

An Overview of Green Marketing Strategies Adopted by Indian Fashion Brands

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ABSTRACT

the world becomes confronted with escalating milieu-related issues, green marketing has come to the fore as a crucial strategy for all the businesses across the globe. Sustainability needs to meet the changing demands of environmentally conscious consumers. This study investigates product assortments of eco-friendly products, green marketing strategies and the marketability of trash-products under fashion brands in India. Through a secondary data collection method, data were collected from Indian fashion brands that were actively engaged in green marketing. The general activities of green marketing were the production of environmentally friendly products and economic support for environmental grouping of green environmental campaigns. Environmentally friendly products include products made from organic cotton, wellness products made from bamboo, goods made from recycled plastic bottles and trash items by Indian fashion brands. This article gives an overview of the state of green marketing practices of Indian fashion companies highlights the importance of their efforts in the field of sustainability development. The fashion business is a massive sector that contributes significantly to the world economy and brings in billions of dollars annually. However, the sector that represents green practices in fashion brand are well known for its detrimental effects on society and the environment, including labour exploitation, greenhouse gas emissions, and water pollution that may harm the society. The goal of sustainable or green marketing practices in fashion is to promote economic, social, and environmental sustainability while reducing the detrimental effects of the fashion industry. In this study, we examine the sustainable fashion scene in India, one of the top producers of textiles worldwide, as well as its prospects, problems, and solutions.

Keywords: Sustainability, Green Marketing, Strategy, Fashion, Retail

INTRODUCTION

The history of clothing in India dates back to ancient times, but fashion is the newest industry as it was the traditional Indian clothing with regional variations and collaboration. Whether it is the sari, ghagra choli or dhoti, that remained popular until the early decades of the years after the revolution and independence India. A common form of Indian fashion has its origins in Western culture which got introduced later independence and has become very popular. India's domestic apparel and textile industry contributes approx. 2.3% for the country's GDP, 13% for industrial production and 12% for exports (India Brand Equity Foundation, n.d.).

Green marketing, also called sustainable marketing or environmental marketing, refers to the practice of promotion of goods or services based on their environmentally friendly properties. It involves integrating sustainability principles into various aspects of marketing strategies and concepts, including product development, packaging and distribution, advertising and promotion of product and services. The primary goal of green marketing is to addressing the basic environmental problems and issues, promote sustainable consumption

patterns and meet the needs of environmentally conscious consumers.

THE KEY COMPONENTS OF GREEN MARKETING INCLUDES

Product innovation: Developing products that are environmentally friendly, energy efficient, recyclable or made from sustainable materials.

Sustainable packaging: using environmentally friendly packaging materials, reducing packaging waste and promoting recycling or reuse of packaging.

Ethical sourcing and production: ensuring products are sourced and produced using ethical and environmentally responsible practices, such as fair trade, organic farming and minimizing carbon emissions.

Promoting environmental benefits: Highlighting the environmental benefits of products or services in marketing communications, such as energy savings, reduced carbon footprint or use of renewable resources.

Customer education: Educating customers about environmental concerns and the value of sustainability, how their purchases can benefit the environment through the eco-friendly nature is known as consumer education.

Certifications and Labels: Acquiring certifications and labels from reputable agencies or organisations in process to confirm environmental claims and provide customers a different level peace of mind.

Collaborations and Partnerships: Supporting environmental aims and efforts by working with different government body/agencies, non-governmental organisations, environmental organisations, or other stakeholders so that the green marketing will sustain.

Green pricing tactics include advocating value-based pricing that takes into account a product's environmental benefits and providing incentives or discounts for eco-friendly items.

Accountability and Transparency: Reporting on environmental performance, being open about environmental practices and rules, and responding to any environmental complaints or issues related to environmental aspects. **Long-term sustainability goals:** Setting and communicating long-term sustainability goals, such as reducing CO2 emissions, minimizing waste or promoting biodiversity conservation. (Agarwal & Choudhary, 2021).

Green marketing focuses on the promotion of environmentally friendly products, services and practices. It provides a double benefit: it not only provides a positive contribution to the environment, but it also provides significant benefits for businesses. Companies that adopt green marketing can strengthen their brand reputation by showing that they invest in sustainability, something that is increasingly valued by the public. This reputation helps attract a growing segment of environmentally conscious consumers who prefer to support the brands they are associated with. Additionally, green marketing enables companies to differentiate their products and services in an increasingly crowded market. By placing emphasis on environmentally friendly features – such as recyclable packaging, a low CO2-footprint of sustainable purchasing – companies can differentiate themselves from competitors and maintain a competitive advantage. Additionally, the adoption of green marketing often encourages innovation and encourages companies to overcome traditional processes and develop sustainable, efficient and forward-looking solutions. Green marketing needs to be truthful and logical in nature, open, and backed by quantifiable activities in order to be genuinely successful and credible. Businesses or ideas should make sure that their environmental claims are true and verifiable because making unwarranted, inflated claims also known as "greenwashing" that can result in poor consumer reactions, legal repercussions, and long-term harm to the brand's credibility. As a result, businesses should approach green marketing with honesty ethically correct and responsibility and make sure that their rhetoric must be reasoned by real ecological sustainability initiatives (Muchenje, 2023).

The Indian retail market employs various strategies to cater to its diverse consumer base and navigate the competitive landscape in order to grow in the market. Here are some key strategies commonly observed in the Indian retail market which helps this concept to sustain in the market: (a) Omni-channel retail: Its often that many

Indian retailers are adopting omni-channel strategies, integrating online and offline channels to provide a seamless shopping experience. This includes offering click-and-collect services, which helps a customer access easily, enabling in-store collection for online orders and providing consistent pricing and promotions across all channels so that the channels would also have a good satisfaction level. (b) Localization: Retailers recognize the importance of catering to local preferences and cultural nuances as we are clearly aware that many organisations have changes the product based on local preferences to sustain in the market. They tailor their product ranges, marketing campaigns and store layouts to the preferences of different regions and demographics within India. (c) Value-based pricing: Given the price sensitivity of Indian consumers, retailers often use value-based pricing strategies to attract customers. Value proposition is one and only concept by which a product stands throughout its journey. This includes offering discounts, promotions and value-added services to provide value for money. (d) Private Label Brands: Retailers are increasingly investing in private label brands to offer differentiated products at competitive prices. Labelling enhances the identity of a product and makes it unique to help become a brand. These brands help retailers achieve higher margins, increase customer loyalty and differentiate themselves from the competition. (e) Customer Loyalty Programs: Retailers implement loyalty programs to encourage repeat purchases and promote customer loyalty. The main reasons to generate such loyalty programs to retain the consumers and engage them with product/organisation leads to creating loyal customers. These programs often offer rewards, discounts and exclusive benefits to loyal customers, encouraging them to shop more often. (f) Expansion into Tier II and Tier III Cities: With urbanization and rising disposable incomes in smaller cities and rural areas, retailers are expanding their presence beyond metropolitan areas. These different levels of cities has different demands and for identifying the target audiences we have to understand the nature of places. They are harnessing the potential of Tier II and Tier III cities by opening stores and launching targeted marketing campaigns to reach these emerging consumer markets. (g) Technology Adoption: Indian retailers are leveraging technology to enhance the shopping experience and improve operational efficiency. Technology is evolving rapidly so an organisation also need to adapt it quickly to sustain in the market. This includes implementing point-of-sale (POS) systems, inventory management software and customer relationship management (CRM) tools to streamline operations and collect valuable customer data for personalized marketing to assist the process. (h) Hyperlocal Delivery: With the growth of e-commerce and on-demand services, retailers are exploring hyperlocal delivery models to fulfill orders quickly and efficiently to fulfil the gaps. This includes collaborating with local logistics/transportation providers or setting up their own last-mile delivery networks to offer same-day or express delivery services. (i) Sustainability initiatives: Some retailers/agents are integrating sustainability into their business practices/rules by offering eco-friendly products, implementing energy efficiency measures in stores and

reducing plastic use. These initiatives not only appeal to environmentally conscious consumers, but also contribute to brand reputation and corporate social responsibility efforts. (j) Franchising and Partnerships: Retailers often adopt franchising and partnership models to expand their reach and enter new markets cost-effectively. By working with local partners or franchisees, retailers can leverage their expertise and resources to penetrate diverse geographies and customer segments (FasterCapital, n.d.).

These strategies and planning reflects the dynamic and evolving nature of the Indian retail market and the changing needs and preferences of Indian consumers in the market that may help to identify new segment and market (Sriram et al., 2018). Retailers that employ innovative strategies and adapting technology and green practices to stay on top of changing market trends and better positioned to thrive in the current dynamic and highly competitive retail landscape in Indian Market. Because consumer preferences are changing rapidly – driven by technological advances, societal impacts and sustainability – it is essential that retailers are proactive, responsive and forward-looking. By embracing innovation, such as the implementation of new technologies (e.g. AI-guided personalization, mobile commerce, augmented reality), providing unique customer experiences and the implementation of sustainable practices, retailers can differentiate themselves from the competition and meet the changing demands of the modern consumer. These innovations not only improve operational efficiency, but also strengthen the engagement and loyalty of customers. By staying on top of market trends, such as the advent of environmentally conscious shopping, the demand for convenience, omnichannel retailing and value-driven investments, companies can tailor their offerings to consumer expectations. This adaptation is crucial to attract target audiences and remain relevant in a rapidly changing market. Ultimately, retailers who are willing to adapt, experiment and innovate, seize new growth opportunities, can expand their market reach and maintain a competitive advantage in a market in which flexibility and responsiveness are valued.

GREEN MARKETING IN INDIA

Green marketing in India has seen a remarkable growth in recognition in recent years, largely driven by a combination of a growing environmental awareness among consumers and increasing pressure from governments and international organizations to implement sustainable and environmentally friendly business practices. As awareness over climate change, pollution and output of resources increases, Indian consumers – namely the younger generation and the urban population – are becoming increasingly environment conscious in their purchases. They always look for products that are biological, biodegradable, energy efficient, recyclable or sustainably produced, and they often support those who directly use themselves to protect the environment. On the other hand, government initiatives in legal frameworks, such as the Plastic Waste Management Rules, the Extended Producer Responsibility (EPR)-norms and the reporting

requirements of companies on the area of environmental governance (ESG), have created a strong incentive for companies to implement greener production-, packaging- and marketing strategies. This policy is aimed at minimizing the milieu-impact and stimulating sustainable economic development. As a result, more and more Indian companies are integrating green marketing practices, not only to meet regulations, but also to tap into a growing market of eco-conscious consumers, strengthening their niche and maintaining a competitive advantage. To guarantee long-term success and trust, these efforts must be transparent, credible and supported by genuine sustainability initiatives, while minimizing superficial claims of greenwashing (Hooda & Jaggarwal, 2022). Here are some important aspects of green marketing in India:

The promotion of sustainable products has become an important focus point for many Indian companies. This reflects a growing focus on environmental responsibility in response to changing consumer preferences. Companies in a variety of sectors – from food and household items to clothing and personal care – develop and market active products that are environmentally friendly, ethically produced and resource efficient. In the food industry, for example, there is increasing pressure on organic and chemical-free products that are grown without harmful pesticides or synthetic fertilizers, thereby guaranteeing both the health of the consumer and the safety of the environment. Also in the household items sector, companies are introducing biodegradable cleaning agents, energy-saving appliances and items made from recycled natural materials to reduce the impact of household items on the environment. In the mode-industry sustainable mode has gained popularity due to the use of biological cotton, bamboo fibres, recycled materials and animal-friendly processes. Merchandise also promotes slow fashion – whereby sustainable, timeless designs are preferred over fast, throwaway trends – which reduce waste and support ethical production. These products are brought on the market with a strong emphasis on the environmental benefits they offer, such as a lower CO₂-emissions, a reduced dependence on non-renewable resources and the conservation of water, energy and biodiversity. Companies use environmental labels, sustainability certifications on green packaging to instill confidence and clearly communicate the ecological value of their offerings. This trend reflects a broader transformation of the Indian market, where sustainability is becoming a key differentiating factor. As consumer demand for eco-conscious products increases, companies that effectively promote green promises will likely gain a competitive advantage, increasing customer loyalty and contributing to a sustainable future.

Certification of environmental marks plays a crucial role in green marketing, as they provide companies with a credible and standardized way to validate environmental claims. In India and globally, companies are increasingly looking for recognized certifications such as Green Seal, Energy Star, Eco-label, FSC (Forest Stewardship Council), LEED (Leadership in Energy and Environmental Design) and others to show that their products meet specific criteria in the field of environment, health and sustainability. These certifications are awarded

by independent external organizations after a thorough evaluation of the life cycle of the product, including factors such as energy-efficiency, CO₂-emissions, raw material use, recyclability and chemical composition. An Energy Star-label stands for a high energy-efficiency of electronic devices, for example, while the Green Seal certifies products that reduce environmental impact without delivering on the quality of performance. By placing such labels on their packaging of promotional materials, companies can differentiate their products in a crowded market and let environmentally conscious consumers see that their offering is authentic, safe and environmentally responsible. These certifications strengthen consumer confidence, help prevent greenwashing and often form an important deciding factor for buyers who value sustainability highly. In addition to strengthening the value of customer loyalty, certifications can also help companies meet legal standards, gain access to green financings and investment opportunities, and participate in sustainable supply chains. As environmental awareness increases, the role of certifications in steering consumer behavior and promoting sustainable consumption will become increasingly important.

Initiatives for renewable energy have become an important part of the sustainability strategies for many Indian companies as they want to reduce their CO₂ footprint, reduce energy costs and become less dependent on fossil fuels. As a response to growing environmental pollution, stricter government regulations and increasing pressure from stakeholders, numerous companies are investing in sectors such as manufacturing, IT, telecommunications and real estate in renewable energy sources such as solar energy, wind energy and hydropower. Many companies, for example, install solar panels on office buildings, factories and warehouses, or enter into power sharing agreements (PPAs) with producers of renewable energy to obtain old electricity. Other companies develop wind parks on the sites of hydropower stations to meet a portion of their operational energy needs. These efforts help companies reduce their dependence on grid electricity, which in India is still largely generated by coal-based thermal power plants. Similar initiatives are regularly featured in sustainability reports of companies, ESG-reports in marketing campaigns, which reflect the organization's dedication to environmental management and climate action. By making these investments in clean energy visible, companies are not only strengthening their reputation, but also speaking to a growing group of eco-conscious investors, partners and consumers about the value they place on sustainable business operations. Additionally, the transition to renewable energy often results in long-term cost savings, improved energy security and resilience against fluctuating fossil fuel prices. These benefits, combined with government incentives and the investment costs of innovative technology, make it an attractive and responsible choice for aspiring Indian enterprises. In short, the adoption and promotion of innovative energy solutions reflects a broader movement towards a greener and more sustainable industrial ecosystem, where environmental awareness joins economic and strategic business practices.

Companies' implements waste reduction and recycling programs to minimize their impact on the environment. This includes initiatives such as composting organic waste, recycling packaging materials and reducing single-use plastics. These efforts are often highlighted in marketing communications to highlight the company's commitment to environmental sustainability.

Companies engage in consumer education and awareness campaigns to promote sustainable consumption habits and encourage responsible purchasing decisions. This includes raising awareness about environmental issues, providing tips for reducing waste and highlighting the benefits of choosing green products.

Corporate Social Responsibility (CSR) initiatives play an important role in green marketing in India. Companies often participate in community-based projects such as tree plantings, cleanup campaigns and environmental education programs to demonstrate their commitment to environmental sustainability and gain consumer trust.

In the parameters of partnerships and collaborations, companies are working with environmental organizations, NGOs, government agencies and other stakeholders to strengthen their green marketing efforts. These partnerships help companies leverage the expertise and resources of these organizations and increase the credibility of their environmental initiatives.

Transparency is essential in green marketing to build consumer trust. Companies are expected to be transparent about their environmental practices, report on their environmental performance and address any environmental concerns or criticisms in a timely and transparent manner.

Overall, green marketing in India is driven by a combination of consumer demand for sustainable products, regulatory pressure to adopt environmentally friendly practices, and companies' commitment to social and environmental responsibility. As awareness of environmental issues continues to grow, green marketing is expected to become increasingly important for companies looking to gain a competitive advantage and demonstrate their commitment to sustainability.

OBJECTIVES OF THE RESEARCH

The article aims to cover the following objectives:

1. To understand the concept of green marketing.
2. To Identify the importance and need for green marketing.
3. To study the various challenges and prospects of green marketing.

RESEARCH METHODOLOGY

The purpose of this article is to explore the initiatives and new ideas of some Indian organizations that are successful in the implementation of green strategies to maintain a sustainable green environment in market as well as in the aspect of environment. This study concerns one exploratory research into green organizations marketing initiatives for environmental sustainability. The study was conducted based on the secondary data available in

various magazines, newspapers, journals and corporate websites. From the list of the organizations who are following real green practices and implemented, ten such organizations from the various product sectors were selected for convenience sampling and their greenery environmental sustainability initiatives were studied and then analysed. It was interesting to note that most companies have successfully marked this presence in the field of environmental sustainability and market themselves as green idea organizations and have done so presented its green initiatives and induced with the right one's documentation in their sustainability report.

GREEN MARKETING STRATEGIES OF INDIAN FASHION BRANDS

Green marketing strategies of Indian fashion brands are crucial for sustainable development and consumer confidence. In view of green marketing strategy, the following points are taken into consideration:

Indian fashion brands are increasingly focusing on using sustainable materials such as organic cotton, bamboo, hemp and recycled fabrics for manufacturing the products. They prioritize sourcing from suppliers or agents who follow ethical and environmentally friendly practices in India and that should be certified. Transparency and traceability: Brands are becoming more transparent about their supply chain processes and marketing chain processes, allowing consumers to track the journey of their products, from raw materials to finished products to experience the value proposition of product. This transparency creates trust and credibility among environmentally conscious consumers and that develops a relationship with consumers. Brands are implementing measures to reduce their environmental footprint by optimizing production processes, minimizing water consumption and reducing energy consumption in production facilities. They also strive to minimize waste generation by implementing efficient recycling and waste management systems. Many Indian fashion brands are committed to fair trade practices and ensure that employees involved in the production process are paid fair wages and work in safe working conditions. Ethical purchasing practices are emphasized, especially in regions where labour exploitation is a problem and creates an unhealthy environment. Brands invest in research and development to create innovative products that are environmentally friendly. This includes exploring alternative materials, developing eco-friendly dyes and finishes, and experimenting with sustainable packaging solutions. Indian fashion brands are actively involved in educating consumers about the importance of sustainability in fashion through marketing campaigns, social media and collaborations with environmental organizations. By raising awareness, they encourage consumers to make informed and responsible purchasing decisions before taking final purchase decision. Brands often pursue certifications such as GOTS (Global Organic Textile Standard) or Fair Trade certifications to confirm their commitment to sustainability. These certifications serve as proof that they adhere to strict environmental and social standards. Circular Fashion Initiatives: Some Indian fashion brands are embracing the concept of

circular fashion by offering repair services, promoting the longevity of clothing and facilitating clothing recycling programs. These initiatives aim to extend the life of products and reduce overall waste in the fashion industry. Brands are working with like-minded organizations, designers and influencers to amplify their message of sustainability. These partnerships help reach a broader audience and demonstrate the brand's commitment to environmental and social causes. While sustainable fashion products may command a premium price due to their ethical sourcing and production practices, brands use this as a unique selling proposition to target environmentally conscious consumers who are willing to pay a premium for sustainable products. By adopting these green marketing strategies, Indian fashion brands are not only contributing to environmental conservation and social prosperity but are also differentiating themselves in a competitive market while appealing to a growing segment of environmentally conscious consumers (Indian Retailer, n.d.).

Taking into account customer wishes and market developments, many prefer green marketing as the need of the hour Organizations are embracing green marketing as one of these solutions the main company and have started to act as a responsible member of society. It is very interesting to note that while green marketing remains a matter of global importance, Google Trends reports that, relatively speaking, there are more searches because "green marketing" originally came from India any other country (Wigder, 2007). Environment sustainability is so important for many organizations have started to focus on sustainability actions its green efforts by including a number of activities in its overview sustainability agenda for companies.

ANALYSIS OF SUSTAINABLE FASHION BRANDS IN INDIA

India is a major player in the global fashion sector that plays an important role in GDP and one of the world's biggest producers of textiles as per trend and growth. Climate change awareness and environmental concerns have prompted fashion companies to embrace sustainable techniques in recent years to experience growth and expansion. Using this eco-friendly raw materials, encouraging ethical production practices, and lessening the impact on the environment are the main aim of sustainable fashion in India for the betterment of overall environmental aspects. To address environmental issues and satisfy the rising demand for sustainable products, many Indian fashion firms have begun incorporating green marketing tactics (Hooda & Jaggarwal, 2022).

SUSTAINABLE PRACTICES ADOPTED BY INDIAN FASHION BRANDS

Several Indian fashion brands have adopted innovative and developmental approaches to sustainability through eco-friendly materials, recycling/upcycling practices, and ethical production systems.

One example is Fab India, that is an Indian fashion brand which has stores across India, which focuses on promoting traditional craftsmanship and supporting rural artist and portrait the brand as rural and eco-friendly. The

company uses handwoven fabrics and natural dyes while working with local communities to create sustainable livelihoods (Mahajan et al., 2024). By combining the traditional textile techniques with modern retail strategies and formations, Fab India promotes environmentally responsible fashion while preserving cultural heritage of India.

Another sustainable brand is Doodlage, which specializes and implemented in upcycling and recycling textile waste in their business. The brand creates garments from discarded fabrics that are not in use for any manufacturer, factory scraps, and surplus materials that would otherwise end up in landfills as waste. This approach reduces textile waste and supports the concept of circular fashion business (Doodlage, n.d.).

In a similar vein, No Nasties concentrates on producing fair-trade and organic apparel. The company encourages supply chain transparency and manufactures clothing made entirely of organic cotton that is eco-friendly in nature. Organic apparel promotes ecologically friendly farming methods and lessens the use of dangerous pesticides (Rauturier, 2023).

BOHECO, which launched the B Label clothing line created from hemp-based materials, is another creative example for Indian green practices adaptability concept. Compared to typical cotton production, hemp requires less water and pesticides, making it a sustainable material (B Label, n.d.). This invention demonstrates how the creation of sustainable fashion can benefit from the use of different fibres and can be a brand in Indian market.

When these Indian brands are compared, it becomes clear that each company uses a different sustainability strategy and planning based on its unique target market and business model to capture the market and follow the guidelines of green practices. Doodlage stresses waste reduction through upcycling for sustainability, whereas Fab India concentrates on traditional craftsmanship and ethical sourcing to promote rural areas of India. While BOHECO encourages innovation through sustainable fibres like hemp for developing a product to become a brand, No Nasties emphasises organic ingredients and fair-trade procedures to grow as green product (Muchenje, 2023).

Secondary data analysis reveals that eco-friendly raw and finished materials, circular production in fashion business, and socially conscious business practices are some of the ways sustainable fashion business is developing in India. These tactics not only improve brand recognition, awareness and provide businesses a competitive edge in the marketplace to sustain, but they also aid in environmental protection to create the healthy environment (Indian Retailer, n.d.).

GREEN MARKETING INITIATIVES

In this Indian market the initiative taken by the Indian companies are as follows:

Fabindia is known for its sustainable practices and promotion of traditional crafts. They emphasize the use of natural and organic materials in their clothing and home

furnishing products. Fabindia also supports rural artisans and promotes fair trade practices (Mahajan et al., 2024).

Birla Cellulose produces eco-friendly fabrics like Liva that is made from natural fibers and promotes sustainable forestry practices in India. They actively promote the environmental benefits of their products in their marketing campaigns.

Tata Power Solar is a leading provider of solar energy solutions in India. Through their marketing efforts, they promote solar energy as a clean and renewable alternative to traditional energy sources. They emphasize the environmental benefits of solar energy, such as reducing CO2 emissions and dependence on fossil fuels.

Himalaya Herbals is known for its range of herbal and natural skin care products in India. They emphasize the use of plant-based ingredients includes roots, petals, leaves etc. and avoid harmful chemicals in their formulations to create a brand that is purely organic in nature. Himalaya Herbals promotes its products as gentle on the skin and environmentally friendly.

KVIC promotes Khadi, a hand-spun and hand-woven fabric, as a sustainable and eco-friendly alternative to mass-produced textiles. In their marketing campaigns they emphasize the use of natural fibers and traditional production techniques.

Greenply is a leading manufacturer of plywood and other wood-based goods in India. They promote their products because they come from sustainably managed forests and are certified by organizations such as the Forest Stewardship Council (FSC) approved by Indian authority. Greenply emphasizes the environmental benefits of using certified wood products in their marketing communications that helped Greenply to become a brand and sustain in the market for so long.

Paper Boat is a brand that offers traditional Indian drinks in eco-friendly packaging and become a successful brand. They use Tetra Pak cartons made from renewable materials and promote their products as being free of artificial colours, flavours and preservatives and harmless by nature. Company has developed and promoted the brand as eco-friendly and conscious consumers got attracted towards that.

Eco-friendly fashion brands: Several Indian fashion brands, such as Anokhi, Pero and Anita Dongre Grassroot, focus on sustainable and eco-friendly fashion. They use natural and organic materials, promote traditional craft techniques, and emphasize ethical sourcing and manufacturing practices in their marketing efforts.

These examples show how Indian companies are integrating green marketing principles into their business strategies to promote sustainability and appeal to environmentally conscious consumers.

The globalization of fashion has raised many issues related to its cultural and social dimensions shape the behavior of today's consumers, who are becoming increasingly aware of sustainability problems that arise in the sector. This is evident from a study by the Boston Consulting Group that 75% of consumers in the five countries surveyed consider sustainability to be extreme

or very high important. The survey also showed that 38% of consumers are willing to switch from their preferred brand over another because it credibly represents a positive environment. This is a fact that shows the importance of sustainable development in fashion, seen through the eyes of consumers, who are willing to break their long-term loyalty to a brand that does not behave environmentally consciously. Similar findings came from the Nielsen study, which showed that 81% of global respondents believe that companies should help improve the environment (Periyasamy & Periyasami, 2023).

Consumers' receptivity to and decision-making regarding green fashion brands are influenced by the relationship between consumer and environmental sustainability, brand and environmental sustainability, and consumer and brand. Consumer acceptance of green brands depends on how consumers process new green information within the context of the brand schema. Consumer motivation and ability to incorporate environmental sustainability into the brand scheme will influence consumer attitudes toward the green brand. The perceived fit between the brand and environmental sustainability, as well as the authenticity of the business strategy, will also influence consumer response (Kim & Hall, 2015). Furthermore, consumers' ability to integrate the fashion brand's image with environmental values and the strength of their relationship with the brand will determine how green brand attributes are accepted. Industry implications for green branding are discussed and recommendations for future research are presented.

GREEN MARKETING STRATEGIES

Green marketing is the promotion of ecologically and socially conscious products and company practices. Growing consumer demand for sustainable products and environmental awareness have prompted several Indian fashion firms to use green marketing techniques. By encouraging ethical production, sustainable resources, and responsible consumption, these tactics aim to lessen their negative effects on the environment (Kotler & Armstrong, 2021). Green marketing strategies can help brands emphasize their commitment to sustainability and attract environmentally conscious consumers to protect the environment overall. Here are some key strategies that both established and new brands can adopt to get the place in market:

Identify Opportunities for Sustainability: Look for ways to incorporate eco-friendly materials, processes, and services throughout the supply chain and marketing chain, from sourcing raw material to disposal of finished product.

Obtain Green Certifications: Seek certifications from recognized authorities to validate the brand's commitment to environmental standards to get the verification done, providing credibility and assurance to customers so that it will not leave customers unsatisfied.

Promote a green organizational culture: It fosters a culture of sustainability within the organization to promote green practices. For example, adopting paperless practices for daily operations can demonstrate a commitment to reducing environmental impact.

Effective Communication: Clearly communicate of mission and vision of the brand's green practices and eco-friendly initiatives to raise awareness among consumers who prioritize environmental sustainability to generate leads and grow as green organisation.

Participate in Green Initiatives and Events: Engage in activities or events that aligns with the brand's sustainability goals, such as participating in or sponsoring environmental events, and ensure that the brand's events adhere to green practices to mark a place as green product in market.

Avoid Greenwashing: Be honest and transparent about the brand's environmental efforts. Making false or misleading claims about sustainability can damage the brand's reputation and erode consumer trust.

Utilising Eco-Friendly and Sustainable Materials:

Using eco-friendly raw materials is one of the most popular green marketing techniques used by fashion firms. In an effort to lessen pollution and the use of chemicals in the production of textiles, many companies promote clothing made from organic cotton, hemp, natural fibres, and recycled fabrics. For instance, No Nasties uses fair-trade methods and 100% organic cotton in their garment production to reduce their impact on the environment. In a similar vein, companies like B Label by BOHECO employ hemp fibres, which are more resilient, breathable, and require fewer resources to grow than traditional cotton. These companies draw in eco-aware customers by emphasising the usage of sustainable textiles in their advertising efforts (B Label, n.d.).

Upcycling and Recycling Textile Waste:

Recycling and upcycling, in which companies transform discarded materials into new fashion items, is another crucial green marketing strategy. This encourages cyclical fashion and lessens textile waste. For example, Doodlage repurposes textiles and industry leftovers to make stylish clothing. The company stresses transparency in its production procedures and advocates for a zero-waste mentality. In addition to reducing environmental waste, upcycling projects produce distinctive fashion designs that companies employ as a major selling feature in their advertising campaigns (Doodlage, n.d.).

Fair-trade methods and ethical production:

Ethical labour practices are included into the green marketing strategies of several Indian fashion firms. These companies emphasise safe working conditions, equitable pay, and assistance for regional craftspeople. For instance, Okhai promotes traditional craftsmanship and sustainable lives by working with rural craftsmen to create handcrafted clothing. In a similar vein, companies like Suta collaborate closely with regional weavers and craftspeople to maintain traditional textile methods while guaranteeing just remuneration (Ministry of Textiles, 2023).

Encouragement of Slow Fashion

The promotion of slow fashion, which entices customers to purchase fewer but better-quality clothing items that last longer, is another important tactic. This strategy lowers textile waste and excessive usage.

Rather than periodic fast-fashion fads, many Indian manufacturers promote classic patterns and long-lasting textiles. Traditional handloom textiles that are both culturally and environmentally valuable, like khadi and handwoven cotton, are also highlighted by slow fashion. Businesses highlight workmanship, durability, and sustainability as key qualities through brand narratives and storytelling. Encouraging ethical production attracts socially conscious customers and improves brand reputation.

Eco-Friendly Operations and Sustainable Packaging:

By using eco-friendly packaging and processes, Indian fashion firms also embrace green marketing. This entails using reusable shipping materials, paperless bills, recyclable packing, and as little plastic as possible. For instance, Nicobar uses digital invoicing to cut waste, reused shipping cartons, and organic materials to enhance sustainability. Eco-friendly packaging conveys a company's dedication to sustainability and enhances its green image United Nations Environment Programme, 2021).

Consumer Awareness and Digital Marketing

Using digital channels to educate consumers about sustainability is another aspect of green marketing tactics. Brands convey their sustainable practices and environmental ideals through blogs, social media campaigns, and storytelling. Businesses increase audience trust and openness by disclosing details about sourcing, production procedures, and environmental effect. Customers are encouraged to make more conscientious fashion choices by these marketing messaging.

CONCLUSION

Green marketing is a tool to protect the environment for future generations. It won't be simple concept. The company must plan and then conduct research to find out how feasible it will be. Vegetable marketing needs to evolve because it is still in its infancy. The adoption of green marketing may not be easy in the short term, but in the long term it will definitely have a positive impact on the company. Green Marketing is still in fashion stage of childhood in Indian companies. There are many possibilities. Now is the right time to do that select Green Marketing worldwide. If all countries want that, there will be a drastic change in the business world make strict rules because green marketing is essential to save the world from pollution. From a business point of view because a smart marketer is someone who not only convinces the consumer, but also involves him markets its product. Green marketing should not be viewed as just one approach to marketing, but must be pursued with much greater vigor because there is an ecological and social dimension to it. With the threat With global warming increasing, it is extremely important that green marketing becomes the norm an exception or just a fad. Recycling of paper, metals, plastics, etc. in a safe and environmentally friendly way This way of working should become much more systematic and universal. It must become the general standard to use energy efficient lamps and other electrical goods. In conclusion, the fashion industry's adoption of green marketing strategies reflects a growing commitment

to environmental sustainability and ethical practices. By integrating eco-friendly materials, ethical sourcing and transparent production processes into their business models, fashion brands in India are reshaping the industry towards a more sustainable future. Through green marketing initiatives, fashion brands are not only meeting the demands of environmentally conscious consumers, but also driving positive change throughout the supply chain. They promote awareness of environmental issues, advocate responsible consumption habits and promote a culture of transparency and responsibility. Furthermore, green marketing in the fashion industry acts as a catalyst for innovation and collaboration. Brands collaborate with sustainable designers, artisans and environmental organizations to develop innovative solutions that prioritize both style and sustainability. These collaborations allow brands to demonstrate their commitment to sustainability, while promoting traditional craftsmanship and supporting local communities. Overall, the adoption of green marketing strategies by fashion brands in India represents a fundamental shift towards a more environmentally friendly and socially responsible industry. By embracing sustainability as a core value, fashion brands can not only differentiate themselves in the marketplace, but also contribute to global efforts for a more sustainable and equitable future.

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