

ROLE OF GREEN MARKETING IN SUSTAINABLE DEVELOPMENT

Balaji K.C., Research Scholar,

Department of Management Studies, University of Madras, Chennai, Tamil Nadu, India

E-mail: writetobalajik@gmail.com

ABSTRACT

In the emerging modern world, it is very much tough to keep the customers and consumers in bound without causing depletion to natural environment. At the same time protection of the environment is significant to achieve sustainable development. In the words of Ehrenfeld (2008), "Sustainability is the possibility of human and other life will on the earth forever". Sustainable development tries to bring sustainable consumption, economic growth and environment. More often consumers have great awareness in emerging environmental problems like global warming and harmful impact of pollutions. In order to facilitate sustainable development and to reduce the harmful effects on the natural resources several concepts have come into force. One of such concepts is "Green Marketing". The industries which are environment friendly and always have the concern and care for the society are called as the 'Green Industries' and their marketing style is known as "Green Marketing". The green marketing is considered as the most profitable endeavour for sustainable development. Green marketing aims specifically to protect the ecological environment from self-concise business people. Some companies are ready to adapt the new challenges or changes like environmental management, minimizing of waste aligning with organizational activities, because it covers preservation that is a necessary value for existence, survival and development of man as a human being.

Key Words: Green marketing, sustainable development, environment

Introduction : Green Marketing

Nowadays, the idea of "green marketing" is extremely important for our fast growing environment. Majority of people feel that green marketing is only for advertising purpose but it proves to be environmental safety concern by avoiding terms like phosphate, product does not cause damage to ozone layer, product that can't use for recycle, non-biodegradable solid waste, harmful impact of pollutants etc. These are the things that green marketing aims, and tries to explain and how it is applied in the consumer goods and industrialized goods and service (Polonsky, 1994).

By getting depth knowledge in green marketing both marketer and consumer are becoming more interested in green marketing

and the necessity of getting inside the green product and service. Entering into the green market appear to be costly only in short term but it will prove that indispensable and advantageous cost-worthy in long term.

In day to day impact of environment, consumers have different attitude towards the different situations. Green marketing has changed the organizational activities such as product modification, production process, packaging changes and delivery changes. This paper aims to study the role of green marketing in sustainable development.

Sustainable Management

The main aim of sustainable development in green marketing is allocation of resource to future environment without damaging environment. Brundtland Commission has

explained that sustainable development is satisfying the present and future generation to meet their own needs. The buzzword which is very famous among environment and some economic literature in current situation is sustainable development. The concept of sustainable development is increasingly popular in the contemporary world.

Objectives of The Research

1. To study the relationship between green marketing and sustainable development; and
2. To study the various marketing strategies that facilitates sustainable development.

Review of Previous Studies

Prothero, A. & Fitchett, J.A. (2000): The importance of commodity activities has emerged as main process agent for environmental goal. It claims that ecological advantage has raised because of secularised capitalism marketing which acts very flexible for sustainable development but barrier to proliferation of commodity failures has not made any way to do so.

Karna, J., Hansen, E. & Juslin, H. (2003): By adopting environmental friendliness the responsible marketer in genuine group has established that environmental marker has came forward and ready to adapt the competitive advantage. The study confirmed that there is inter link between the green value and environmental strategies, structure and function and they are logically connected to each other.

Sanjay K.Jain Gurmeet Kaur (2004) : In current situation the study of environmentalism has grown very faster especially business firm also raise the occasion and started to face the challenges which responding to green marketing strategies and they obtained business firms as green marketing orientated and played crucial role in creating a new thing in corporate environmentalism.

Alsmadi(2007): By way of conduct to Jordanian consumer they feel very guilty of environmental concern because by giving

high range of environmental risk and there is no positive possibilities and importance to “green” product. It does not make way for final decision but the consumer has very strong hope in the tradition product and small belief in green statement. The above hurdles have become the boost to the small enterprises and maintenance of large scale prices for the same product. Many of which are most important estimate of environmental responsibility. The same phenomenon has been represented in other research too.

Relationship Between Green Marketing and The Sustainable Development

Our old traditional production and consumption style had brought us enormous wealth but on the other hand, it happens to be the base for various issues like population explosion, pollution, inequality in income, energy crisis and environmental degradation and so on. On coming across the new problems, humans have realised that we have to change the way and style of making our production and consumption.

Sustainable development means fulfilling the modern day wants and needs without giving up any benefits of the upcoming generations. In light of the test of progressing at the same time in monetary improvement and ecological security as the reasonable advancement request organizations and academicians have created and additionally embraced green promoting procedures and other corporate methodologies. Among the key techniques are; green item procedures, green calculated methodologies, green evaluating procedures, green advancement techniques, changing buyers from utilization culture to environmentally concerned shoppers, selection of eco-showcasing introduction as a business theory, Government mediation, lifecycle stock investigation and collaborating for achievement Green advertising center around undertaking all showcasing exercises while securing the earth. On the other hand reasonable advancement requests that the future eras acquire the indigenous habitat in

the same state or better as acquired by the past eras. This requires the insurance and change of the condition. A study is carried out in 1992 among 16 countries, except Singapore, almost fifty percent of consumers have indicated they were very much cornered about the environment.

According to a study conducted in Australia in 1994, eighty four percent of the sample firmly believed that they have the accountability to look after the environment. Moreover, eighty percent of the sample has said that there is a change in their way of purchasing behaviour due to various environmental reasons. As per a recent study of United Nations, nearly 40 per cent of the Europeans go for buying the green products. 67 per cent of Dutch and 82 per cent of Germans always consider the environmental factors while purchasing, greater than 50 percent of the English consumers are ready to pay the premium price for the green products available in the market.

As the demand and preferences of the consumers' changes towards the green products, the companies marketing such products will have an edge over the companies that are not in the business of green marketing.

Green Marketing Strategies for Sustainable Development

Achieving the sustainable development by the next few years is very much challenging and as per some experts it in fact requires a enormous and radical change in the entire process of production as well as the consumption in our industrial society (Ottman, 1997). The following are the green marketing strategies that facilitate sustainable development.

Green marketing mix based strategies

It includes the process of creating the green based logistics, products, green pricing and promotion and green consumption. Apart from the marketing department the green marketing is been widely used by other

functional departments of an organisation in fixing the issues related to sustainability. They also include the process of adopting eco-marketing orientation as a business policy, intervention, life cycle analysis and grouping up success. (Polonsky et al, 1997; Ottman, 1997; Willum, 1998).

Green based product strategies

The integrated activities of the sustainable development may be either considered as a threat or an opportunity for the companies. Green products indicate enormous product opportunity and also a pro-active strategy (Polonsky et al, 1997). The green products are generally recycled, non-toxic and durable (Ottman, 1997). Green based product strategies includes any or a integration of reduction of packaging materials, recycling, , re-consumption, dematerializing the products; using sustainable source of raw materials, making more durable products; designing products that are repairable, making products that are safe for disposal, making products and packagings that are compostable, and making products that are safe, easy and enjoyable to use (Bhat, 1993; Ashley, 1993; Polonsky et al, 1997; Ottman, 1998 and Charter et al, 1999).

Green pricing strategies

The prices of the green products are typically higher than the normal and conventional products. (Peattie, 1999; Polonsky, 2001). Though this point is generally accepted, Peattie (1999) argues that the price of the green products are not as expensive as they are blown but the conventional products are made available at a very cheaper price just because they exclude the environmental costs of manufacturing, usage and disposal. He made it clear that the best way to fix this issue is to ask the consumers "whether they want to continue buying inexpensive products that damage the environment?" At the same time, the consumers must be made much more knowledgeable of the benefits and advantages of the green products to make their stand.

Green promotion strategies

Green promotion is the process of promoting the products that have the characteristics of not harming the natural environment at any cost (Polonsky et al, 1997). According to Benerjee et al (1995) it should meet one or more of the following criteria: -

- i) Explicitly or implicitly addresses the relation between a product/service and the bio-physical environment.
- ii) Promotes a green lifestyle with or without highlighting a product/service.
- iii) Presents a corporate image of environmental responsibility.

According to Scholossberg (1993) as said by Polonsky (1997), green promotion aids the consumers to fix the “greatest environmental hazard”, that is, the absence of environmental information. In order to reduce the gap on the information about environment by means of promotion Ottman (1997) suggested many green promotion strategies. Thus, the green companies must;

- i) Empower the customers to be aware of the problems that are fixed by green products.
- ii) Provide solutions to the consumers by demonstrating how the green products and services can be used to protect the consumer’s health and environmental protection.
- iii) To eradicate the incorrect perception of consumers about the green products as inferior goods.
- iv) Proper and correct mix of the media must be done in order to transform the messages through direct marketing, community programs etc. and
- v) The advantages of green marketing favouring the potential and actual customers must be conveyed properly in such a way that it creates self-interest among the consumers.

Conclusion

It is the bound duty of the marketer to direct the needs of the customers towards consuming the products that causes the less harm to the environment. Marketing research

and promotion help in achieving this diversion. According to Our Common Future, a publication of World Commission for Environment and Development (WCED) (1987), Sustainable development needs escalation of the value that facilitates the worth of the consumption those are in the ambit of the ecological environment.

The true statement that the marketing in the past few years was very much successful in extending the societal consumption and make us sure of the fact that it will be successful in redirecting consumption (Polonsky et al, 1997).

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