

Green Marketing and Sustainable Development Challenges and Opportunities

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Abstract: Due to the effects of globalization, the modern era is revealed to be difficult. There is no doubting that the current era is a competitive one where everyone strives to maximize their profits at all costs. The results are visible to us in the form of environmental degradation, global warming, natural disasters, and threats to human health. Due to these realities, a difficult and pressing problem has arisen. To maintain clients and consumers in the present-day era of globalization and even to keep our natural environment safe, and that is currently the most pressing necessity. The impact of environmental problems like global warming and environmental pollution is also something that consumers are aware. The pollution and are willing to spend more money on natural items that have fewer negative effects on the environment and people's health. Green marketing is a phenomenon that has grown especially significant in the contemporary market and has become a key idea both in India and internationally. The idea that economic progress must be linked to the degradation of the environment and the standard of living of people is something we constantly struggle with. When discussing environmental policy considering changes brought about by globalization, the focus is mainly on reducing the harmful effects of industrial activity. Most items are not designed to be recycled during manufacture; therefore, the business is ill-equipped to cope with the waste that has collected in both legal and illicit landfills. The circular economy prioritizes efficiency and conservation in the use of finite natural resources, continually simplifying the manufacture of goods while minimizing the usage of low-emission resources. It is seen as a crucial tactic for promoting sustainable development. This research paper's main emphasis is on the idea, necessity, and significance of green marketing. In addition to books, journals, websites, and newspapers, data must be gathered from other sources of proof. The key obstacles to using green marketing techniques are examined. The article examines the opportunities and problems that firms face in the present Indian market scenario. Green marketing. Why businesses are implementing it and the potential for green marketing indicates that both the need for and use of green marketing will continue to expand.

Key Words: —*Green Marketing, Green, Challenges, Concept, Product.*

I. INTRODUCTION

Green marketing, according to the American Marketing Association, is the promotion of goods that are thought to be safe for the environment. A wide range of actions are included in green marketing, such as product modification, modifications to the manufacturing process, packaging adjustments, and advertising revisions.

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The existence of several social, environmental, and retail definitions related to this term is an illustration of how difficult it is to define green marketing because several meanings overlap and conflict with one another. The late 1980s and early 1990s saw the emergence of the term "green marketing." The workshop's proceedings led to the publication of "ecology Marketing," one of the earliest publications on green marketing. The first CSR reports appeared when a more in-depth look at the company's environmental impact was added to the financial report. In essence, there is no standard for what constitutes being good enough. when a business or product makes green marketing claims. Because businesses are frequently reticent to promote their green features and customers are frequently dubious of promises, the rise of green products has been delayed by this lack of unanimity among consumers, marketers, activists, regulators, and prominent people.

II. OBJECTIVE AND METHODOLOGY

The fact that there have been numerous attempts to scientifically investigate environmental or green marketing is one of the main issues with the field. The conceptual challenges surrounding green marketing and businesses' growing adoration for environmentally friendly products are both addressed in this essay.

The goal of the current exploratory study is to offer a clear direction for future empirical research. Where the emphasis is on fact-finding research with adequate interpretation, it is also descriptive. Secondary data were obtained for this purpose. Newspapers, periodicals, books, journals, conference proceedings, government publications, and websites were used to gather the secondary data.

III. LITERATURE REVIEW

Although the idea of green marketing was first established in 1975, the 1980s and 1990s saw it gain in significance and weight. There are still some myths about it now. Green marketing is a strategy that uses a product or service's positive environmental effects to boost sales. The previous ten years have demonstrated that it is much simpler to talk about environmental change than to really implement it. The so-called "green consumer" movements in the US and other nations have struggled to gain traction and maintain their top-of-mind positioning among consumers. While surveys of public opinion conducted since the late 1980s have regularly revealed that a sizeable portion of customers in the United States and worldwide claim to be very keen to support environmentally friendly goods and businesses, their attempts to do so in practice have at best been mediocre. The first firm to publish a Corporate Social Responsibility (CSR) Report was the maker of ice cream, Ben & Jerry's, which included an expanded analysis of the company's environmental impact to the financial report.

Prothero, (1998) introduces several papers discussed in the July 1998 issue of 'Journal of Marketing Management' focusing on green marketing. This includes citing the necessity to assess the body of research on green marketing, doing an empirical study of American and Australian marketing executives, describing how a green alliance operates in Great Britain, discussing ecotourism, and providing definitions of green marketing.

Oyewole, P. (2001). In his paper presents a conceptual link among green marketing, environmental justice, and industrial

ecology. The author makes the case for a broader understanding of environmental justice in the field of green marketing. Finally, a study agenda is proposed to find out whether consumers are aware of environmental justice and whether they are prepared to pay the costs connected with it.

Jacquelyn Ottman, (author of "The New Rules of Green Marketing: Strategies, Tools, and Inspiration for Sustainable Branding" (Greenleaf Publishing and Berrett-Koehler Publishers, (February 2011)- "From an organizational standpoint, environmental considerations should be integrated into all aspects of marketing — new product development and communications and all points in between. The holistic nature of green also suggests that besides suppliers and retailers' new stakeholders be enlisted, including educators, members of the community, regulators, and NGOs.

Prothero, Fitchett, (2000) argue that greater ecological enlightenment can be secured through capitalism by using the characteristics of commodity culture to further progress environmental goals. Marketing not only has the potential to contribute to the establishment of more sustainable forms of society but, as a principal agent in the operation and proliferation of commodity discourse, also has a considerable responsibility to do so. The author lists areas that need to be looked at for their impact on the interaction between marketing and the environment, specifically the cultural frame of reference's economic, political, and technological dimensions.

Karna, J., Hansen and Juslin, (2003) interpret that proactive marketers are the most genuine group in implementing environmental marketing voluntarily and seeking competitive advantage through environmental friendliness. The findings also support the hypothesis made by the environmental marketing model that served as the study's guiding framework that green values, environmental marketing strategies, structures, and functions are logically related to one another.

Donaldson (2005)- His research, which was initially conducted in Great Britain, came to the optimistic conclusion that consumers' attitudes toward the environment had generally improved. This study revealed that consumers had significant faith in well-known commercial brands and had weak behaviour in response to "green" claims, which was the primary reason why consumers failed to translate their worries beyond the environment into their conduct.

According to an article in The Economic Times, Mumbai, Green Ventures India is a division of New York-based asset management company Green Ventures International. The

latter recently disclosed a \$300 million India-focused fund facilitating the trading of carbon offsets and renewable energy products.

3.1 What is Green Marketing?

While numerous agencies and organizations provide varying definitions of green marketing (also known as environmental marketing or eco-marketing), they all generally concur that it is the marketing of goods and businesses that significantly promote the environment. Some definitions emphasize "safe" or "sustainable" production for the environment, while others aim to lower a company's "carbon footprint." In either scenario, green marketing entails more than just promoting a product that is ecologically beneficial.

Additionally, it emphasizes the minimal environmental impact of a company's operations and business practices. Some commercial activities, including lowering industrial waste or energy prices, are advantageous for both the environment and commercial success. Depending on how customers view other elements of the company, adopting such practises may or may not be seen as "green." However, the organization can still portray these efforts as "doing its part" and encourage favorable perceptions of the business.

3.2 Green Marketing and Sustainable Development

Sustainable development is defined as "filling the requirements of the present without compromising the ability of the future generations to satisfy their own needs" by the World Commission on Environmental Development (1978). The necessity to integrate economic and ecological factors into decision-making through enacting laws that preserve the standard of agricultural development and environmental protection is a recurring topic throughout this strategy for sustainable development. Environmental protection for the present and the next generation is the goal of green marketing. Green marketing, which also promotes sustainable development, includes the creation of energy-efficient operations, improved pollution controls, recyclable and biodegradable packaging, and environmentally safe products.

3.3 Green Products and its Characteristics

The products those are made by green technology and that caused no environmental hazards are termed green products. Sustainable development and resource conservation depend on the promotion of green technologies and products. By taking the following actions, we can define green products:

Products that are organically cultivated recyclable, reusable, and biodegradable products.

- Items made with natural components
- Goods made from recycled materials, non-toxic chemicals
- Product ingredients that follow acceptable chemical.
- Don't pollute or hurt the environment.
- Won't test on animals.
- Have eco-friendly packaging, such as reusable or refillable containers.

3.4 The Green Marketing Mix

A Model green marketing mix contain four "p's".

Product: A producer should provide environmentally friendly goods that not only do not harm the environment but also safeguard it and even undo past environmental harm.

Price: The cost of such products may be slightly greater than that of traditional substitutes. However, certain target audiences, like LOHAS, are willing to pay more for environmentally friendly goods.

Place: Distribution logistics are very important, with an emphasis on environmentally friendly packaging. Local and seasonal products, such as vegetables from nearby farms, are easier to promote as "green" than products that are imported.

Promotion: When communicating with the market, it is important to emphasize environmental concerns, such as the fact that the business has an ISO 14000 certification or a CP certificate. To boost a company's reputation, this might be advertised. Additionally, it is important to promote the fact that a corporation invests in environmental protection. Sponsoring the environment is also a crucial third factor. And lastly, ecological items will likely need unique sales promotions.

The following additional social marketing "'P" s" are applied during this process:

Publics: Successful social media marketing understands its target market and can appeal to a variety of demographics. The internal and external groups involved in the initiative are referred to as "public." The target audience, secondary audiences, policymakers, and gatekeepers are examples of external publics, whereas individuals involved in the program's approval or implementation are considered internal publics.

Partnership: Most social change programmes, including

"green" ones, are too complex for one individual or group to handle. Collaboration with other organizations and efforts increases the likelihood that an effort will be successful.

Policy: Social marketing initiatives are effective at influencing people's behavior, but this change in conduct is hard to maintain unless the context in which the person is acting supports it over time. Policy change is frequently required, and media advocacy programmes can be a powerful addition to a social marketing strategy

Purse Strings: What will this tactical effort set you back? The initiative is being funded by who? The degree of greening a company is at—strategic, quasi-strategic, or tactical—determines what initiatives it should adopt.

3.5 Challenges in Green Marketing

Need for Standardization: Lack of uniformity makes it difficult to verify the promises made in marketing messages from "Green" initiatives, which are just 5% true overall. There is no accepted method of verifying these assertions. To certify a product as organic, there is currently no set standard. There won't be any way of verification unless certain regulatory authorities are involved in the provision of the certifications. For such labelling and licensing, there needs to be a standard quality control board in place.

New Concept - Urban, educated consumers in India are becoming more aware of the advantages of green products. But most people still don't get it. The public needs to be informed about the dangers to the environment. The new green movements will need to put a lot of time and effort into reaching the public. Indian customers are aware of the value of utilizing natural and herbal beauty products thanks to their ayurvedic tradition. Indian consumers are exposed to healthy living practices like yoga and eating natural foods. The consumer is already aware of these factors and is more likely to adopt green products because of them.

Patience and perseverance: Marketers must consider the long-term advantages of this new green movement, and investors and corporations must see the environment as a significant long-term investment opportunity. There won't be any quick fixes, therefore patience is a must. It will have its own acceptance time because it is a novel concept and notion.

Avoiding Green Myopia- The first guideline of green marketing is focusing on customer advantages, or the main justification for why consumers initially purchase particular products. If you do this correctly, you can convince customers to switch brands or even pay more for the environmentally

friendly option. It won't do any good if a product is created that is 100% green in all respects but fails to meet customer satisfaction standards. Green myopia will result from this. Additionally, the market acceptance of green products would decline if they are priced excessively high.

Determining green consumers: Determining which customers are prepared to pay more for environmentally friendly items is a significant challenge for marketers. It is obvious that a deeper understanding of this consumer group's profile would be quite beneficial.

Increased scrutiny is one of the challenges facing green leaders. Even a green leader may be viewed as not being sufficiently green in certain of its decisions because it involves balancing the trade-off between environmental aims and commercial success, which is ultimately vital if the business is going to survive.

Determining green products: There is a lot of misunderstanding in the market and few consumers who truly understand the challenges surrounding green products. They are unable to tell whether a thing is natural or not by looking at it. Therefore, when making purchases, consumers must consider their sense of environmental and social responsibility.

Building brand credibility - building brand credibility is a difficulty for green marketing. Therefore, a thorough plan is required for efficient green marketing. Customers are unaware of green products because of a lack of publicity and credibility.

3.6 Green Marketing Opportunities

Opportunities: Numerous businesses view shifts in demand as opportunities to seize and gain a competitive edge over businesses offering no environmentally friendly options. Following are some instances of businesses that have worked to increase their environmental responsibility to better meet the requirements of their customers: Tuna producers changed their fishing methods, McDonald's switched to waxed paper packaging, and Xerox unveiled "high quality" recycled photocopy paper.

Government Pressure: Governments strive to "protect" consumers and society, as with any marketing-related activities; this protection has substantial consequences for green marketing. Environmental marketing laws are intended to safeguard consumers in several ways, including:

- Cut back on the generation of damaging items or byproducts. Change how dangerous products are

used, consumed, or consumed by consumers and industry.

- Ensure that consumers of all types can assess the environmental makeup of products. Regulations are set up by the government to limit how much hazardous trash is generated by businesses.

Competitive pressure: The need for businesses to remain competitive has been a significant driving force in the field of environmental marketing. Firms frequently watch competitors promote their environmental activities and try to imitate them. A whole industry may have changed because of competitive pressure in some cases, reducing its harmful environmental behavior. As an illustration, when one tuna manufacturing company ceased using driftnets, the others did the same.

Social Responsibility: Many businesses are starting to understand that since they are part of the larger community, they must act in an ecologically friendly manner. This translates into businesses that think they must accomplish environmental goals in addition to profit-related goals. As a result, environmental concerns are incorporated into the corporate culture of the company. There are instances of businesses using both tactics.

Cost of Profit: Businesses may also employ green marketing to address difficulties with costs or profits. The cost and difficulty of getting rid of environmentally damaging byproducts, like oil polluted with polychlorinated biphenyls (PCBs), are rising. Therefore, businesses that can cut back on hazardous waste may experience significant cost benefits. Businesses are frequently forced to reevaluate their production processes to reduce waste. In these situations, they frequently create more efficient production techniques that decrease both waste and the need for specific raw materials. Since less waste and less raw materials are used, there are two cost savings as a result. Instead of reducing waste, businesses sometimes search for end-of-pipe solutions.

3.7 Example of Green Marketing in India

Indian Railways' Digital Tickets: IRCTC has begun allowing customers to carry the PNR number from their electronic tickets on their laptops and mobile devices. Customers are no longer required to carry their printed tickets with them.

No free polythene carries bags: The Indian Ministry of Forests and Environment has directed retailers like Big Bazaar, More, Central, D-Mart, etc. to only offer polythene carry bags to consumers who are willing to pay for them.

State Bank of India's Green IT Project: The banking behemoth

has saved money on energy costs and won carbon credits by utilizing eco- and power-friendly equipment in its 10,000 new ATMs. It has also set a good example for others to follow. SBI has also signed up for the "Green Channel Counter" green service. SBI offers a variety of services, including paperless banking, cash withdrawals and purchases made with SBI shopping and ATM cards rather than checks or deposit slips. To cut emissions, State Bank of India uses wind energy. The State Bank of India's green banking initiative, which aims to reduce its carbon footprint and promote energy-efficient practises, is starting with the wind project.

Kansai Nerolac's lead-free paints: Kansai Nerolac has tried to get dangerous heavy metals out of their paints. Humans may be adversely affected by toxic heavy metals as lead, mercury, chromium, arsenic, and antimony. Particularly dangerous to human health is lead found in paints, which can harm the kidneys, reproductive system, and central nervous system. Children are more likely to become lead poisoned, which lowers intelligence and causes memory loss.

Wipro's Green Machines: Wipro Infotech was the first business in India to introduce eco-friendly computer accessories. Wipro has introduced a new line of laptops and PCs dubbed Wipro Greenware for the Indian market. Due to their RoHS (Restriction of Hazardous Substances) compliance, these items help to reduce environmental e-waste.

Introduction of CNG in Delhi: Prior to the Supreme Court of India forcing the use of alternative fuels, Delhi, the capital of India, was becoming increasingly polluted. In 2002, a directive was issued mandating the full adoption of CNG in all public transportation systems as a means of reducing pollution.

3.8 Impact of Green Marketing concept in CSR

Ben and Jerry's were one of the first companies to advocate using natural ingredients and ethical business practices when creating ice cream.

Unilever oversees more than 400 brands and, in the past 15 years, has cut its greenhouse gas emissions in half, utilizing packaging that is either easily recyclable or biodegradable and creating environmentally friendly items.

Whole Foods is an organic grocery store that not only promotes environmentally friendly products but also green living by supporting wind power, biodegradable food packaging, and water conservation.

To encourage farmers to use more environmentally friendly

practices, Starbucks has been a proponent of sustainable coffee-growing practices, paying farmers a premium price. The Starbucks Shared Planet Initiative encourages environmental responsibility among its stores, employees, and customers. Johnson & Johnson has constantly worked over the past 20 years to reduce production waste, making it the second-largest corporate user of solar power in the United States.

Johnson and Johnson unveiled a business strategy in 2011 with the goal of being the global leader in environmental responsibility.

Timberland rated each of the shoes while production and selling it based on environmental impact and redesigned store system to use 30% less energy than before.

The Hewlett-Packard Company made plans to offer energy-efficient goods and services and put in place energy-efficient operating procedures in its locations globally.

IV. RESULTS

- Models in 38 product categories from skyscrapers and residences to washing machines and light bulbs have been produced by 11,000 different companies.
- A substantial percentage of consumers—42%—use products that benefit the environment.
- Patagonia was the first company to apply for benefit corporation status in January 2012.
- Roughly 12% of Americans identified as "True Greens," or shoppers who actively seek out and frequently purchase ostensibly green goods. Another 68% were identified as Light Greens, or customers who occasionally purchase green. By 1991, consumers who cared about the environment were prepared to spend an additional 15% to 20% on green goods. More than one-third of people today would spend a little more on green products.
- According to the Natural Marketing Institute, USD 209 billion worth of goods and services were sold in the US LOHAS consumer market in 2017. Approximately 80% of customers are engaged by green marketing to some extent, and 17% of consumers are extremely involved, according to the National Marketing Institute.
- As they value their health and purchase organic food, 19% of the population (more educated than the

general population, which is less educated or illiterate) is interested in green products.

- Earth Light, which retails for \$15 per bulb as opposed to 75 cents for incandescent bulbs, was Philips Lighting's first attempt to commercialize a standalone compact fluorescent light (CFL) bulb. The product struggled to emerge from its dark green niche. The device was re-released by the firm under the name "Marathon," emphasizing its new "ultra-long life" positioning and guarantee of \$26 in energy cost savings throughout its five-year lifespan. Lastly, using the U.S. Sales increased by 12 percent in an otherwise flat market because of the EPA's Energy Star designation, which gives products legitimacy and additional sensitivity to rising power bills and electricity shortages.
- *Car sharing services*: In addition to the environmental advantages, car sharing services satisfy the longer-term needs of consumers for improved fuel savings, fewer traffic jams, and easier parking.
- *Goods and services*: Businesses are now providing their clients with more environmentally friendly options. One of the most well-liked choices that is good for the environment is using recycled goods.
- Shoplet, an online retailer of office supplies and other goods, has a web application that enables you to swap out comparable items in your shopping cart for more environmentally friendly ones.

V. RECOMMENDATIONS

- *Know your customer*: Convince them to care about the problems your product aims to solve. Whirlpool discovered the hard way that consumers wouldn't pay more for a refrigerator without CFCs because they didn't know what they were.
- *Educating your clients* entails not only informing them of the environmental protection measures you are doing, but also explaining why these measures are important. Otherwise, your green marketing strategy will fail because a sizeable section of your target market will ask, "So what?"

Being honest and transparent requires that you:

Practice what you preach in your green marketing strategy,

and align the rest of your business policies with your environmental practices. For your company to build the kind of environmental credentials that would enable a successful green marketing campaign, both requirements must be accomplished.

Reassure the customer: Customers need to be convinced that the product does what it is supposed to accomplish since they won't sacrifice product quality for environmental sustainability.

Consider your pricing: If you're asking customers to pay extra for your product—and many ecologically preferred items do so because of economies of scale and the use of higher-quality ingredients—make sure they can afford it and think it's worth it.

Giving your clients a chance to engage entails personalizing the advantages of your eco-friendly practices, typically by allowing the customer to take part in eco-friendly activities.

Leading businesses should therefore understand that consumers' expectations have evolved. It is no longer enough for a company to produce environmentally friendly goods; consumers now expect that the things they buy will help them save money and the environment.

VI. CONCLUSION

A tool for preserving the environment for coming generations is green marketing. It improves the security of the surroundings. The green market is a new one that is emerging because of rising environmental protection awareness. Businesses must adopt a green strategy in every facet of their operations if they want to survive in this market. Customers are willing to spend more for a greener lifestyle because they want to associate themselves with businesses that are environmentally friendly. As a result, green marketing serves as both a marketing strategy and a tool for environmental protection.

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