

CHAPTER 4

Green Marketing and Digital Communication Strategies of Lenskart for Promoting Sustainable Lifestyles

Shruti Ghumbre and Sheetal Bansude Bura***

ABSTRACT

In the world of business companies really need to think about sustainability. This is because people do not just look at how money a company makes. They also look at how the company treats the community and the environment. A company in India that sells eyewear is Lenskart. This study is going to look at what Lenskart does to be sustainable and how it affects the company. It will also look at how being sustainable affects things like how people see the Lenskart brand, how Lenskart treats its customers, how well the company runs and how money it makes. We will also see how technology helps Lenskart with its sustainability plans. By looking at Lenskart we can see how companies can use sustainability to do in the long run. Lenskart is an example of a company that can show us how to do this. The study of Lenskart will help us understand how important sustainability is, for Lenskart and other companies.

Keywords: Sustainability, Analysis of Lenskart, Customer relationships, Brand image.

1.0 Introduction

Over the 10 years sustainability has become really important to businesses. This is because of all the things that are happening to the planet like climate change, plastic waste and companies using up natural resources too quickly. People are also becoming more aware of what's happening to the environment. So, when people buy things, they think about the price. If it is good quality but they also think about how the company behaves and sells its products. This is why green marketing is now a deal. Companies can use marketing to tell people about their products in a way that shows they care about sustainability. They can do this in ways, such as using social media, websites and mobile applications as well as doing things that are good for the environment, which is what green marketing is all about.

**Student, SCM, D.Y. Patil International University, Pune, Maharashtra, India
(E-mail: 20240305001@dypiu.ac.in)*

***Corresponding author; Assistant Professor, SCM, D.Y. Patil International University, Pune, Maharashtra, India (E-mail: sheetal.bura@dypiu.ac.in)*

The digital age has really changed how businesses share their eco- practices. Lenskart, an Indian eyewear company is a good example. They show how businesses can be green and communicate about it. There isn't research on how green marketing affects Indian companies. Less is known about the specific green marketing strategies used by Indian businesses. This research aims to find out Lenskart's green marketing strategy. We also want to know how important these strategies are. Green marketing is key here. We are focusing on Lenskart's approach, to it. The company's green efforts and how they share them will be examined closely.

2.0 Statement of the Problem

In years problems like climate change, pollution and running out of natural resources have become bigger concerns. This has made people more interested in taking care of the environment and finding solutions. As a result, many companies have started using "marketing" to promote products that are safe, for the environment and socially responsible. They do this to show that they care about the environment and to appeal to customers who think about the environment when making purchases. Climate change and pollution are issues. Green marketing helps businesses promote eco- products.

People still do not really understand what green marketing is. This is a problem because it causes confusion about how companies selling their products. Some people do not want to buy products because they are more expensive than other things. Green marketing is still not clear to consumers, so they get confused about how businesses are marketing their green products.

For example, the PCMC area has a lot of people who're between 18 and 35 years old. This is a deal because researchers need to figure out what the PCMC area young adults think about green marketing. The PCMC area young adults are supposed to care about the environment. When the PCMC area young adults buy things, their choices do not always show that they care about the environment. The PCMC area young adults do not always make choices that're good, for the environment when they are buying things.

People who study this stuff need to know what people think about the environment and what they know about it. They also need to understand how people make choices when they buy things, especially when it comes to marketing.

The study we are talking about is going to look at marketing ideas and see if they really change the way people buy things. Do people like these green marketing ideas and do they make a difference when people are buying things related to green marketing? The main goal is to see if green marketing ideas are effective and if people really care about them when they are shopping.

3.0 Objectives

- To know how businesses become sustainable. For example, how do they help the environment treat their workers fairly and still make money in the run? Businesses being sustainable are important to me.
- To find out if being sustainable actually helps businesses succeed. For instance, does it make their brand look good? Do customers become more loyal to them? Being sustainable and doing well at the time seems like a great goal for businesses.
- 3.To explore how digital technology and new ideas can help businesses become more sustainable. Additionally, how can they market themselves as eco-friendly businesses?

4.0 Scope of the Study

This study is about marketing. We want to find out what marketing is about. We are curious to know how marketing affects what people know and what they buy. The study will take place in the PCMC area. We are looking for people who're 18 to 35 years old to participate in this study. We will ask fifteen people to fill out a questionnaire. The goal of this marketing study is to see if people are aware of products. Do people prefer some products over products? We also want to know how marketing changes what people know and what they buy. We want to learn more about marketing and its effects on people. The focus of this study is. How it influences peoples buying decisions.

Studying has some limitations. We are only looking at a group of people in one area. The results might not be the same for every single person. Marketing is really important because it helps people make choices. Green products are good for the environment, which is why green products are so great. We need to figure out how to make people aware of green products. Green marketing can make a difference it really can. Green marketing can help people choose products which are what we want.

We are going to explore how marketing works. This will help us understand what people really think about products. Green marketing is a part of this study. We want to learn more about marketing and how it affects people. Let's take a look at marketing and see how it works. We are especially interested in learning about marketing and its effects on people living in the PCMC area. Marketing and green marketing are crucial to our study. We think they are really important.

5.0 Literature Review

Many researchers talk about sustainability in marketing. For example, Peattie and Belz said in 2010 that a good marketing strategy should make customers happy without hurting the environment or society. Sustainability is actually more important for businesses

than for marketing. Kotler came up with something called Marketing 3.0 in 2011. He thinks that companies should think about people and society not about money. When businesses care about what customers care about, they are able to connect with them. A study done by Leonidou, Leonidou and Mourali in 2013 found that companies can do better than others if they market themselves as green and actually do what they say. Some other researchers, Eccles, Ioannou and Serafeim, found out in 2014 that companies that care about sustainability actually do better over time. Then there was Friede, Busch and Bassen who looked at a lot of research papers in 2015 and found that companies that do well on sustainability also do well financially. Sustainability in marketing is clearly important for businesses and sustainability is what customers care about.

6.0 Research Methodology

The study uses both primary and secondary data. Primary data: A structured questionnaire was distributed to consumers familiar with Lenskart. Secondary data: Information was gathered from company reports, official websites, sustainability reports, and research articles.

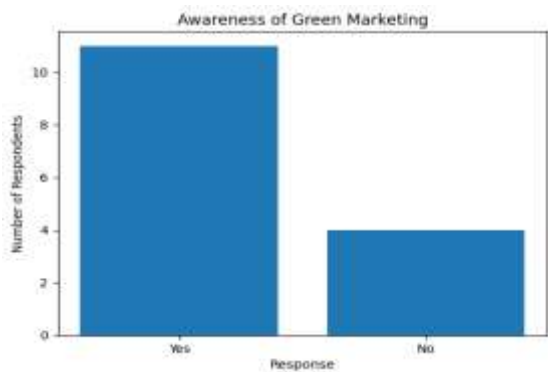
Sample Size: The questions were about customers ranging from 18-45 years of age, who have bought from Lenskart or have heard about the brand. Tools of Analysis- Percentage Analysis, Interpretation of the answers, Comparison of the answers with the literature available.

Primary Data Analysis:

Table 1: Awareness of Green Marketing

Response	Respondents	Percentage
Yes	11	73.3%
No	4	26.7%

Source: Primary data

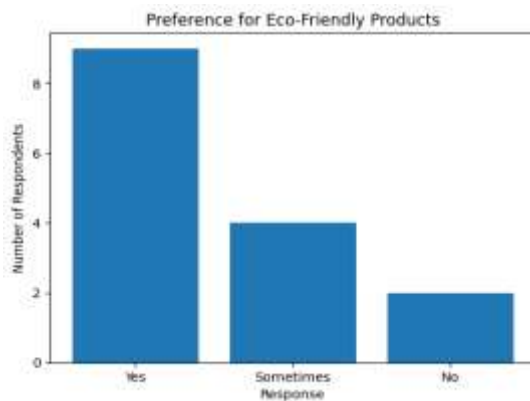


Interpretation: It is evident from the above statistics that 73.3% of respondents, or 11/15, are aware of green marketing, leaving only 4 respondents without knowledge of green marketing. This indicates that the majority of respondents in the PCMC area are familiar with green marketing, while a smaller number are unfamiliar with green marketing and thus need to be informed about it by companies that practice green marketing.

Table 2: Preference for Eco-Friendly Products

Response	Respondents	Percentage
Yes	9	60.0%
Sometimes	4	26.7%
No	2	13.3%

Source: Primary data

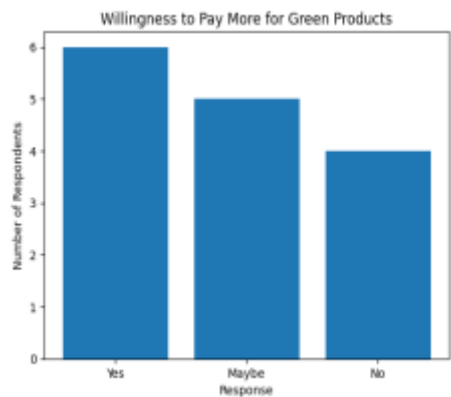


Interpretation: The findings in the table show that 9 participants (60%) are in favor of using eco-friendly products, while 4 participants (26.7%) prefer to occasionally use eco-friendly products when making purchases; however, 2 participants (13.3%) reported they did not prefer using eco-friendly products. Overall, the majority of survey respondents indicated they prefer to use eco-friendly products; however, a portion do express an occasional preference for these products.

Table 3: Willingness to Pay More for Green Products

Response	Respondents	Percentage
Yes	6	40.0%
Maybe	5	33.3%
No	4	26.7%

Source: Primary data



Interpretation: Based on the information provided, 6 people (40%) indicate an interest in purchasing green products at a higher price, whereas 5 people (33.3%) are uncertain if they would pay more. In addition, 4 people (26.7%) indicate that they would not be inclined to purchase green products at a premium price. Thus, a subset of individuals would consider paying a premium for green products, but some might not and other individuals might or might not make the decision to pay a premium for green products. Therefore, pricing does play a role in the purchasing decision-making process of consumers.

Table 4: Influence of Green Marketing on Purchase Decision

Response	Respondents	Percentage
Yes	8	53.3%
Sometimes	5	33.3%
No	2	13.3%

Source: Primary data



Interpretation: According to the table, over one half (53.3%) of all respondents feel green marketing has an effect on their buying decisions; nearly one-third (33.3%) feel that sometimes it does; while one-eighth (13.3%) feel that it has no effect on them. This indicates that green marketing has a favorable influence on the majority of consumers' buying choices.

7.0 Suggestions and Recommendations

1. **Raise Awareness About Green Marketing** Businesses should increase efforts to educate people on eco-friendly products and sustainable practices. Ads, social media campaigns, and educational programs can help inform consumers. When people see the environmental benefits, they are more likely to buy green products.
2. **Provide Clear Product Information** Businesses should clearly communicate the eco-friendly aspects and benefits of their products through packaging and marketing messages. Accurate labeling and certifications can help build trust and reduce confusion around green claims.
3. **Reduce Costs of Eco-Friendly Goods** Price plays a significant role in purchasing decisions. Businesses should work on reducing production costs to offer eco-friendly products at reasonable prices. People are more likely to buy products when they get discounts or see promotions about them.
4. **Companies should use packaging that's good for the environment.** They can use packaging that people can recycle or reuse. If companies use plastic and switch to packaging that is better for the earth, they can reduce waste and look like a green company.
5. **We should tell people to be kind to the earth when they buy things.** Companies can help people recycle using plastic and choose green products. Companies can do this by telling people about it and giving them rewards when they do these things.
6. **Support from Government Policies:** The government should help companies that use marketing by giving them reward rules to follow and programs to teach people about it. When the government helps businesses that care about the environment it makes people want to buy things that're good for the planet.
7. **Use the Internet to Promote Green Things:** Companies should use the internet, their websites and social media to show people what they are doing to help the environment. This can help them talk to people and make their brand seem greener. Businesses can use platforms to promote green initiatives and make people know about the green marketing they are doing with green marketing.

8.0 Conclusion

Green marketing is really important for businesses these days. Companies that actually care about the earth are making relationships with their customers. Lenskart is an example of this. They are using technology to take care of the environment and being honest with people to get ahead. This just shows that green marketing can help businesses be good for the earth and make a profit at the time. The way Lenskart does things proves that companies can be successful by being kind to the earth and using technology in a way. They are also being open with people, which helps them make products that're really good for everyone. If companies do things like this, they will see results. Green marketing is the key to doing. It helps businesses build trust with their customers. What Lenskart has done is proof of that. Green marketing is what makes businesses successful and Lenskart is an example of a company that is doing green marketing right.

References

1. Eccles, R., Ioannou, I., & Serafeim, G. (2014). The Impact of Corporate Sustainability on Organizational Processes and Performance.
2. Friede, G., Busch, T., & Bassen, A. (2015). ESG and Financial Performance: Aggregated Evidence.
3. Kotler, P. (2011). Marketing 3.0: From Products to Customers to the Human Spirit.
4. Leonidou, C. et al. (2013). Green Marketing Strategy and Firm Performance.
5. Peattie, K., & Belz, F. (2010). Sustainability Marketing.
6. Reuters – Article on Lenskart IPO and expansion plans.
7. Financial Times – Lenskart IPO market analysis.
8. The Times of India – Financial performance of Lenskart.
9. Economic Times – Company growth and valuation reports.
10. Mint – Startup ecosystem coverage and Lenskart expansion.
11. Startup India (2022). *Case Study of Lenskart Business Model*.
12. Harvard Business Review (2021). *Scaling Omnichannel Retail in Emerging Markets*.
13. Business Insider India (2023). *Growth of Lenskart in Indian Eyewear Industry*.
14. Inc42 (2024). *Indian Startup Unicorns: Lenskart Case Study*.
15. NASSCOM Startup Report (2023). *Technology-Driven Retail Startups in India*.