



GREEN MARKETING IS AN ADOPTABLE SOLUTION FOR THE SUSTAINABLE DEVELOPMENT

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ABSTRACT:

Green marketing and sustainability both are very closely interlinked with each other. When man and development conflicts arises “Green Marketing” will be the best solution, here green market not only means that eco friendly product or environmental supported product, Green marketing means doing all market and its allied activities which does not affect or minimum affect to the environment in all stages of their activities. This paper is purely descriptive in nature which talks about green marketing, green market mix, opportunities and responses from different stakeholders, and impact of green marketing for sustainable development practices.

KEY WORDS: *Green marketing, Traditional marketing, greenmarket mix, Sustainability, Sustainable development.*

INTRODUCTION:

Market is a place where buying and selling of goods and service takes place. India is the huge market for all kinds of business activities because Currently, India is the third largest economy in the world in terms of purchasing power parity (PPP) terms, with a share of 7 per cent of global GDP [after China (18 per cent) and the US (16 per cent)]. India’s GDP in market exchange rates is expected to reach US\$ 5 trillion by 2027. For satisfying the needs and wants of the consumers every business man comes with creative and innovative ideas but most of them end with only profit as main objective of doing business.

Market mix refers to the business and its allied activities to create right product at a right place in a right manner at best selling price to gain market confidence by using product, price, promotion, and place as a key important area.

According to the American Marketing Association (AMA), Green Marketing is the marketing of products that are presumed to be environmentally safe. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising, in simple words green marketing is the process of doing business which includes consumer goods, industrial goods and even in service, every stages i.e., product, pricing, promotion and place without affecting the environment or doing activities which is eco friendly in nature buy using the concept of reduce, reuse and recycle.

In 1987, the United Nations Brundtland Commission defined sustainability as “meeting the needs of the present without compromising the ability of future generations to meet their own needs.” Today, there are almost 140 developing countries in the world seeking ways of meeting their developmental needs, but with the increasing threat of climate change, concrete efforts must be made to ensure development today does not negatively affect future generations. Our environment is not only made for humans, it’s for every living and non living organism in the planet, so that everyone has equal right over all natural resources that are available in the environment. So that sustainable development requires an integrated approach that takes into consideration environmental concerns along with economic development.

We are witnessing every day with lot of environmental related news in the tier 1 or metropolitan cities such as New Delhi, Bangalore and other over crowded cities. From this we are facing health issues like breathing problems, dust allergies and other health related hazards mainly because of the developmental activities and garbage (disposal) problems. India generates 62 million tonnes of waste each year. About 43 million tonnes (70%) are collected, of which about 12 million tonnes are treated, and 31 million tonnes are dumped in landfill sites. When we take correct actions in the production stage itself, we no need of take lot of trouble in future in respect with treatment of garbage. When we adopt renewal, removal, review, recovery and recognition to the present marketing mix then it will become green marketing. For short time it looks too costly but long perspective it’s too healthy.

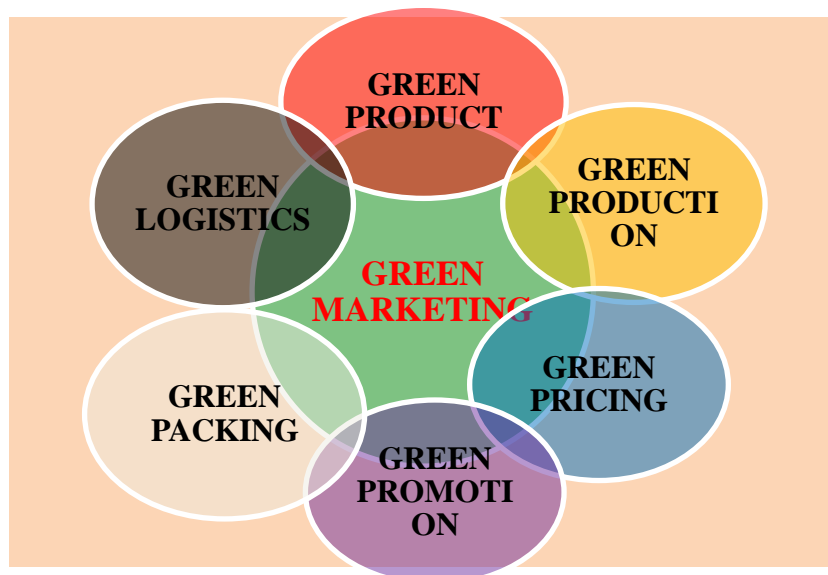
LITERATURE REVIEW

Green or Environmental Marketing consists of 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 (Polonsky, 1994). For making green market a success the best solution is technological options environment, all customer demands and government policies result in changed conditions for the companies (Magnusson, 1998). Why should we go green in every stages of business is because corporate environmentalism is an imperative for business, and companies that go green should have a first-mover advantage over those that do not, although it is continuous rather than a onetime process of renewal, that improves a firm’s environmental and financial performance, By seeing these new situations as opportunities, firms can strive to maximize them and provide improved competitive advantage at the expense of competitors that either overlook such opportunities or view them as threats (Rosenberger, 2001). Responsibilities from marketer to make the consumers understand the need for and benefits of green products as compared to non-green ones here both environmental and social dimension should be considered by customers (Dr. Pavan Mishra, 2014). Final solution for present problem is Green marketing, because it will help in betterment of future producing, selling and creating more awareness in the use of green products. We should find real solution for present problems for this only solution is convince the customer by creating awareness and

taking them into our market decisions by (Jain, 2019). So a collective responsibilities must be shared among the government, companies and customers, there by leading to wide range of opportunities in the present for the betterment of the future sustainable development.

GREEN MARKET MIX:

Green marketing is also called in different names like, phosphate free, recyclable, and refillable, ozone-friendly and environmental friendly. Some of the green market mixes are:



(fig.1)

1. Green product:

Green product also called as eco friendly product in which they made like less environmental harmful and maximum resources efficient product, which have characteristics like re useable, recycle and renewable nature. Example using one time plastic cover to recyclable agricultural or forest based product. One time plastics which will not break down at a time they just breakup over time, sun and heat slowly turn plastics into smaller and smaller pieces until they eventually become what we call as “microplastics”. It not only helps for environment and makes sustainable living style of rural and forest economy.

FMCG sector generates wastes an on average of 10 Metric Ton per annum which is majorly of non biodegradable wastes, they can reduce it by adopt green product.

2. Green production:

In recent time most of the companies try to claim their product as “green product”, for making this they harm the nature in large extent. Some of the soft drinks company came to India by naming them as green product or eco-friendly products and energetic product but for manufacturing them they harm land, water and air in a large extent. We should have good environment for both present and future for long and happy life, in such a

way we need good air quality, fresh water resources, good eating habits and other things. Here eco-manufacturing or green production refers to producing the goods in keeping mind-set of production process will be eco-friendly.

Products are made from sustainable material and also waste is reduced through remanufacturing, raw material for other industries or recycling. For making this as more effective we go for energy audit, renewable energy audit and modern waste reduction techniques which are always considered.

3. Green pricing:

When we get something for our need we should pay for it, from our nature we are extracting everything in every possible way in all directions i.e., water, land and air. Here green pricing means we should pay compassion for every natural resources loss for re-establish of them along with the cost of the product. It creates the responsibility of customer and manufacturing company towards environment safeguard.

Example, when we include environment charges along with the cost of the product it creates huge money for environmental safety. This responsibility should be taken care by companies and should be observed and guided by government bodies.

4. Green promotion:

Green promotion involves combination of tools of promotion, such as advertising, marketing materials, video-presentation, web site or online trading platform(OTT), social media, white paper and other ways, companies always considered our nature , profit and customer in their mind for taking right decisions.

Green promotion means communicating with the people about the product in environment supporting manner always, spend some percentage of money to replace environment which we use for product creation and along with this, using eco friendly promotional practices like using OTT platform instead of paper promotion. Promote with environmental theme.

5. Green packing:

Packing is an activity which usually takes place for safeguarding the actual product but nowadays it's totally changed from safeguarding to advertising purpose. For this many natural resources are getting wasted and also some the non biodegradable material used for long time storage purpose. It looks simple but its effect remains in long run.

For example, most of the chocolates and cookies wrapped with multiple materials like Polypropylene (OPP), polyester (PET), laminates, plastic-coated papers, aluminium foil and carton materials most of this for attracting the customers.

6. Green logistics :

Green logistics is a new dimension of delivering the goods and services for both raw material to production house and production house to destination of the customer by using the powerful technologies such as Artificial Intelligence (AI), Machine learning and Advanced Analysis. It helps to improve the profitability and good corporate citizenship.

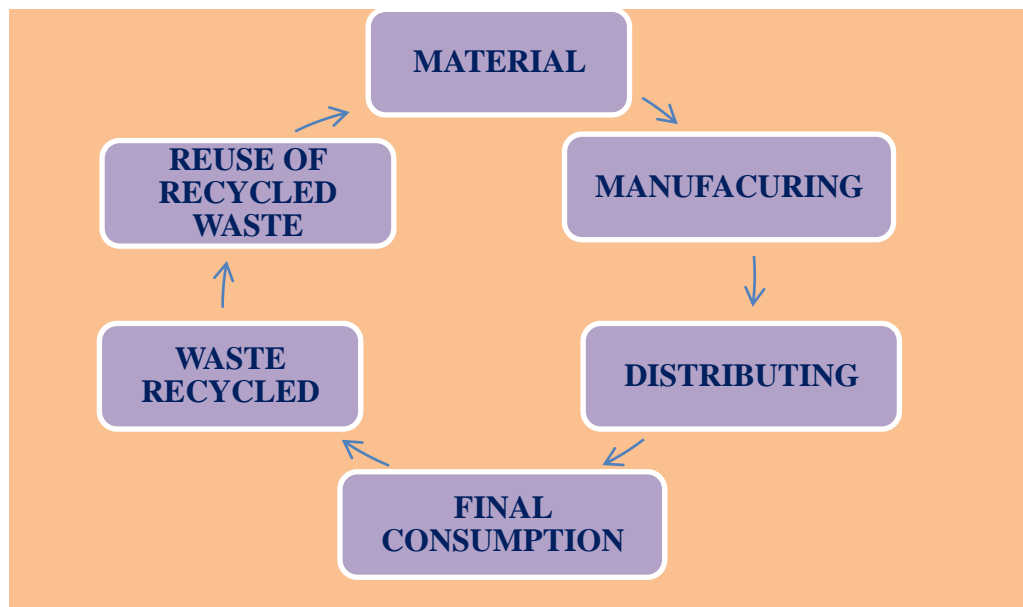
Some of the best available Green logistics are:

Reverse logistics:

It refers to returning the goods which are not in the condition to be used by the customer, to the seller or manufacturer then returned product will be recycled, if needed replaced and finally sell to the end user.

Circular supply chain:

It is one of the best practices involved in the supply chain management i.e., company itself reusing wastes and customer return to those into new or refurbished product.



(fig.2)

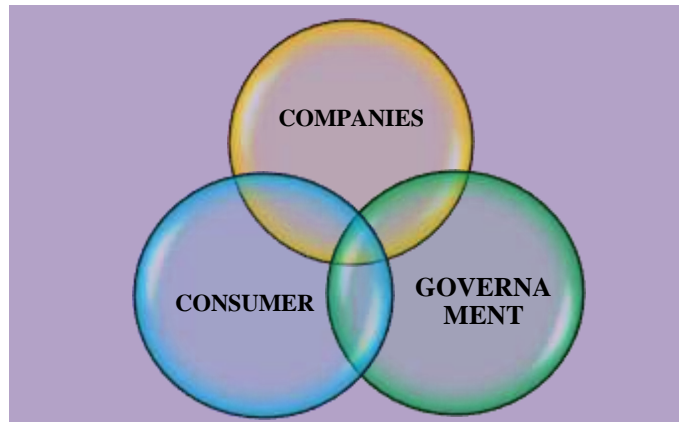
Electric vehicles / greener transport:

This is one of the best alternatives compared to regular vehicles in terms of both economically and environmentally. Electric vehicles are the future of next generation but it will start from now itself. In logistics, recently many small goods careers introduced by many companies are getting good responses and it shows good intending towards the green logistics.

7. Green alliances:

It is one of the modes of improving the company's performance along with the environmental concerns. When two or more companies willing to work together with the main Motto of safeguarding environment by doing eco friendly works known as Green Alliance.

For example, manufacturing companies' ties with the recycle companies for purchasing raw material or collecting wastes generated from production unit is green alliance. Not only this, any alliance made by the companies in respect of environmental concern and providing sustainable goods to the consumer.

OPPORTUNITIES AND RESPONSIBILITIES OF DIFFERENT STAKEHOLDERS:**(fig.3)**

In the green marketing three main key players are involved i.e., companies, consumers and government. All have their own opportunities along with responsibilities for sustainable development.

Companies:

Companies play a very big role in concern and with the green marketing success, they have big opportunities like:

1. They can improve their credibility in the society by gaining legitimate trust and integrity by promoting the sustainable way of doing business which helps in creating goodwill.
2. Green marketing is the next future of the planet, for short run it looks costly by long perspective it is sustainable option.
3. Entering new market at the beginning stage will always create a good opportunity in gaining competitive advantage.
4. Innovation is the key element for the success; green marketing always provides an opportunity for innovation.

When we are getting benefits from something we must have responsibilities also. Some of the Corporate social responsibilities are:

- ❖ Reducing harmful practices by decreasing pollution, greenhouse gases emission, single-use plastics, water conservation and generating wastes.
- ❖ Regulating the energy consumptions by increasing by reliance on renewable, sustainable resources and recycled materials.
- ❖ Support for the “go green” initiative by increasing plant and trees, creating green environment fund for research and donate to related environment concerns.

Government:

India is located in subtropical region having huge potential of renewable energy resources like solar, wind, tidal and other energies by using this India can move towards right path of eco friendly.

1. Wealth nations always save energy by reducing the use of natural resources and carbon footprint.
2. Reduce the negative impact of the production process on the environment which makes ecological imbalance.

3. Healthy people always makes Healthy nation, for this only solution is doing all the activities which is sustainable in nature.

All businesses are operating for getting maximum profit, for this they have two options like by increasing profit margins or reducing the cost. Increasing the profit margin doesn't work because they lose prospective customers by using low quality or environmental affecting substances. So here government should take the responsibility of creating corporate social responsibility.

Customer:

Customers are the ultimate users of the product so that they act as key decision taker, because customers attitudes vary across generations, countries, and industries, 85% of consumers have become 'greener' in their purchasing in recent years. Companies must act now to avoid obsolescence in the future. They have many opportunities like:

1. Customers can get more market option in buying the goods or getting services, if there is good quality product available in the market, consumer choose the right product.
2. Healthy product and production activities are always win-win approaches for both environment and consumers; it creates clean and sustainable environment and good living conditions.
3. More satisfaction to the customers because they are moving one step forward towards eco-friendly.

Consumers have huge responsibility because before becoming a consumer he belongs to the same community. So we should do all activities which will create eco-friendly environment by doing activities like.

- Purchasing green or eco friendly product and support for green production.
- Proper planning for garbage disposal by adopting reuse, recycle and reduce methods.
- Creating awareness about green product and its impotence in the communities.

Conclusion:

In the initial day's market is decided by the producer according to requirements of the customer like what product should be there and how it should be produced but nowadays there is a complete change, consumer have a wide varieties of option to choose by choice. Recently data shows many nations are moving to sustainable goods, the fact that a key result in a new global analysis from The Economist Intelligence Unit, commissioned by WWF, indicates a whopping 71 percent increase in internet searches for sustainable goods internationally over the last five years should raise eyebrows for brands and as of March 2021, 28 percent of customers had ceased purchasing some items owing to ethical or environmental concerns, according to Deloitte green marketing research we can say that green marketing is the future.

In earlier, Development refers to a process that creates growth, progress, positive changes or addition of physical, economical, environmental, social and demographical components. But the great scientist, Amartya Sen(1999) says that Development means creating tools that enables people to reach the highest level of their abilities i.e., through granting freedom of actions like economic, social and political and other freedoms. But now definition of Development is completely changed, "creating things and getting benefits without affecting the environment", for this the one way is Green marketing.

Every stages of the marketing are going with "green theme" that is product design, production, packing, distribution and finally wastes disposal which is created from all stages. Its been triangular work of the government producers and consumers. All are equally and collectively responsible for the future of our planet so integrated approach is only way of getting sustainable results.

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