

## **Green Marketing and Its Impact on Sustainable Development**

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*Abstract*--- The world must be developed according to the needs of the people, but with the obligation of sustainable development as a comprehensive process. Sustainable development is about making models in a qualitative way to meet the socio-economic needs and interests of citizens, while eliminating or significantly reducing the impacts that threaten or harm the environment and natural resources. Companies that are self-conscious to environment and natural resources for business and profits, also realize a significant contribution to environmental protection. Green companies are ready to address the concerns about the natural environment. Green marketing is the primary segment of social marketing, because it covers the protection and preservation of the values necessary for survival, existence and development of man as a human being, reflecting the practical support for the implementation of the philosophy of sustainable development of mankind. As society become more concerned with the natural environment, businesses have begun to modify their process in an attempt to address society's new issues. Some businesses have been quick to accept the newer challenges or changes like environmental management, minimization of the waste aligning with organizational activities. Therefore, these days' concepts of green marketing are taking shape as one of the key business strategies of the companies for gaining the competitive advantage, ensuring sustainable consumption of their products in the markets and enjoying sustainable development in future. There is a triple bottom line – people, planet, and profit and the people part of the equation comes first. Marketers must realize now that green marketing is not purely altruistic - it can be a profitable endeavor for sustainable growth. Realizing the importance of green marketing in sustainable development, this paper is mainly focused

on the impact of the green marketing on sustainable development.

*Key words:* Sustainable Development, Green Marketing, Social Marketing, Competitive Advantage, Triple Bottom-line

### **I. INTRODUCTION**

According to the American Marketing Association, green marketing is the marketing of products that are presumed to be environmentally safe. The green marketing has evolved over a period of time. According to Peattie (2001), the evolution of green marketing has three phases. First phase was termed as "**Ecological**" green marketing, and during this period all marketing activities were concerned to help environment problems and provide remedies for environmental problems. Second phase was "**Environmental**" green marketing and the focus shifted on clean technology that involved designing of innovative new products, which take care of pollution and waste issues. Third phase was "**Sustainable**" green marketing. It came into prominence in the late 1990s and early 2000. Sustainable marketing is a more radical approach to markets and marketing which seeks to meet the full environmental costs of production and consumption to create a sustainable economy  
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"Green Marketing" refers to holistic marketing concept wherein the production, marketing consumption and disposal of products and services happen in a manner that is less detrimental to the environment with growing awareness about the implications of global warming, non-biodegradable solid waste, harmful impact of pollutants etc., both marketers and consumers are becoming increasingly sensitive to the need for switch in to green products and services. While the shift to "green" may appear to be expensive in the short term, it will definitely prove to be indispensable and advantageous, cost-wise too, in the long run. Pride and Ferrell (1993) Green marketing, also alternatively known as environmental marketing and sustainable marketing, refers to an organization's efforts at designing, promoting, pricing and distributing products that will not harm the environment.

Consumer's perception/attitude/behavior/awareness change from time to time. The outcome of this paper help the companies to understand the consumer perception/attitude towards green marketing and sustainable development and prepare the suitable strategies to satisfy consumer needs, increase customer loyalty, to enjoy competitive advantage, high market share, sustainable development.

Green marketing includes a wider range of organizational activities, such as; product modification, changes to the production process, packaging changes and delivery changes, and more (Polonsky,2007). In their attempt to define green marketing, researchers and practitioners have addressed several terms relate with this concept, Prakash (2002), pointed out that he employed the term green marketing in his survey " to refer to the strategies to promote products by employing environmental claims either about their attributes or about the systems, policies and processes of the firms that manufacture or sell them", while (Polonsky,2007), has defined it as " green or

environmental marketing consist of all activities designed to generate and facilitate any exchange intended to satisfy human need or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment ." Other researchers have defined environmental marketing as " the holistic management process responsible for identifying, anticipating and satisfying the requirement of customers and society, in a profitable and sustainable way" (Karna et al, 2001).

### **II. REVIEW OF LITERATURE**

According to the authors like Ottaman, (1993) and Ken Peattie, (1993) conventional marketing is out and green marketing is in. In the developed countries, the surge of environmental consciousness that followed Earth Day in 1990 washed over the marketplace rapidly. In poll after poll, consumers claim they are willing to change their buying habits – and even pay more for products – to protect the environment (Pearce, 1990; Consumer Reports, 1991; Berger and Corbin, 1992; Coddington, 1993; Davis, 1993; McDougall, 1993; Ottoman, 1993). Manufacturers got the message that the Marketing Intelligence Service (Consumer Reports, 1991), which tracks new product introductions, reports that the percentage of new packaged products making some kind of green claim more than doubled between 1989 and 1990, rising from 4.5% to 11.4% of the total. During the same year, the number of green advertisements appearing on television and in major print outlets more than quadrupled, according to an audit by the advertising agency J. Walter Thompson (Consumer Reports, 1991).

Elkington (1994: 93) defines green consumer as one who avoids products that are likely to endanger the health of the consumer or others; cause significant damage to the environment during manufacture, use or disposal; consume a disproportionate amount of

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energy; cause unnecessary waste; use materials derived from threatened species or environments; involve unnecessary use of, or cruelty to animals; adversely affect other countries. According to the Joel makeover (a writer, speaker and strategist on clean technology and green marketing), green marketing faces a lot of challenges because of lack of standards and public consensus to what constitutes "Green".

**III. RESEARCH METHODOLOGY**

Researcher have used structured questionnaire and a five point balanced likert scale for measuring consumer attitude towards green marketing and green branding. Primary data was collected from respondents of Hyderabad city through a questionnaire designed for a sample of 100 respondents by using the survey method. **Random sampling** method was adopted by the researcher and selected the samples. The data collected from the

respondents are coded, tabulated and analyzed into logical statements using mean and percentage analysis. Secondary data was collected from the available literature, journals and web search wherever necessary. The Questionnaire method was chosen for its versatility speed and cost benefits. Due to shortage of time the researcher has used only descriptive statistical tool- Mean and percentage to arrive at findings and conclusions.

The study has been carried out keeping in mind the following primary objectives:

- To know the consumers awareness of green marketing and its impact on sustainable development.
- To assess the attitude of consumers towards green branding and sustainable development.

**IV. DATA ANALYSIS AND INTERPRETATION**

TABLE.1

I have the awareness and understanding of sustainability issues.

5-Strongly Agree	4-Agree	3-Neither Agree nor Disagree	2.Disagree	1.Strongly D isagree	Mean
69%	22%	3%	4%	2%	4.52

Table 1 depicts that Respondents **Strongly Agree** about the awareness of and understanding of sustainability issues which can be inferred from the computed mean.

TABLE.2

I consider sustainability to be one of the decision-making factors

5-Strongly Agree	4-Agree	3-Neither Agree nor Disagree	2.Disagree	1.Strongly D isagree	Mean
72%	18%	3%	4%	3%	4.52

Table 2 depicts that Respondents **Strongly Agree** about sustainability is the most important factor in decision making which can be inferred from the computed mean.

TABLE.3

I believe in the concept of green marketing

5-Strongly Agree	4-Agree	3-Neither Agree nor Disagree	2.Disagree	1.Strongly D isagree	Mean

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47%	35%	6%	10%	6%	4.19
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Table 3 clearly depicts that Respondents said **agree** that they believe in the concept of green marketing. This can be inferred from the computed mean.

TABLE.4

I am aware of companies going green.

5-Strongly Agree	4-Agree	3-Neither Agree nor Disagree	2.Disagree	1.Strongly Disagree	Mean
47%	31%	12%	4%	6%	4.09

Table 4 depicts that Respondents **Agree** about the awareness of companies going green which can be inferred from the computed mean.

TABLE.5

I support green marketing and sustainable development strategies

5-Strongly Agree	4-Agree	3-Neither Agree nor Disagree	2.Disagree	1.Strongly Disagree	Mean
72%	20%	3%	3%	2%	4.57

Table 5 depicts that Respondents **strongly agree** that they support green marketing and sustainable development strategies.

TABLE.6

Green marketing and sustainable development are very much essential in the present society

5-Strongly Agree	4-Agree	3-Neither Agree nor Disagree	2.Disagree	1.Strongly Disagree	Mean
70%	23%	3%	3%	1%	4.58

Table 6 showing Respondents **Strongly Agree** that green marketing and sustainable development are very much essential in the present society.

TABLE.7

I feel that the green marketing techniques are superior to normal marketing

5-Strongly Agree	4-Agree	3-Neither Agree nor Disagree	2.Disagree	1.Strongly Disagree	Mean
43%	37%	10%	4%	6%	4.07

Table 7 clearly indicates that Respondents **agree** that the green marketing techniques are superior to normal marketing which can be inferred from the computed mean.

TABLE.8

Green companies can have competitive advantage over normal companies

5-Strongly Agree	4-Agree	3-Neither Agree nor Disagree	2.Disagree	1.Strongly Disagree	Mean
68%	28%	1%	2%	1%	4.6

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Table 8 clearly indicates that Respondents **strongly agree** that green companies can have competitive advantage over normal companies

TABLE.9

The consumers will become loyal to green companies

5-Strongly Agree	4-Agree	3-Neither Agree nor Disagree	2.Disagree	1.Strongly Disagree	Mean
71%	23%	3%	2%	3%	4.63

Table 9 clearly indicates that Respondents **strongly agree** that the consumers will become loyal to green companies which can be inferred from the computed mean.

TABLE.10

I belong to and actively participate in a group that supports environmental issues

5-Strongly Agree	4-Agree	3-Neither Agree nor Disagree	2.Disagree	1.Strongly Disagree	Mean
75%	18%	3%	3%	1%	4.67

Table 10 clearly indicates that respondents **Strongly Agree** that they actively participate in a group that supports environmental issues.

TABLE.11

I know the environmental reputation of the companies that produce my products

5-Strongly Agree	4-Agree	3-Neither Agree nor Disagree	2.Disagree	1.Strongly Disagree	Mean
80%	9%	3%	3%	5%	4.56

Table 11 clearly indicates that respondents **Strongly Agree** that they know the environmental reputation of the companies which can be inferred from the computed mean.

TABLE.12

I prefer green products than normal products.

5-Strongly Agree	4-Agree	3-Neither Agree nor Disagree	2.Disagree	1.Strongly Disagree	Mean
36%	32%	11%	9%	12%	3.71

Table 12 indicates that Respondents **agree** that they prefer green products than normal products.

TABLE.13

I am ready to bear extra cost for green products

5-Strongly Agree	4-Agree	3-Neither Agree nor Disagree	2.Disagree	1.Strongly Disagree	Mean
34%	31%	12%	15%	8%	3.68

Table 13 indicates that Respondents **agree** that they are ready to bear the extra cost for green products.

TABLE.14

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It is difficult for all the companies to implement green marketing

5-Strongly Agree	4-Agree	3-Neither Agree nor Disagree	2.Disagree	1.Strongly Disagree	Mean
21%	20%	34%	12%	13%	3.24

Table 14 clearly indicates that Respondents **neither agree nor disagree** that green marketing is difficult for all the companies to implement which can be inferred from the computed mean.

TABLE.15

Government should play a vital role in green marketing.

5-Strongly Agree	4-Agree	3-Neither Agree nor Disagree	2.Disagree	1.Strongly Disagree	Mean
70%	23%	3%	3%	1%	4.58

Table 15 clearly indicates that respondents **Strongly Agree** that government should play a vital role in green marketing which can be inferred from the computed mean.

TABLE.16

Everyone is responsible for successful green marketing concept.

5-Strongly Agree	4-Agree	3-Neither Agree nor Disagree	2.Disagree	1.Strongly Disagree	Mean
43%	37%	10%	4%	6%	4.07

Table 16 clearly indicates that Respondents **agree** that everyone is responsible for successful green marketing concept.

TABLE.17

In future we may have only green products

5-Strongly Agree	4-Agree	3-Neither Agree nor Disagree	2.Disagree	1.Strongly Disagree	Mean
72%	20%	3%	3%	2%	4.57

Table 17 clearly indicates that respondents **Strongly Agree** that in future we have only green products which can be inferred from the computed mean.

**V. FINDINGS AND CONCLUSION**

***Consumers awareness of green marketing and its impact on sustainable development is high.***

Consumers have expressed strong concerns about the concept of green marketing and Sustainable development. Respondents Strongly Agree about sustainability is the most important factor in decision making People are aware of green environment because it is less detrimental to the environment and companies can look into

implementation of this concept for betterment of business. From the results of data analysis given in table 15 we can infer that the role of government plays a vital role in green marketing. . As far as initiation of green marketing is concerned everyone are responsible for green marketing. If we analyze the facts pertaining to green marketing the significant results are positive at one end. On other end, consumers say that it is difficult for all the companies to implement green marketing.

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Environmental education refers to organized efforts to teach about how natural environments function and particularly how human beings can manage their behavior and ecosystems in order to achieve sustainable development. (Wikipedia, 2009).

### Consumers attitude towards green branding and sustainable development is high.

As far as green branding and sustainable development are concerned the consumers strongly expressed that they are familiar with green brands and the concept of sustainable development. Most of the consumers realize the importance of green branding and sustainable development which means that there is a positive sign for betterment of the environment as well as for business.

### Green marketing has positive impact on sustainable development in India.

This exploration into green marketing or eco-friendly marketing is a positive sign for transition from India to a greener and greater India and for its sustainable development. Further Research can be carried out in implementation of hypothesis and advanced statistical tools can be used to achieve accuracy of results which adds flavor to this paper.

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