



## Green Marketing: an Instrument for Ensuring Sustainability

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### Abstract:

*Today's consumers are very much passionate about the environment specially can notify after COVID-19 Pandemic. The emerge of Green i.e., eco-friendly products usage has been drastically improved since consumers have been constantly notified by various stakeholders. The concept of Sustainability imparts crucial role in all the sectors across the globe. Green marketing is one of the most crucial where every marketer irrespective of their nature of business into are extremely considered as a key strategy for sustainable business development. Sustainability refers to conserving the resources for future generation without compromising the present needs. This research paper focuses on the concept of Green Marketing, its evolution, various concepts, importance, scope, benefits of green marketing for competitive advantages for businesses, finally the significance of sustainability which assures integrated development, strategies for effective green marketing. However green marketing is not completely successful, it has its own challenges in consumers as well as companies prospectives. The paper aims to find out the suitable recommendations for the constraints of green marketing in its competitive sustainable concepts in both consumers and companies' point of view and ensures scope for the future studies as well.*

**Keywords:** Green marketing, Eco-friendly, Competitive, Sustainable development.

### Introduction

Today's Market is not mere stick on to one type of product or service; there are plenty of concepts which are coherent with the concept of Marketing. Since consumers are the king of market, all

stakeholders are trying hard to satisfy the king of market and encash their business advantage. Here the concept of Green Marketing is not of new emerging concept; it came into existence in the late

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1980s and early 1990s. The American Marketing Association (AMA) organized the first workshop on “Ecological Marketing” in 1975. The proceedings of the workshop lead to publish first book on green marketing namely- ‘Ecological Marketing’ in 1975 [Henion and Kinnear 1976a]. Later on, few additional books on the Green Marketing have been published successfully [Charter 1992, Coddington 1993, Ottman 1993].

Initially there were three long phases in the evolution of the Green Marketing. The First Phase that is ecological phase, which ensures to resist the ever-increasing environmental issues and offer trying to give solutions to these problems. The second phase which popularly names as environmental phase which entirely concentrated on the implementation of the technologies for clean up the environment. Finally, the last phase is termed as the sustainable phase of green marketing which is still predominantly playing significant role in the competitive market, this phase made a step by late 90s and early 20s [Peattie 2001]

Today’s customers are more precise and more passionate towards the conservation of environment by usage of eco-friendly products which leads to open the market for the many brands to follow the environmental free practices in their business activities.

### **What is Green Marketing?**

There is not only single definition given on the concept Green Marketing. The

concept is defined in distinguish way by various authors across the globe, in 1994 Polonsky stated as “Green or environmental marketing consists of all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment.”

### **Importance of Green Marketing**

Basically, green marketing is the integrated process of promoting goods or services which are environmentally friendly of which ensures positive influence on the earth. It encompasses involving sustainable principles into various marketing aspects such as product design, packaging, messaging and promotion, using recycled materials, reducing carbon footprints, ensures company’s willingness towards the environment.

Green marketing assures the company to

- Create the awareness among the consumers about the usage of eco-friendly usage practices.
- Comparing the companies which follow the concept of green or not
- Quick positive public image can be absorbed
- Enhance the consumers’ loyalty and values on the company’s products and vision
- Green inspires to adopt innovative practices on their marketing strategies which enhance the market share and

overcome the tough rivalry among the competitors.

### **Green Marketing Strategies**

By referring few literatures, it is found that the consumers are more conscious about the environmentally safe activities in their consumption process. Every marketer has to adopt the green strategy in their marketing flow.

**Successful market research:** It is very much required every company to conduct a proper research activity before launching its new products or services into market

**Proper Market segmentation:** it is advisable to properly segment its market based on the concept of green value and concentrate on the same to be successful in its own way.

**Green Positioning:** Companies have to exercise towards the placement of its products or services with the concept of green in the minds of consumers and stay on their words for future prospective.

**Green products design:** they have to look after the sustainable materials in their products designs which enhance the products longevity and can be recycled

**Sustainable packaging:** reducing the artificial packing materials which are effect on the environment instead can use recyclable or biodegradable materials. Even can attach eco-labels on the packaging which ensures customers are aware about the nature of product straight away and impact on their behaviour.

**Green Supply chain management:** customers are very passionate in knowing the distributors concern towards the environment whether they are into green initiatives or not which directly impact on the company's products or services.

**Green promotion:** the promotional tool which company adopts which impact highly on the consumers mindset so that company should adopt eco-friendly practices based on relevant promotional tool

**Green collaborations:** since green marketing is on sustainable in nature, companies which adopts eco-friendly practices, can collaborate themselves to create more in responsible and seriousness about the green among the consumers in large.

As the companies are willing to integrate the sustainability as their core values, they can attract the stakeholders; enjoy the complete positive note on environmental marketing and dominant in the competitive market

### **Green Marketing Mix**

The green marketing mix is a tool that encompasses environmental concerns into the conventional marketing mix model of four "P's" i.e., product, price, place and promotion though some companies are intended to adopt 7 P's of green marketing mix.

**Product:** the ecological importance of the company is to produce eco-friendly product which are made up of minimum wastage, hazardous to environment, re-

usable, biodegradable, all the factors encounter the competitive advantage over the shortlisting of products in the minds of consumers those who really give prominent over their ecological usage of products.

**Price:** there are few customers who give priority for their passion, values, over the price of the product which are low priced but harmful to the environment. Here the competitive price will definitely keep updating about the ingredients of products which are made up of with.

**Promotion:** this marketing mix plays a significant role in the success of any business. Customer awareness about the green products will essentially engage company to incorporate certain promotional tools to make more popular and known by every individual customer about the company's effort in green initiatives.

**Place:** hard loyal customers will only put some extra effort to shop the products or services even though which are not easily available. Here company has to make an effort to made available their products to their customer conveniently which will boost their spirit to continue with their green values

### **Green Marketing and Sustainable Development**

Every company should be proactive with their marketing strategy by incorporating certain green initiatives. Simple ways of ensuring sustainability

with green marketing concepts can be analysed with the following:

**Educating the customers:** First and foremost, important thing that every company has to do is creating an adequate awareness about the importance of green concepts and they should scrutinise the respective customer those who are really willing to pay attention towards to usage of green products

**Be-loyal and transparent:** customers are always willing to know the real things about the products they use.

**Be genuine and honest:** means that you are actually doing what you suppose to do as per your own campaign, wordings and actions should not be found different and it should be continuous in nature so that customer feel comfortable and stay as long as long with the company's products

**Offer more:** of course, customers expect something extra than what competitor company is offering. You should ensure them something they are getting is better and noble one

**Aim for continuous improvement:** customers always look upon the updated features in their products or services, in this regard, company has to give utmost importance for continuous evaluation and improvement with their products or services feature which enhance better satisfaction of their customer

**Regulatory compliance:** in recent, government and other regulatory bodies have imposed certain environmental regulations and standards which every

company must comply with those. These regulations play significant role in ensuring the sustainability of green concepts by avoiding legal issues with regard to environmental aspects

### **Future Trends in Green Marketing**

Since environmental aspects are continuously spreading its prominence in every aspect of business and human lifestyles. It's very essential to take it to the future. The evolving environmental issues, opportunities, technologies, strict compliances, global integration for sustainability will play a big impact. Green marketing tends to offer opportunities for various companies to adapt and make responsible impact of conserving the environment.

### **Conclusion**

The concept of green marketing has a significant in its own way, the variables like green product, green price, green promotion, green place have to be essentially delivered to its customers in a systematic manner so that every customer may have an adequate knowledge about the eco-friendly product or service. The concept of green cannot be seen only as an opportunity of company's competitive advantage prospective; it is with equal importance of every individual consumer to put effort to save the planet for present as well future though various stakeholder are putting some efforts to make it reliable and more conscious. Green marketing is still in its infant stage though the concept of green is emerged in late 90's and a lot

of research has to be done on green marketing to ensure its full potential to the world.

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