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Green Marketing: As a tool to achieve sustainability

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Abstract

As we all know that World is leading towards environmental distress due to human activities which are affecting environment like environmental pollution, deforestation, climate change, habitat loss and global warming etc. are outcome of human activities. And the only way we can save our earth is by going green, environmental friendly, protecting environment and saving energy and many more ways. Therefore, Green marketing has come out as a tool leading toward sustainable development for balancing industrial activities with a mindset of protecting our natural environment. Green marketing has a competitive advantage by offering recyclable, renewable, and reusable strategies to distinguish their product in market offered to customers. Green marketing helps us to relate how business marketing activities utilize limited resources while satisfying the desire of individuals. Thus, Green marketing helps us in promoting and shielding our environment which can lead toward sustainability. The Aim of this paper is to analyze how adoption of Green Marketing strategies by industrial firms have lead toward sustainability in Indian context. The researcher will try to analyze what problems and challenges industries will have to face while implementing green marketing.

Keywords: 3 R's recyclable, green marketing, sustainability, renewable and reusable, green strategies

Introduction

As we all know that our nature is getting affected by environmental activities and it has to face many challenges in order to tackle it. Thus, to overcome this various tools, goals, concepts have been formed. one among them is green marketing which contributes towards sustainability. Green marketing incorporates a broad range of activities like modification in product process, packaging and changes in advertising activities. Green marketing has evolved which speaks about growing market responsibility towards sustainable product and services. Accordingly, Green marketing defined as the marketing of those products that are safe for the environment, organic and have no harmful impact on the nature. In present scenario, not only individuals but business, companies are showing increased concerned for protection of environment.

Green marketing

American Marketing Association (AMA) defines green marketing as the marketing of products that are presumed to be environmentally safe; it incorporates several activities such as product modification, changes to production processes, and packaging, advertising strategies and also increases awareness on compliance marketing amongst industries.

Business Dictionary defines green marketing as promotional activities aimed at taking advantage of changing consumer attitude towards a brand. These changes are increasingly being influenced by a firm's policies and practices that affect the quality of the environment and reflect the level of its concern for the community. It can also be seen as the promotion of environmentally safe or beneficial products.

Sustainability

Sustainability can be defined as the way of satisfying the needs of present generations without compromising the needs of future generations, while ensuring a balance between economic growth, environmental care and social well-being.

Review of Literature

1. Jain and Kaur (2006) ^[6] studies depicts that all consumers are not always fervent and factual supporters of the protection of environment and certainly are not particularly influenced by the "green" marketing. However, they constitute a target group which can prove to be particularly profitable for the enterprises which will be activated in the sectors of production and disposal of friendly to the environment products.
2. Mishra (2010) ^[9]. This study depicts that Green marketing is a phenomenon which has developed particular important in the modern market. This concept has enabled for the remarketing and packaging of existing products which already adhere to such guidelines. Additionally, the development of green marketing has opened the door of opportunity for companies to co-brand their products into separate line, lauding the green- friendliness of some while ignoring that of others.
3. Manju (2012) ^[3]. In this study, researcher studied that Green Marketing refers to a holistic marketing concept wherein the production, marketing, consumption and disposal of product and services happen in a manner that is less detrimental to the environment. There are three reasons why we must rethink the idea of green Marketing. (1) After-life of these green products is always not very environmental -friendly. (2) The impact of the products on environment, and (3) The hardest of all, is the question whether they are really green or not.
4. Domazet, Pantić, (2015) ^[14]. In this study, they studied that Green marketing and sustainable development are linked to common goals, so different green marketing activities impact on achieving sustainable development: The production of environmentally friendly products, the use of recyclable materials that are biodegradable in packaging, the production and business process without environmental pollution – focused on the efficient use of energy, the application of efficient waste management.
5. Zaharia, Zaharia, Tudorescu (2010) ^[15]. In their research they studies about The concept of green marketing is crucial for achieving sustainable development for the following reasons: It contributes to cost savings, leads to the expansion of exports – as there are no issues with "green" bans, helps to establish the company's "green image", enables the company to be more competitive, helps the company to avoid "green taxes".
6. Chitra (2007) ^[16]. This study depicts that Green marketing mix consists of elements and "eco-friendly" products, designed in such a way that has the least harmful impact on the environment and, with the help of natural resources, can satisfy consumer preferences that are unlimited

Objectives of the Study

- To study how green marketing can be used as a tool to achieve sustainability.
- To analyze various green marketing strategies adopted by companies to achieve sustainability.
- To examine problems posed by green marketing.
- To discuss importance of green marketing to achieve sustainability
- To know reasons why companies are focusing on green

marketing.

Research Methodology

This study uses descriptive research design and uses secondary sources of data. It is based on secondary sources of information received from various research publications, published newspaper, journal-online and printed, magazines, web sites, books. More information is collected from libraries and some information from websites.

Importance of green marketing

1. Green marketing assists in disseminating knowledge of environmental problems and motivates customers to gravitate toward more environmentally friendly products.
2. Companies can set themselves apart from rivals and win over customers who are increasingly looking for ecologically friendly goods and services by pushing eco-friendly products and practices.
3. By supporting goods and procedures that have a smaller carbon imprint or use recycled materials, it can also assist businesses in lessening their negative environmental effects.
4. Companies can help to spur positive change and contribute to a more sustainable future by adopting sustainable practices and publicizing them through marketing initiatives.

Challenges toward green marketing:

1. **Costly:** Green marketing requires significant investments in research and development, product development etc. and the amount required for purchase of material is too high.
2. **Price Sensitive Consumers:** As age are well aware that India is develop ping country and salary of people is not sufficient, therefore they are not willing to pay premium prices as they are price sensitive.
3. **Unawareness of Customers:** Majority of people are not aware of green marketing and their uses. Therefore, educating customers about the advantage of Green marketing is typical task.
4. **Sustainability:** When firms adopts Green marketing, their profits are very low due to adoption of green technology, 3 R's (reuse, recycle, renew) are very costly. Therefore, it requires firms to have a long term plan.

Green marketing strategies

1. **Green design:** A significant green marketing requires developing sustainable green products and services from the beginning. This means working on green strategies during planning and designing so that they be more environmentally friendly. Green designing is the process of making product that are sustainable for the nature such as energy saving, green chemical, etc.
2. **Green positioning:** It is way to create brand association by disseminating knowledge about ecologically friendly product features. Eco-friendly products will not be financially successful in case of green branding characteristics are not properly informed.
3. **Green pricing:** Is a service that permits power clients to specific their enthusiasm to pay for renewable vitality advancement. It influences customers to actively take an interest toward sustainability. Green

- pricing includes 3 P's i.e. people, planet and profit.
4. **Green packing:** Another tactic for green marketing is green packing. Green packing is to effectively utilize material and manufacturing strategies for packing of goods that has less effect on environment. Eco-friendly or green packing helps us to provide message to customers that the business is going toward green marketing.
 5. **Green disposal:** It takes into through every stage of product life cycle from generation to disposal, everything must be feasible. Green disposal is recycling of used product or old goods in a sustainable manner that can be beneficial for the environment.

Conclusion

At the end we can conclude that green marketing is an important concept in today's life as it helps in promoting information for environmental protection so that we can move toward sustainability. In this research paper, we have studied about green marketing importance, challenges and strategies. So, if we use these green marketing strategies in our day to day life we can somehow protect our environment and make our life better. Many firms are also adopting green marketing in their business as it can help us to contribute revolution toward sustainability environment.

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