

TITLE: ANALYSIS ON VARIOUS WAYS OF ATTAINING SUSTAINABLE DEVELOPMENT THROUGH GREEN MARKETING.

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ABSTRACT:

Marketers always work to identify the fresh opportunities and risks that the marketing environment presents them with, and they also understand how crucial it is to consistently monitor and adapt to that environment. The key difficulty facing marketers today is to come up with innovative ideas for how marketing can meet the requirements of the majority of the world's population for a higher quality of living while promoting sustainable development. The new idea of green marketing has emerged in order to seize the new prospects and guarantee a higher standard of living with sustainable development. Green marketing is basically an ideology which primarily promotes and focuses towards sustainable development.

Recognizing the significance of people caring about a healthy environment in which to live and preferring environmentally friendly products and services to consume, marketers are attempting to capitalize on the same in order to ensure sustainable development and are incorporating these concepts into their strategies. This paper attempts to define and explain the terms and concepts associated with green marketing. The paper also attempts to explain why green marketing is important in today's world. This paper further puts effort in depicting the fundamental issues associated with green marketing and suggests solutions. This paper also discusses recent trends in green marketing and how green marketing can be used to promote long-term development.

KEYWORDS: Environment, Green Marketing, Strategies, Solutions, Sustainable Development.

INTRODUCTION:

Businesses have begun to alter their conduct in an effort to accommodate society's new worries as it has grown more environmentally conscious. These worthwhile concerns led to the development of green marketing. In the latter half of the 1980s and the beginning of the 1990s, the phrase "green marketing" first appeared. The first workshop on "Ecological Marketing" was organized by the American Marketing Association (AMA) in 1975. The workshop's contents were published as "Ecological Marketing," the first book on green marketing. Two published books, both of which were titled Green Marketing, served as concrete benchmarks for green marketing. They were written by Jacquelyn A. Ottman (1993) in the United States of America and Ken Peattie (1992) in the United Kingdom.

The evolution of green marketing has been consistent over time. According to Peattie (2001), the evolution of green marketing began with three long phases. The first stage was referred to as the ecological phase. During this phase, all marketing activities were carried out in order to combat the ever-increasing environmental problems and offer solutions. The second phase was dubbed the environmental phase because, following the environmental issues, the entire emphasis shifted to the implementation of cleaner technologies. This phase also resulted in the discovery or invention of products that would improve the environment or, at the very least, not exasperate existing problems.

The final stage of green marketing is known as the ongoing sustainable phase. By the late 1990s and the beginning of the 2000s, this phase had already developed. Today green marketing has embraced a broad range of actions, including product modification, modifications to the production process, packaging improvements, as well as adjusting advertising. Ecological marketing, environmental marketing, and sustainable marketing are additional phrases that are used in connection with green marketing given by many academics and organizations have given varied definitions of green marketing.

Green Marketing, according to the American Marketing Association (AMA), can be defined in three ways: To begin, green marketing is the promotion of products that are thought to be environmentally friendly (Retailing Definition). Second, Green Marketing is the development and marketing of products that are intended to have a low impact on the physical environment or to improve its quality (Social Marketing Definition). Third, Green Marketing refers to organizations' efforts to produce, promote, package, and reclaim products in a way that is sensitive to or responsive to environmental concerns (Environmental Definition).

Green marketing, according to Charter (1992), is a comprehensive and ethical strategic management approach that identifies, predicts, satisfies, and fulfils stakeholder demands for a fair return that does not negatively impact the well-being of people or the environment. According to Pride and Ferrell (1993), green marketing, often referred to as environmental

marketing and sustainable marketing, is the process through which a company develops, advertises, charges for, and distributes products that are environmentally friendly.

Green marketing is defined by Polanski (1994) as "all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that satisfaction occurs with minimal detrimental impact on the natural environment."

GREEN MARKETING – ITS IMPORTANCE

According to a report prepared for the G20 Summits in Mexico by the Organization for Economic Cooperation and Development (OECD), the World Bank, and the United States, it is projected that without new policy action, there will be a 50% increase in greenhouse gas emissions and a significant worsening of urban air pollution by 2050 (OECD, 2012). The state of the environment is expected to deteriorate in the coming years and decades. Despite conflicting reports and opinions, most scientists predict that the average temperature will rise by 1.8 to 4.0 degrees Celsius during the twenty-first century due solely to the use of fossil fuels. Climate-change-related disasters are expected to cause 500,000 deaths and \$340 billion in damages by 2030, up from 315,000 and \$125 billion today. Global water demand is expected to rise by 55% by 2050, as competition for water heats up. As a result, by 2050, it is expected that nearly 40% of the world's population will be living in areas classified as experiencing severe water stress. Over the last 25 years, 60% of the world's major ecosystems have been degraded or used in an unsustainable manner, including declining soil quality, land degradation, and deforestation. Global terrestrial biodiversity is predicted to decrease by 10% by 2050 (OECD, 2012). Productivity gains in agriculture have reduced the loss of natural ecosystems in many nations, but improperly managed intensification has exacerbated salinity, agrochemical pollution of water, soil exhaustion, and water pollution (World Bank, 2012). Inaction on these environmental issues has significant financial and human implications that could undermine future gains in economic growth and the fight against poverty (OECD, 2008).

Future generations may be severely disadvantaged, and their general welfare may be jeopardized. The primary explanation for these serious issues rests on the definition of economics in general. Economics is the study of how individuals try to satiate their endless wants with their finite resources (McTaggart, Findlay and Parkin, 1992). Because of this, there are only so many resources that humanity can use to try to meet the world's endless needs (Polonsky, 1994). It is widely acknowledged that people and organizations have the right to try to satisfy their wants in societies where there is "freedom of choice."

Due to a lack of natural resources, businesses must find new or alternative solutions to satiate these unending needs. Realizing the significance of this, green marketing has emerged as one of the most important business methods for assuring sustainable development, which addresses resource-related problems. In the end, green marketing examines how marketing operations

make use of these insufficient resources while gratifying consumer demands, both personal and corporate, and realizing organizational goals.

Given these critical issues, nations have long been concerned about environmental protection. People of the whole world are worried about sustainability-related issues than ever before. Various environmentalist studies show that people are becoming more concerned about the environment and changing their behavior patterns to be less hostile to it. Green has an impact on everyone on the planet. Businesses cater to a wide range of stakeholders, including customers, investors, and employees; as a result, industry leaders who are aware of the new rules are greening their products and processes. They understand that projecting a company's image as a leader and innovator, as well as being socially and environmentally conscious, can only benefit them.

Influential customers prefer to work with businesses that have demonstrated their commitment to the environment, so businesses are launching significant advertising and web campaigns, publishing sustainability reports with extensive documentation, collaborating with external sources to communicate transparently, and communicating their efforts internally. We can see that the majority of consumers—individual and business—are now more interested in purchasing environmentally friendly goods. The global market for green marketing is anticipated to reach \$3.5 trillion by the year 2017 according to a recent comprehensive global analysis on the market by Global Industry Analysts, Inc. (GIA, 2011), driven by consumers', governments', and enterprises' growing awareness of environmental issues.

Green marketing then provides a proactive strategy for these businesses to serve the market by providing eco-friendly products or services, or both, which prevent or minimize any negative influence on the environment, in an era where consumers choose a company's fate. Green marketing is becoming more and more important as a result of the sharp worries that people and governments in various nations have over environmental safety. Given the significance of green marketing in our everyday lives, we can say that it is now inevitable.

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GREEN MARKETING - KEY CHALLENGES

There are numerous difficulties associated with green marketing. The primary challenges in green marketing are avoiding green marketing myopia and green washing. Green marketing must achieve two goals: better environmental quality and customer satisfaction. Green marketing

myopia refers to misjudging either or overemphasizing the former at the expense of the latter. Many green products have failed as a result of marketers' narrow focus on their products' "greenness" rather than the broader expectations of consumers or other market participants. Several products have failed as a result of green marketing myopia. Whirlpool introduced the "Energy Wise" refrigerator in 1994, the first cooler free of ozone-depleting chlorofluorocarbon (CFC) chemicals and 30% more efficient than the US Department of Energy's highest standard.

For example: Whirlpool received the "Golden Carrot" for innovation from the Super-Efficient Refrigerator Program, a \$30 million reward package of customer refunds sponsored by the Natural Resources Defense Council and supported by 24 electric companies. Unfortunately, Energy Wise's sales slowed down since the energy savings and CFC-free benefit could not justify its \$100 to \$150 price premium, especially in regions outside of the rebate programme, and the refrigerators did not provide consumers with any additional features or trendy designs. Ottman has offered three fundamental guidelines for avoiding myopia in green marketing. Consumer value positioning, consumer knowledge calibration, and the veracity of product claims are these three fundamental ideas.

The first key principle, "Consumer Value Positioning," states that marketers should design environmentally friendly products to perform as well as (or better than) alternatives. Marketers should promote and deliver the desired value of environmental products to consumers, as well as target relevant consumer market segments (such as market health benefits among health-conscious consumers). Marketers should broaden mainstream appeal by incorporating (or adding) consumer-wanted value into environmentally friendly products (such as fixed pricing for subscribers of renewable energy).

The second key principle, "Calibration of Customer Knowledge," explains that marketers should educate consumers by connecting environmental product attributes with desired consumer value (e.g., "pesticide-free product is healthier"; "energy-efficient saves money"; or "solar power is convenient"). Environmental product attributes should be framed by marketers as "solutions" to consumer needs (for example, "rechargeable batteries offer longer performance"). Marketers should develop engaging and educational Internet sites about the desired consumer value of environmental products (for example, Tide Coldwater's interactive Web site allows visitors to calculate their likely annual money savings based on their laundry habits, utility source (gas or electricity), and zip code location).

The third key principle, "Credibility of Product Claims," states that marketers should use specific, meaningful, unpretentious, and qualified environmental product and consumer benefit claims (that is, compared with comparable alternatives or likely usage scenarios). Marketers should obtain product endorsements or eco-certifications from reputable third parties and educate consumers on the significance of those endorsements and eco-certifications. Marketers should encourage consumer evangelism by providing compelling, interesting, and/or entertaining information about environmental products via consumers' social and Internet communication

networks (e.g., Tide's "Coldwater Challenge" Web site included a map of the United States so visitors could track and watch their personal influence spread when their friends requested a free sample).

Another issue that is affecting green marketing is "green washing." Corporations are increasingly recognizing the benefits of green marketing, though there is often a fine line between doing so for self-interest and doing so for social responsibility. The term "green washing" refers to all industries that engage in outwardly green practices with the intent of increasing profits. The primary goal of green washing is to give consumers the impression that the organization is taking the necessary steps to responsibly manage its environmental footprint. In reality, the company may be doing very little to benefit the environment.

Westerveld observed that there was little else to suggest that the hoteliers were concerned with reducing their environmental impact, and that their desire to wash fewer towels appeared to be motivated by a desire to save money rather than a concern for the environment. Green washing has since become a central feature of debates about marketing communications and sustainability, with "awards" for green washing established and numerous campaigns, laws, and recommendations developed in an attempt to reduce or curb it. These two issues must be addressed tactfully if green marketing is to achieve its true meaning and objectives.

GREEN MARKETING – RECENT TRENDS

When establishing an organization's goals and policies, it is important to consider all of the stakeholders who are touched, directly or indirectly, by its operations. The recent movement towards "greening" businesses has already benefited from this. The creator and co-owner of Kiwano Marketing, Sofia Ribeiro, a subject matter expert for the Green Corporate Climate Series (GCCS), describe green marketing trends. Some of the important conclusions from her research on "Expert Green Marketing Study" are as follows:

i) **Most Marketers Intend to Spend More on Green Marketing:**

More than 80% of respondents said they plan to spend more money on green marketing in the future. This figure is significantly higher among manufacturers. At least half, if not more, of those polled intend to engage in online marketing in the future.

ii) **Marketers Think Green Marketing Is More Powerful:**

Not Less 28% of marketers believes green marketing is more powerful than other marketing messages, as opposed to 6% who disagree. Even more upbeat is management, with 46% of them responding that they think green marketing is more effective. Only 23% of those working in operations believe that green marketing is more successful.

Further, it was found that companies with lesser marketing budgets typically invest more in green marketing and smaller firms spend more. Just over 26% of marketing budgets under \$250,000 and 6% of marketing budgets above \$50 million go toward green marketing, respectively.

INTERNET OUTPERFORMS GREEN MARKETING MEDIA:

The Internet was by far the most popular medium for green marketing, with 74.2% of respondents spending money online, followed by print (49.8%), direct (40%), outdoor (7%), radio and TV (7%), and mobile (6%). Outdoor was used by 29% of marketers with budgets between \$10 million and \$50 million, and 25% of those with budgets greater than \$50 million, compared to 7.3% of all marketers. Mobile was also a popular medium for marketers with the largest budgets: 14% of those with a budget of \$10 million to \$50 million, and 16% with a budget of more than \$50 million, spent money on mobile, compared to 6% of all marketers.

EFFECTIVENESS OF USING GREEN MARKETING:

Green marketing performed better than the average marketing message in the firms that used the most trackable media. 48% of respondents who used direct marketing in their media mix said it was more or much more effective, similar to 43% who used the Internet. In comparison, 25% of those who had used television said it was more effective than average. This suggests that green marketing works better than traditional marketing.

MORE FOCUS TOWARDS EMPLOYEES:

Companies with annual media budgets of more than \$10 million had a much higher greater propensity to target their own employees. In fact, employees were the most popular green marketing target for those companies which accounts for roughly 70% of their efforts. Firms with less than \$250,000 in revenue were about 80% more likely to target customers directly, while only about half targeted their own employees.

MARKETERS AND MANAGEMENT CONTROL OVER GREEN MARKETING:

While 57% of PR professionals claim to have authority over the sustainability programme, just 50% of marketers themselves claim to have full or consultative control over green marketing. Sales and operations, on the other hand, are dubious about marketers' capacity to exert such much control over the sustainability programmes, with just 41% and 21%, respectively, agreeing. However, management personnel tended to concur that marketers own 50% of the program's power and are in charge of it.

ACTIVE STEPS TOWARDS BECOMING GREEN:

About half of businesses claimed to be intentionally making efforts to become more environmentally friendly when it comes to genuine green actions. Energy conservation in business operations is the most popular activity, followed by product changes (such as altered ingredients, packaging, or intended usage) at 54% and 59%, respectively.

LOW REGARD TOWARDS GREEN MARKETING:

Nearly half of respondents said green marketing is highly valued by decision-makers at their companies, compared to 15% who said it is lowly valued. Companies with low regard for green marketing tend to have larger marketing budgets, particularly those with budgets between \$10 million and \$50 million per year, where more than a quarter indicated that their decision-makers held green marketing in low regard. This suggests that smaller businesses may believe green marketing is more effective than larger businesses.

GREEN MARKETING – FULFILMENT TOWARDS SUSTAINABLE DEVELOPMENT

Environmental factors constrain both the economy and society (Ott K., 2003). Our economic and social activities should be designed to make the best use of natural resources while also protecting the environment. All of the world's cultures have always taught us to appreciate nature. We are no longer using our natural resources to meet our needs, but rather to satisfy our greed. As a result, many social, economic, and environmental issues have become impediments to our way of life. These existing problems can be resolved if we pursue sustainable development. According to the "Report of the World Commission on Environment and Development (United Nations, 1987)", sustainable development can be thought of as a resource-use pattern that aims to satisfy human needs while protecting the environment so that these needs can be satisfied not only in the present but for an infinite amount of time. Sustainable development is a type of growth that attempts to preserve the environment while promoting sustainable consumption and economic expansion. Environmental, social, and economic sustainability can be theoretically divided into three categories that make up the field of sustainable development. Sustainable consumption and sustainable development are two sides of the same coin. Maintaining long-term economic, social, and environmental capital is referred to as sustainable development. Sustainable consumption also becoming the norm. Utilizing resources in a way that causes the least amount of environmental damage while promoting human welfare is known as sustainable consumption.

Only a decade ago, the terms green marketing and green business strategy conjured up images of fringe environmentalism and the addition of costs to existing standard goods. Most industries believe that consumers are willing to buy products at the most competitive prices and place no value on environmentally friendly products. They believed that the pressure to make the business

environment greener and to behave more responsibly comes primarily from the government and its legislation, and that consumers have nothing to do with it. But now that the traditional view of businesses is evolving, they have begun to recognize the shifts in consumer views and behavior. In order to acquire a competitive edge, ensure sustained market consumption of their products, and experience sustainable development in the future, firms today are embracing notions of green marketing as one of their core business strategies. Marketers need to understand that green marketing may be profitable and contribute to sustainable development in addition to being completely humanitarian. The goal of green marketing is to position a product as environmentally beneficial (ecofriendly).

It believes that marketing, as a component of business, must consider not only the interests of customers in particular, but also the interests of society as a whole. Green Marketing is a type of marketing as well as a marketing philosophy. It is similar to industrial or service marketing in that it is concerned with marketing green products and positioning them as green brands. Green marketing, as a philosophy, runs parallel to the concept of societal marketing in that it believes that satisfying customers is insufficient and that marketers should consider the ecological interests of society as a whole. The concept of green marketing evolved from societal marketing (Kotler, Keller, Koshy, & Jha, 2009). It falls under the category of Corporate Social Responsibility (CSR). "Green marketing" is more than just a buzzword; it is a marketing strategy that can help you gain more customers and make more money. Marketers must analyze changing consumer attitudes while also recognizing the role that businesses can play in environmental protection to ensure society's well-being. Industries can contribute to economic growth, social prosperity, and environmental protection by implementing the Green Marketing Philosophy. They will assist in resolving the conflict between various competing goals and the simultaneous pursuit of economic prosperity, environmental quality, and social equity, the three dimensions of Sustainability, through green marketing.

CONCLUSION:

Marketers must face and address the escalating environmental concerns in order to ensure that development is long-term sustainable. The necessity of incorporating economic and ecological factors into decision-making by establishing regulations that preserve the standard of agricultural development and environmental protection is a recurring topic throughout the strategy of sustainable development. Environmental protection for both the current and the next generation is the goal of green marketing. Green marketing, which promotes sustainable development, includes the creation of energy-efficient operations, improved pollution controls, recyclable and biodegradable packaging, and ecologically safe products. Green marketing serves as a medium to the overarching objective of sustainable development in this way. It suggests a medium- to long-term policy approach that recognizes and addresses potential gaps in poverty and resource scarcity; offers chances to promote alternative economic, production, and livelihood models; and seeks to safeguard development and growth prospects as well as the effects of environmental

degradation. Credibility is the key to effective green marketing. Never set excessive expectations or make exaggerated statements about the environment; instead, keep your communications straightforward and from reliable sources. Given the current trends in green marketing and its growing importance on a global scale, it can be argued that if sustainable development is an urgent need, green marketing may meet it and serve as a vehicle for it because it integrates people, profit, and the environment.

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