
Ecology and Green Marketing in Sustainable Development

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ABSTRACT

All Activities designed to generate and facilitate any exchanges intended 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 . sustainability communication at point of purchase is both growing and maturing . the markets for sustainable products and more information about these products in order to make information purchasing decisions that are better for the environment , society and their health . Ecology & Green marketing is a tool used by many companies in various industries to follow this trend. There has been a lot of literature review on green marketing over the years, this papers analysis the impact of green marketing strategies on customer satisfaction and literature review. And also identifies the particular segments of green consumers and explores the challenges and opportunities businesses have with the green marketing.

Key Words: Ecology, Green Marketing, Consumer satisfaction, environmental safety, Green Products

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I. INTRODUCTION:

Green revolution going green, environmental protection, sustainable life style, sustainable development, protecting our earth and many more has become a natural phenomenon in our everyday life. Green marketing is a tool used by many companies various industries to follow this trend. Unfortunately, a majority of people believe strategies on customer satisfaction and literature review. And also identifies the particular segments of green consumers and explores the challenges and green marketing refers solely to the promotion or advertising of products with environmental characteristics. Terms like phosphate Free, Recyclable, Ozone Friendly, and Environmentally Friendly are some of the things consumers most often associate with green marketing claims, in general green marketing is a much broader concept, one that can be applied to consumer goods, industrial goods and even services.

As resources are limited and human wants are unlimited, it is important for the marketers to utilize the resources efficiently without waste as well as to achieve the organization's objective. So green marketing is inevitable. There is growing interest among the consumers all over the world regarding protection of environment. Worldwide evidence indicates people are concerned about the environment and are changing their behavior. As a result of this, green marketing has emerged which speaks for growing market for sustainable and socially responsible products and services.

II. GREEN MARKETING:

The term like green marketing, Ecological Marketing and Environmental Marketing are getting popular in modern days. The American Marketing Association (AMA) conducted its first workshop on "ecological marketing in 1975. The proceeding of the workshop resulted in one of the first books on green Marketing entitled "Ecological Marketing ". AMA defines green marketing as the marketing of products that are presumed to be environmentally safe if incorporates several activities such as product modification, changes to production processes, 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. In other words study of the positive and negative aspects of marketing activities on pollution, energy depletion and non energy resource depletion. Yet defining green marketing is not a simple task. Indeed the terminology used in this area has varied, it includes: Green Marketing, Environmental Marketing and

Ecological Marketing. "Green Marketing" refers to holistic marketing concept where in 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 implication 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. 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. Polonsky (1994) defines green marketing as 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 .

III. GREEN PRODUCTS AND ITS FEATURES

The products those are manufactured through green technology and that caused no environmental hazards are called green products. Promotion of green technology and green products is necessary for conservation of natural resources and sustainable development. We can define green products by following measures:

- products those are originally grown
- products those are recyclable, reusable and biodegradable
- products with natural ingredient
- products containing recycled contents, non-toxic chemical
- products contents under approved chemical
- products that do not harm or pollute the environment
- products that will not be tested on animals,
- products that have eco-friendly packaging i.e. reusable, refillable containers etc.

IV. IMPORTANCE OF GREEN MARKETING

Green marketing offers business bottom line incentives and top line growth possibilities. While modification of business or production processes may involve start- up costs, it will save many in the long term . For example the cost of installing solar energy is an investment in future energy cost savings .companies that develop new and improved products and services with environmental impacts in mind give themselves access to new markets , substantially increase

profits and enjoy competitive advantages over those marketing non-environmentally responsible alternatives.

V. KEY RULES OF GREEN MARKETING

1. Know you're customer: Make sure that the consumer is aware of and concerned about the issues that your product attempts to address.
2. Educating your customers: isn't just a matter of letting people know you're doing whatever you're doing to protect the environment, but also a matter of letting them know why it matters. Otherwise, for a significant portion of your target market, it's a case of "so what?" and your green marketing campaign goes nowhere.
3. Being Genuine &Transparent: means that (a)you are actually doing what you claim to be doing in your green marketing campaign (b) the rest of your business policies are consistent with whatever you are doing that's environmentally friendly.
4. Reassure the Buyer: Consumers must be made to believe that the product performs the job it's supposed to do-they won't forego product quality in the name of the environment.
5. Consider Your Pricing: If you're charging a premium for your product-and many environmentally preferable products cost more due economics of scale and use of higher-quality ingredients-make sure those consumers can afford the premium and feel it's worth it

VI. GREEN MARKETING – ADOPTS BY THE FARMS

Green marketing has been widely adopted by the firms worldwide and the following are the possible reasons changes, many firms see these changes as an opportunity to exploit and have a competitive advantage over firms marketing non environmentally responsible alternatives. Some examples:

MCDONALD's replaced its clam shell packaging with waxed paper because of increased consumer concern relating to polystyrene production and Ozone depletion. Tuna manufacturers modified their fishing techniques because of the increased consumer concern over driftnet fishing, and the resulting death of dolphins. Xerox introduced a "high quality" recycled photocopier paper in an attempt to satisfy the demands of firms for less environmentally harmful products.

Tamil Nadu Newsprint and papers Limited (TNPL) Adjudged the best performer in the 2009 -2010 Green Business Survey, TNPL was awarded the Green Business Leadership Awarded

in the pulp and paper sector. The initiatives undertaken by this top green firm in India includes two Clean Development Mechanism Projects and wind farm project that helped generate 2,30,323 Carbon Emission Reductions earning Rs.17.40 Crore.

Indusind Bank Green banking has been catching up as among the top Indian green initiatives ever since Indusind opened the country's first solar-powered ATM and pioneered an eco-savvy change in the Indian banking sector.

VII. BENEFITS OF GREEN MARKETING.

Companies are responsible to consumers' aspirations for environmentally less damaging or neutrino products. Many companies want to eventually move towards becoming green. Some of advantages of green marketing :

- It ensures sustain long-term growth along with profitability.
- It saves money in the long, run. Though initially the cost is more.
- It helps companies market their product and services keeping the environmental aspects in mind. It helps in assessing the new market and enjoying competitive advantage.
- Most of the employees also feel proud and responsible to be working for an environmentally responsible company.

VIII. PROBLEMS ASSOCIATED WITH GREEN MARKETING.

- i. Credibility: One of the main problems is that firms using green marketing must ensure that their activities are not misleading to consumers or Industry, and do not breach any of the regulation or laws dealing with the environmental marketing.
- ii. Don't follow consumers perception blindly : Another problem firms face is that those who modify their products due to increased consumer concern must contend with the fact that consumers perceptions are sometimes not correct. Take for example the McDonalds case where it has replaced its clamshells with plastic coated paper.
- iii. Back up your marketing with good technical assistance when firms attempt to become socially responsible, they may face the risk that the environmentally responsible action of today will be found to be harmful in the future.
- iv. Lack of policies while Governmental regulation is designed to give consumers the opportunity to make better decisions or to motivate them to be more environmentally

responsible, there is difficulty in establishing policies that will address all environmental issues.

- v. Don't follow the competition blindly reacting to competitive pressure can cause all "followers" to make the same mistake as the "leader".

IX. GREEN MARKETING STRATEGIES FOR SUSTAINABLE DEVELOPMENT.

Green marketing mirror the goals of traditional marketing, which is to "facilitate exchanges intended to satisfy human needs or wants". The point of difference is that green marketing seeks to accomplish that with minimal detrimental impact on the natural environment. As companies face limited natural resource, they must also develop new or alternative ways of satisfying there consumers needs. So green marketing is also a way of looking at how marketing activities can make the best use of these limited resources while meeting corporate objectives.

Set the right green objectives

- ❖ Commentators have suggested a number of reasons why companies are increasingly considering green marketing. They believe green marketing is an opportunity that can be used to meet there corporate objectives.
- ❖ They believe they have a moral obligations to be more social responsible.
- ❖ Government regulations are forcing them to become more environmentally responsible.
- ❖ Competitors environmental activities are pressuring them to change there marketing activities.
- ❖ Cost factors associated with waste disposal, or reductions in material usage are forcing them to modify there behavior

X. DEMONSTRATE SOCIAL RESPONSIBILITY:

Company with legislation

- ❖ Provide accurate environmental information: If you intend to practice green marketing, it is essential that your activity and your communication do not mislead consumers are Industry, and do not breach any of the regulations or laws dealing with environmental marketing. Any green marketing claims should
- ❖ Clearly state environmental benefits
- ❖ Explain environmental characteristics

- ❖ Explain how benefits are achieved
- ❖ Justify any environmental claims
- ❖ Use meaningful terms and pictures
- ❖ Identify products with green characteristics

There are a wide variety of products of that support sustainable development and demonstrate commitment to green marketing, including:

- Products made from recycled goods
- Products that can be recycled or reused
- Products with environmentally responsible packaging
- Organic products
- Services that rent or loan products – such as car sharing
- Products that meet or exceed environmentally responsible criteria

- a. **Product :** The ecological objectives in planning products are to reduce resource consumption and pollution and to increase conversations of scarce resources.
- b. **Price :** Price is a critical and important factor of green marketing mix. Most consumers will only be prepared to pay additional value if there is a perception of extra product value. This value may be improved, performance, function, design, visual appeal, or taste. Green marketing should take all these facts into considerations while charging a premium price.
- c. **Promotions :** There are three types of green advertising :-
- Ads that address a relationship between product/service and the biophysical environment.
 - Those that promote a green life style by highlighting a product or service.
 - Ads that present a corporate image environmental responsibility.
- d. **Place :** The choice of where and when to make a product available will have significant impact on the customers. Very few customers will go out of their way to buy products.
- e. **Strategies :** The marketing strategies for green marketing include:-
1. Marketing Audit (including internal and external situation analysis),
 2. Develop a marketing plan outlining strategies with regard to 4 P's,
 3. Implement marketing strategies,
 4. Plan results evaluation.

CONCLUSION

Clever marketer is one who not only convinces the consumer, but also involves the consumers in marketing is product. Corporate should create the awareness among the consumers, what are the benefits of green as compared to non green ones. The increasing economic development, rapid growth of population and the countries natural resources. Industrial pollution, soil erosion, deforestation, rapid industrialization, urbanization, and land degradation are all worsening problems. Environmental pollution is one of most serious problems facing humanity and other life forms on planet today. So it's the right time to implement the green marketing. Green marketing helps in the effective out comes like cost cutting, employee satisfaction, waste minimization, society welfare for companies as well for society.

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