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CHAPTER 1

INTRODUCTION

1.1 AN OVERVIEW:

For the past 50–60 years, several society stakeholders have been paying close attention to how quickly our ecosystem is deteriorating. Individuals, organizations, and institutions worldwide have started to recognize the issue and have come together to prevent the environment from deteriorating into a critical state. A brand-new "Green Marketing" theory was developed in 1960, focusing on consumers' demand for environmentally friendly items.

The push for companies to promote more sustainable and green practices from customers, shareholders, employees, partners, and governments (through regulations) has raised the need for green and sustainability trends. A sustainable business should satisfy Customers' requirements without causing environmental damage. Customers, investors, and the environment can all benefit from sustainable business development (Singh, 2013). Green, environmental, and eco-marketing are examples of emerging marketing strategies that question conventional thinking and practice in marketing and offer a vastly different viewpoint rather than refocus, alter, or enhance it. Under this study, individual participation in an activity that promotes sustainable (green) practices by minimizing or eliminating adverse environmental effects is considered pro-environmental behaviour. These initiatives include lowering waste and pollution, improving water and energy efficiency, and modifying travel habits.

Consumer durables are one of India's fastest-rising industries. Consumer durables, once considered luxury commodities, have become an essential resource for the Indian middle class (Ojha 2013). White goods, often known as consumer appliances such as air conditioners, refrigerators, and washing machines, are the most significant contributors to the durables industry (Rao 2011). Whether or not consumers accept such eco-friendly and sustainable products will determine the production of this kind of white product. Consumers were intrigued if they can purchase those goods for a reasonable price.

The government is also putting its step forward in 'going green.' The government has prioritized developing green skills. They help to maintain and improve the environment's

quality for a sustainable future, which also entails conserving the ecology and biodiversity and reducing waste. The Sustainable Development Goals (SDGs) and Millennium Development Goals (MDGs) could be attained with the assistance of these projects (MDGs).

The idea of sustainability has received much attention recently, and people are gradually realising it's essential to minimize its negative impact on the environment. However, empirical research demonstrates that environmentally conscious consumers rarely translate their "green" intents and worries into purchasing behaviour. These problems began to emerge due to humankind's lax attitude about the environment. They began to appear in various ways, raising alarm and a tremendous increase in worry worldwide. To address the negative impacts of a careless and casual approach to the environment, governments, environmentalists, social activists, and scholars began promoting the necessity for pro-environmental behaviour and remedial action. The ecosystem and energy reserves have suffered due to increasing energy usage, increased ecological footprint, and rising carbon emissions. It has raised the puzzling question of whether or not we are leaving behind a world that can sustain and support life for future generations, even as we consider leaving behind prosperity for the next generation. Numerous causes have contributed to our vulnerable position. Lack of understanding, easy access to non-renewable resources, and a weak regulatory framework contributed to people's disregard for the environment.

Taking environmental considerations into account while developing marketing strategies leads to green marketing. Green marketing is synonymous with several, including ecological marketing, environmental marketing, and responsible marketing. These terms may be used interchangeably with the term, but are, however, epitomized by similar implications. The strategy for environmental protection, eco-marketing, and green marketing is a portion of the cluster that focuses on bridging the ecological independence of the marketing environment with the traditional method. The ultimate objective of Green Marketing practices is available indefinitely, but are mainly concerned with raising green practices and benefiting the environment or human beings. Green Marketing aims to increase the quality of the environment and the quality of life while minimizing adverse environmental impact.

The trendiest jargon in the corporate world today includes "recyclable," "biodegradable," "environmentally friendly," "sustainable," and "bio-based." Businesses have started to alter their conduct to address society's ecological concerns as society grows more environmentally conscious. Businesses are now targeting the correct kind of economic activity that can safeguard or improve the environment. Some of them are improved management practices, better product design and marketing, waste minimization, environmentally friendly farming methods that make better use of land, and energy efficiency measures. Promoting strategies for fostering this environmentally beneficial economic activity and preventing ecologically harmful activities is the problem of sustainable development. Consumers are also accountable for environmental degradation because of their everyday actions that hurt the environment and involve immoral practices. By using more non-biodegradable products and discarding them in huge quantities, using non-renewable energy carelessly and taxing natural resources, utilizing poor trash disposal techniques, not recycling, etc., consumers contribute to environmental pollution. As a result, the role played by the consumers greatly impacts the conservation of the environment.

Fast-moving consumer goods, electronics, and the solar energy industries are a few of the expanding markets that have used green marketing techniques. However, having an enhanced understanding of how consumers behave when making eco-friendly product purchases is crucial. The study's primary objective is to highlight the elements of green marketing that influence consumers' desire to buy environmentally friendly goods and to examine how they behave while making those purchases.

1.2 ENVIRONMENTAL DEGRADATION:

Environmental degradation includes depletion of resources, including air, water, and soil, damage of ecosystems and habitats, species extinction, and pollution. The term refers to any perceived negative impact on the environment. Environmental degradation has been a "common concern" for humans in recent decades. The current environmental challenges are distinguished because they are generated more by human activity than by natural processes. Mindless consumerism and economic progress have begun to negatively impact Mother Nature. Despite this, the pace and drive for economic progress have never slowed. Economics has shaped environmental policy. Science and technology

have been emphasized as catalysts for merging ecology and business. Throughout this process, sustainable development became a buzzword. Environmental degradation inhibits people from meeting their most basic needs: physiological safety and security. People have limited access to clean food, clean water, and excellent quality air due to the depletion of natural resources such as air, soil, and water. Furthermore, the widespread spread of disease and modification of natural ecosystems do not provide a safe environment for people due to the high danger of disease outbreaks or natural catastrophes; hence, safety and security needs are unmet. These two basic wants are deficiency needs, and if one of them is deficient, people will try to eradicate it right away. Individuals were reluctant to engage in political, economic, social, or cultural reform unless their basic needs are met and sustained.

Several variables contribute to environmental changes, such as:

- Urbanization
- Population growth
- Economic growth
- Intensification of agriculture
- Increase in energy use
- Increase in transportation

Human disturbance is the primary cause of environmental degradation. The amount of environmental impact varies with the cause, the habitat, and the plants and animals that inhabit it. There are many ways in which environmental degradation works. Classically, resources become depleted. Air, water, and soil are all vulnerable to depletion due to usage of natural resources such as minerals and oil reserves. Habitat pressures that confine animals to a small region can also lead to resource depletion since the creatures consume a large amount of material in a short space. Pollution is another source of environmental damage. When the environment becomes contaminated, it indicates that poisonous compounds have made it unhealthy. Pollution can be caused by many factors, including automobile emissions, agricultural runoff, unintentional chemical releases from factories, and inefficient natural resource utilization.

1.3 ENVIRONMENTAL LAWS AND POLICIES

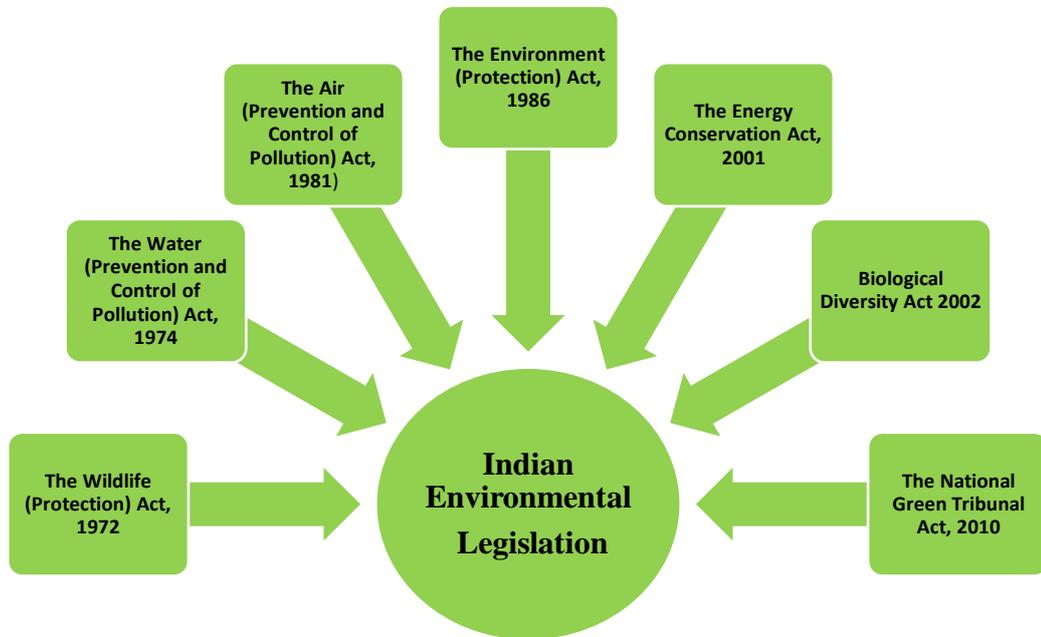
Companies increasingly make environmental claims to differentiate themselves and their products from the competition. These claims can take many forms, such as comments regarding environmental sustainability, recycling, energy, and water efficiency, or the influence on animals and the natural environment. Firms that make environmental or 'green' claims should guarantee that their statements are scientifically sound and adequately justified because consumers rely on the environmental claims that corporations make and expect them to be true. It is consequently critical that enterprises when making environmental claims, adhere to the many Acts and Laws governing environmental protection.

1.3.1 National Environmental Laws:

Environmental Protection Laws in India Several environmental legislations existed in India even before her independence in 1947. However, it was not until after the UN Conference on the Human Environment (Stockholm, 1972) that there was a genuine push for creating a well-developed framework. The National Council for Environmental Policy and Planning was established in India in 1972 due to the UN declaration and operated under the Department of Science and Technology. Later, in 1985, this Council developed into the Ministry of Environment and Forests (MoEF), now the highest administrative authority in India responsible for overseeing and guaranteeing environmental protection. The Central Pollution Control Board (CPCB) and State Pollution Control Boards (SPCBs), along with the Ministry of Environment and Forests (MoEF), are the regulatory and administrative bodies of the Environment and Forests sector in India. Following the Stockholm Conference in 1976, environmental issues received constitutional recognition when they were included in the Directive Principles of State Policy and Fundamental Rights and Duties by the 42nd Amendment to the Indian Constitution. Since the 1970s, India has developed a vast network of environmental laws. A policy framework has also been created to support the statutory provisions. To create and support programs for environmental protection and enhancement, the MoEF released the Policy Statement for Abatement of Pollution, The National Conservation Strategy, and The Policy Statement on Environment and Development in 1992. In order to enhance environmental standards and incorporate

environmental factors into development initiatives, the Environmental Action Programme (EAP) was created in 1993. The government has also implemented several additional initiatives to save and maintain the environment.

Fig. 1.1: Indian Environmental Legislations



Source: Authors' Compilation

1.3.2 International Environmental Laws:

International Environmental Law (IEL) is concerned with attempting to control pollution and the depletion of natural resources within a sustainable development framework. It is a branch of public international law - a body of law created by states for states to govern problems that arise between states. It emerged in the middle of the 20th century as a subset of international law.

Population, biodiversity, climate change, ozone depletion, toxic and hazardous materials, air, land, sea, transboundary water pollution, marine resource conservation, desertification, and nuclear damage are only a few issues that IEL covers.

During the nineteenth century, conservation movements emerged in several countries, although they usually focused on environmental issues specific to that country. However, a rising corpus of environmental scientific data from the 1950s and 1960s demonstrated the global demands on the environment and the need for

an international response to environmental problems. Studies have shown that air and water pollution, overfishing, and other environmental problems frequently have consequences that extend well beyond national boundaries. The world community realized in the late 1960s that environmental challenges must be approached globally.

The foundations of modern IEL law were laid at the 1972 Conference on the Human Environment (Stockholm Conference). This was the first international forum aimed at addressing global environmental issues. Sweden initiated the conference following acid rain and pollution events in Northern Europe caused by increased industrialization. It has expanded dramatically over the years since the United Nations Conference on the Human Environment in 1972. The development of international environmental law has produced mixed results. While some treaty regimes have effectively produced the desired results (e.g. Vienna Convention on Protection of the Ozone Layer, 1985), others are struggling to produce results (e.g. United Nations Framework Convention on Climate Change, 1992).

1.4 EMERGENCE OF ENERGY LABELLING IN INDIA:

Ever since the Industrial Revolution, our reliance on machines has been growing. 21st-century machines are powered by electricity, an energy source still predominantly produced by fossil fuels. As human activity (especially human consumption) increases, fossil fuels are becoming increasingly scarce. The alarming depletion of non-renewable sources of energy and its implications for greenhouse gas emissions have pushed us to find alternative energy sources and ways to conserve available energy.

To address the existing energy crisis and rising overall demand, energy efficiency is considered the 'first fuel' as it is the cleanest and, in most cases, the cheapest way to meet our energy needs. 'Energy efficiency' is the application of less energy to produce the same output. The 'negawatt' energy (the energy saved by conservation measures) generated by efficient practices can be used for alternative purposes.

Energy standards and labelling programs are measures employed by manufacturers and policy makers to help consumers understand an appliance's energy efficiency and shop

accordingly. These programs benefit the country by reducing carbon emissions and raising consumer awareness.

1.5 ENERGY LABELS AND THEIR TYPES:

1.5.1 The Standards and Labelling Programme:

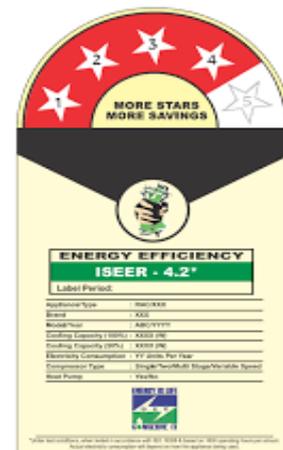
Energy-efficiency standards are procedures and regulations that prescribe the energy performance of manufactured products, sometimes prohibiting the sale of less energy efficient products than the minimum standard, often called Minimum Energy Performance Standards (MEPS). Energy-efficiency requirements might be optional or required, and Technical guidance or technical requirements Commonly, the terms "standards" have two meanings:

- i. Clearly stated test procedures to get an estimate that is accurate enough
- ii. The value of energy performances should be determined.

1.5.2 Label and Types of Labels

Introduced in 2006, energy efficiency labels are issued by the Energy Commission to manufacturers of electrical appliances who comply with the standards and requirements of energy performance tests. The energy efficiency label shows you the estimated energy consumption of electrical equipment based on a star rating system - 5 stars mean the most efficient, and 1 star means the least efficient. With the star ratings, you can estimate how much electricity (kWH) the appliance consumes.

Energy-efficiency labels are educational labels applied to manufactured goods that indicate the product's energy performance (often in energy use, efficiency, or energy cost); these labels provide consumers with the information they need to make informed decisions.



The Standards and Labelling Programme is one of the major thrust areas of BEE. The Honourable Minister of Power launched the scheme in May 2006 to achieve energy savings at the national level by promoting the use of energy efficient products. A key objective of this scheme is to provide the consumer with an informed choice about energy saving and, thereby, the cost-saving potential of the relevant marketed product. The scheme targets the display of energy performance labels on high-energy end-use equipment and appliances and lays down minimum energy performance standards. Presently, the Standard and Labelling program covers star ratings for 29 appliances/equipment.

Labels are categorized in two types – Big Labels and Small Labels.

Big Labels:

The enormous energy rating label is aimed at appliances that constantly use and consume more electricity. It also gives information such as the yearly energy consumption of the product, brand name, product category, and much more. This big label is helpful for consumers as it allows you to calculate the money you would spend on electricity bills for that particular product. Products with big labels are refrigerators, air conditioners, geysers, and washing machines.

Small Labels:

Small labels can be found in appliances that usually consume less energy. These labels give a visual representation of the energy consumption levels by showing star ratings. Products with a small label are Ceiling fans, tube lights, computers/laptops, and televisions.

1.5.3 Types of Energy/Eco-Labels:

The growing global concern for environmental protection by governments, businesses, and the general public is where eco-labelling started. These included labels that made statements like being "recyclable," "eco-friendly," "low energy," and "contained in recycled material." Such product labelling drew customers trying to find ways to lessen negative environmental effects through their

purchase decisions. Agenda 21 recognised eco-labelling as a strategy to persuade customers to change their consumption habits and utilise resources and energy more wisely in the pursuit of sustainable development into the twenty-first century (Erskine and Collins 1997). It was partly sparked by the industry's generally poor performance in providing enough information on the environmental credentials of products.

Then, environmentally conscious consumers are given the chance to make decisions based not just on price but also on ecological considerations. Labelling helps consumers save money on information in this way. Sales of appropriate eco-friendly products see an instant increase as a result. When developing nations embrace these criteria, like India, producers in developing nations are compelled to make their goods and production practices more environmentally friendly in order to compete with the products that are more environmentally friendly (Shams Rasul 1995).

With ecolabels, there have been two major movements in recent years. There is a huge increase in the variety of eco-labelling schemes across industries and countries, as well as a proliferation of umbrella labelling initiatives. Within the framework of the ISO 14000 schema, the International Organization for Standardization (ISO) has developed guidelines for labelling procedures. Environmental labels and declarations are covered under the ISO 14020 to 14025 series. According to the topics addressed and the level of scrutiny needed to grant the seal, ISO established three categories of environmental labels: type I in ISO 14024, type II in ISO 14021, and type III in ISO 14025.

- **Type I (ISO 14024)**

An independent third party that evaluates the Type I (ISO 14024) voluntary multi-criteria ecolabel programme while taking into account a product's life cycle effects. Awarded certification enables the use of environmental labels on products and indicates if a product, when placed within a product category, is generally more environmentally preferable. The awarding body may be a public agency or a private, non-profit organization.

- **Type II (ISO 14021)**

Manufacturers or retailers can self-declare Type II (ISO 14021) claims without external auditing. Claims developed in-house by businesses can take the shape of a proclamation, a logo, or an advertisement.

- **Type III (ISO/TR 14025)**

Environmental product declaration of Type III (ISO/TR 14025) with quantifiable data on impacts throughout the life cycle. This style of label just displays the objective facts, promoting product comparison among purchasers, rather than evaluating or weighing a product's environmental performance.

1.5.4 Prominent Eco-labels used in India:

In India, several prominent eco-labels signify environmentally friendly products and services. These labels ensure that products adhere to certain environmental standards, promoting sustainable consumption and production. These eco-labels play a crucial role in guiding consumers towards more sustainable choices and encouraging manufacturers to adopt environmentally friendly practices. Here are some notable eco-labels used in India:

Eco mark

Eco mark is a voluntary eco-label that verifies consumer goods are safe for the environment. Its eco-labelling standards have a cradle-to-grave philosophy, starting with the extraction of raw materials and continuing through manufacturing and disposal. Since its introduction in 1991, it has served



as the Indian government's mark of approval for goods that meet both the quality and environmental standards established by the Bureau of Indian Standards (BIS). This distinguishes Eco mark from other eco labelling certificates that only emphasise environmental standards. Appliances, organic food, wood goods,

packaging, textiles, cosmetics, and personal care products are just a few of the many product categories that Eco Mark covers.

GreenPro

The Confederation of Indian Industry, a business organisation, awards the GreenPro product certification, which attempts to encourage environmentally concerned consumers to choose greener products. The certification process for products uses a full lifetime approach. This indicates that the



product is examined beginning with the raw materials and continuing through its whole life. Products used in green construction, industrial machinery, and other technologies are the main focus of the GreenPro certification.

India Organic

A labelling standard for products produced organically in India is called India Organic - National Programme for Organic Production (NPOP). In 2002, the certification mark was established. The India Organic certification requirements guarantee that the product or its raw



materials were cultivated only through organic farming, by adhering to the norms of organic production, without using any chemicals, such as fertilisers, pesticides, or artificially produced hormones.

Global Organic Textile Standard (GOTS)

The Global Organic Textile Standard (GOTS) was created to bring all of the existing and upcoming standards in the apparel manufacturing industry under one umbrella. Through the definition of internationally recognised standards known as GOTS, textiles are guaranteed to be organic from the time that raw materials are harvested through environmentally and socially responsible manufacture and labelling.



Energy Star

The Environmental Protection Agency (EPA) and The Department of Energy (DOE) of the United States jointly administer the Energy Star programme, which encourages energy efficiency. The initiative uses a variety of standardised techniques to provide data on how much energy is used by various items and gadgets. More than 75 distinct approved product categories, residential structures, office buildings, and industrial facilities all bear the Energy Star logo. The Energy Star label is also visible on qualified goods' Energy Guide appliance labels in the US.



Green Seal Certification

A procedure known as "Green Seal certification" verifies that a good or service satisfies the exacting performance, health, and environmental standards in the organization's environmental leadership standards. It defines leadership in sustainability clearly for goods, cleaning services, educational institutions, and hospitality places. The international standard for environmental labelling initiatives is followed by our standard development procedure.



Recycle-Reuse-Reduce

These three "R" words—reduce, reuse, and recycle—are crucial to sustainable living because they reduce the amount of trash we produce and must dispose of. It aids in reducing the amount of land required for landfills, where trash is disposed of. The three listed above are the most effective ways to improve our environment. It's critical to put these into action since landfill space is swiftly running out, our oceans are becoming more polluted with plastic, and the state of our environment is rapidly worsening.



USDA National Organic Program

The National Organic Program and federal law preserve the USDA organic seal as an official mark (NOP). The USDA organic requirements permit printing the seal in either black and white or full colour, which includes a particular shade of green, brown, and white. Organic certification enables manufacturers to market, label, and promote their products as organic by confirming that farms or handling facilities adhere to the organic regulations.



1.6 BUREAU OF ENERGY EFFICIENCY (BEE)

On March 1, 2002, the Indian government formed the Bureau of Energy Efficiency (BEE) in accordance with the terms of the Energy Conservation Act of 2001. The major goal of the Bureau of Energy Efficiency is to help establish policies and strategies that will reduce the energy consumption of the Indian economy, with a focus on self-regulation and market principles, under the framework of the Energy Conservation Act, of 2001. To carry out the



responsibilities entrusted to it by the Energy Conservation Act, BEE collaborates with authorized consumers, designated agencies, and other organizations. It also recognizes,

locates, and makes use of the resources and equipment already in existence. The Standards and Labelling Program is a unique programme that was created to give consumers information about the energy-saving potential and, consequently, the potential cost savings of the sold household and other equipment. The Frost Free (No-Frost) Refrigerator, Tubular Fluorescent Lamps, Room Air Conditioners, Direct Cool Refrigerator, Distribution Transformer, Induction Motors, Pump Sets, Ceiling Fans, LPG, Electric Geysers, Ballast, Computers, and Color TV are among the equipment/appliances that fall under this scheme. The Bureau of Energy Efficiency (BEE) recently developed new regulations that required significant investments to make products more energy efficient and mandated price increases for white goods manufacturers of 10%.

The Major Promotional Functions of BEE include:

- Raise awareness and share knowledge about energy conservation and efficiency.
- Plan and coordinate the instruction of staff members and experts in energy-saving and efficient utilisation methods.
- To improve consulting services related to energy conservation.
- Encourage development and research.
- Create policies for certification and testing, and support testing facilities.
- Model and assist in putting pilot and demonstration ideas into action.
- Encourage the use of energy-efficient tools, devices, systems, and processes.
- Take action to promote the use of energy-efficient appliances or equipment with preferential treatment.
- Encourage creative financing methods for energy-saving initiatives.
- Offer monetary assistance to groups that promote energy efficiency and conservation.
- Develop courses with a focus on energy conservation and effective utilisation.
- Implement global collaboration programmes focused on energy conservation and effective use.

1.7 GREEN PRODUCTS:

Green products are typically durable, nontoxic, made of recycled materials, or minimally packaged. Of course, there are no completely green products, for they all use up energy and resources and create by-products and emissions during their manufacture, transport to warehouses and stores, usage, and eventual disposal. So green is relative, describing products with less impact on the environment than their alternatives.

If a product has the following characteristics we can term it as green:

- Conserves water and energy
- Prevents contributions to air, water and pollution
- Protects indoor air quality
- Uses renewable, responsibly sourced material
- Is manufactured in an environmentally conscious way
- Using one's bag rather than a plastic carrier provided by the shop.

There is no widespread agreement on what exactly makes a product green. Some general guidelines include that a green product:

- Does not present a health hazard to people or animals
- Is relatively efficient in its use of resources during manufacture, use and disposal
- Does not incorporate materials derived from endangered species or threatened environments
- Does not contribute to excessive waste in its use or packaging and
- Does not rely on unnecessary use of or cruelty to animals.

Other favourable attributes from the green point of view are the incorporation of recycled materials into the product and the product's recyclability.

Following are some definitions given by different authors:

- 1) **Liu and Wu** (2009), "Products whose function or ideals deal with the process of material retrieval, production, sales, utilization and waste treatment is available for recycling, reduced pollution and energy saving."
- 2) **Albino, Balice and Dangelico** (2009) "product designed to minimize its environmental impacts during its whole life-cycle. In particular, non-renewable resource use is

minimized, toxic materials are avoided, and renewable resource use takes place by their rate of replenishment.”

- 3) **Wagner** (2009), Environmental innovations are actions taken by pertinent parties (businesses, individual families) that: (i) create new concepts, behaviours, goods, and procedures; (ii) implement or introduce them; and (iii) help to lessen environmental burdens.
- 4) **Triebswetter and Wackerbauer** (2008), Environmental innovations are advances in technology, economics, organisations, society, and institutions that result in a better environment.
- 5) **Hartmann and Apolaza** (2006), Consumers evaluate green product features against those of competing conventional items. These attributes can include environmentally sound production techniques, responsible product usage, or product elimination.
- 6) **Eichner and Pethig** (2003), Green design is the process by which manufacturers consciously take recycling and environmental concerns into account while creating new products and throughout production.

1.8 GREEN CONSUMERISM

In the past decade, consumers in the USA and Western Europe have developed a greater concern for the environment. The Asian regions are now observing this trend. As a result, practically all customers worldwide are showing increasing signs of environmental concern. People are requesting green goods and services in greater numbers. Green consumers are those who favour environmentally friendly goods and services over traditional ones. Green customers are those who are conscious of their responsibilities to the environment and society, and, as a result, almost all customers worldwide are becoming increasingly concerned about the environment. People are increasingly requesting green goods and services.

Consumer demand for goods and services that were produced in an environmentally responsible manner, including one that involves recycling and protecting the planet's resources, is known as "green consumerism." In other words, green consumerism refers to the development, marketing, and advancement of the consumption or use of products and services based on their favourable effects on the environment. The foundation for green consumption has been formed by economic, social, and cultural forces. This is because it is a social attitude and movement in the modern era that is specifically intended

to encourage people to be more aware of the firms' production processes and to only buy or consume goods and services that do not hurt the environment. This is why green consumerism, which is mostly focused on the sustainable and pro-environmental behaviour of customers, has produced a balance between the behaviours of consumers and the organisations' profit aims.

Types of Green Consumers:

Effective marketing of green products requires an understanding of the various markets where green consumers can be found. Researchers have classified and identified various profiles of green consumers using geographic, demographic, psychological, and behavioural factors. Different consumer segments fit the green category. To assist organizations in analysing the market for environmental items and services, it is essential to understand some of their common characteristics.

The following four categories of green consumers exist:

i. Behavioural Greens:

Consumers who practise behavioural greens only purchase goods and services that are good for the environment. They reject goods and services that harm the environment. These customers have environmentally friendly lifestyles. According to a recent Experian Local Market Services study, only a small group of green consumers known as behavioural greens are likely to spend more money on environmentally friendly products and services. Before marketers and advertisers completely commit to the green movement, they must understand how to reach these new green consumers in national and local markets.

ii. Think Greens:

These consumers buy green products or services when they can; however, if their budgets restrict them, they will not buy green products or services. Consumer who chooses to use green products or services does so because they are conscious of their responsibility to preserve the environment is termed as think greens.

iii. Potential Greens:

These types of consumers do not act green but if influenced or encouraged by family and friends, they can act green.

iv. True Browns:

These customers disregard environmental issues and may even reject companies that sell items or services with a strong environmental focus.

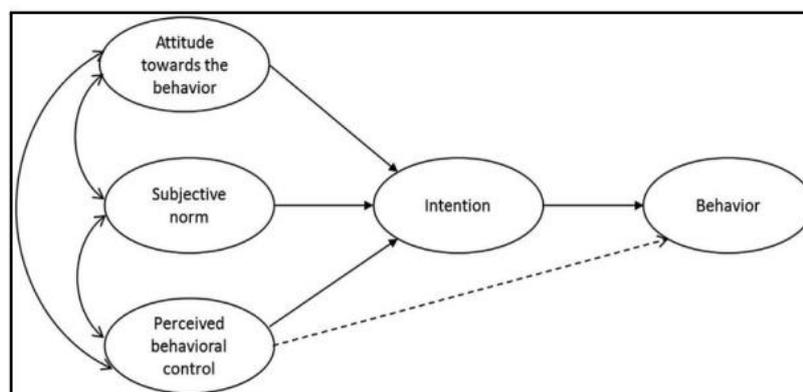
1.9 PRO-ENVIRONMENTAL BEHAVIOUR:

The phrase "pro-environmental behaviour" (PEB), often known as "green," "sustainable," or "environmentally friendly behaviour," refers to actions people take to reduce their environmental impact. Pro-environmental conduct refers to actions taken by people to protect the environment. PEBs can be adaptive responses to the effects of climate change, such as buying sustainable products (e.g., local food, green cleaning products), conserving water or energy, or changing one's mode of transportation (e.g., from driving to walking or cycling) to purchasing an electric vehicle or building an off-grid home. PEBs also include responsibly enjoying the outdoors or recycling household waste and recycling.

Theories of Pro-Environmental Behaviour:

1. Theory of Planned Behaviour: (TPB)

Fig. 1.2: Theory of Planned behaviour



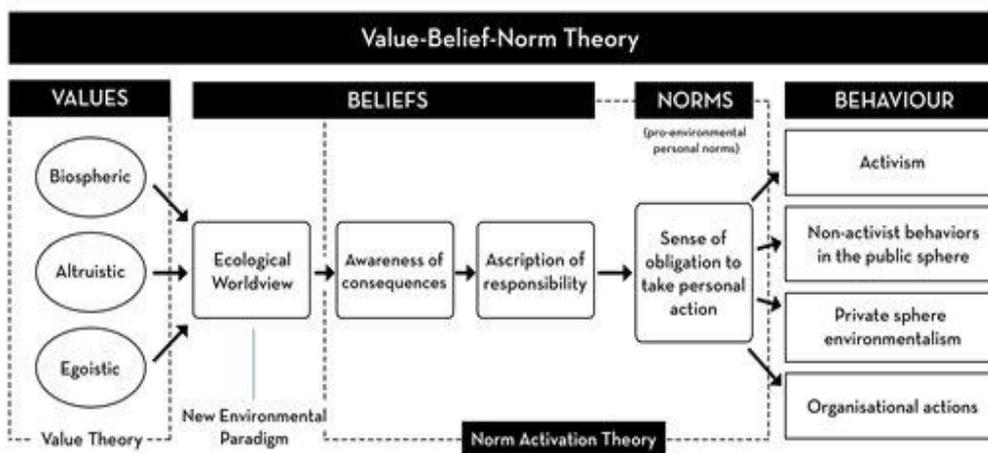
Source: Ajzen (1991) (Adapted from Knauder & Koschmiedr, 2019)

Ajzen's theory of planned behaviour (TPB), which states that there are three antecedent factors, including attitudes toward behaviour, subjective norms, and perceived behaviour control, is one of the related theories.

Ajzen's Theory of Planned Behaviour (TPB) is a psychological framework that seeks to explain how individuals make decisions to engage in specific behaviours. It builds upon the earlier Theory of Reasoned Action (TRA) by incorporating an additional component to account for behaviours that may not be entirely under an individual's control.

2. Value-Belief-Norms Theory: (VBN)

Fig. 1.3: Value Belief-Norms Theory



Source: (NAM: Schwartz, 1977)

The extension of this theory known as the value-belief-norms theory, the Norm Activation Model (NAM: Schwartz, 1977), claims that people act in a pro-environmental manner because their personal norms reflect sentiments of norm responsibility to do so. Several variables, such as social value orientation and pro-environmental actions; orientation value and consumer behaviour; and the value-belief-norms theory are utilised to predict pro-environmental behaviour.

1.10 SUSTAINABLE CONSUMPTION

In order to ensure that both current and future generations' needs may be met, sustainable consumption means using goods and services in a way that has the least

harmful impact on the environment. Consuming goods and services that are efficient and renewable (such as electric vehicles, bicycles, and renewable energy) is an example of strong sustainable consumerism.

Sustainable consumption and production are often compared; consumption refers to the use and disposal (or recycling) of resources by entities other than merely individuals and homes, such as businesses, governments, and households. Sustainable production, as well as sustainable lifestyles, are strongly tied to sustainable consumption.

Both sustainable development and sustainable consumption are predicated on the following ideas:

- Reduction of waste and pollution, and efficient utilization of resources.
- Utilizing renewable resources to the extent possible.
- Product lifecycles that are longer.
- Equity between generations and within them.

1.11 GREEN MARKETING

Environmental marketing and the term "Green Marketing" are regarded to be components of innovative marketing. Green marketing innovations will result in long-term performance without changing our deeply held beliefs about what constitutes effective marketing. The environmental approach, eco-marketing, and green marketing are all part of the cluster that deals with the disparity between traditional marketing methods and the environmentally sound character of the marketing environment. Green marketing has gradually emerged as an environmental issue coupled with marketing management. Green marketing cannot exist without sustainability. It advocates for goods and services that are beneficial not only to the environment but also to society. In an economic sense, green marketing refers to all efforts that contribute to the development, marketing, and promotion of products and services that have a lower environmental effect than market alternatives.

Green marketing is the promotion of ecologically friendly goods and services. Green marketing might include creating an eco-friendly product, using eco-friendly packaging, establishing sustainable company practices, or focusing marketing efforts on messages that express a product's green benefits. Because of the increased demand, this type of marketing may be more expensive but also more effective. Customers that want to buy

environmentally friendly goods even if they are more expensive are defined as "LOHAS." LOHAS stands for Lifestyles of Health and Sustainability. LOHAS refers to a rapidly expanding market for goods and services that appeal to customers whose sense of environmental and social responsibility influences their purchasing decisions.

1.11.1 History of Green Marketing

The late 1980s and early 1990s saw the rise of the term "green marketing." The initial workshop on "Ecological Marketing" was presented by the American Marketing Association (AMA) in 1975. The workshop's proceedings were published as "Ecological Marketing," among the earliest books on green marketing. Green marketing received a lot of attention in the 1970s, but it wasn't until the late 1980s that it really took off. Everything began in Europe in the early 1980s, when it was discovered that certain manufactured goods were harmful to the environment. There have been three stages of green marketing since then.

Green marketing's early years began in the late 1980s when the term "green marketing" was first mentioned. In the beginning, green marketing was referred to as "Ecological." During that period, all marketing efforts were focused on addressing environmental challenges. Marketers began working in various sorts of green marketing to suit the needs and wishes of consumers. Customers were expected to buy green things, which would strengthen the company's reputation. These would aid in increasing market share. Regardless, nothing went as planned. Green washing has been blamed for this outcome. In reality, businesses were doing little while appearing to be ecologically friendly. Businesses were just boosting their existing products with environmental claims in order to increase sales.

When marketers became aware of the backlash, they initiated the second phase of green marketing. The second phase was dubbed "green marketing for the environment." Clean technology—the development of new items without damaging the environment—came into sharper emphasis at the time.

People began to become increasingly aware of the need to conserve and safeguard the natural environment during the mid-1990s. People were becoming more aware of environmental issues. This signalled the beginning of the third phase. The name of the second green marketing approach was "Sustainable."

Businesses were obliged to adapt their selling strategies as consumers began purchasing things and services with a lower environmental impact.

Due to the deteriorating state of the environment and the effects of climate change, green marketing has arisen as one of the most often employed strategies today. These circumstances also raise the government's, civil society's, and consumers' alert levels and force them to take action in support of the environment. Global warming, resource depletion, and population expansion are all factors endangering humankind's future, but simultaneously advancing and illuminating the idea of green marketing. Companies demonstrate their care for the environment and contribution to environmental preservation through green marketing initiatives. Green marketing encompasses more than just advertising; it also includes things like the creation of eco-friendly products, the use of sustainable business processes, the use of eco-friendly packaging, and the development of marketing campaigns that highlight the products' environmental benefits. Green marketing is a costly marketing strategy as a result of all these changes.

1.11.2 Definition of Green Marketing

The first definition of Green Marketing was provided by Hennion and Kinnear (p. 1) in 1976, who stated that Ecological Marketing was "concerned with all marketing activities that have served to help because environmental problems and that may serve to provide a remedy for environmental problems." Many other definitions have been provided over the years, and the concept has grown and become more structured, as evidenced by Fuller's (1999, p.4) definition of Sustainable Marketing as "the process of planning, implementing, and controlling the development, pricing, promotion, and distribution of products in a manner that satisfies the following three criteria: (1) customer needs are met, (2) organisational goals are attained, and (3) the process is compatible with the environment." This concept clearly demonstrates how important Green Marketing is for cleaner production and corporate sustainability.

Several studies on the topic has expanded significantly since the first description of Green Marketing. Lampe and Gazda (1995), for example, examined the growth of green business and the dynamics that led to the emergence of green marketing. Peattie (2001) concentrated on the concept's progression over time

and the various acts that characterise green marketing at each stage of this evolution. Peattie (2001) emphasised that green marketing cannot be viewed merely as a variation of traditional marketing, and she suggested some unique approaches to avoid failures. Using a more case-oriented approach, Ottman et al. (2006) examined many cases of failed green products, indicating issues that should be considered when designing and marketing green products. The writers specifically said that green marketing must meet two objectives at the same time: Create items that satisfy customers and have a high level of environmental quality.

The significant increase in the number of research on green marketing necessitated an examination of their contents and their change through time. Chamorro et al. (2009) studied the features of 112 Green Marketing articles published between 1993 and 2003, analysing their subjects, methodology, and analysis approaches. According to the review, the number of studies peaked in the 1990s before declining beginning in 2001. The analysis reveals the evolution of the number of publications focusing on five issues throughout time, including green communication, green customers, recycling behaviours, micromarketing, concepts and strategies. However, the study fails to analyse these contents.

More recently, Kumar et al. (2013) did a review of the literature on "sustainability marketing" from 1996 to 2011, analysing the concept's evolution over time as well as the characteristics of the research. Similarly, to Chamorro et al., 2009, Kumar et al., 2013 discovered a drop in the number of studies from 2002 to 2004. Even in this review, the emphasis is on the progress of the research through time, the methodology utilised, the nations and sectors under inquiry, and the study topic covered (environment, CSR, and sustainability). As a result, neither of these reviews (which address the requirement to analyse and synthesise the rising body of knowledge on Green Marketing) includes an in-depth study of the content of the evaluated studies, making them more beneficial for scholars than for businesses. Managers who want to successfully develop and promote green products require clear and up-to-date knowledge of strategies and methods. Furthermore, researchers want precise and up-to-date information regarding the substance of prior studies to detect research gaps and establish clear future research pathways.

To the best of our knowledge, there has yet to be an in-depth, comprehensive, and up-to-date study of the body of knowledge on Green Marketing. We feel it would be highly valuable in analysing the field's current state of the art, providing a framework and clear guidelines to guide management, and identifying future research directions for the topic.

First and foremost, because numerous definitions of Green Marketing and associated concepts have been presented over time, they must be reviewed. Kumar et al. (2013) offered definitions of key concepts involved in Green Marketing, however the most recent one dates back to 2009, implying the need for a more comprehensive and up-to-date analysis. Furthermore, to the best of our knowledge, no study has so far synthesised current knowledge on how to build a Green Marketing Strategy and how to implement it through the Green Marketing Mix elements, which would be very relevant for both researchers and managers, because, as Peattie (2001) emphasises, Green Marketing is not purely a variation on traditional marketing.

1.11.3 Green Marketing Mix

Businesses that create innovations, such as eco-friendly products, can focus on new markets, increase market share, and increase earnings. The following is a list of the green marketing mix in terms of sustainability:

i. Green Product:

Products must be created to meet the needs of clients that favour environmentally friendly goods. Both recycled and pre-owned materials can be used to create products. In addition to saving water, energy, and money, efficient products also lessen their negative environmental effects. Product development increasingly focuses on green chemistry. The marketer's role in product management involves providing market-driven trends and client requests for eco-friendly product features such as local sourcing, organic, green chemicals, and energy efficiency to product designers. For instance, Nike is the first sneaker manufacturer to promote itself as environmentally friendly. Due to the considerable decrease in the use of toxic glue adhesives, it is positioning its Air Jordan shoes as being environmentally friendly. It created this variety.

ii. Green Price:

Green pricing considers people, the earth, and profit in a way that protects the wellbeing of workers and communities and guarantees effective productivity. It can gain value by having its appearance, functionality, and other aspects customised, for example. Wal-Mart revealed its first cotton shopping bag that is recyclable. IKEA started charging customers for using plastic bags and promoted utilising its "Big Blue Bag" when shopping.

iii. Green Place:

The goal of a green place is to manage logistics to reduce transportation emissions, which has the effect of lowering the carbon footprint. For instance, a licence for local production may be obtained instead of promoting imported mango juice in India. Avoiding sending the item from a great distance, lowers the cost of shipping and, more importantly, the carbon emissions produced by ships and other forms of transportation as a result.

iv. Green Promotion:

Green marketing takes what has known, the needs of people, the environment, and financial gain, into consideration while designing promotional products such as advertising, advertising material, signs, white papers, websites, videos, and presentations. British Petroleum (BP) boasts of investing money in solar energy while displaying a gas station with a sunflower design. Indian Tobacco Company has introduced chlorine-free, environmentally friendly sheets and boards. Toyota is attempting to integrate gas/electric hybrid technology in several of its products. Additionally, it presents itself as the first environmentally friendly automaker and spends the most money on research and development for the illusive hydrogen vehicle.

1.11.4 Green Marketing versus Traditional Marketing

Traditional marketing is a traditional business style that focuses on raising product awareness, cultivating client relationships, and producing money. To entice clients, marketing, incentives, and promotions are used. Green marketing is an environmentally friendly alternative to typical marketing practices everywhere. It focuses on developing a brand identity by promoting

environmentally friendly and sustainable products. It also encourages people to make more ecologically responsible purchasing selections. Green marketing is more than simply advertising; it is also about generating products that are less harmful to the environment while providing answers to problems such as pollution levels (such as reducing smog) or resource limitations such as water or oil supply levels during drought seasons.

Green marketers frequently employ classic marketing tactics such as advertising and public relations, but they also seek new ways to save energy and minimise waste by using recycled materials or designing goods that can be easily recycled once they are no longer useful. Traditional marketing prioritises short-term gains and quick sales at any cost. Companies in traditional marketing are primarily concerned with their self-interest. They tend to disregard any bad impacts on society or the environment created by their products or services because they assume that consumers will buy whatever they produce regardless of its effects on society or the environment. As a result, green marketing is becoming increasingly popular and widely used.

1.11.5 Present Trend of Green Marketing in India

Green marketing has been around for a while in India and has been on the rise in recent years. This shift has been aided substantially by improved internet connectivity, an increase in overall education level, consumer maturity, and regulatory push. People are increasingly likely to choose natural and eco-friendly items due to the recent epidemic, and the rebirth of Ayurvedic products has also given it a boost.

The Indian government's commitment to the SDGs is shown in several government programs aimed at increasing renewable energy, controlling plastic pollution, and rehabilitating degraded areas. India is already well on its way to meeting the Paris commitment targets far before 2030. The recent Union budget also emphasised climate action and a green future.

The Government of India has announced a ban on single-use plastic beginning in July 2022. This includes the production, importation, stocking, distribution, sale, and use of single-use plastic, such as polystyrene and expanded polystyrene products such as earbuds with plastic sticks, plastic flags, ice-cream sticks, polystyrene for decoration, plates, cups, glasses, cutlery such as forks, spoons,

knives, straw, trays, wrapping or packing films around sweet boxes, invitation cards, and cigarette packets, plastic, etc.

Many Indian businesses have been significant in encouraging eco-friendly practices and using green marketing. Appliance companies such as LG, Samsung, and Haier, among others, have been developing eco-friendly goods using energy-saving features. IT behemoths Wipro, Infosys, HCL, and TCS have been the forefront of environmental sustainability through a variety of practices. Tata Power, Suzlon, Adani Power, and Renew Power have been at the forefront of renewable energy strategies in the energy sector.

Table 1.1: Countries ranked according to their response level on Green Marketing

1	India
2	UK
3	US
4	Thailand
5	Australia
6	Canada
7	China

Source – Namex International Journal of Management Research

1.12 GREEN HOUSEHOLD APPLIANCES

The idea of green household appliances refers to any energy-efficient home equipment that is designed to improve the energy efficiency of an electric device and lower utility expenses. There are numerous green household appliances, including air conditioning, water heaters, lighting, washing machines, refrigerators, ovens, televisions, and many others. The more efficient the appliance, the less energy it consumes.

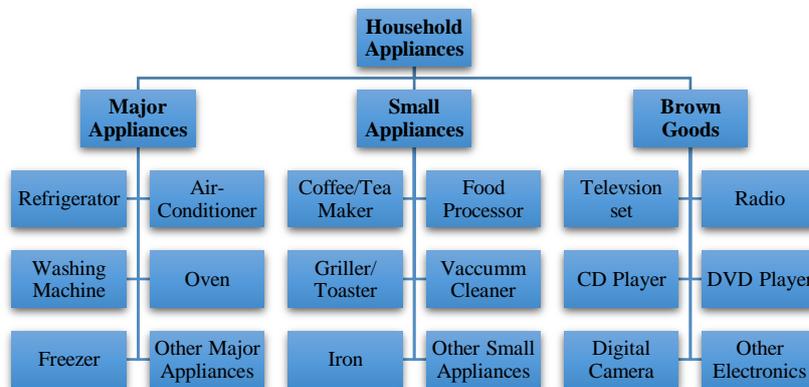
The main advantage of green household appliances is the capacity to considerably cut energy usage. They accomplish this by utilising sophisticated technology such as enhanced insulation, better control systems, and optimised components. For example, an energy-efficient refrigerator can keep a lower temperature while using less electricity, saving energy and lowering your utility expenses.

1.12.1 Major Household Appliances and its' Market

A significant appliance is a sizable piece of equipment used in the home for regular housekeeping chores like cooking, laundry, or food preservation. Because an appliance consumes fuel or electricity, it differs from a plumbing fixture. Due to their size and lack of portability, major appliances are different from small appliances. They are frequently provided to tenants as part of otherwise unfurnished rental properties since they are frequently thought as a fixtures and parts of real estate. Major appliances might be permanently connected to particular plumbing and exhaust vents, connections to gas suppliers, or unique electrical and electrical connections. This restricts the locations they can be used in a house. Enamel-coated sheet steel, was first used in the middle of the 20th century for many large appliances. Major appliances in a home use a large amount of energy, so in many nations, programmes are being developed to make them more energy-efficient. Increasing energy efficiency is frequently cited as one of the key strategies for reducing climate change, along with other improvements like upgrading structures to improve building performance. In order to increase energy efficiency, appliances may need to be built differently or their control systems may need to be upgraded. The term household appliances refer to machines or devices that are in our homes and which we use to do jobs such as washing, cooling, heating, or cooking. Household appliances can be classified into:

- i. Consumer electronics (brown goods), such as Television, computers and radios.
- ii. White goods (major appliances) such as washing machines and refrigerators.
- iii. Small appliances such as toasters, coffee makers, and blenders.

Fig. 1.4: Types of Household Appliances



Source: Authors' Compilation

1.12.2 Manufacturers of the Green Household Appliances Selected for the study:

The shift towards sustainable living has had a big impact on the household appliance business, with many manufacturers dedicating themselves to developing environmentally friendly products. Many green appliances are designed to improve indoor air quality and reduce pollutants. Following is a list of brands that are doing their part for the safety of the environment.

Table 1.2: Brands Producing Green Household Appliances

Brand	Household Appliances
Panasonic	Panasonic produces inverter and non-inverter based air conditioner. This air conditioner promises to save up to 20 percentages of your electricity bills. The air conditioner, which has received a 5-star BEE rating, is definitely a wise investment to make for a green home.
LG India	LG recently introduced LED E60 and E90 series monitors in the Indian market. The monitors are packed with the eco-friendly features such as 40 per cent less energy consumption than the traditional LCD monitors. Globally, LG launched a range of eco-friendly products 'Eco-Chic' such as the platinum-coated two-door refrigerator and washing machine with steam technology.
Haier	The company's eco-friendly offerings include refrigerators, semi and fully-automatic washing machines, split and windows air conditioners, a wide range of LED and LCD TVs and the Spa range of water heaters.
Voltas	Samsung has also launched its advanced range of Split ACs, which claim to save up to 60 percentage of energy.
Godrej Appliances	Godrej Appliances launched India's first 100% green refrigerator in 2002, and to date, Godrej is the only company to have a 100% green refrigerator.

Source: Authors' Computation

1.12.3 Global Household Appliances Market Size

Fig. 1.5: Global Household Appliances Market Size



Source: Mordor Intelligence

The global home appliance market is a significant and dynamic sector, reflecting changing consumer preferences, technological advancements, and economic conditions. As of 2023, the market is valued at approximately USD 600 billion, with expectations of steady growth driven by rising urbanization, increasing disposable incomes, and the growing trend of smart home technologies.

The market is broadly segmented into major appliances (such as refrigerators, washing machines, and air conditioners) and small appliances (such as microwaves, blenders, and vacuum cleaners). Major appliances account for a larger share of the market due to their higher costs and essential nature in households. Small appliances, however, are experiencing rapid growth due to their affordability and the increasing popularity of convenient, time-saving devices.

1.12.4 Indian Household Appliances Market Size

Fig. 1.6: Indian Household Appliances Market Size



Source: Mordor Intelligence

India's home appliances industry is dispersed, with both domestic and international competitors. Manufacturers use cost-cutting and innovation techniques in the marketplace. Manufacturers are developing IT-enabled items to make customers' lives more pleasant and comfortable. Manufacturers are attempting to provide the best technology solutions to them. Some notable players are Bajaj Electricals, LG Electronics, Samsung, Panasonic India, and Whirlpool of India. The market is anticipated to grow at a compound annual growth rate (CAGR) of around 8-10% from 2021 to 2026. This growth is driven by rising disposable incomes, increasing urbanization, and a growing middle class. The main demand driver are Factors such as improved electricity access in rural areas, government initiatives promoting energy-efficient appliances, and a shift towards premium products are propelling market expansion. The revenue generated in the Household Appliances market in India is estimated to be US\$59.19bn in 2024. In 2025, the Household Appliances market is anticipated to exhibit a volume growth of 3.3%. India's growing middle class is driving demand for high-end household appliances, resulting in increased competition among manufacturers.