

Ecological Sustainability Through Green Marketing: An Overview on Paradigms and Practices in the New Development Culture

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Abstract

The concept of green marketing is the more relevant today because environment is going bad day by day. It has got a particular market in today's market. The concept of green marketing has changed the existing practices of marketing and packaging and trying to attract more users and thereby ensuring the environmental sustainability. Green marketing intends to promote products and services which brings satisfaction to customers in relation to quality, price convenience and performance without deteriorating the environment. For this companies trying to offer green-friendliness in their products and services so as to bring the attention of the consumers in to the new marketing practices and methods. Now a day's most of the people go green as they are more aware about the need for ecological sustainability and balanced development. Thus green marketing becomes the most important discussion area for the producers and marketers. Many companies are come forward to produce and market such products and thus to attract the whole boundaries of the market. They recognized that it is the duty of the companies to go green to extend the social responsibility towards the society and nation. The paper evaluates the present practices of green marketing in India and the causes behind the companies are adopting green marketing practices and how it affects their long term existence. Thus this paper attempts to emphasize how efficiently the companies are adopting and synthesizing the paradigm of ecological sustainability.

Keywords: Green marketing; sustainable development; purchase decision; social responsibility; customer value.

Introduction

Green marketing as a new concept refers a comprehensive as well as holistic marketing concept in which the production and consumption up to the disbursement of the product occurs in manner that brings less deterioration to the environment and nature. In the present scenario of global warming, emission of CFC, biodegradable solid waste etc, both the marketers and consumers are become more aware and responsible for protecting and preserving the environment for the coming generation too. Green marketing adheres to the re-marketing and packaging of products. It came in to existence in the late 1980s, and became more acceptable in 1990s. During the year 1975, a workshop on "Ecological

Marketing" was conducted by AMERICAN marketing association (AMA) and the study was mainly focused on how to support ecologically beneficial manner by the business community. Various specialists are of opinion that studies and practices must be conducted on ecologically oriented marketing. "The ecological marketing was defined as the study of positive and negative impacts of marketing activities on pollution, energy consumption and non energy sources" [1].

It is good for the companies to go with the society. Due tremendous impact of environmental awareness campaigns conducted worldwide many people are bothered about the adoption of ecologically friendly products which becomes a part of their value towards the nature too. The well established companies are also extensively conducting research on how to make the traditional consumer oriented products more acceptable to the community.

Environmental Sustainability

In the present scenario the businesses are identifying and adopting competitive advantages

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Received on 28.11.2018, **Accepted on** 31.12.2018

from environmental sustainability. So we cannot say that environmental sustainability is not a practice of acquiring the attraction and loyalty of consumers but it is comprehensive and extended area to be organized by the business organizations. There is continuous movement from the part of people against the harmful and dangerous products. In most of the countries the Government is imparting enormous activities and programmes to fix in the minds of people regarding the benefits of using eco friendly products, especially to them and the coming generation in general. As a result of the studies conducted by various environmentalists the consumers shows permanent changes in their buying behavior and deeply rely upon environmental sustainability. Thus the companies are compelled to adopt new paradigms and practices like changes in production processes, bio-degradable packing system, changes in product line, advertising strategies etc essentially to ensure consumer satisfaction and there by ensure the sustainability in the competitive environment in the long run.

When A Company Become Green

As discussed earlier the concept of green marketing is the promotion and development of the products and services that provides a deepest satisfaction to consumers in relation to quality, price affordability, service etc. People are aware that the resources are limited and the wants are unlimited. So it is very much crucial for the producers and marketers to use the resources wisely so that they are extending their promise towards the society as whole. If the company go green and practice as per the legal legislations as well the marketer will become posted in the minds of the people. It is really scary to read these pieces of information as reported in the Times recently: "Air pollution damage to people, crops and nature in US. Total tens of billions of dollars each year". "More than 12 other studies in the US, Brazil Europe, Mexico, South Korea and Taiwan have well known links between air pollutants and low birth weight recall birth still birth and child death"[2].

There is actually a growing demand by the people towards eco-friendly products and services. Many products are calling upon greater profitability to the marketers but are less likely to safeguard the ecology and our biological features. The industries like pharmaceuticals, foodstuff, tourism etc are bringing new programs relating to products and its disbursement so as to bring more sensitive approach towards the environment.

Green Marketing - Need of the Hour

The green marketing concepts are laying a great deal of foundations for all those industries which adheres to it. When going through the industrial practices in India there are some suggested reasons for them to adopt the new concept.

1. Organizations treats the new concept as an easy way to enter in to the minds of consumers
2. In most the countries the legislations itself make the marketers more accountable.
3. The marketers are able to enjoy a different customer value that helps them as competitive advantage
4. Raising a sensitive slogan for the ecology and acting upon this –the potential consumer will embrace the products in the long run.

Methodology

This paper is descriptive in nature. Secondary sources of data available are considered for the study. This study intends to explore the theoretical aspects of the green marketing, and other related aspects of marketing like potential consumer, purchasing behavior, creation of value etc.

Environmental Safety

The concept of environmental safety is a state in which the society is much more aware about the practices and effects of different activities. The media has a great role in bringing the awareness among the people with respect to the depletion of ozone layer, emission of CFC and global warming. People are more concerned about their habits and their impact on environmental safety. Managing the safety of environment is an expensive as well timely process. This requires the strong boundaries of legislations as well as continuous monitoring and controlling practices especially to prevent the pollution adhering activities.

Choice of Green Marketing

Many companies are adopting the green way depending upon their product features, accessibility, market segmentation etc. These companies are focusing on how to become loyal with existing capacities they possess. The choice of green marketing is basically based on two aspects like brand preferences and market segmentation. There are mainly four method by which the

businesses can go green [by Ginsberg Bloom 2004];

Lean Green: when a company is said to be lean green it won't focus on higher profitability and no intention to make more competitive advantage on the acts done by them. These companies are more responsible and accountable rather it would focus on the environmental protection and customer value. Again these companies are more based on regulations and they won't take advantage of the market segmentation activities undertaken by them.

Defensive Green: The companies falling under this category would try create an advantage on going green and more concentrated on making a kind of competitive advantage over the others and they also rely upon market segmentation and market orientation. They find the environmental activities as honest and take it as pursuit for promotion of the marketing activities headed by them.

Shaded green: This group of companies are always deep forecasted and they ultimately using their financial and non financial resources for the innovative development practices which cater to the ecological satisfaction of the society as a whole. It promotes primarily direct and tangible benefits to the consumers and sells products through normal distribution channels.

Extreme green: These companies are synthesizing the environmental issues with their products and life cycle process. They assuring the success of their operation through direct retail channels and segments.

Reason Behind Opting Green Marketing

Now a day's green marketing has got its importance due to the reasons given below

- Tremendous opportunities
- Competitive advantage
- Government regulations
- Ensuring consumer loyalty
- Increasing the market value
- Sustainable existence

Challenges in Green Marketing

Even though green marketing is very essential in existence the firms are facing various challenges for the adoption of green business practices.

Standardization: Since the government and the consumers are continuously asking for ecological adoption there is no measurable standards available

on which practices are green and which are not. Only least percentage of companies are growing green i.e. 5%. So there lacks an equality to evaluate the greenly practices.

New concept: The concept of green marketing is continued as new because people are not well aware about the practices. They are acquiring the traditional products and the consumers have to be experienced with new ways of consumption.

Myopia: As a new concept the green marketing is the strange area for the investors and industrialists. They often run away from those practices as they think that it will require a great and support of liquid cash. The awareness level of these categories has to be increased and necessary actions should be taken by the Government to support and extend ample services to them

Conclusion

Recently the image of companies in relation to service extended by them is of great importance. Consumers are interested in natural products so that the green marketing is becoming more and more important to the companies. Producers show to consumers that they are interested in the same and they go create trustworthiness among the society. Green marketing is an essential tool in influencing consumption patterns towards responsible behavior in relation to environment. Achieving greater environmental performance however requires getting beyond the product orientation and labels and use all traditional tool for modern aspects like price, communication and distribution etc.

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