

Green Marketing and Sustainable Development: Attributes, Preferences and Programs for Sustainable Development of Different Organizations

Abstract

Today in fast changing markets, globally every organization has some responsibilities regarding the environment. And this is possible only when manufacturers produce eco friendly products and use "Green Marketing". Green marketing is one of the best ways to present your product on safer side in front of the market as well in front of the consumers. Consumer of today wants such products for them which are eco friendly. Inclination towards green marketing is increasing day by day. And this inclination makes our environment on safe side and also good for the health of the human being. This paper will help the organizations for their survival through "Green Marketing". It is typically practiced for the sustainable development of companies.

Keywords: Green Marketing, Organization Sustainability, Environment.

Introduction

"Environment is the survival for human".

Environmental issues influence all human activities. As human being become more aware about the natural environment, it influences all the activities of the business due to the changes in the behavior of the society's new concerns. One business area where environmental issues have received a great deal of discussion in the popular and professional press is marketing. Terms like "Green Marketing" has so much importance in today's business activities. Many governments around the world have become so concerned about green marketing activities. Green marketing is typically practiced by companies that are committed to sustainable development. More organizations are making an effort to implement sustainable business practices as they recognize that in doing so they can make their products more attractive to consumers and also reduce expenses including packaging, transportation, energy/water usage, etc. Businesses are increasingly discovering that demonstrating a high level of social responsibility can increase brand loyalty among socially conscious consumers. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising. That's why it is not an easy task to define green marketing.

Review of Literature

Albu A. (2017) analyzed the industrial symbiosis as tool for green growth. Kumara K.(2017) focused on three R's of environment viz. Reduce, Reuse, and Recycle which are important to supports *green marketing* Fahimnia, B., Sarkis, J. and Davarzani, H. (2015), "Green supply chain management: A review and bibliometric analysis" analyzed the GSCM techniques. Bhadauria, Toms, Green & Meacham (2014), "Do green information systems impact performance" discussed green information systems. Chen & Chai (2010) defined green marketing as the activities undertaken by organizations to deliver goods or services which are not harmful to the natural environment.. Gawande & Dube(2011) This paper indicates indicate that GSCM has helped to reduce the ecological impacts of industrial activity. Chitra, (2007) green marketing is about designing, developing and delivering products that are eco friendly which cause less as possible harm to the environment and its stakeholders

Green marketing refers to the process of selling products and/or services based on their environmental benefits. Products and services



Kirti Punia

Research Scholar,
Deptt.of Business Administration,
Rajasthan University,
Jaipur, Rajasthan

should be environment friendly or produce in environment friendly process. Some features for the green marketing is as follow:

1. Being manufactured in a sustainable fashion
2. Not containing toxic materials or ozone-depleting substances
3. Able to be recycled and/or is produced from recycled materials
4. Being made from renewable materials (such as bamboo, etc.)
5. Not making use of excessive packaging
6. Being designed to be repairable and not "throwaway"

Objective of the Study

The main objective of the paper is to that how organizations can make our environment through green marketing and their sustainable development

1. To make organization's sustainability through attributes
2. To make organization's sustainability through preferences
3. To make organization's sustainability through different programs

Research Methodology

In this paper information is collected through different studies which is already done and from different organization for the good results.

Green Marketing and Sustainable Development

Green marketing is the marketing of environmentally friendly products and services. It turns to more and more popularize as people become more concerned with environmental issues and decide that they want to spend their money in a way that is kinder to the planet. It can involve a number of different things, such as creating an eco-friendly product, using eco-friendly packaging, adopting

sustainable business practices, or focusing marketing efforts on messages that communicate a product's green benefits. This type of marketing can be more expensive, but it can also be profitable due to the increasing demand.

A study by Nielson Global Survey on CSR (Corporate Social Responsibility) on large no. of consumers 30000 from different countries (60) to determine consumer preference for sustainable purchasing is found as below:

Table No. 1
Attributes for Sustainable Development

Attributes	Percentage
Pay extra for social and environmental impact	55%
At least one purchase in the past six months from at least one socially responsible company	52%
Check product packaging for sustainable development	52%

Source: <https://www.thebalance.com/green-marketing-2948347>

Table No. 2
Preferences to Pay Extra by Countries for Sustainable Development

Preferences to Pay Extra	Percentage
Asia-Pacific region, Latin America, and the Middle East/Africa	64%, 63%, 63%
North America and Europe	42% and 40%

Source: <https://www.thebalance.com/green-marketing-2948347>.

The Companies on top of the Ranking Created Sustainable Programs
Aims to be fulfilled by 2020 setting an Example to all

Company Name	Brief	Key Areas	Development
Siemens UK	Siemens is an international group from Germany specializing in new technology. Worried about the future generations and the environment, Siemens UK decided on becoming a sustainable company in 2012	Environment Education Social	Climate conditions, increase resource efficiency and protect nature. Scientific and medical initiatives, support mathematics, sciences, engineering and technology Disaster relief, improvement of living conditions, helping combat illiteracy and promoting diversity and social integration
Cisco	Cisco is an American company specializing in network hardware. Since 2012 Cisco worked to improve energy efficiency by implementing circular economic methods to turn waste into resources.	greenhouse gas emissions Adverse Environmental footprints by community partners	Improve efficiency in energy, water, waste and more
Philips	Philips is from Netherlands and is one of the most important groups worldwide for home appliances, lighting and medical equipment..	Social Ecological	Healthy people by increasing social benefits and moving people to the most fitting locations Reduce environmental impact and maintain the resources of the planet. Recycle 90% of operational waste and aims to send zero waste to

			landfill and be carbon neutral in their operations, employing 100% renewable electricity. Caring about its' employees, Philips strives for an optimal injury and illness-free work-environment
Johnson & Johnson	Johnson & Johnson is an American pharmaceutical company since 1886. The company has been setting environmental goals for nearly 30 years, and is committed to continuously improving the energy efficiency and environmental performance of products and processes.	climate water resources	to increase the recycle-ability recycle-able designs and sustainable partnerships

Conclusion

The sustainable development of any company shows that, company is growing in the right direction for retaining in the market. And it is possible only when company moves towards "green marketing". Green marketing is so important for companies for their sustainable development. Presenting a product or service as green when it's not is called green-washing because greening your business is not only good for the environment, it can boost sales and makes company more sustainable. "Paying extra doesn't matters, matter what is our environment"

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