



## Sustainable branding and effective green marketing

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### Abstract

This study highlights the increasing importance of environmental sustainability on the global political agenda, driving innovation and a surge in companies developing green products. Understanding the characteristics, pricing factors, and consumer willingness for these products, along with effective Green Marketing strategies, is crucial for companies. Findings emphasize the changing definition of Green Marketing with the growing significance of environmental sustainability and the importance of brand positioning over product positioning. The study underscores the variety of green products, consumer willingness to pay a premium for eco-friendly attributes, and the pivotal role of closed-loop supply chains, reverse logistics, advertisement content, and ecolabels. critical factors influencing consumer behaviour. This study mainly aimed to explore the impact of Green Marketing on consumer behaviour. A need for companies to enhance communication about their green initiatives and make products that are green products and healthy for our health. Additionally, that also indicates that factors such as price and quality play significant roles in influencing consumer behaviour alongside environmental considerations.

**Keywords:** Green marketing, green products, consumer behaviour, marketing mix

### Introduction

Interchangeably it refers to the overarching concept of environmentally conscious marketing. The escalating global concerns regarding environmental sustainability and climate change compel companies to incorporate environmental considerations into their business strategies and operations. This integration spans various functional areas within companies, encompassing research and development, design, manufacturing, and marketing. The successful development and production of environmentally sustainable products or services are crucial for mitigating the environmental impact of industrial activities and promoting cleaner production. Marketing plays a vital role in this process, as marketing inputs are fundamental in shaping product concepts and designs. Moreover, the effectiveness of developing green products or services relies on their widespread acceptance in the market. Marketing becomes instrumental in creating a green market by engaging with consumers, raising awareness about environmental sustainability, and conveying the benefits of environmentally sustainable products and services. Therefore, marketing is not only integral to fostering cleaner production but also to promoting sustainable consumption. This study specifically concentrates on Green Marketing. Green products become an important part of our lives and their value is high compared to normal goods and these products are environmentally friendly. It involves promoting and selling products or services by emphasizing their environmental benefits, which can stem from being environmentally friendly in their composition, production methods, or packaging. This approach caters to consumers increasingly conscious of ecological considerations in their purchasing decisions.

### What is green marketing?

Indeed, green marketing aims to promote environmentally friendly products through various strategies such as product modification, sustainable production processes, eco-friendly

packaging, and adjusted advertising. The challenge lies in the diverse interpretations and contradictions surrounding the term, with social, environmental, and retail perspectives often differing. These approaches, including green, environmental, and eco-marketing, represent a departure from traditional marketing by addressing the misalignment between current marketing practices and the ecological and social aspects of the broader environment. Nowadays marketers need to make a product according to consumers and also need to focus on the environment also.

### Green marketing mix

Studying the 4Ps (Product, Price, Place, and Promotion) of the traditional marketing mix in the context of green marketing is a common focus. It reflects the growing importance of sustainability considerations in the marketing domain nowadays.

- **Product:** The design and development of our products adhere to a sustainable approach, prioritizing minimal resource utilization and a commitment to pollution-free processes. Our stringent standards ensure that our products are entirely devoid of toxic substances, safeguarding users from potential harm. Moreover, our focus extends beyond mere functionality; we strive to contribute to the conservation of scarce resources, promoting a responsible and environmentally conscious ethos in every facet of our product development.
- **Price:** in green marketing, consumers often associate a higher price with superior quality, whether it's in terms of eco-friendly features, sustainable practices, or overall product excellence. This perceived premium quality becomes a key factor influencing their willingness to pay more for environmentally conscious products.
- **Promotion:** Indeed, green advertising encompasses various approaches. It can highlight the product's environmental compatibility, promote a sustainable lifestyle, or build a corporate image emphasizing

environmental responsibility. These diverse strategies cater to different consumer preferences and contribute to fostering a positive perception of eco-friendly products and practices.

- **Place:** Absolutely, the right product placement is crucial for reaching and appealing to your target audience. Strategic distribution ensures accessibility and influences customer satisfaction. People generally prefer to buy products that are available easily.

### **Objectives**

- To develop a green marketing mix for consumers.
- To establish a relationship between consumer purchasing and green marketing.

### **The core problem**

Embrace environmentally friendly practices. Bridging the gap between micro-marketing and macro-marketing is crucial for effective green marketing strategies. The challenge lies in integrating broader macro issues and systems into individual thinking within micro-marketing contexts. Governments resort to regulation to prevent market distortions, indicating the need for external intervention. Social marketers play a role in urging consumers to adopt eco-friendly behaviour, emphasizing the importance of a macro-focus in addressing environmental concerns. This integration is essential for transformative green marketing to have a meaningful impact.

### **Conclusion**

Environmental challenges indeed demand a shift in thinking towards transformative green marketing. Integrating environmental costs into decision-making, such as a broader approach beyond a carbon tax, requires reexamining fundamental assumptions of the free market. Achieving success necessitates not only structural changes but also a cultural shift towards recognizing consumers as part of the environmental system. Education and awareness are essential for understanding and addressing complex environmental issues. The growing interest in Green Marketing underscores the need for educational initiatives that equip future professionals with a solid understanding of sustainable business practices. The emphasis on environmentally friendly packaging and the integration of ecolabels as promotional tools highlight practical considerations for companies aiming to align their products with green values. It emphasizes the importance of strategic decision-making in packaging design, not only for ecological impact but also for effective communication with environmentally conscious consumers. Additionally, the recognition of the Internet as a tool for targeting green consumers globally and reducing distribution costs suggests the ongoing relevance of digital platforms in shaping Green Marketing strategies. It encourages companies to stay abreast of technological advancements for sustainable marketing while maintaining a life cycle perspective on their environmental impact.

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