

# Green Marketing Strategy in IT Sector: A Conceptual Review

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## ABSTRACT

*This is a conceptual paper to study the green marketing strategy used in IT sector and its effects. Tata Consultancy Services and Infosys Ltd. have selected as they are the top two companies in IT sector using green marketing strategies. This paper also identifies the initiatives of IT sector in respect of green marketing. The study sought to explore the influence of green marketing strategies on firm's performance. The paper analyses the seven factors that will influence the firm's performance. The present paper seeks to better understand the role of "green marketing mix" as a marketing strategy. The conclusion that was drawn is that, green product, green price, green distribution, green promotion green people, green process, and green physical evidence have a positive effect on the firms' performance. TCS and Infosys are using green marketing strategies and these have positive effects on firm's performance.*

## Keywords

*Green marketing strategy, Firm performance, Green marketing, Information Technology*

## INTRODUCTION

Environmental issues such as global warming, deforestation, disposal of toxic waste, ozone depletion and reduction of resources have become regular features of everyday life. Green marketing is the marketing of products that are presumed to be environmentally preferable to others. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, sustainable packaging, as well as modifying advertising. Yet defining green marketing is not a simple task where several meanings intersect and contradict each other; an example of this will be the existence of varying social, environmental and retail definitions attached to this term. Other similar terms used are environmental marketing and ecological marketing.

Green, environmental and eco-marketing are part of the new marketing approaches which do not just refocus,

adjust or enhance existing marketing thinking and practice, but seek to challenge those approaches and provide a substantially different perspective. In more detail green, environmental and eco-marketing belong to the group of approaches which seek to address the lack of fit between marketing as it is currently practiced and the ecological and social realities of the wider marketing environment

As the competitive landscape is being drastically changed by the increasing concern toward environmental sustainability, firms are beginning to determine how the adoption of "green" marketing practices can benefit or harm their performance. Green marketing is used by the firm as one of the strategies in order to gain profit and protect the environment. It is very important to ascertain the attitude of consumers towards Green Marketing strategies used by the firms.

## REVIEW OF THE LITERATURE

- **Sara, G. Madhumita (2014)** in their research topic on "Green Marketing –Companies urging towards Green Revolution" they discuss the concept of green marketing and its interface with consumers in India. This paper identifies the various practices made by companies for promoting green environment and also aimed at transforming the consumer minds and their perceptions towards environment. It can also be viewed as a source of new opportunities to grow in today's highly competitive global environment.
- **Manjunath G., Gundupagi Manjunath (2013)** The objective of this paper is to study the implementation of Green Marketing initiatives in the Indian organizations and also highlights on the top five green marketing initiatives in the IT sector in Bangalore. The paper also aims to understand the concepts of Green Products; green marketing mix and points out the challenges before green marketing initiators.

- **Sonu Chowdhury, Lavina Dasani (2012)** This article assents to the attitude that it is possible to implement corporate social responsibility by applying the philosophy of Green Marketing. Thus the present paper identifies the significance of green marketing as an approach to corporate social responsibility and the initiatives adopted by various companies.
- **Johan Jansson, Agneta Marell, Annika Nordlund (2010)** The study examined the determinants of green curtailment behaviors and consumer adoption of innovations marketed as green (eco-innovations). The paper is of two-sided approach on green consumer behavior includes norms of low involvement post-purchase behaviors and adoption of high involvement eco-innovations
- **Supriya Khaneja (2015)** addresses in her research paper titled “Greenery behind Green Marketing: An Update” that why companies are adopting green marketing and explores the challenges that green marketing is likely to face in the near future. This review was needed to create a sense of awareness among customers and to motivate marketers towards making green products.

### OBJECTIVES OF THE STUDY

- To study various green marketing strategies used by the top IT companies TCS and Infosys Ltd.
- To identify the effects of using green marketing strategies in IT companies.
- To analyze the green marketing mix and its impact on IT companies.

### RESEARCH METHODOLOGY

This study is based on descriptive nature of research. The data is collected from secondary source published in companies’ websites, review, newspaper, articles, journals and books.

### CONCEPTUAL MODEL

The hypothesized model linking the relationship between Green marketing strategy includes green product, green price, green promotion, green distribution, green people, green process, and green physical evidence with firm performance includes both financial and non-financial performance is depicted in Figure 1.

### Green Marketing Strategy

Green marketing strategy, which denotes a set of marketing tools and elements, allows a firm to serve the target market and achieve organizational goals without harming the natural environment. At the same time, it facilitates product sales. Active involvement in environmental protection motivates family and friends to purchase green products, thus furthering the sustainable development in the country.

In the sustainability literature, green marketing encompasses marketing practices, policies, and procedures that take into account the natural environment concerns; these activities aim to generate revenue and provide outcomes that fulfill the product or product line objectives of both the organization and individuals. Hence, the concept of green marketing mix pertains to the elements that are designed to achieve the strategic and financial goals of a firm, particularly in terms of reducing their negative (or increasing their positive) effects on the natural environment. This concept is consistent with the view that each element of the marketing mix is created and executed in a manner that reduces the detrimental effects on the natural environment. This conceptualization of the green marketing mix is congruent with previous definitions of environmental and green marketing.

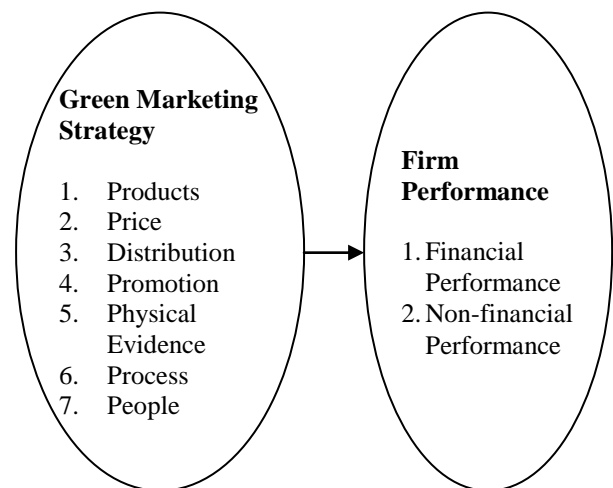


Figure 1: Proposed Conceptual Model

The term “green marketing mix” emerged in 1989. The Environmental Protection Agency of the Queensland government tackled the concept of green marketing in a manner that is similar to how the “classic” marketing is defined, that is, by specifying the factors comprising the 4Ps. The agency further described green marketing as the process of developing and promoting products and services that satisfy your customers’ wants and needs for

quality, performance, affordable pricing and convenience without having a detrimental impact on the environment. In effect, the agency developed the 4Ps within the green context.

The marketing mix model has been viewed in a different light as various streams of marketing emerged (i.e., services marketing, business-to-business marketing, relational marketing, and macro marketing). Thus, an extended marketing mix comprising seven Ps (i.e., product, price, promotion, place, process, physical evidence, and people) has been put forward.

In the current study, the rationale for the focus on the green marketing mix is two-fold. First, a number of firms may position themselves as specialist green suppliers by identifying and targeting segments of more environmentally aware customers; however, the majority of firms are not wont to relinquish their current market positions despite growing interest in green issues. Most firms are therefore faced with the challenge of implementing their existing marketing strategies by creating and deploying marketing programs that are relatively “greener” than their previous marketing undertakings. Second, from a causal adjacency perspective, the outcomes of firm performance are more likely to be linked with the realized behaviors that are particularly evident in green marketing programs rather than with the more comprehensive environmental strategy objectives of a firm, for instance, the HSBC goal of “zero carbon footprint” and the Wal-Mart strategy of encouraging supplier sustainability. Marketing mix denotes the different means through which a company brings a product or a service to the market. Responsiveness toward environmental issues is required of the marketing mix within the green marketing context. Marketing mix in the service sector is known as the “extended marketing mix”. Marketing mix is commonly known as the “4Ps framework,” which consists of product, price, place, and promotion. In the extended marketing mix, however, three additional Ps comprise the framework, namely, people, physical evidence, and process; thus, the structure is termed as the 7Ps framework. As underscored by the green marketing philosophy, each element in the marketing mix must convey “greenness” at every step of the process—from product development to product launch.

Notwithstanding the high level of dissatisfaction with the 4Ps, their framework is considered the most significant for introductory and consumer marketing alike. Meanwhile, the 7Ps framework has been highly accepted as a generic marketing mix by the respondents in the current study.

## Green Product

A product could be called “green” if its production process is ecofriendly and less damaging to the environment. Every business is responsible for reducing the environmental pollution in its production process. The raw materials comprising a product must be obtained in such a way that natural resources are preserved. Waste management is highly essential in this aspect. Business must develop an ecofriendly design and a packaging that minimizes pollution and hazards. The sunk costs of product improvements are substantial; nevertheless, these costs are justifiable because they are likely to boost product sales. Reverse logistics (i.e., a technique in which customers return to the business used packaging, wrapping, and even the used product itself) would significantly aid in preserving the environment.

Green products emanate from product-related decisions and actions that aim to preserve or benefit the natural environment through energy and/or resource conservation as well as pollution and waste reduction. Both strategic and tactical approaches may be involved in such undertakings. The process of packaging and labeling products in an environmentally friendly manner is a tactical challenge several firms face. For instance, in France, Hewlett-Packard addressed this challenge by selling its laptops in a ready-made carrying case, thus reducing the use of disposable packaging for laptops by 97%. In the strategic context, firms may opt to use green product design techniques, which often drive changes in the manufacturing processes. The challenge is to create new environmentally friendly products (e.g., biodegradable, recyclable) at the outset rather than adopting “end-of-pipe” solutions for existing products

The underlying principle of green products is the prevention, reduction, and elimination of the detrimental environmental effects on water, air, and soil. These products therefore represent an effective tool for resolving waste-, noise-, and ecology-related problems while producing beneficial goods and services. The development of green products aims to reduce the environmental effects of the production, usage, and disposal of products and services; the process involves the selection of “environmental-friendly” materials, waste reduction, attainment of energy efficiency, and adoption of end-of-life strategies, among others. Sustainability is a complementary factor in the development of green products. Sustainability, which denotes the conscious minimization of the impact on the environment and increased usage of recycled materials, conveys the 6R

concept of recover, reuse, recycle, redesign, reduce, and remanufacture. An increasing number of customers have expressed their environmental concerns and inclination to purchase green products as well as the willingness to pay relatively higher prices for these products.

Green products come in various forms. They are recycled from former goods and then reused. These products are considered efficient—they save water, energy or gasoline, and money. Green products have less detrimental effects on the environment. They have environmentally friendly packaging and green, evidence-backed labels. Thus, companies should ensure that products meet or even exceed customer expectations and, at the same time, remain cognizant of environmental issues. The heightened ecological awareness of consumers is evident in their purchase

### Green Price

The process of going green is expensive in terms of installing new technology and equipment, training people, absorbing external costs, and converting waste into recycled products. These costs are inevitably integrated into the final price of a product. Green price is therefore a premium price, which further increases with the addition of the cost of promotion. These expenses must be rationalized by marketing efforts; at the same time, consumers must be encouraged to shell out a premium price. These imperative actions must be further justified through persuasive advertising messages. Nevertheless, eliminating the packaging material could decrease the prices of green products, as several businesses have experienced; these businesses consider this proposition a desirable one, especially when packaging costs constitute a huge part of the unit cost.

The practices of green pricing consider both the economic and environmental costs of production and marketing, while simultaneously providing value for customers and a fair profit for business. From the tactical perspective, firms can undertake pricing actions, such as rebates for returning recyclable packaging and charging higher prices for environmentally unfriendly products. For instance, customers of the German utility E.ON (2011) have the option to purchase green electricity at higher prices to reflect the costs of sustainably generating power. Similarly, Seventh Generation sells its range of environmentally friendly household cleaners at considerably higher prices than regular alternatives to reflect the higher product costs.

The concept of price is simple, but its breadth is often met with confusion. At its most basic definition, price pertains to a group of monetary values that are replaced by the benefits and the possession or use of products or services. In this regard, customers use their monetary power to benefit from the product or service, and those who intend to obtain green products shoulder the higher prices emanating from the additional costs [i.e., research and development (R&D)] of the production process.

Given the importance that people give to price, marketers must offer additional values that enhance the various aspects of the products, such as performance, function, design, and visual appeal. Consumers tend to pay the premium price when they perceive the extra value of products (e.g., green benefits) to be desirable. The prices of environmentally responsible products frequently decrease once the product life cycle is considered. The existence of a segment of customers who are willing to pay premium prices for green products allows the prevalence of green marketing approaches. Moreover, the potential gains from this customer segment provide companies with the motivation and rationale for developing green products and engaging in green operations and marketing practices, such as recycling, reusing materials, and forming alliances with green supply chains. However, the recent **global** economic downturn has challenged the fundamental premise of paying premium prices for environmentally friendly products, as consumers cut back on their green product purchases and opted to patronize traditional low-priced goods.

### Green Distribution

Green distribution denotes the selection of channels in a manner that minimizes environmental damage. Most of the damages to the environment occur during the transportation of goods. Hence, firms must implement safety precautions on the delivery of products.

Green distribution programs entail activities that are related to monitoring and improving environmental performance in the demand chain of the firm. Working with channel partners to develop product reuse or disposal arrangements and ensuring that customers are able to return recyclable materials are two tactical initiatives that firms could undertake in their pursuit of green distribution. For instance, Hewlett-Packard has formed a partnership with Staples in its “authorized recycling location” program for printer ink cartridges. From the strategic perspective, firms may develop policies that require suppliers and

distributors to comply with environmentally responsible standards as part of their respective marketing roles. Firms may likewise establish “eco-alliances” with channel partners to enhance the environmental effects of their joint activities, such as restructuring logistical procedures to increase their environmental efficiency (e.g., fewer and fuller cargos).

Distribution is an essential activity in the marketing process and is one of the pillars of the marketing mix. Retailers and distributors serve their interests by strengthening their relationship with their clients; a two-way distribution system that is underlined by the green marketing philosophy ensures the relevance and permanence of this relationship. The recycling process underpins the two-way distribution system, which entails the recycling of the remnants of materials used (i.e., empty containers, plastic bags) to their places of production, or point of sale. Many countries adopt this system in distinct ways. For instance, specialized organizations in the United States re-collect plastic and glass containers; they have a contractual relationship with trademark-owning organizations to whom they send the pre-sorted empty containers in exchange for a certain amount of money .

Ascertaining the location and availability of products considerably affects the intention of firms to attract consumers. Customers are typically reluctant to exert extra efforts to simply purchase green products. Moreover, the location and the corporate image must be aligned.

### **Green Promotion**

Green marketing likewise involves promoting the material of a business. Sales promotions, direct marketing, public relations, and advertising are some of the means of conveying to the customers the core message of greenness; the latter two approaches are the most extensively used platforms for projecting the green outlook of a firm. Going green, which aims to bridge the business and the community, can sometimes require a major public relations initiative. Publicizing products and rationalizing their features and prices are two goals that green advertising could achieve.

For companies, green promotion programs are an effective means of informing stakeholders about their environmental preservation efforts, commitment, and achievements . From the tactical perspective, firms can undertake programs that are designed to reduce the detrimental environmental effects of their marketing

communication efforts]. For instance, Dell uses roughly 50% recycled paper in its direct mail catalogs, and it has directly linked all of its printed promotional materials to carbon-offsetting programs. From the strategic perspective, firms can use green promotion tactics to communicate the environmental benefits of their goods and services, such as advertising environmental claims, publicizing environmental efforts, and integrating environmental claims into product packaging

Promotion is a vital element of the main green marketing mix; it refers to the communication process that aims to build a relationship with customers by informing and persuading them to purchase green products. Moreover, promotion seeks to connect the firm with its customers and transfer its orientations and environmental image to them via product- or service-related marketing messages. Promotion consists of a group of integrated elements called promotional mix elements (i.e., environmental advertisements and posters, sales and public relations promotional activities, personal sale, and packaging), which facilitate the success of the promotional process. Smart green marketers must utilize green marketing and communication tools and practices to reinforce their environmental credibility. Several companies have adopted this guideline.

### **Green Physical Evidence**

The lack of information causes most customers to become unaware of the significance of green products. Businesses can fill this void using various green promotional strategies. Customers specifically require concrete information on the capacity of green products to solve and avoid environmental problems .In other words, customers should be provided with physical evidence of the overall efficacy of greenness across the system, from the organizational operations and strategies to the products sold in the market .

### **Green People**

Consumers with a preference for green products tend to be more receptive to direct marketing channels. To establish its positive image, a firm can specifically employ public relations. Meanwhile, to identify the specific customer needs and guide consumers toward the use of environmentally friendly products, a firm must conduct market research; market research typically yields in-depth findings that other forms of direct marketing are incapable of generating.

To ensure an organization-wide commitment to the green marketing philosophy, firms must provide the administrative staff and employees with both technical attributes and a strong belief in preserving the environment. Moreover, the entire workforce must have at its disposal a range of tools for advancing the principles of green marketing. The development of green products requires immense creativity. Thus, staff and employees themselves should possess the creativity to bring green products into fruition; this characteristic allows them to tailor products according to customer needs and environmental requirements .

Firms that profess their concern for green strategies must reflect such concern in their daily operations. Moreover, this concern should be manifest in the tasks of every employee. Employees who exhibit a green mindset and commitment must necessarily be equipped with the proper training that would allow them to perform their jobs with the quality and consistency required by a green philosophy. Firms must continually provide employees with opportunities to perform a green job and demonstrate green culture values. More importantly, firms should further increase employee awareness of greenness by conducting eco-cycle training. Employees who drive should likewise receive training in eco-driving techniques. Gathering information about the performance of competitors in the aspect of greenness and sharing this information with the organization are necessary as well.

People use green communication to carry out the responsibility for developing green services or products. The provider must inculcate a green mindset and be adept in implementing this thinking in the daily activities. By contrast, green people pertain to staff members who are educated on and involved in green matters or green corporate culture.

### Green Process

Certain adjustments to internal processes are required of companies that decide to adopt green marketing as a business strategy. A restructuring of the business process is particularly essential. Expecting the marketing function in an organization to solely affect a turnaround through green marketing is an erroneous assumption. To successfully achieve this turnaround, other functions in the organization must be actively involved, and their actions and decisions must be totally aligned. Moreover, achieving a competitive advantage entails making changes to the philosophy of the company. At the same time, strategic fit

must be attained by aligning the marketing strategy with the overall business strategy .

Fundamental transformations in the production processes in the organization are an integral element of the green marketing concept. Congruence with the orientations of green marketing (i.e., green operations) are at the core of these transformations; it can be achieved by reducing the amount of consumption of used energy, cancelling defective products in the productivity process, reducing damage and loss, and resolving the depletion of natural resources. Significant changes to procedures are required in the process of presenting green products, ensuring the consistency of organizational objectives under the direction of green marketing .The green processes of a company and the greenness commitment of its upper management commitment must be prioritized. A shaded green or extreme green strategy becomes viable in an organizational environment that successfully differentiates a brand in an honest, credible, and enduring manner .Examples of green processes include the eco-labeling of stores, eco-certifying warehouses with ISO 14000, launching the brand "I love Eco," which is consistent with the tenets of eco-labeling, and greening the entire service life cycle, including raw materials, production, logistics, transportation, warehouses, stores, and offices .

Process, which denotes the methodology for providing the services, demands serious attention, such that the process can be executed properly and in accordance with the principal objectives. The greenness of the entire system should be prioritized to ensure the successful implementation of a comprehensive green marketing strategy

**These Indian companies are green too** - There are a bunch of Indian companies that are also part of the green rankings. These include IT firms Tata Consultancy Services and Infosys, with ranks of 151 and 182 and scores of 56.10% and 52%, respectively.

TCS's initiatives towards environmental sustainability have created significant benefits for the organization, environment and community at large. Its target for 2020 include achieving 50% reduction in per capita Scope 2 emissions and reducing the carbon footprint (per capita) by 50%. Similarly, Bengaluru-based Infosys is pioneering new technologies while investing in measures to renew its existing infrastructure to improve performance and enhance resource efficiency.

### TOP GREEN COMPANIES IN INDIA 2016

Rank	Newsweek green score	Company	GIC Sector
151	56.1%	Tata Consultancy Services	Information Technology
185	52%	Infosys	Information Technology
351	27.2%	Housing Development Finance Corp	Financials
352	27.2%	Sun Pharmaceutical Industries	Health Care
357	26.4%	ITC	Consumer Staples
373	24.5%	Hindustan Unilever	Consumer Staples
437	17.7%	ICICI Bank	Financials
438	17.6%	Reliance Industries	Energy
445	17%	HDFC Bank	Financials
449	16.3%	State Bank of India	Financials

Source: Newsweek

These are followed by Housing Development Finance Corp., Sun Pharmaceutical Industries, ITC, Hindustan Unilever Ltd, ICICI Bank Ltd, Reliance Industries Ltd, HDFC Bank, State Bank of India, Oil & Natural Gas Corp and Coal India Ltd.

In this study top two IT companies TCS and Infosys Ltd. have been selected which are using green marketing strategies.

### TATA CONSULTANCY SERVICES

The Newsweek’s Annual Rankings of the ‘World Greenest Companies’ ranked Tata Consultancy Services in the 151st position with a Green Score of 56.10 globally which tops amongst Indian Companies. It adopted sustainability practices to meet the agriculture and community needs of the region by making its office as the most environmentally proactive by adopting facilities like composting and bio-digesters to turn waste into kitchen fuel.

Eco-sustainability services Eco-sustainability is becoming a mainstream metric for businesses, driven by resource cost and scarcity, competitive pressures, regulations and investors. Boards and CEOs are recognising the need and are integrating eco-sustainability into their business strategies to address growth and innovation, profitability, and risk to brand and reputation. The eco-sustainability services unit has been set up by TCS to leverage opportunities that are arising. The engagements of the Company have been focused in the following areas encompassing sustainability consulting and IT systems leverage for driving the agenda:

- Strategy and risk – compliance management, reporting and disclosures
- Operations – sustainability performance management, energy management, green IT and data center, compliance management, renewable energy strategy, water and waste management
- Products - life cycle assessments, green engineering
- Supply chain - supplier sustainability, low carbon logistics

### Strategies of Green Marketing: TCS

- To reiterate its commitment to environmental sustainability, TCS has set a target to reduce its specific carbon footprint by 50% (relative to baseline year 2007-08) by 2020. TCS has reduced its specific energy consumption, which is the biggest contributor to its carbon footprint, by over 49% over the baseline year. Green infrastructure, green IT, and IT-enabled operational efficiencies support TCS’ energy and carbon management process.
- Over 50% of TCS total real estate portfolio is certified green building space, and 80% of all TCS-owned real estate is IGBC/LEED-certified green infrastructure. Key features of its green buildings include energy-efficient design, onsite renewable energy through rooftop solar photovoltaic (PV) panels, solar thermal installations, chiller waste heat recovery units and solar PV panel-based peripheral lighting systems.
- Energy and Carbon Performance (baseline year 2007-08):
  - a) 49.15% reduction in specific electricity consumption
  - b) 13 LEED-certified campuses
  - c) Power usage effectiveness of 1.73 across 23 key data centers
  - d) 49.1% reduction in specific carbon footprint
  - e) 7.25% of total power from renewable sources

- To combat climate change and its impacts, TCS APAC runs a number of environmental and green initiatives across the geography. From tree-planting drives across the Philippines, Malaysia, Thailand, and China, to clean-up drives across beaches, rivers, and community meeting grounds in Singapore, Japan, and Hong Kong, the team is doing its bit to help the environment.
- In Thailand, TCS held its first-ever country-level CSR event, which revolved around coral reef conservation. In collaboration with the Royal Thai Navy, TCSers aimed to create awareness about eco-friendly tourism in order to preserve our precious coral reefs. Associates and their families helped in coral restoration at Sattahip on the Chonburi coast by planting 100 sets of coral with the help of divers.
- As part of one of TCS Singapore's many conservation causes, TCSers got down and dirty in the Mandai mudflats to record valuable data for the Nature Society. This institution studies the health of the horseshoe crab species, which is facing threat from pollution and overfishing. Apart from helping rescue horseshoe crabs that were trapped in nets and trash, TCSers also learnt more about these creatures and their impact on the mangrove ecosystem.
- Towards greater energy efficiency, TCS has been investing in green infrastructure, with all its new buildings designed to green building standards for energy and resource efficiency. Of the total TCS-owned real estate, 78% is IGBC/LEED certified.
- Further, the company has been an advocate of green IT, promoting energy-efficient design of data centers, procurement of energy-efficient assets, operational energy management, and eco-friendly disposal of end-of-life IT equipment.
- TCS has also brought to bear its technological prowess and intellectual property to drive greater energy efficiency for itself and its customers. TCS' cloud-based platform for remote energy-management-as-a-service is deployed across 150 of its facilities in India, housing 280,000 employees. It uses TCS' own IoT platform, machine learning and predictive analytics to monitor energy consumption on a real time basis, detect anomalies and identify ways to reduce consumption. Using this, TCS saved 26.6 million kwh of power in FY 2017, and kept electricity spend flat year on year across the connected facilities, despite a 15% increase in seating capacity.
- Such focused initiatives and the growing adoption of renewable energy sources have delivered significant outcomes. At the end of FY 2017, TCS' specific carbon footprint and specific energy consumption had reduced by 49% compared to levels in baseline year 2007-08, translating into an avoidance of 1.82 million metric tonnes of carbon emissions since then.

#### **TCS Recognized as a Leader in Climate Change efforts by CDP**

- Tata Consultancy Services (TCS), a leading global IT services, consulting and business solutions organization, has been accorded a Leadership level score among the 2,418 companies that reported to CDP's Climate Change program in 2017. CDP, formerly the Carbon Disclosure Project, is a leading international not-for-profit organization independently assessing the environmental efforts of thousands of companies worldwide against its scoring methodology.
- The high score recognizes TCS' leadership in carbon management as part of its long-standing commitment to environmental stewardship, and continual efforts to reduce greenhouse gas emissions and shrink the organization's environmental footprint by driving greater efficiency in resource consumption and adopting renewable sources of energy.
- Tata Consultancy Services (TCS) follows the Tata Group philosophy of building sustainable businesses that are rooted in the community and demonstrate care for the environment. It follows a 'basket weave' methodology, as part of which social, economic, and environmental issues are addressed both inside TCS as well as outside.
- TCS believes that corporate sustainability extends to the triple bottom line of people, planet, and profit. We have increased the radius of business responsibility beyond immediate benefit to long-term good, while ensuring the sustainability of the organization. TCS enables an environment of greater consciousness through a process of collaboration with employees, suppliers, customers, and the community at large.



## INFOSYS LIMITED

Infosys Limited is an Indian multinational company which deals in business consulting solutions, information technology and outsourcing. It was found in 1981 by seven engineers, some of them are N. R. Narayana Murthy, Nandan Nilekani, S. Gopalkrishnan, etc. Some of its major competitors are Wipro technologies, Cognizant, Tata Consultancy Services, etc. Under the current leadership of Dr. Vishal Sikka the revenue has crossed fifty thousand crore rupees.

### Infosys Marketing Mix

Marketing Mix of Infosys analyses the brand/company which covers 4Ps (Product, Price, Place, Promotion) and explains the Infosys marketing strategy. The article elaborates the pricing, advertising & distribution strategies used by the company.

### Product

Infosys is an India based leading technology and consulting solutions company serving clients worldwide. Infosys Limited provides business solutions and consulting in its marketing mix to various industries like pharmacy, insurance, mass media, transport services, retail, manufacturing, banking, defence, energy, etc. Infosys manages, administers and apply Information technology function, also it crunches data for these companies. It develops software which are specialised to the needs of the business. Also, maintains and further develops this software. Infosys also provides corporate governance data, analytics like that of sentiment analysis to different companies to see how consumers are reacting to the products. Recently, the two units of Infosys Lodestone and Management Consulting Services have come together under the banner of Infosys Consulting brand.

### Price

Infosys has a diverse service and solutions offerings and the pricing is dependent on factors like client, geography, industry, forex and the solutions sought by the companies. Infosys enjoys the benefit of lower labour cost in India while high skill set as with the surge in the number of engineers produced each year India was on a high all through 2000s. Infosys rode on this high tide to hire cheaper high skilled labour. Infosys faces immense competition. Main aim of Infosys to enter into more and more diverse industries. Therefore, Infosys follows a penetrating pricing strategy which means that it offers the

services at a low price while ensuring precision and quality of the services.

### Place

Infosys has a presence in over 50 countries and has more than 1000+ strong global clients. Infosys being the largest IT company of India, it is present in USA and Europe as well. All these show how the place strategy in its marketing mix has enabled the company to become a global brand. Besides, it has offices on China, Germany, Sweden, Australia and Belgium. Other than offices it also has training and development centres, sales and marketing offices in many other locations to ensure seamless performance of the company. The scale of operations of Infosys is worldwide, in fact it is the biggest employer of H-1B visa holders in the USA. Infosys is all set to grow its existence in Germany.

### Promotion

Infosys has undertaken Academic Entente which provides opportunities for employees of Infosys to manage working and learning together by company sponsored trips, case studies, speaker sessions, etc. An initiative called Infosys Foundation which caters to the green aspect of the company has been underway leading to Infosys becoming the one of top twenty green companies. Infosys also hands out an accolade called Infosys Prize to a scientist, engineer, researcher, etc. from India a corpus of rupees sixty-five lacs, a certification and golden medallion. Infosys has brand awareness in the field of software, BPO, KPO, etc. industry. The Digital India wave has favoured Infosys, bringing the company to the forefront.

Since this is a service marketing brand, here are the other three Ps to make it the 7Ps marketing mix of Infosys.

### People

Infosys is one of the top recruiters in India in the IT and consulting sector. Employees at Infosys are required to possess the following qualities for business solutions consultancy:

- Advisory skills
- Business skills
- Communication skills
- Management skills
- Technical language skills

Infosys employs 200,000 employees which serve globally. With the big data, cloud and analytics boom I software industry, Infosys is looking forward to hire around two thousand and one hundred more employees. They will be hired in US to help deal with increase in skill demand and improve global presence as well.

### Process

Infosys is involved in software development tailored to the needs of the client, ISP providers, interactive data access and analytics. Also online database management. At Infosys there are units like BPOs and LPO, etc. where clients are divided on the basis of their functional need. Zero Distance is a framework followed at Infosys which stands for eliminating all gaps between the client, his needs and the employee working on it so the processes are faster, more apt and streamlined to client needs. This leads to increased customer satisfaction. Infosys is perceived to be a company which hires and values only performers.

### Physical Evidence

The biggest physical evidence of Infosys are its company campuses which are presence all across the world. Some of the presence which the brand has are:

- Infosys won “Corporate Citizen of the Year Award” by the Economic Times Award 2015
- Exemplary corporate governance certification by the Institute of Company Secretaries
- Pune and Bangalore buildings were awarded the Leadership in Energy and Environment Design (LEED)

Apart from this, the physical presence of the company are highlighted by innovative initiatives like Infosys foundation, Infosys Labs, Academic Entente and an annual prizes for scientists & researchers called Infosys Prize. All these complete the marketing mix of Infosys company.

### Infosys takes a step towards going green

- By December, Infosys would be commissioning 15 Mw of solar plants in our campuses, including a 7-Mw solar power plant, set up at our new campus in Hyderabad. We would also be adding 40 Mw next year. Last year, Infosys consumed 257 million units for all its facilities in the country. Of that, around 30 per cent were renewable energy purchased either from the wind energy or hydro power producers.

- Infosys is planning another 178 Mw of installations to convert our entire power consumption to renewable energy, which it would do over a period of time. It requires land and other things. But technically, it is possible, as that can do it by purchasing green energy.”
- As a part of its assurance to the United Nations in 2008, Infosys had said it would reduce its per capita consumption of power and water by 50 per cent each.
- Infosys has achieved almost 46 per cent reduction in per capital power consumption without compromising on employees’ comfort. It has also reduced the per capita water consumption by 30 per cent. In 2008, Infosys’ per capita power consumption was 297 units per employee, which has now come down to 156 units.
- In May this year, Infosys became the first Indian company to join RE100 renewable energy campaign because of its commitment to use renewable power.
- Led by the Climate Group in partnership with CRD, RE100 initiative has seen commitment from major global corporate houses such as BT, H&M, IKEA, Nestlé, Philips and SAP.
- Its various green initiatives, has already achieved 52 per cent compliance to the Scope 1 and Scope 2 emission protocol. It is now looking at complying with the Scope 3 carbon emissions. This means the company would have to cut down on the indirect emissions that include the carbon employees generate while travelling to office, among others.
- Infosys can offset this (Scope 3) by some other methods, adding the company’s goal is to comply with all Scope carbon emission protocols by 2018.

## IMPACT OF GREEN MARKETING INITIATIVES ON FIRM’S PERFORMANCE

Performance is a critical concern for companies. The major drivers of firm performance are resources that are unique, invaluable, and difficult to imitate and replace. Excellent firm performance is likewise at the core of competitive advantage. A number of scholars provide similar definitions of performance, but their criteria for measuring performance vary. Performance evaluation is

frequently used as the basis of the reward and punishment scheme in any company, and selecting the most suitable measurement index has become more important than ever. Germain et al. classified performance control into two types, namely, internal performance, which is related to issues such as cost, product quality, and profit level; and benchmark performance, which compares cost, quality, customer satisfaction, and operations against a standard (i.e., industry norm, practices of leaders). Current remuneration systems support the strong orientation of executive culture toward short-term financial performance measures and the obliviousness to personnel concerns. This situation highlights the unsuitability of financial measures based on traditional accounting practices, with emphasis on short-term indicators (i.e., profit, turnover, cash flow, and share prices), in terms of evaluating firm performance. By contrast, the increasing importance of non-financial measures, such as customers, investors, and stakeholders, has been observed. To obtain the benefits of both financial and non-financial measures, Maltz et al. proposed five performance indexes for evaluating firm performance, namely, financial performance, market/customer, process, people development, and future. On the basis of the results of the preceding discussion, the current study integrates financial and non-financial measures for evaluating firm performance.

The marketing literature indicates the advantages of pursuing green initiatives, such as larger financial gains and market share, high levels of employee commitment, increased firm performance, and enhanced capabilities. Environmentally responsible actions likewise increase customer satisfaction and firm value and reduce threats to the company, thus increasing firm valuations. However, green promotional initiatives also yield negative stock returns. At the same time, cost savings may be obtained from green practices. Firms that reduce pollution and inputs that may cause waste would obtain cost saving advantages. Green firms, in particular, can likewise rapidly recover their financial outlay for green efforts by achieving energy efficiency and waste reduction. The benefits and positive effects of green initiatives on firm performance are indisputable, but a more in-depth understanding of the impact of green marketing strategies on firm performance should be obtained.

Wanjohi et al. identified a positive relationship between environmental practices in the service industry and performance. Businesses have increasingly focused on sustainability, given the capacity of sustainable practices to strengthen reputation, boost employee morale, realize cost savings, and benefit the environment. Occasionally

reviewing firm performance is essential in view of the constantly shifting environment. Mustafa et al. cited the importance of performance in the planning and control processes in a company. Previous studies have principally utilized financial performance measures in evaluating firm performance.

## CONCLUSION

This paper extensively reviews the literature in the field of green marketing strategy and highlights that Firms that adopt green marketing strategy (green product, green price, green distribution, green promotion green people, green process, and green physical evidence) are expected to generate more profits than those firms that do not adopt such strategies. The current paper is expected to contribute to the extant body of literature that focuses on green marketing strategy, performance of firms. Despite promotion from scholars and policy makers, several fundamental issues in green marketing, such as the relationship between green marketing strategy and firm performance, remain under investigated. The reviewed and analyzed the seven factors green product, green price, green distribution, green promotion green people, green process, and green physical evidence indicated that the green marketing strategy effect positively on the performance of firms.

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