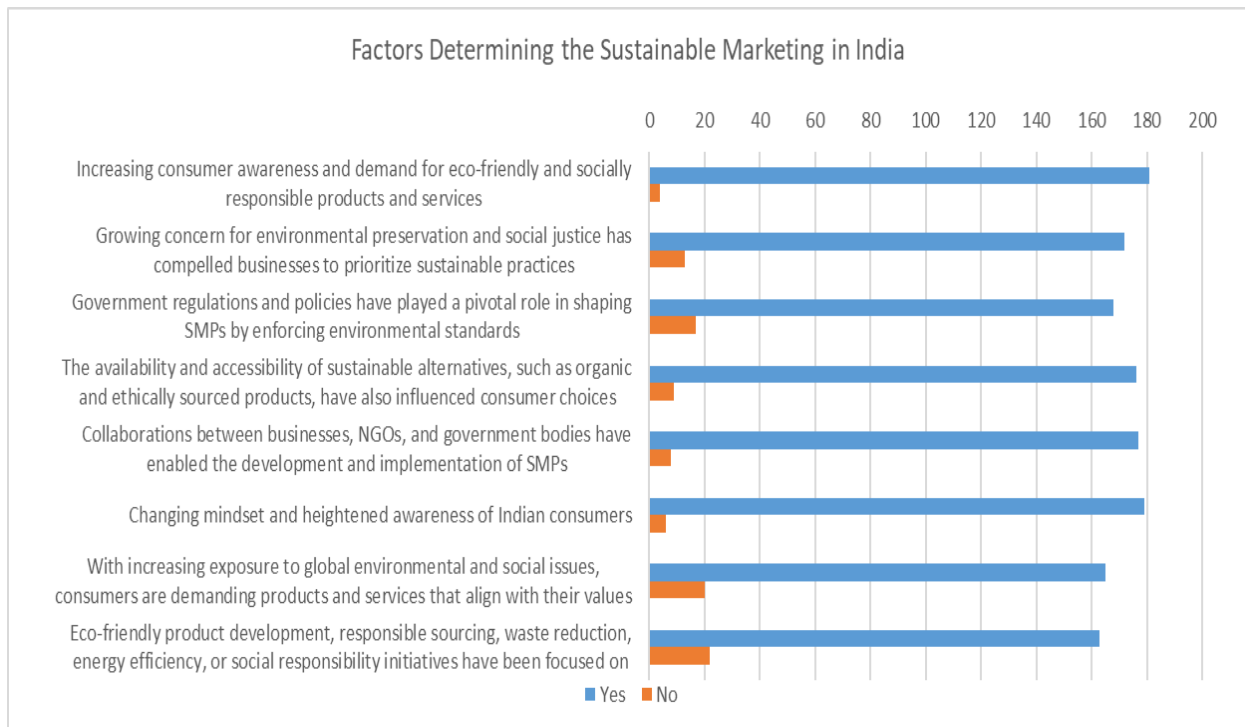


Figure 1 Factors Determining the Sustainable Marketing in India

Table 1 and Figure 1 show the factors determining the sustainable marketing in India. It was found that around 97.8% respondents believe that increasing consumer awareness and demand for eco-friendly and socially responsible products and services, Changing mindset and heightened awareness of Indian consumers (96.7%), Collaborations between businesses, NGOs, and government bodies have enabled the development and implementation of SMPs (95.6%), Availability and accessibility of sustainable alternatives, such as organic and ethically sourced products, have also influenced consumer choices (95.1%), Growing concern for environmental preservation and social justice has compelled businesses to prioritize sustainable practices (92.9%), Government regulations and policies have played a pivotal role in shaping SMPs by enforcing environmental standards (90.8%), With increasing exposure to global environmental and social issues, consumers are demanding products and services that align with their values (89.1%) and Eco-friendly product development, responsible sourcing, waste reduction, energy efficiency, or social responsibility initiatives have been focused on (88.1%).

Conclusion

In conclusion, the convergence of various factors has propelled sustainable marketing to the forefront of business practices in India. The changing consumer mindset, driven by increased awareness and exposure to global environmental and social issues, has led to a demand for products and services that align with ethical and sustainable values. This shift in consumer preferences has compelled businesses to reevaluate their marketing strategies and incorporate sustainability as a fundamental principle. Additionally, the Indian government's recognition of the importance of sustainable development has resulted in the implementation of regulations and policies that promote responsible business practices. By imposing strict environmental standards, encouraging the use of renewable resources, and providing incentives for sustainable initiatives, the government is creating a supportive environment for businesses to embrace sustainability in their marketing efforts. By integrating sustainability into their core strategies, organizations are not only securing their long-term viability but also playing a vital role in shaping a better and more sustainable India.

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