

Green Marketing:- A Step Towards Sustainability

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ABSTRACT

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With the ecological issues getting worse day by day and sustainability becoming major concern, the time has come when we need to focus our thoughts and action son reviving our resources and utilizing the existing ones in a much more sensible manner.It is a need of an hour to work towards sustainability and safeguard our MOTHEREARTH. Environmentalists, business units, corporates, and people all need to work toward the cause. In this, a shift to GREEN MARKETING is a holistic approach. Marketers and consumers today are well aware of the importance of the GO-GREEN concept. Green marketing and green product development can be recognized as a paradigm in such a situation. This paper addresses the importance in such a scenario. Although the concept is still in its infancy stage, but the start toward a better and sustainable move is there. This paper is an attempt in identifying the concerns about selling and buying green products, consumers changing attitudes, and the promising benefits.

Keywords: Sustainability, Ecological, Green Marketing, Customers, Holistic, Paradigm

Introduction

Green marketing is a fairly new concept in India but it is promising and still developing. Green symbolizes nature and mother earth. But with emerging times and the constantly developing world, we are destroying the very thing that gives us life. In the process of making India a developed nation, we are focusing on economic development rather than sustainable development. Global warming, depletion of resources, decreased overall health quality of humans and many more reasons gave rise to green marketing. Green marketing means all the activities from producing to selling a product are done with considering the eco-system. It is about forming plans and strategies that not only market the product but give back to the environment as well.

All parts of society are responsible for the depletion of our ecosystem in some or the other way and hence the need for green marketing for sustainability is slowly and steadily understood by governments, firms, and general customers, and is taking respective steps for the needful. Contribution to green marketing is not solely dependent on government or non-government organizations but on society as a whole.

The use of renewable resources, recycling, sustainable packaging, and communication channels are some methods being adopted in support of green marketing.

Objectives:

1. To understand/ study the current scenario of green marketing and how different stakeholders are adapting.
2. Possible future advancement in the field – employment, 1 charger, mobile appliances.
3. A study of sustainable development through green marketing in the country.

Research Methodology:

The study is based on the observation and experience of the researcher and through literature.

Limitations:

The study is based on the observation and experience of the researcher and through literature. It is still a relatively new concept.

Statistical Review:

60% of India is willing to pay a premium for sustainability ,acc. to "Products reveal survey."

52% in urban India expect to increase spending on planet-friendly brands in the next three years, "according to a new survey by consulting firm Bain & Company".

Asia Pacific region, 15 % don't buy sustainable goods because of a lack of information or the simple fact that they don't trust claims of sustainability.

Literature Review:

1. Arjun Gupta, Rohit Bansal, and Dr. Ashutosh Nigam (2013) in their study have emphasized the need for the protection of the environment which is more now compared to those days when people and firms just destroyed natural resources and the environment and also discussed the future of green marketing for sustainable development. In today's world, several companies like IndusInd bank, Kansai Nerolac, SBI, etc. are taking an initiative for ecological development. There are challenges such as marketing myopia and standardization but with proper consumer awareness and the production of goods that serve at the same level as the alternatives, these challenges can be overcome. Selecting the right target audience and considering of right price is important.

2. Shrikanth and Raju (2012) have discussed in their paper how all the stakeholders need to be aware of the importance and need for green and environmentally

friendly products. Firms are understanding the importance of corporate social responsibility and adopting green marketing in their strategy for survival.

3. Mary Wanjiru Kinoti (2011) has written about the connection between green marketing and sustainable development. Some people still have the notion that green marketing means the advertisement or promotion of ecological products. Whereas, green marketing means undertaking all marketing activities with consideration for the environment. Sustainable development talks about a better environmental future for the next generation, and hence sustainable development is a dependent variable for green marketing.

4. Sanjay Jain & Gurmeet Kaur (2004) in their study have discussed the rise of the practice of green marketing strategies by several business firms. This rise is caused due to green consumerism. Consumer environmental awareness is also assessed in this paper through the survey.

5. Dr. Vandana Pandey (2016) in her paper has presented the challenges and opportunities of green marketing and also its relation to sustainable development. Sustainable development is the means of achieving product satisfaction for our needs without compromising the needs of future generations. Green marketing in India is still facing issues as it is a new concept still in its infancy phase. Although, there are opportunities for business firms to give them a competitive advantage.

6. Jacquelyn Ottman, (1998) suggests that not just the consumer or an organization is responsible for contributing to ecological marketing but society at large. Not just suppliers and retailers but also educators, government, NGOs, etc. Our needs should not be at the cost of our environment. Sustainable development is only possible if we opt for green products.

Green Marketing Mix:

Marketing – the mix is the base of any marketing strategy that needs to be considered even in green marketing. The 4Ps around which all-marketing strategies revolve are product, price, promotion, and packaging, these elements can play a major role in

having and guarding sustainability.

In Sustainability marketing, there is some sustainability principle that needs to be followed all along marketing mix, which helps in:

- 1) Strengthen of brand identity;
- 2) Providing credibility;
- 3) Ensuring honest, reliable communications and required transparency.



Source:

https://saylordotorg.github.io/text_the-sustainable-business-case-book/section_10/0f57d746a8154fb0332ec970ea4df341.jpg

Product

The product should be designed according to the need of the consumers and customers who prefer to buy environmentally friendly products.

As an organization, if you are making a sustainable-marketed product, then you must consider where you are sourcing materials from, the ingredients used in making the product, and how you are manufacturing the product. Only natural and organic materials must be used and not only this but environmentally friendly materials should also be used. Adopting the technology which contributes minimum towards carbon footprint for manufacturing and distribution.

Mama Earth is an organic baby care brand that offers a gentle and eco-friendly product range. The brand's baby essentials kit is a best-seller that consists of gentle baby shampoo, a moisturizing body wash, an organic body lotion, and a soothing massage oil that boasts a subtle and calming scent. Each product is 100% chemical-free and is enriched with nourishing

ingredients like cocoa and Shea butter, coconut, and jojoba oil.

Price

The pricing factor focuses on the how factor which means how much the customers are willing to pay for the product. So, to decide on price the aim will not only be to earn profit but also look at optimum level of productivity. In regards to sustainable products pricing is an issue which leads to limiting mass acceptance and market growth of product or services. These products are more costly because the material which is used in the product is costlier than their conventional counterparts.

Packaging

Making an environmentally friendly product is not the only thing required to serve your target audience but environment-friendly packaging is also important.

Packaging plays an important role in the consumer buying decision because they may choose not to buy your product if you are not using environmentally friendly material for packaging even though your core product is ready to satisfy the needs of consumers. The consumers have been constantly made aware of the relevance and importance of environmental packaging and its impact so as a result buying decisions according to the packaging are also changing. The best example could be water bottles. It is seen that many consumers switched from purchasing plastic water bottles to using refillable water containers.

Promotion

When we see strong sustainable product brands one recognizes that brands should have more brand awareness of the product or service as it leads to positive impact on people and the environment. St

Place

Place is said to be any online or offline platform where the products are made available to the customers. Various E-retailers are now focusing on delivering of sustainable and organic products. If managed properly with all the above strategies in place the concept of Green Marketing can easily be adapted making sustainability possible.

Benefits of green marketing to different market participants:

The increasing threat of Global Warming, thinning of the Ozone layer, etc. has worsened the situation

thereby giving a threat to sustainability and survival a challenge. In such a scenario Green Marketing concept would be life-saving. The following benefits can easily be traced:

1. You can promote for the better to customer

As a marketer, the focus should be on providing best to the stakeholders, by making a green marketing strategy you can do it. For the betterment of consumers, which means to provide packaging that can support in contributing in making the environment better. One can have a food product which can focus on consumer's health and its impacts. Along with it more attention can be put on giving something better than other products and it can make the product and out in the eyes of the customer.

2. More green attractive products.

Practicing green marketing makes you stand different and unique in the eyes of customers and other stakeholders hence it will create more interest among people for your product. It is without fail a reality that implementation of green marketing is certainly not an easy task, and for that, one must know the steps to arrive at green marketing.

3. To create awareness among consumer

Not every part of the country is aware of the benefits of protecting the environment (Rural areas), so running a green marketing campaign can be beneficial for educating consumers to protect the environment.

4. Your employee will feel

Proud and responsible Green marketing is a manifestation of a brand that cares about the good of the natural surroundings, not just pursuing the benefits offered by a brand by making a green marketing campaign that creates a product that can be used to preserve the environment.

5. Open the opportunity for customers to participate

An initiative in the green marketing campaigns allows to invite consumers to also participate. But how is the bigger question that needs focused attention. Surely this is the first question that comes to one's mind, how to invite consumers to participate in the green campaign.

6. Create a new kind of infotainment

It is a known fact that each and every brand needs the presence of various IMC tools for the soul purpose of

infotainment to make it known; by using a green marketing campaign can also accomplish it. Green marketing campaigns disruptive types of media and public visibility that can be a medium to communicate and motivate consumers to see.

GREEN INITIATIVES TAKEN BY INDIAN BRANDS:

1. Wipro: Wipro has launched a green range of desktops that are 100% renewable and toxin-free. It uses sustainable products and solutions which help in better productivity of energy.

2. IndusInd Bank: One of the first bank that started using paper less receipt in ATMs, and adopted the practice of sending text messages, which was a great initiative towards saving paper and reducing deforestation. Its initiative 'Hum Aur Hariyali' had took plans such as solar-powered ATMs, thin computing, e-archiving, e-learning, e-waste management, paperless fax, energy conservation, CNG cars. It has also initiated finance programs with incentives to go green.

3. Oil and Natural Gas Company: ONGC, one of the largest oil producing company has come up with new concept of "Green Crematoriums" which is environmental friendly without harming the societal & cultural sentiments. This will replace the traditional funerals & crematorium procession that emits lot of smoke polluting the environment.

4. In India big chains of Hotels by Dr Kamat with brand names as Orchid, lotus suites, Rodas, Uppal's orchid, and rain tree and Tata Group of hotels have adopted the concept of 3R and are having ECOTEL certification – global certification for eco-friendly hotels. (36 overall).

5. Tata BP Solar, vajra, TATADEEP, and jugnu – sell renewable energy products like solar panels, domestic water heating systems and home lighting kits, etc.

6. Lead-free paints from Kansai Nerolac – Leading brand in paints like Nerolac also took a step forward by removing components that are harmful for human being. Metals like lead, mercury, chromium, arsenic, and antimony are removed from its paint. This will save future generations from many problems like respiratory tract infection

7. Best Green IT Project: State Bank of India – SBI bank has installed eco and power-friendly equipment in its 10,000 new ATMs which has helped to save power costs and earn carbon credits. SBI started promoting paperless banking. It has also shifted to wind energy, reducing emissions and carbon footprint.

8. IDEA Cellular: “USE Mobile, Save Paper” - IDEA Cellular launched a nationwide campaign of “Use mobile, Save Paper” to save trees and protect the environment. The mobile phone can be used as a newspaper, generate electronic bills, and make transactions.

9. Electric vehicles - TATA motors, Athers, Ola, Hero, Mahindra electric, Ashok Leyland, etc. are some companies that have launched electric vehicles in India.

10. VOLTAS - In 2007, they launched the green range of electronics such as air conditioners, which was made mandatory to have star ratings on home appliances, by the government.

GREEN INITIATIVES BY OTHER BRANDS:

1. IKEA - Ikea creates its products from wood that certifies its origin from natural intact resources. These products are recyclable, renewable, and reusable. They also used recycled bottles for kitchen fronts.

2. Starbucks - Its CSR activity of the shared planet initiative promotes environmental responsibility to its employees and customers whom they promise to buy products responsibly.

GREEN INITIATIVES TAKEN BY THE GOVERNMENT:

1. Eco-mark scheme: The government has come up with the Eco mark Scheme, an eco-labeling program that creates awareness for the consumer and encourages them to purchase environmentally-friendly products. It is a certification mark issued by the Bureau of Indian Standards (BIS) that adheres to the standard and promotes ecologically safe products.

2. Union Finance Minister of India Mrs. Nirmala Sitharaman issued Rs 3030 Crores for the ministry for the financial year 2022-23, from which Rs 460 Crores were assigned for controlling pollution in India, but the budget assigned this year was Rs 10 Crores less than last financial year i.e. FY 2021-2022.

3. In last year's Union Budget i.e. 2021-22, the coal was assigned Rs 19,246 crore (\$2.5 billion) but the MNRE was allocated Rs 11,778 Crores(\$ 1.5Billion) which is an ongoing trend since the year 2009-10, this was reported in India Spend August 2019. The allotment of budget for the Climate Change Action Plan under MOEFCC was deducted from Rs 40 Crores in the year 2020-21 to Rs 30 Crores in 2021-22

4. One nation and one charger: The government of India is coming up with another policy called a one nation one charger which is a very good initiative to boil down electronic waste. It helps not only help in conserving resources but also eliminate e-waste and another impact of this will be seen in consumers' pockets. They need not buy chargers for every gadget they have.

National Incentives:

FAME, or Faster Adoption and Manufacturing of (Hybrid and) Electric vehicles, is currently India's flagship scheme for promoting electric mobility. Currently in its 2nd phase of implementation, FAME-II is being implemented for a period of 3 years, eff. 1st April 2019 with a budget allocation of 10,000 Cr. The incentives offered in the scheme are:

Total Approximate Incentives	Approximate Size of Battery
Two wheelers:Rs 15000/- per kWh upto 40% of the cost of Vehicles	Two wheelers:2 kWh
Three wheelers:Rs 10000/- per kWh	Three wheelers:5 kWh
Four wheelers:Rs 10000/- per kWh	Four wheelers:15 kWh
E Buses:Rs 20000/- per kWh	E Buses:250 kWh
E Trucks:Rs 20000/- per kWh	

Source: <https://e-amrit.niti.gov.in/electric-vehicle-incentives>

1. Uttar Pradesh government issued the draft of the Green Hydrogen Policy – 2022 and has opened itself to public comments and suggestions. This is a precursor to bringing out the final policy in 2035 that would make the state a 100% green hydrogen/ammonia-consuming state. Hyderabad wins the prestigious 'World Green Cities Award 2022'

2. Punjab had its first Green Summit this year where both public policymakers and industry leaders discussed and shared their ideas on innovation for a better tomorrow by ensuring clean air. The initiative was organized by APAC News Network. With its core belief in making a clean, green, and pollution-free environment for all, this initiative is supported by THINK Gas. Polythene-free Himachal: Himachal Government

3. E-waste management: central pollution board of India -

CHALLENGES

1. New concept: The concept & practice of green marketing is new and benefits were unknown to many and the rural population is still not aware of the concept and hence targeting the rural area is the biggest challenge as lots of effort will require to serve the rural area consumers.

2. Patience: Lots of patience will be required if you are selling green products or if you are investing in green products because it is new for people and expecting immediate results will not be the right thing. Investors and entrepreneurs must look at it as a longer-term investment.

3. Credibility: People who are ready to pay a premium price to buy green products are still hesitant about the authenticity of green products because of lack of credibility. Hence promoting and branding such products again will be a challenge, when it comes to convincing customers.

4. Green Myopia: Main aim of green marketing is to focus on providing customer benefits. The consumer will only buy if the product will satisfy the needs of the customers and not when the product is organic or greener in various aspects.

SUGGESTIONS:

1. Awareness: As youth is majorly on social media, social media can be used as a tool to promote green

Marketing, and also various campaigns should be run to build customer trust.

2. Government intervention: Government should strictly check whether companies are following the policies and norms for making organic products or not. If not then strict action should be taken so that companies do not cheat customers in the name of Green or environment-friendly products.

3. 3R: companies should use their packaging in such a manner that can be recycled and reused like bottles, paper bags, etc. they can also reduce their waste material to less harm the environment.

Conclusion:

Green marketing being in the infancy phase in India still is growing at a linear pace. The firms are coming up with new, innovative ideas for their product or marketing strategies and are trying to incorporate ecologically sustainable procedures. Customers are becoming more and more aware of this new concept but there are still challenges to spreading awareness nationwide. India is coming up with standardizations to overcome greenwashing. There's a certain segment of customers who are ready to pay the extra bucks for environmentally friendly products. The government is also coming up with some schemes and plans to promote green marketing and save the environment. Green marketing and sustainability go hand in hand. Where green marketing talks about an elaborate process from manufacturing to the selling of products with keeping our environment in consideration, sustainability talks about conserving and properly utilizing resources that can be passed on to the future generation. Green marketing is a roadmap to achieving sustainability

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