

Green Marketing and Sustainable Development

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Abstract

In the modern era environmental issue is very important topic for discussion. Green marketing has developed particular importance in the modern market and has emerged as an important in the context of India and in other parts of developing and developed worlds. This paper will discussing the green marketing, its importance, objectives, classification and its sustainability. Other than that Green marketing in the context of India is also discussed further in this paper. In last it is concluded that if green marketing strategy is applied then firm will be in profitable situation and it is also beneficial for consumers

Introduction

The word “GREEN” grabbed the attention of Industrialist and others since 1970’s. Green marketing is combination of “Social marketing concept” and “Ecological marketing concept”. Green marketing consist of marketing products or services which is eco friendly in nature or we can say that which is based on environmental factors or awareness. According to the American Marketing Association (AMA) “Green Marketing is the marketing of product that are presumed to be environmentally safe. Thus companies which are involved in Green marketing make decisions relating to the entire process like company’s product, methods of processing, packaging and distribution of products, product modification, advertising of product, etc. so, all these practices may fall under the ESG criteria i.e. Environmental, Social, Governance.

Sustainable development means economic development or human development of a country that is conducted without depletion of natural resources. Business organization must have to use the resources in such a manner that can be everlasting serve for humans. So, for sustaining success marketer should take steps towards the sustainable consumption and tries to protect the environment. While it is concluded that shift to “GREEN” may be expensive but it only be possible in short run, it will definitely proves to be advantageous and reasonable in the long run.

Definitions of Green Marketing

William J. Stanton defines “Any marketing activity of an an institution that is intend to create a positive impact or to lesson the negative impact on the product on the environment in order to capitalize on consumer’s concern and environmental issues. It encompasses everything from using recycled material in making a product to claim on advertising or on package labels.”

Pride and Ferrell defines “Green marketing, also alternatively known as environmental marketing and sustainable marketing, refers to an organization's efforts at designing, promoting, pricing and distributing products that will not harm the environment”

Polonsky defines “Green marketing as .all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment.”

Research Methodology

This paper focuses on the conceptual issues related to green marketing. This study is exploratory in nature and descriptive also because focus is on fact finding investigation. The present study is based on secondary data which is collected through newspapers, magazines, books, journals, Government reports and websites.

Review of Literature

- Sarkar, A.(2012) in his paper entitled “Green Marketing and Sustainable Development-Challenges and Opportunities” analyzed that consumers are also aware of the environmental issue. Green marketing takes an important part in developing and developed countries and facilitating sustainable development. This study reported the challenges and opportunities faced by Indian market and future of green marketing.
- Prothero, A. & Fitchett, J.A. (2000) in their paper entitled “Greening Capitalism: Opportunities for a Green Commodity” analyzed that through capitalism greater ecological enlightenment can be secured by using the characteristics of commodity for progress the goal of environment. For more sustainable form of society not only the contribution of marketing but, as a principle agent in operation and proliferation of commodity discourse, also has responsibility to do so.
- Gaikwad, A. & Ingavale, D. (2011) in their paper entitled “A Study of Consumer Awareness for Green Marketing” analyzed that in most countries government is concerned about the environmental problems and sustainable development is key issue. This paper focuses on the awareness of consumer with respect to green marketing and willingness of consumer to pay for green marketing.
- Fuiyeng, W. & Yazdanifard, R. (2015) in their paper entitled “Green Marketing: A Study of Consumer’s Buying Behavior in Relation to Green Products” analyzed that with the involvement of marketing mix, green marketing covers a wide range of business activities. So, companies will be benefited once green marketing strategy is applied.

Objectives of Green Marketing

Green marketing serves following objectives which are as follows:-

- Profitable for environment :- Develop that kind of product which meets the consumer needs for quality, at the affordable or reasonable price and convenience with environmental compatibility that give minimal impact on environment.
- Creation of eco-friendly messages :- One of the biggest “marketing” accomplishment of green marketing is messaging. The main motive of green marketing is consumer’s understand a product’s green benefit and company’s commitment to the environment. On the other hand it is important to educate people about sustainable development and environment.
- Helpful in product modification and changes :- Not only consumers need to concerned with environmental impact. The concept of green marketing also help to encourage businesses to properly utilize resources such as water consumption and electricity. It also means using renewable material, using alternative energy source, etc.
- Reinvent the concept of product:- Reinventing products are those products which are eco friendly to the environment for ex- these are non-toxic products for human as well as pets of the family, who might accidentally injected, and these products are also soluble and safely for the environment.

Green marketing and sustainable development

According to the World Commission on Environmental Development (1978), Sustainable Development defines “Meeting the needs of the present without compromising the ability of the future generations to meet their own needs” It is complex to define environmentally sustainable product because there is no such things which is truly sustainable as every product will have negative environmental impact at some stage in their lifecycles. However the classification of the product has been done on the basis of its impact. Low environmental impact product has been regarded as a environmentally sustainable product and companies should also manufacture those product which gives low

environmental effect which is easily available to the customers. One of the main strategy of sustainable development is the desire to merge economic and ecological developments which results the conservation of the environment for the current and the future generation.

Classification of Green Marketing

Green marketing can be classified as follows:-

1. Product-related Green Marketing
2. Process-related Green Marketing
3. Corporate-related Green Marketing
4. Cause-related green Marketing

Product-related Green Marketing

Green marketing related to product pertains to marketing of those products which have eco-friendly features and beneficial for environment and consumers too, such product must be fuel efficient in its use or product is recyclable and biodegradable.

Process-related Green Marketing

Process-related green marketing refers to those product which have been made of eco-friendly production process which means the process of production should not give harm or pollute the environment, such product using recalled raw material or fuel efficient production process used in manufacturing the product.

Corporate-related Green Marketing

Corporate related green marketing concept is much broader, it does not takes only small things in an organization (for eg. Production) but it also takes the entire processes in an organization. Sometimes organization gives more attention on advertisement such as firm uses less energy or water or firm uses eco friendly disposable system. But in corporate related green marketing it emphasizes on whole process taking consideration of conservation and prevention of resources and environment.

Cause-related Green Marketing

Cause related green marketing is a part of corporate related green marketing. It deals that the firm is also encouraging environment causes to which firm business operation is not directly associated, for example a firm can support another organization which engaged in environment protection activities , or firm can support to environment causes directly such as planting of trees , maintaining landscape, etc.

Green Marketing in Indian Context

The whole world is cover to the threat of pollution faced by the environment. India is also among top of them, As per the latest report of World Health Organization data, Kanpur is in the top of the list in polluted cities in India, Faridabad at second while Varanasi at the third rank. Government of India rising to the banning of polyether bags, using CNG and removing of industries from residential colonies. Some other steps taken by central and state government in country are road traffic rationing, increasing green cover along side roads, sprinkle water on trees nearby the roads, promoting” Swachh Bharat Abhiyan”, etc.

In respect of Indian corporate front also there are best examples of Indian company for adopting the green marketing concept is “Patanjali” they serves good quality of product because most of these products made of ayurvedic, herbal and organic goods which is obviously good for health and environment as well. According to their website Patanjali follows the GMP concept in their plant which means Good Manufacturing Practices. Many other Indian companies

are following green movement towards eco friendly products. Another E-products examples are cycle rickshaws who are also contributing their major role to save the environment and make it green forever.

Ion Exchange Enviro Farms Ltd. (IEEFL) are certified in Internationally organic produces in the field of production and marketing. It is one of the fastest growing and profitable company. It is among the first corporate to undertake large scale. Near Maharashtra, Goa and Tamil Nadu they have 900 acres on 12 organic orchard farms, with the startup in organic product in the country they are successful in proving themselves as a very reputed producers and marketers.

Conclusion

On the basis of above information it reveals that, Green Marketing is a tool for protecting the environment for future generation and it gives positive impact on environment. But when we talk about sustainable development then there is no such things which is truly sustainable as every product may have negative effect in their lifecycle. That's why in brief we can suggest that, when marketer understand the changes in the market it leads to survival of business and sustainable development. The concept of green marketing is very popular in developing countries like India. In context of India many companies focuses on eco-friendly products to save the environment. Government also taken some major steps for environment and promote green marketing. Other than that, employee must get training from marketer especially sales and marketing representatives, which help them to know how to promote the green product effectively by give clear presentation and pass out the main message to the consumer.

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