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## GREEN MARKETS WITH SUSTAINABLE DEVELOPMENT

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### ABSTRACT:

Green marketing is a phenomenon which has developed particular important in the modern market and has emerged as an important concept of India as in other parts of the developing and developed world. And is seen as and as on important strategy of facilitating sustainable development. In this research paper main emphasis has been made of concept need and importance of green marketing. Data has to be collected from multiple sources of evidence, in addition to books, journals, websites and newspapers. It explores the main issues in adoption of green marketing practices. The paper describes the current scenario of Indian market and explores the challenges and opportunities business have with green marketing. The companies are adopting it and future of green marketing and concludes that green marketing is something that will continuously grow in both practice and demand.

Sound macroeconomic policy is critical to the success of micro economic measures like much of environmental policy a fact other neglected by environmental reformers. There are two implications are there i.e., First in the long term, improved governance will enhance environmentally sustainable management of renewable resources finite resources and the global pollution sinks. Secondly, until such improvements occur, environmental policies are likely to underperform unless they are adapted to take account of flawed macro policies. Environmental reformers therefore need to support efforts the international financial institutions to improve macroeconomic management.

## INRODUCTION:

This paper starts from the optimistic premise that the basic economic policies for sustainable developments are known and that its is policy implementation that raises most controversy. In the advanced economies the controversy revolves around the speed of the response to environmental issues. Because the faster and more abrupt response the greater the costs that the present generation must bear. The dispute is rooted in uncertainly about the capacity of technology to resolve future environmental problems and also in ethical concerns regarding inter-generational obligations.

The green global marketing in the developing countries it identifies the mismanagement of natural resource abundance as key cause of macroeconomic policy failure. Which adversely affects all aspects of micro policy, including environmental policy. It goes on to suggest that many analysis of environmental problems in the developing countries neglect how macroeconomic failure effects policies that are implemented at the micro level and as some consequences such analyses risk leading the effectiveness of those policies and reforms required. There is increasing evidence that because primary sector remains important in low income countries the scale of the natural resource rents and the socio-economic linkages that they generate affect the aims of the government and development trajectory of the economy.

This paper explains how differences in the natural resources endowment affect policy in the developing countries and spells out the implications for improvements in environmental policy and sustainable development it is basically study of the macro and micro economic policy requirements for environmentally sustainable development.

Green marketing is alternatively known as environmental marketing and sustainable marketing refers to an organization efforts and designing, promoting pricing and distributing product that will not harm the environmental Polansky defines green marketing as all activities designed to generate and facilitate and exchanges intended to satisfy human needs.

## **STUDY OF METHODOLOGY:**

This paper attempts to throw light on the conceptual issues associated with green also descriptive where the focus is on fact finding investigation with adequate interpretations for this purpose secondary data were collected. The secondary data were collected through newspapers, magazines, books, journals conference proceedings, Government reports and websites.

## **BASIC MACRO AND MICRO POLICEIS FOR SUSTAINABLE RESOURE MANAGEMENT**

Markets are sustaining during the first three decades after the second world war many developing countries increased there commitment to forced industrialization and cumulatively distorted their economies, resembling the centrally planned economies in that respect. (Auty and Mikesell 1998) Forced industrialization grew out of the sharp contraction of the world. Trade system in the 1930s and 1940s. It spawned a growing controversy among development economists with respect to the contribution of primary commodity exports to growth. Structural like Prebisch (1964) projected a downward tend to the terms of trade for primary commodities in relation to manufactured goods imported by the developing countries. He argued that any increase in productivity in primary commodity production accrues to industrialized countries, whereas productivity increases in industrial countries result in higher wages and profits in those countries rather than a decrease in the prices of manufactures imported by the developing countries. Therefore, he concluded that the developing countries should accelerate industrialization by protecting infant industry geared to supplying the domestic market. The structuralism economists favored planning and the non-market allocation of resources achieved through a variety of controls and also government incentives for domestic investment prices and foreign trade.

## **MANAGING RENEWABLE RESOURCES**

The optimistic views of many mainstream economists about socio-economic adjustment to increasingly demands on renewable resources. It notes their neglect of the risks of government and market failure in developing countries, examples of which are presented for farming and rain forest management. Finally, in

advances the concept of total economic value as useful tool for correcting resource mismanagement. Boserup(1965) argues that increasing population pressure on land will be self-correcting because an initial fall in living standards causes farmers to seek to remain their earlier lifestyle by making social and technical changes to systems that may have lasted

Countries. Change then becomes inbuilt to the system so that fallow periods in shifting cultivation are steadily shortened, eventually giving way to sedentary rain-fed farming, with appropriate adjustments to soil types.

## **MEANING FINITE RESOURCES**

The economists consider that sustainable development based upon the exploitation of finite mineral resources is feasible, despite the apparent contradiction, provided there are practical substitutes for the depleting natural asset. The critical assumption is that sustainability does not require that the natural resource be passed on to future generations. After all, the natural resource may be rendered worthless by the discovery of superior resources elsewhere or technological substitutes. Rather sustainability requires that the natural resource be passed on to future generations. After all the natural resource may be rendered worthless by the discovery of superior resources elsewhere or technological substitutes. Rather sustainability requires that the capacity to sustain the income stream from the mineral asset needs to be passed on to future generations. This calls for the income generating capacity of the depleted mineral to be replaced with alternative wealth-generating assets. At the local level, sustainability requires communities to avoid increasing their dependence on subsidies from the mining sector. Rather a fraction of the mine receipts should be set aside to provide alternative employment opportunities for the community when mining ceases and also to restore the environments close as possible to its pre-mined state consistent with the benefits of restoration not exceeding the costs.

## **WHAT IS GREEN MARKETING**

Green marketing consists of all activities designed to generate and facilitate any exchange intended to satisfy human needs. Such that is the satisfaction of these needs and wants occurs with minimal detrimental impact on the natural environment. Recyclable, refillable, ozone friendly, environmentally are some of things

consumers most often associate with green marketing. While these terms are green marketing claims in general green marketing can be applied consumer goods and services.

The world there are resorts that are beginning to promote themselves as “ecotourism” facilities that specialize in experiencing nature or operating in a fashion that minimizes their environmental impact (May 1991, Ingram and Durst 1989, Trumbo 1991) Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, packages changes.

## **THE CONSUMER OF SOVERIGNTY IN GREEN MARKETES**

In the green marketing the consumer is always on the basis of his demand mainly considered as their required. The green consumers are the driving forces behind the green marketing process It is they who drive consumer demand. Thus for a marketer it is important to Identify the types of green consumers. Many organizations have found that two out of every three consumers is green developed country but country like Bangladesh and its organization ha found that one out of every six consumers is green, but their environmental commitments. Vary because of their different standards expectation from producer’s demand and buying power. It is thus not efficient to say is one who engages in green consumption specifically consumes in a more sustainable and socially responsible way. A consumer acquires bundle of wants and needs and this is also true for the green consumer. To satisfy those needs business has to break down the market into different groups of consumers that differ in their responses to the firm marketing mix program. The segments arrived should preferably have the following features:

1. Accessible
2. Actionable
3. Competitive intensity
4. Growth potential
5. Measurable
6. Sizeable

## THE CONCEPT OF THE GREEN MARKETING

The concept of Green markets which requires the inclusion of environmental aspects in marketing activities is used as a term that includes concepts such as ecological marketing, sustainable marketing and green consumerism in the literature (Crane, 2000,p.278) In addition to these concepts, green marketing also known as environmental marketing and responsible marketing, is the integration of value-creating change into the natural environment as well as consumers and society (Polonsky, 2011,p.1311). The term green marketing describes attempts by marketers to develop strategies that target environmental consumers (Mc Doniel & Rylender 1993,p.4) The concept of Green marketing which aims to reduce the social and environmental impacts of existing products and production systems and is used to describe the marketing activities carried out to promote products that are less harmful to the environment has evolved since first appearing and is examined according to three different stages (Peattie, 2001)

1. Environmental green marketing: where concepts such as clean technology green consumer, eco-performance, eco-performance sustainability and environmental quality, emerge and the vulnerability of the environment and the people in it and the danger of extinction are emphasized.
2. Ecological green marketing: this is related to making activities for environmental problems that can be encountered in positive and negative qualities.
3. Sustainable green marketing: Green market and products, which have become effective with the development of the environmental marketing approach offer opportunities to green consumers and activities have been carried out for the continuity of efforts to change the behavior of communities.

### GREEN MARKETING:

Green marketing which is considered to stem from social responsibility is the development and marketing of products designed to minimize or even eliminate negative effects on the physical environment or indeed to improvement (Lamb, Hair, &McDaniel, 2011, p.94) Although social marketing adopts a different perspective green marketing is defined as the development and marketing of products designed to minimize negative effects to the physical environment. Green marketing management on the other hand is defined as the process of

planning and executing the marketing mix in order to facilitate consumption, production, distribution, promotion, packing and product improvement in a manner that is sensitive to ecological concerns. The main difference between the concept of green marketing and social marketing are;

1. Emphasis on the physical sustainability and social acceptability of the marketing process.
2. Developing an open-ended perspective with the possibility of realization of expectation over a longer period of time.
3. Developing a more holistic and interdependent perspective on the relationship between economy, society and environment.
4. Focusing on global concerns rather than problems that arise in particular societies.
5. To be considered as a concept that has an inherent value beyond its usefulness to the environment and society.

### **SIGNIFICANCE OF GREEN MARKETING:**

The business of 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 money 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 in green marketing sustainable development.

There are **five** reasons for firms increased use of Green marketing they are as follows:

1. Cost factors associated with waste disposal or reductions in material usage forces firms to modify their behavior.
2. Organizations believe they have a moral obligation to be more socially responsible.
3. Competitors environmental activities pressure firms to change their environmental marketing activities.
4. Organizations perceive environmental marketing to be an opportunity that can be used to achieves its objectives.

## DIFFERENT KINDS GREEN MARKETING:

### PLACE:

Very few of customers go out of their way to buy green products merely for the sale of it. Marketers looking to successfully introduce new green products should in most cases, position them broadly in the market place so they are not just appealing to a small green niche market. The location must also be consistent with the image which a company wants to project. The location must differentiate a company from its competitions. This can be achieved by in store promotions and visually appealing displays or using recycled materials to emphasize the environmental and other benefits from green marketing.

**PRICE:** Almost customers are prepared to pay a premium if there is a perception of additional product value. This value may be improved performance, function, design visual appeal or taste. Environmental benefits are usually an added bonus but will often be the deciding factor between products of equal value and quality. Environmentally responsible products, however are often less expensive when product life cycle costs are taken into consideration.

### Firm in this situation can take two perspectives:

1. They can use the fact that they are environmentally responsible as a marketing tool.
2. They can become responsible without promoting this fact. There are examples of firms adopting both strategies.

While this behavior is a competitive advantage the firm was established specifically to offer consumers environmentally responsible alternatives to conventional cosmetic products. This philosophy directly tied to the overall corporate culture, rather than simply being a competitive tool.



**PRODUCT:**

The increasingly wide varieties of products on the market that support sustainable development and are good for the triple bottom line include.

- Product made from recycled goods such as quick 'N'Tuff housing materials made from recycled broccoli boxes.
- Products that can be recycled.

Entrepreneurs wanting to exploit emerging green market either.

- Identify customer's environmental needs and develop products to address these needs or
- Develop environmentally responsible products to have less impact than competitors.

**PROMOTION:**

Smart green marketers will be able to reinforce environmental credibility by using sustainable marketing and communications tools and practices and promoting products and services to target markets includes paid advertising public relations, sales promotions, direct marketing and on site promotions. For example, many companies in the financial industry are providing electronic statements by email, e-marketing is rapidly replacing more traditional marketing methods and printed materials can be produced using recycled materials and efficient processes such as waterless printing of green markets.

**TO PROTECT CONSUMERS:**

As with all marketing related activities governments want to protect consumers and society this protection has significant green marketing implications. Governmental regulations relating to environmental marketing are designed to protect consumers in several ways.

- 1.Reduce production of harmful goods or by-products.
2. Ensure that all types of consumers have the ability to evaluate the environmental composition of goods.

## ENVIRONMENTAL BEHAVIOUR:

Many companies take up green marketing to maintain their competitive edge. In some instances this competitive pressure has caused an entire industry to modify and thus reduce its detrimental environmental behavior. For example: it could be argued that Xerox's "Revive 100% Recycled paper" was introduced of recycled photocopier paper by other manufacturers stopped using driftnet's the others followed suit.

## GREEN WASHING:

A survey into green marketing in Australia has found almost all products carrying environmentally friendly claims are guilty of green washing. Terra choice, an environmental marketing firm, has released its seven sins of green washing report, which scrutinizes the environmental claims, companies put on products to see if they are misleading it shows that more companies are using environmental claims but that 98% have committed at least on of the seven sins. Most were guilty of the sin of no proof or making claims unsupported by third-party verification.

## NORMS OF GREEN MARKETING:

### Bring Products to the people:

Having decided to buy products, many consumers encounter a last hurdle-finding them-either because manufacturers don't keep up with demand or advertise where they can be bought.

**Be transparent:** Consumers must believe in the legitimacy of your product and the specific claims you are making Consumer or sale what he claim to be doing in your green marketing campaign

The rest of your business policies are consistent with whatever you are doing that environmentally friendly. Both these conditions have to be met for your business to establish the kind of environmental credentials that will allow a green marketing campaign to succeed.

**Know your customer:**

Mainly to sure that the consumer is aware of and concerned about the issues that your product attempts to address,(Whirlpool learned the hard way that consumers wouldn't pay a premium for a CFC-free refrigerator because consumers didn't now wat CFCs were)

**Education your customer:**

A significant portion of your target market, it's a case of so what? And your green marketing campaign goes nowhere. People know you are doing whatever you are doing to protect the environment but also matter of letting them know why it matters.

**Offer more:**

Companies must ensure that consumers understand the financial and environmental returns on their investment in green products.

**Build better products:**

Consumer will not thing better of green products until companies make them equal better than their conventional alternatives. It is no surprise, most people value performance, reliability and durability much more than ecological soundness.

**CHALLENGES:****Environmental threats:**

The consumer needs to be educated and made aware of the environmental threats. The new green movements need to reach the masses and that will take a lot of time and effort. By India Ayurveda heritage, Indian consumers do appreciate the importance of using natural and herbal beauty products. Indian consumer is exposed to healthy living lifestyles such as yoga and natural food consumption. In those aspects the consumer is already aware and will be inclined to accept the green products.

**Need for standardization:**

There is no standardization to authenticate these claims. There is no standardization currently in place to certify a product as organic. Unless some regulatory bodies are involved in providing the certifications there will not be any verifiable means. A standard quality control board needs to be in place for such labelling and licensing.

**Problem of storage capacity:**

The investors and corporate need to view the environment as a major long-term benefits from this new green movement. It will require a lot of patience and no immediate results. Since it is a new concept and idea. It will have its own acceptance period of time.

**OPPORTUNITIES:**

Mc Donald'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 concern over driftnet fishing and 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.

As the above consumers demand will be changes many firms see these changes as an opportunity to exploit and have a competitive advantage over firms marketing no environmentally responsible in an attempt to better satisfy their consumer needs.

**GOVERNMENT PRESSURE:** Government has protected the consumer and society this protection has significant green marketing implications. Government regulations relating to environmental marketing are designed to protect consumers in several ways that is,

- Consumers have the ability to evaluate the environmental composition of goods Government established regulations designed to control the amount of hazardous wastes produced by firms.

- Reduce production of harmful goods of by-products. Modify consumer and industry's use and consumption of harmful goods.

### **COMPETITIVE PRESURE:**

Firms are observing competitors promoting their environmental behaviors and attempt emulate this behavior. In some instances, this competitive pressure has caused an entire industry to modify and thus reduce its detrimental environmental behavior. For example, when one tuna manufacture stopped using driftnets the others followed suit.

### **POTENTIAL PROBLEMS:**

One of the main problems is that firms using green marketing must ensure that their activities are not misleading to the consumer or the industry and don't breach any of the regulations or laws dealing with environmental marketing; Several firms have tried to modify their products due to increased consumer concern are milled with the fact that consumer's perceptions are always correct. For example, the Mc Donald's case where it replaced its clam shells with plastic coated paper. There is ongoing scientific debate which is more environmentally friendly. Some scientific evidence suggests that when taking cradle to grave approach polystyrene is less environmentally harmful. If this is the case, McDonald's bow to consumer pressure has chosen the more environmentally harmful option.

## **RECOMMENDATION FOR GREEN MARKETING TO AVOID MARKETING MYOPIA**

### **Consumer value positioning:**

The marketing on successfully established Green products showcases no green consumer valued and there are at least five desirable benefits commodity associated with green products. Efficiency and cost effectiveness, health and safety performance, symbolism and status.

**Calibration of consumer knowledge:**

Educate consumer with marketing messages that connect environmental product attributes with desired consumer value.

**Being genuine and honest:**

1. That you are actually doing what you claim to be doing in your green marketing campaign
2. That the rest of your business policies are consistent with whatever you are doing that's environmentally friendly.

**CONCLUSION:**

This paper starts from the optimistic assumption that the policies required for environmentally sustainable economic development are known but difficulties surround their implementation. Consequently, renewable resources continue to be mined, fund resources are depleted irresponsibly and the EKC flattens more slowly than it might with sounder policies. The paper argues that in the low-income countries differences in the natural resource endowment are an important and hitherto neglected cause of tardy environmental policy improvements. This is because the primary sector remains large relative to GDP in such countries so that the scale and socio-economic linkages generated by the natural resource rents condition the aims of governments in important ways.

They also need to be more supportive of the efforts of the IFIs to ease the constraint of maladroit macroeconomic management. The strengthening of sanctions against anti-social governance can help here. This will improve the design of sound environmental policies guided by total economic value to price in externalities, green accounting to achieve positive genuine saving and cost-effective pollution abatement measures to flatten the EKC. In this way, developing countries can leapfrog the environmental learning curve of the advanced economies and limit the mismanagement of natural resources and minimize the damage to environmental services. Recycling of paper, metals, plastics, etc., in a safe and environmentally harmless manner should become much more systematized and universal. It has to become the general norm to use energy-sufficient lamps and other electrical goods in green marketing, consumers are willing to pay more to maintain a cleaner and greener environment. Finally, consumers, industrial buyers and suppliers need to pressurize to minimize the

negative effects on the environment friendly. Green marketing assumes even more importance and relevance in developing countries like India.

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