

## Green Marketing: A Strategy for Environmental Sustainability

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### Abstract

The term “sustainability” has become the key word of this competitive era. As resources are scarce and human wants are infinite, this broad gap has augmented the interest among the consumers all over the world regarding fortification of environment. This increasing awareness amongst the world regarding ecological balance has provided more environmental consciousness amongst them. This in turn has transformed the behavioural blueprints both in individuals and businesses. Now there is an era of recyclable, nontoxic and environment responsive green goods. With the depletion of natural resources, Environmental issue has been a sizzling topic nowadays as almost every country's government and society has started to be more aware about these issues. This leads to a trend of green marketing used by the firm as one of the strategies in order to gain profit and protect the environment. This paper will be discussing the green marketing and its sustainability as well as the tools for green marketing.

**Keywords:** Green, Marketing, Environment, Sustainability, business

### Introduction:

Green Marketing is the most latest and popular trend in marketing which is facilitated for the environment-friendly in individual, animal and planet. Due to increase in climate change and global warming, the public concern for environmental problems is continuously increased over the past decades. The businesses and consumers have started to challenge eco-friendly products as they become more concerned on the environment, health and wealth in order to protect the earth's resources and the environment. In addition, the firms have slowly applied green marketing practices in their projects as a part of social conscience and they are demanding to reach the consumers with their green messages (Nagaraju & Thejaswini, 2014). Green marketing represents the way that companies can advertise their products and inform their consumers that they are working in an environmentally friendly way. Green marketing has become a global trend, and many companies consider it a part of their strategy

Green marketing is also termed as environmental marketing or ecological marketing. Thus wide range of activities are covered under green marketing, which includes modifying the product, making changes in the production process and packaging, as well as modifying advertising or removing any activity that impacts the environment in negative way. The American Marketing Association (AMA) defines green marketing as marketing of products that are believed to be environment-friendly, which organizes into various activities such as product adjustment, modification of production processes, packaging, labeling, advertising strategies as well as increases awareness on compliance marketing amongst industries. According to Business Dictionary, the definition of green marketing is

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promotional exercises intended at taking benefits of shaping consumer behavior towards a brand. These adjustments are progressively being affected by a company's practices and policies that influence the characteristic of the environment and indicate the standard of its concern for the community.

The green marketing express the satisfaction of consumer's needs for products and services at a certain price, high quality and durable protection of nonrenewable resources and the elimination of harmful substances soil, water, and air.

According to Peattie, the evolution of green marketing has three phases such as:

- a) First phase "Ecological" green marketing, in which, all marketing activities were concerned to help environment problems and provide remedies for it.
- b) Second phase "Environmental" green marketing -the focus shifted on clean technology that involved designing of innovative new products, which take care of pollution and waste issues.
- c) Third phase was "Sustainable" green marketing. It came into prominence in the late 1990s and early 2000.

Successful marketing has always been about recognizing trends and positioning products, services and brand in a manner that supports buyer intentions. Today, "Green" marketing has moved from a trend to a way of doing business and businesses that sell should recognize (a) the value of going green and (b) incorporating this message into their marketing program and communicating the green concept to their consumers. Green is slowly and steadily becoming the symbolic color of eco-consciousness in India. The growing consumer awareness about the origin of products and the concern over impending global environmental crisis there are increasing the opportunities to marketers to convince consumers.

Today, many companies have accepted their responsibility not to harm the environment. So, products and production processes become cleaner and more companies "go green", because they realize that they can reduce pollution and increase profits at the same time. Green marketing is a creative opportunity to innovate in ways that make a difference and at the same time achieve business success. The consumers have become more interested with the importance of natural environment and are understanding that their production and consumption purchasing behavior will have direct impact on the environment. As a result, the increasing number of consumers who are willing to buy environmentally friendly products are building opportunity for businesses that are using "eco-friendly" or "environmentally friendly" as an element of their value proposition. Businesses that provide products which are manufactured and designed with an environmental marketing mix have a stable competitive advantage.

In terms of consumer preference, a product's "greenness" is becoming a strong qualifier for consumer purchases. Although greenness isn't the driving factor behind consumer purchasing, the result is that consumers want products that have chemicals that are safer in a home. Rather than purchasing a chlorine-based product from Clorox, consumers are able to purchase non-chlorine-based products that have the same use.

### **Challenges of Green Marketing**

Green inspires innovative products and services that can result in better consumer value, enhanced brands, and a stronger company. Savvy managers no longer consider the environment to be a burden that represents added cost and overhead – but an investment that can pay back handsomely. Green

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marketing faces challenges because of the lack of standards and public consensus about what the "Green" represents. Some of these challenges could be:

- Renewable and recyclable material, which is costly.
- New technology, which means huge investment in R & D.
- Water treatment technology, which is too costly.
- People are not aware of green products and their uses.
- Consumers do not always want to pay a premium price for green products.

### **Tools for Green Marketing**

Eco-label, eco-brand and environmental advertisement are part of the green marketing tools which can make perception easier and increase awareness of eco-friendly products features and aspects. Consequently, this will lead the consumers to purchase the environmentally friendly products. Practicing these policy tools plays an important role in changing consumer purchasing behavior to purchase environmental friendly products, thus, decreasing the adverse effect of artificial products on the environment.

#### **a) Eco-labeling**

Eco-label is one of the important green marketing tools used on eco-friendly products. Ecolabel is characterized as a tool for consumers to assist the progress of making a decision to choose ecofriendly product. It also allows them to understand how the process of products are made. Environmental labels are used by marketing to facilitate the labeling of green products. Labels made up of a series of small pieces of paper, up to very complicated diagrams that are involved as a part of the goods packaging. Labels can include merely the brand products or a series of mixed information.

#### **b) Eco-brand**

Eco-brand is a name, symbol or image of products that are harmless to the environment. Applying eco-brand aspects can help consumers to distinguish them by some means from other non-green products. Consumers will pursue to purchase eco-friendly options for products that produced high level of environmental impact correspond to those with low level of environmental impact.

#### **c) Environmental advertisement**

In order to improve green movements worldwide and raise public attention to environmental problems, most organizations prefer environmental advertisements through media or newspapers as green techniques for introducing their products to environmentally responsible consumers. Green advertisement is one of the ways to influence consumers' purchasing behavior that will strongly encourage consumers to buy products that are eco-friendly to the environment.

### **Conclusion**

As environmental issues continue to affect human activities, society is now regards them with much concern. Most firms have started using sustainable development framework which is known as green marketing and most of the organizations have acknowledged green products which are

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environmentally friendly. Marketing managers can use green marketing to earn profits. In addition, green marketing is able to preserve the environment while satisfying customers' needs. Therefore, green marketing is a tool now used by many companies to increase their competitive advantage as people is presently very concerned about environmental issues.

Green marketing is quickly becoming essential to consumers as the trends of connectivity and transparency are giving consumers unprecedented access to information of a company's internal workings. This information creates the ability to look at perceived alignment of values between the consumer and the company. Additionally, integrated reporting becomes important to greening operations and communicating these changes.

Consumers want greener goods from greener companies. This focus on sustainable values has superseded a focus on product, lifestyle, and many other previous marketing methods. Consumers buy green for a reason. Companies need to understand what motivates the consumers so they can align their operations and communications to emphasize these values.

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