Green Marketing and Sustainable Development

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Green marketing subsumes greening products as well as greening firms. In addition to manipulating the 4Ps (product, price, place and promotion) of the traditional marketing mix, it requires a careful understanding of public policy processes. Sustainability represents an important consumer need, and is now an integral aspect of product quality. Green is no longer simply a market position. Products need to be green. Brands need to be socially responsible period. Sustainable marketing refers to the way of marketing which incorporates needs of the customer, the organization and the society in general over a long term. It means designing and marketing products that can be used universally by all the consumers across the world over extended periods, without causing harm to either the consumers or the environment. Green marketing is a phenomenon which has developed particular important in the modern market and has emerged as an important concept in India as in other parts of the developing and developed world. This paper explains the way for achieving sustainable development though green marketing.

Keywords: Green Marketing, Environmental Marketing, Products, Environment, Globalization, Sustainable Development

1. Introduction

Green marketing is a much broader concept, which encompasses all marketing activities that are developed to stimulate and to sustain consumer’s environment friendly attitudes and behaviors. To become a sustainable organization, business organization must have to use the resources in such a manner that can serve the humans everlastingly. Hence, for sustaining success marketers have to intend towards sustainable consumption and tries to protect the environment. We can classify the sustainable development into three constituent parts; environmental sustainability, economic sustainability and socio political sustainability. Sustainability is the most common word nowadays in the environmental and economic world. Certainly, the idea of sustainability has become increasingly popular in the contemporary
world. Eco-efficiency is usually based on the economic value added by a firm in relation to its aggregated ecological impact. Eco-efficiency is achieved by the delivery of competitively priced goods and services that satisfy human needs and bring quality of life, while progressively reducing ecological impacts and resource intensity throughout the lifecycle to a level at least in line with the earth’s carrying capacity. The present study indicates the necessity, benefits and challenges of Green marketing. It also focuses on the strategies that makes eco-friendly environment through Green Marketing.

GREEN MARKETING is the integrated management process responsible for identifying, forecasting and satisfying the needs of customers and society, in a profitable and sustainable way.

**Objectives of Green Marketing**

- Make environmentalism profitable.
- To bring out the green marketing strategies.
- Eliminate the concept of waste.
- To know the Opportunities and challenges of green marketing.
- Bringing out product modification.
- Changing in production processes.
- Reinvent the concept of product.

**2. Materials and Methods**

This is a theoretical research paper, where secondary information produced by different authors and researchers has been used. For obtaining necessary information, various books, journals as well as websites have been explored by the researcher which has been mentioned in the reference section.
Green Marketing and Its Importance

Green marketing offers business bottom line incentives and top line growth possibilities. While modification of business or production processes may involve start-up costs, it will save money in the long term. For example the cost of installing solar energy is an investment in future energy cost savings. Companies that develop new and improved products and services with environmental impacts in mind give themselves access to new markets, substantially increase profits and enjoy competitive advantages over those marketing non-environmentally responsible alternatives. When looking through the literature there are several suggested reasons for firms increased use of Green Marketing. The importance of green marketing can be expressed by the following five possible reasons;

1. Organizations believe they have a moral obligation to be more socially responsible.
2. Organizations perceive environmental marketing to be an opportunity that can be used to achieve its objectives.
3. Competitors' environmental activities pressure firms to change their environmental marketing activities.
4. Cost factors associated with waste disposal, or reductions in material usage forces firms to modify their behavior.
5. Governmental bodies are forcing firms to become more responsible.
6. The concept of green marketing and sustainable development can be expressed with the help of following figure.

Challenges in Green Marketing

1. Need for Standardization

It is found that only 5% of the marketing messages from Green campaigns are entirely true and there is a lack of standardization to authenticate these claims. There is no standardization to authenticate these claims. There is no standardization currently in place to certify a product as organic. Unless some regulatory
bodies are involved in providing the certifications there will not be any verifiable means. A standard quality control board needs to be in place for such labeling and licensing.

2. **New Concept** Indian literate and urban consumer is getting more aware about the merits of Green products. But it is still a new concept for the masses. The consumer needs to be educated and made aware of the environmental threats. The new green movements need to reach the masses and that will take a lot of time and effort.

3. **Patience And Perseverance** The investors and corporate need to view the environment as a major long-term investment opportunity, the marketers need to look at the long-term benefits from this new green movement. It will require a lot of patience and no immediate results. Since it is a new concept and idea, it will have its own acceptance period.

4. **Avoiding Green Myopia** The first rule of green marketing is focusing on customer benefits i.e., the primary reason why consumers buy certain products in the first place. Do this right, and motivate consumers to switch brands or even pay a premium for the greener alternative. It is not going to help if a product is developed which is absolutely green in various aspects but does not pass the customer satisfaction criteria. This will lead to green myopia. Also if the green products are priced very high then again it will lose its market acceptability.

### 3. Green Marketing Strategies

As consumers become more environmentally conscious, businesses must adapt a green strategy. Small businesses seeking to leverage the power of ‘going green’ should carefully coordinate genuine actions and marketing strategies.

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**STRATEGIES OF GREEN MARKETING**

Performance Improved Organisation (CONCEPT)
- Better Quality Products
- Trusted Market Share
- Competitive Advantage
- Improved Profitability

Physically better Environment (NEED)
- Natural Resources are conserved
- Reduce Pollution
- Less Energy Consumed

People Benefits (IMPORTANCE)
- Health & Safety
- More Fulfilled life

SUSTAINABLE DEVELOPMENT
1. **Applying Green Promotion** Successful promotion depends on choosing the right strategy and media for promotion of green products. Any kind of green promotion becomes neutral unless it supported by corresponding corporate activities.

2. **Changing the Attitude towards Waste** generated always does not necessarily have to be an unhelpful result of production processes. A newer understanding of the idea of waste has given birth to a new market of recycled products. Also it may be so that which is deemed waste for a company may be a raw material for another.

3. **Successful Market Segmentation And Concentration on Selected Market Segment** A company needs to focus on the market comprising of the green consumers. The company can run advertisement for its products in green focused media. It can also innovate of a new green product along with its existing products. Further, it can altogether launch a new strategic business unit aimed at green.

4. **Developing A New Generation of Green Product** insufficient production processes and poor designing of products can be very harmful for the environment that is why the companies should consider possible negative effects on the environment and minimize them at the beginning of New Product Development.

5. **Green Positioning** Companies interested in positioning themselves as green should make sure that all the activities that it is involved in supports its projected image, so as not to cheat the consumers as well the media.

6. **Deciding about Green Prices** Consumers today are willing to pay only a small premium or no premium at all for the green products. Pricing may become a cause of concern when it comes to selling the product in the market, as its manufacturing may be expensive due to new technology involved. It therefore becomes the responsibility of the manufacturer to decide upon the pricing of the product.

7. **Green Packaging** a business that manufactures and packages products can convert to eco-friendly packaging. Converting to biodegradable packaging provides customers with a visible symbol of the company's commitment to ‘going green’. The business can also leverage the eco-friendly packaging as part of its advertising program to help draw in new environmentally conscious customers.

8. **Applying ‘Green’ Logistics** Distribution of goods can also be designed such that they leave minimum impact on the environment. Mere reduction in packaging and wrapping
can contribute to a large extent in reducing the waste and saving paper. Efficient inventory management can also contribute in minimizing wastage in a big way.

9. **Educate Your Customers** For green marketing to be effective, company has to use another strategy as it is not just a matter of telling people about to know whatever the companies are doing to protect the environment but also a matter of telling them to know why it matters and its importance.

4. **Conclusion**

On the basis of above information we can say that the Marketers also have the responsibility to make the consumers understand the need for and benefits of green products as compared to non-green ones. In green marketing, consumers are willing to pay more to maintain a cleaner and greener environment. Finally, consumers, industrial buyers and suppliers need to pressurize to minimize the negative effects on the environment friendly. Green marketing assumes even more importance and relevance in developing countries like India. Green marketing is a tool for protecting the environment for the future generation. It has a positive impact on environmental safety. Because of the growing concern of environmental protection, there is an emergence of a new market which is the green market. Marketers also have the responsibility to make the consumers understand the need for and benefits of green products as compared to non-green ones. That’s why briefly we can suggest that the business will survive and be sustainable only when marketers understand the changes in the market which are greening and leads to sustainable development.

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