

# Green Marketing: A Way Towards Sustainable Development

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## Abstract

A clean terrain isn't an option but a necessity. And a collaborative consummation of this supreme verity is necessary if at all consecutive generations are to be blessed with a world worth living in. And much as it suits us to procrastinate a factual attempt to nurture our atmosphere back to a semblance of chastity, nature will show no consideration. Sustainability is the key to precluding or reducing the effect of environmental issues. For humans to live sustainably, the Earth's coffers must be used at a rate at which they can be renewed. This is where Green Technology comes by. Green Technology is a continuously evolving group of styles, accoutrements, ways and products that puts a check on the dangerous goods on natural coffers. marketable enterprises draw a handsome share of their inputs from nature and per force owe it back to nature to make all possible trouble to control and gradationally reduce its defilement. Green Marketing has surfaced as a abstract and sustainable tool for diligence to balance their business conditioning with a mindset of protection of our natural terrain. Green Marketing strategies are espoused by enterprises to secure competitive advantage over their challengers by offering recyclable, renewable, and applicable products to their guests. This paper aims at finding out how green marketing strategies have surfaced as a sustainable tool for businesses, especially in the Indian environment. It also aims at taking stock of the mindfulness regarding green marketing, especially among the youth.

**Keywords:** Green technology, Green Marketing, Green Strategies, sustainable development, mindfulness.

## Introduction

Conservation of natural wealth and social responsibility are now a high concern of not only governments but also of corporates and in fact the common man too. Environmentalism and the proliferation of green technology are the order of the day. Environmentalism is a broad gospel, a testament and a social movement that addresses enterprises for environmental conservation and enhancement of the health of the terrain, particularly as the measure for this health seeks to incorporate the enterprises of non-human rudiments. Environmentalism advocates the preservation, restoration and/ or enhancement of the natural terrain, and may be appertained to as a movement to control pollution. For this reason, generalities similar as land ethics, environmental ethics, biodiversity and ecology have set up worldwide concern. And a practical operation of this conception of environmentalism is the proliferation of Green Technology at ground position. Green technology or environmental technology or clean technology is the operation of one or more of environmental wisdom, green chemistry, environmental monitoring and electronic bias to cover, model and conserve the natural terrain and to check the negative impacts of mortal involvement. The term is also used to describe sustainable energy generation technologies similar as photovoltaics, wind turbines, bioreactors, etc. Issues dealt with by Green Technology –

- Sustainability – developing products and processes that don't damage or deplete coffers.
- Use of coffers that can be reclaimed and products that can be re-used.
- Changing patterns of product and consumption to reduce and avoid destruction and pollution.
- Development of indispensable technologies to reduce operation of fossil energies and
- dangerous chemicals.

**Green Marketing is the embodiment of the practical application of green technology in day-to-day life. Green Marketing is an effort to satisfy consumer demand with as less harm to any aspect of the environment as possible.** What was earlier a matter of discussion at seminars and conferences nationally and internationally has now entered every home i.e. concern for environmental protection and reduction of environmental pollution. What therefore primarily matters is to understand whether there is sufficient awareness about these concerns.

### **Statement of the problem**

The main issue at stake is to take stock of the proliferation of green practices and the spread of awareness about the imminent danger due to environmental malpractices.

### **Objectives of the study**

- To dwell on how green marketing can prove to be a tool for sustainable development
- To understand various green marketing practices adopted by business enterprises.
- To consider the challenges posed and opportunities offered by green marketing.
- To take stock of the gradual proliferation of the concept of green marketing over the years.

### **Need or Relevance of the Study**

- The concept of Corporate Social Responsibility requires board-room decisions to progressively incorporate environmental issues into their decisions and practices.
- Governments across the globe have enacted laws to control the amount of hazardous wastes produced by firms. Every effort is made to sensitize citizens to become more responsible towards environment.
- Competitors' environmental forays pressurize firms to remodel their environmental marketing practices.

### **Research Methodology**

This study uses secondary sources of data like research publications, published newspapers and online journals for historical facts.

Primary data was collected through a questionnaire to assess the extent of awareness about Green Marketing, especially among the youth.

### **Review of Literature**

Alsmadi's (2007) study of consumer behaviour of Jordanian consumers reveals environment consciousness. But positive tendency in "Green Products" does not show any positive impact on buying decisions. According to Simons and others (2006), with the advent of finer and more modern technology, more rigid legal strictures on suppositious claims, government regulations and provisions as well as closer

scrutiny from various environment-oriented organizations and the ever-persistent media, many green products have been satisfactorily upgraded and regained consumer confidence in the green products. A look at Green Marketing Evolution-

**Table: Adapted from Solvalier, (2010)**

Stages	Decade	Important milestones in Green Marketing history
1st stage	1980s	Introduction of ecological (green) products. Green consumption was very low
2nd stage	Early – 1990s	High concern about green issues; still low consumption of green products; companies involve themselves in using less raw material, wasting less; corporate efforts in recycling, energy efficiency, corporate responsibility
3rd stage	Late 1990s	Changes in production processes, technology and resourcing; sustainability marketing; Total quality management involves environmental issues
4th stage	2000	Green products and services making a comeback; eco-friendliness /going-green become more and more popular between companies and consumers; the term of ‘sustainable green marketing’ is introduced

According to Peattie (2001), green marketing has evolved in three phases. The first phase was labelled as "Ecological" and all along this time period, all marketing efforts were directed at assuaging environment issues and devise solutions for environmental problems. The second phase was termed as "Environmental" green marketing and the concentration now was on pollution-free technology which necessitated designing of useful new products, which did not exacerbate pollution and waste problems. Third phase was "Sustainable" green marketing. It came to the fore in the late 1990s and early 2000s.

**Analysis & Interpretation of Data**

Primary data was collected to gauge the extent of awareness on Green Marketing. For this a selective questionnaire was developed and disseminated. Over 140 responses were obtained.

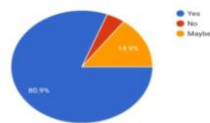
Sample questions-

1. Are you aware of "green products" or eco-friendly products? \*  
Mark only one oval.
  - Yes
  - No
  - Maybe
2. How did you become aware of "green products" or Eco-friendly products? \*  
Mark only one oval.
  - Television
  - Magazine
  - Class Lectures
  - Newspapers

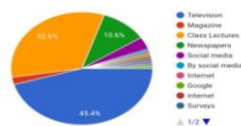
- Other:
3. If green features increase the price of the product, are you willing to pay more? \*  
Mark only one oval.
    - Yes
    - No
    - Maybe
  4. Do you think there is enough information about "green" features when you buy the product? \*  
Mark only one oval.
    - Yes
    - No
  5. What is the main reason that makes you willing to pay more for "green" products? \*  
Mark only one oval.
    - Enhance the quality of life
    - Environmental protection responsibility
    - Potential increase of Product value
    - Getting high level of Satisfaction

### Findings and Conclusions

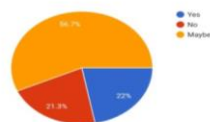
Are you aware of "green products" or Eco-friendly products?  
141 responses



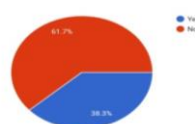
How can you become aware of "green products" or Eco-friendly products?  
141 responses



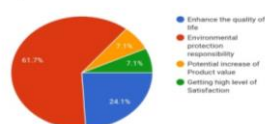
If green features increases the price of the product, are you willing to pay more?  
141 responses



Do you think there is enough information about "green" features when you buy the product?  
141 responses



What is the main reason that makes you willing to pay more for the "green" products?  
141 responses



A sufficient majority of the sample population were aware of green products and practices but were not sure whether they would pay more for them.

### **A view on advantages of Green Marketing**

- Business enterprises can market their products and services with environmental consciousness and help spreading awareness on this issue.
- Business enterprises can enjoy competitive advantage with a social impact on consumers.
- Employees feel proud and responsible to be part of an environmentally responsible enterprise.

### **Let's have a look at a few corporate efforts in India in this direction –**

1. **the State Bank of India** has started using eco-friendly products in its ATMs and branches, especially products that earn carbon credits.
2. **Kansai Nerolac Paints Ltd.**, realizing that paints are an item of daily contact with humans, has made efforts to make their paints metal-free, thereby ensuring its own contribution to green efforts.
3. **Indian Oil** has made sizeable investment in making its products emission-free to check environmental pollution.
4. **Wipro Infotech** launched environment friendly computer peripherals for the Indian market with a new range of desktops and laptops called Wipro Greenware. These products are RoHS (Restriction of Hazardous Substances) compliant thus reducing electronic-waste in the environment.

As is evident a lot of efforts are underway in the corporate sector to make business an environmentally conscious enterprise.

### **Conclusion**

That Green Technology and Green Marketing have an inevitable role to play in global progress seems to be a foregone conclusion, but what remains to be seen is whether environmental protection receives global partnership for or remains merely a subject of discussion in local, national and international fora. As a reminder, let us not forget that the purity of the air that we breathe and the water that we consume is the final test of our existence.

### **References**

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