

GREEN MARKETING AND SUSTAINABLE DEVELOPMENT: A REVIEW

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Abstract

Thirty years ago, environmental issues appeared to affect every global citizen, business, and organisation. According to studies conducted across the world, consumers are becoming more concerned about the environment, and as a result, their behaviour is changing. When we talk about “green marketing”, we're talking about strategies for creating, developing, and disseminating goods and services that meet the requirements of customers while also being environmentally friendly in terms of raw material usage, energy use, and so on. A literature review on “green marketing” intervention methods and sustainable development is conducted in this article, with a focus on green marketing intervention strategies to environmental issues now confronting the global community. A new study shows that green marketing methods help both people and businesses while also protecting the environment for long-term growth. Green marketing's shortcomings and prospects as a field, as well as research directions in the future, are also examined.

Keywords: Green Marketing, Ecological Marketing, Environmental Marketing, Sustainable Marketing and Sustainable Development

1. Introduction

A company's efforts to develop, promote, price and distribute goods that don't damage the environment are referred to as “green marketing”, also known as Environmental marketing or Sustainable marketing. The business world is now confronted with a significant issue: how to maintain

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ecological equilibrium. The environmental damage we've done has already surpassed any reasonable expectations and now stands at really shocking levels. Natural resources that cannot be replenished are running low. [1] The amount of trash being generated, including biodegradable contaminants, is skyrocketing. All of these unfavourable developments have compelled people to reassess their stance on environmental preservation. Popular environmental-protection initiatives like Green Marketing are on the rise. Three views have been developed by the “American Marketing Association” to describe green marketing Green marketing is what you do when you: [2]

Retailing Definition: the promotion of ecologically friendly goods

Social Marketing Definition: Product design and marketing with the goal of reducing negative environmental impacts or improving environmental quality.

Environmental Definition: Efforts made by organisations in a way that is sensitive or responsive to ecological issues in terms of production, promotion, packaging and reclaiming of goods.

There are many actions that make up green marketing, such as altering the product or changing manufacturing processes. It also includes changing packaging and altering advertising to be more effective. A shift to greener goods and services is becoming more important for businesses as well as consumers. Going green allows businesses to have a positive impact on “Sustainable Development”. It was mandated that businesses use Green Marketing as a result of competitive pressures from the government and “Corporate Social Responsibility (CSR)”. The most environmentally friendly choices are recycling and using renewable biodegradable energy sources. [3]

1.1. Green Marketing

Environmental marketing, ecological marketing, and green marketing are other terms for the same concept. As defined by the “American Marketing Association”, Green Marketing is the promotion of ecologically friendly goods. Many actions are included under the umbrella term of “green marketing”, which covers anything from changing products and packaging to making alterations to the manufacturing process. [4] There are more environmental problems now than ever before, therefore businesses must develop and sell products as environmentally friendly as possible. Due to growing consumer knowledge and concerns, green marketing is becoming a popular promotional approach. [5]

Consumer attitudes and preferences drive product development, thus green marketing is an effective instrument for preserving the environment and human health. This situation necessitates that real marketers recognise and react positively to societal trends as they evolve if they are to remain competitive. [6]

Many businesses use green marketing as a strategy to preserve the environment while still providing their customers with high-quality products. Products and services may be ecologically friendly in their use or production, as well as their packaging.[7]



Figure 1: Green Marketing

As of now, green marketing is still a developing field. Some businesses are attempting to make use of the green marketing strategy. Because of this, customers need to understand the advantages of eco-friendly goods. Customers must be eager to purchase eco-friendly goods as part of their value proposition and the idea must be internationalized by the business, not only in advertising. [8]

1.2. Sustainable Development

Human-centered design is an approach to resource usage that seeks to satisfy human needs while simultaneously protecting the environment for the benefit of upcoming generations. “Sustainable development” is defined as development that “meets the demands of present without compromising the capacity of future generations to fulfil their own needs”, as articulated by the “Brundtland Commission”.

The concept of sustainable development has been marketed as one that protects the world's resources, while its real goal is to exert control over those same resources for other purposes. Recognizing the significance of this, Green Marketing has emerged as a major corporate strategy for guaranteeing sustainable growth. Societal marketing gives rise to the green marketing idea. An effort at green marketing aims to portray a product as being environmentally friendly in order to attract customers. According to this school of thought, corporate marketing must please consumers while simultaneously considering the broader interests of society as a whole. All people who are impacted by a company's actions should be considered when determining an organization's goals and rules. As a result, the current trend of businesses “becoming green” has accelerated. [9]

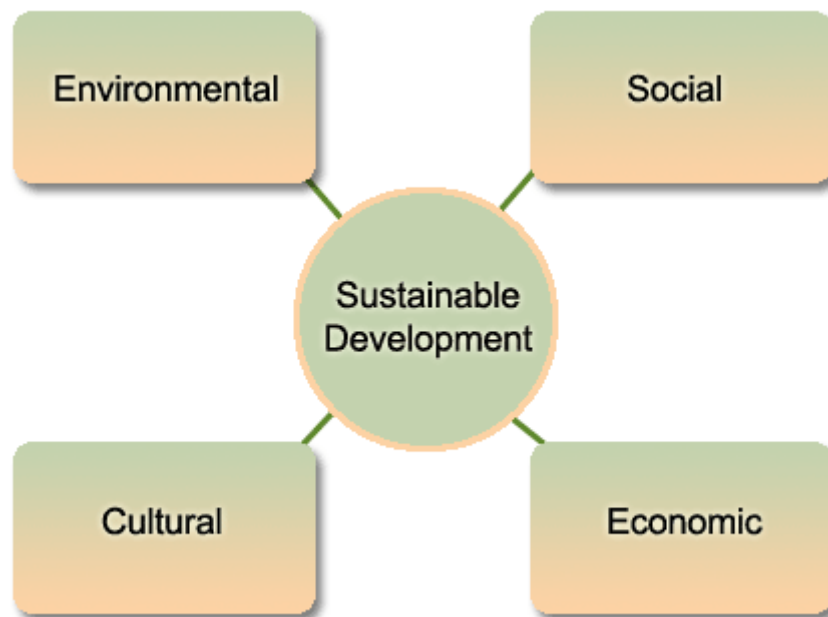


Figure 2: Factors of sustainable development

1.3. Green Marketing and Sustainable Development

For the most part, consumers think that green marketing just relates to promoting or advertising environmentally friendly goods. Green marketing is frequently associated with terms such as phosphate-free, recyclable, refillable, as well as Ozone-friendly and environmentally friendly. As a general rule, these words refer to “green marketing” promises, although the idea encompasses both consumer and industrial products and services.

Marketing activities must be both commercially and environmentally sustainable if sustainable development is to occur. This is known as "sustainable marketing." Marketing does play an important part in product creation, as is widely known. Marketers provide and encourage consumption to meet human needs and desires, which in turn triggers a lot of economic activity. Marketers will only be recognised for their crucial role in development when they can satisfy current demands while not jeopardizing future generations' capacity to meet the needs. [10]

Green marketing aims to preserve the environment while doing all marketing operations. “Sustainable development”, on the other hand, calls for future generations to receive the natural environment in a condition equal to or better than that which was given to the preceding ones. To do this, environmental preservation and enhancement are required. As a result, green marketing and other variables have an impact on “sustainable development”.

2. Literature Review

(Shabbir et al., 2020) [1] The study's goal was to examine the most effective green marketing strategies and the way they affect UAE consumers' attitudes about the environment. Using a questionnaire, researchers analysed current green product use trends. A total of 359 shoppers from different malls in the “United Arab Emirates” were surveyed for this research. Confirmatory factor analysis and structural equation modelling methods were used to analyse questionnaire answers for patterns.

(Jain, 2019) [2] A hot subject these days is environmental problems, with almost every country's government and society beginning to take notice. The word "green" here denotes purity, with green denoting high quality and fair or just dealing. As soon as green marketing strategies such as manufacturing and consumption of eco-friendly goods, disposal of environmentally friendly items, reduction of energy and material waste in production are used, the sector will profit. Customers now favour green goods, but their purchasing decisions may be influenced by a lack of understanding about green marketing problems and eco-friendly labelling, which both affect customer behaviour and assist spread awareness about green manufacturing. The current study will examine customer perceptions of green production process efforts and examine the environmental effect of production operations.

(Bahadur & Manjunath, 2019) [3] Growing public knowledge of environmental issues has influenced consumer behaviour. Consumers' views about living a greener lifestyle have shifted. A lot of effort is being put out by individuals and organisations to lessen their environmental effect. This, however, is a rare occurrence, and there is still room for improvement. In spite of this shift in consumer views, organisations and businesses are attempting to gain an advantage in a competitive market by tapping into opportunities in the environmentally friendly market sector. As a result of today's globalisation, it's become more difficult to keep customers happy while also protecting the environment. As in other developing and developed countries, green marketing has evolved as a significant idea in India and is regarded as a key approach for supporting long-term growth. “Green marketing is a phenomenon which has developed particular importance in the modern market and has emerged as an important concept in India as in other parts of the developing and developed world, and is seen as an important strategy of facilitating sustainable development”. There has been a lot of focus on the idea, need, and significance of green marketing in this study. In addition to books, journals, websites, and newspapers, data has been gathered from various sources. It looks at the major problems that come up while using green marketing techniques. According to the research, there are many difficulties associated with green marketing in India.

(Nagarkar et al., 2019) [4] According to the findings of this study, several Indian businesses have implemented green marketing strategies and efforts. Due to the changing global environmental situation and the need for sustainable growth, the idea of “green marketing” has acquired special traction in India and today's contemporary world. Because of growing public knowledge of environmental problems, consumers' attitudes toward green living have shifted significantly. There are several actions involved in Green Marketing, including product modification, manufacturing process adjustments, packaging

modifications, and altering advertising based on the benefits gained. This study identifies Indian businesses that have made significant contributions to the growth of green marketing in the country.

(Rhea et al., 2018) [5] The research helps us understand how car manufacturers' green marketing strategies affect customers. For the researcher, knowing how "Green" the customers are in terms of knowledge, attitudes, and behaviour is critical. An individual's attitude toward environmental preservation and promotion is referred to as their environmental attitude or green attitude. Consumer behaviour experts have long held that a person's views may predict their actions or behaviour. Consumer knowledge, attitude, and behaviour in relation to the environment, particularly in the automotive industries, have been the subject of research and in-depth investigation.

(Siva Prasad & Susmitha, 2018) [6] A company's goal and purpose can only be achieved with sustainability if it uses green marketing. Environmentalism is causing individuals to alter their behaviour, according to a number of studies conducted by environmentalists. For their own safety and sustainability, most customers — individual and business — are growing more concerned about green goods and green product lines for their futures. Recyclable, non-toxic, and environmentally friendly products are becoming the norm. Marketers' new motto is to fulfil customers' demands while also generating greater profits while also providing a social benefit. The research will assist in addressing the issues and difficulties connected with engaging environmentally conscious consumers, thus offering possibilities for green product producers and merchants. Many businesses will be successful in the green market only if they have a clear knowledge of the people who will be filling it. This research will assist marketers of green goods understand what their customers truly want from them and whether or not they are ready to embrace items that are environmentally friendly and reduce environmental damage in the future.

(Gusai, 2018) [7] Modern company relies heavily on ethical marketing practises. Today's corporate climate is preoccupied with environmental contamination. Green marketing is a global phenomenon that has emerged to aid in long-term economic growth. A shift in consumer attitudes toward environmentally friendly lifestyles has taken place in recent years. The focus of this article is on the idea of green marketing, the need for it, the significance of it, and the golden principles that differentiate it from conventional marketing. An examination of Indian green marketing's current state and future prospects is presented in this article.

(Vashisth & Rojhe, 2016) [8] Consumers' "Green Purchase Intentions and Buying Behavior" in Urban Punjab, India are examined in this research to see how Green Marketing Tools influence such intentions and behaviour. To verify the theoretically stated assumptions, this study used a survey-based methodology. A systematic questionnaire was utilised to collect data from 538 people in Punjab, India, who were randomly chosen from various cities within the state. To produce the findings, SPSS 21.0 was used to analyse the main data and use a statistical measure called regression. Consumer green purchasing intentions and green buying behaviour (i.e. green purchase behaviour) were shown to be influenced directly by the use of "Green Marketing Tools", according to this study's findings. "Green Purchase Intentions" are found to fully mediate the relationship between green advertising and green price, respectively, with green purchase behaviour; as well as partially mediate for availability of green products, green product and brand, and eco-labels. This is a novel finding in the field of green purchasing.

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Business organisations and marketers may utilise the results to create marketing strategies to instill positive buy intentions among customers for relevant green purchase behaviour.

3. Environmental Impact of Green Marketing

Innovation and competitiveness are the emerging challenges of global competition as environmental development necessitates it. [11]

- Green goods require the use of expensive renewable and recyclable materials, as well as
- Specialized technology that necessitates significant R&D expenditures.
- Customers must be able to tell the difference between environmentally friendly goods and those that aren't.

4. Challenges Ahead

- Renewable and recyclable materials are required for green goods, yet these materials are expensive.
- Requires a technology that will cost a lot of money to develop via R&D.
- Expensive water treatment technology.
- The vast majority of people are ignorant of the existence of green goods or of how they could be put to use.
- The vast majority of customers are unwilling to pay a premium for environmentally friendly goods.

5. Suggestions

In order to conserve and balance the environment, green marketing plays a critical role. It also helps people realise the need of reusing goods. However, manufacturers fail to publicise or promote their goods on an appropriate platform, and as a result, they charge a premium for them. As the marketing and use of the product expands, it's important that the quality and price remain competitive. As a result, manufacturers are being urged to make public the amount they divide up for the goods they create in order to ensure public transparency. [12]

The firm's operations are strongly influenced by market competition. Due to new concepts such as green marketing, businesses are increasingly under competitive pressure to embrace greenness at every step of the product life cycle, from the selection of raw materials to the end. Companies get a competitive edge by improving their economic standards, which helps them establish a strong market position and encourages customers to choose healthier options. [13]

6. Conclusion

Given how much human activity continues to be impacted by environmental problems, society today takes them very seriously. The majority of companies have adopted a framework for sustainable development, known as green marketing, and the majority of organisations have recognised ecologically favourable green goods. Green marketing may be used by marketing managers to make money. Green marketing also helps to protect the environment while still meeting the requirements of consumers. In light of people's current preoccupation with environmental problems, many businesses are turning to green marketing as a competitive advantage strategy. When it comes to using green marketing, businesses must keep in mind what their customers want and need. Customers want to be associated with businesses that practise environmentally friendly business practises, and they are ready to pay a premium to live a more environmentally friendly lifestyle. As a result, green marketing serves as both a tool for environmental conservation and a marketing strategy.

When it comes to green marketing, businesses are constantly restructuring their goods and assessing their environmental effect. Green marketing is a well-documented trend in both academic circles and the corporate world, thanks to its focus on environmental stewardship. Companies, governments, environmental organisations, and the media all have a role to play in helping to spread the word about the benefits of green goods. As a result, businesses will have a better reputation among customers as well as a stronger favourable image.

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