



## Green marketing – A sustainable advertising strategy

Rohit Kumar Pal<sup>1</sup>, Baldev Singh<sup>2</sup>

<sup>1</sup> Head, Department of Commerce, Himalayan University Dehradun, Uttarakhand, India

<sup>2</sup> Research Scholar, Department of Commerce, Himalayan University Dehradun, Uttarakhand, India

### Abstract

Consumers of today are more knowledgeable and pickier about the goods they purchase than in the past. This is undoubtedly the case when assessing the brands they support in terms of their sustainable practices and environmental effect. For this reason, a large number of the most valued and prosperous businesses in the world are engaging in green marketing campaigns. As the name implies, green marketing is the promotion of goods and services that are friendly to the environment and sustainable. Additionally, green marketing contributes to the company's positive brand image and goodwill. Recent years have seen a rise in the popularity of green marketing as consumers become more self-aware, conscious of their own behavior and the harm it causes to the environment.

**Keywords:** Green marketing, green business, sustainable development and economic growth

### Introduction

Promoting a company's products to highlight their sustainability is known as green marketing, sometimes known as eco-marketing or environmental marketing. Businesses may develop items that lessen consumers' carbon footprints, design environmentally friendly packaging, or employ eco-friendly distribution practices. Green marketing refers to the promotion and marketing of all goods and services that are biodegradable, ecologically friendly, and do not negatively impact the environment. Businesses today must be aware of their manufacturing methods since, as we all know, the environment is deteriorating quickly and, if this is not stopped, future generations will find it extremely difficult to survive.

Businesses must monitor the veracity of their green claims, which means that their assertions that their goods and services are environmentally friendly must be true, and they must possess the necessary documentation to support their claims.

Businesses can benefit from promoting their goods and eco-friendly items to draw in more customers as consumers grow more aware of their purchases and the carbon footprints they leave behind.

### What is Green Marketing?

The act of promoting goods or services that are eco-friendly or benefit the environment is known as "green marketing." It entails integrating sustainability concepts into a range of marketing initiatives, including packaging, promotion, messaging, and product design.

As environmental issues become more important to individuals, green marketing is growing in popularity. In fact, in 2020, 77% of customers stated that a brand's environmental responsibility and sustainability were extremely essential or somewhat relevant when making their brand choice.

When businesses publicly donate to charity organizations that support sustainability projects, they are also engaging in green marketing. Green marketing is a component of a broader social movement, spurred on by the rapid

advancements in climate change, toward more ethical and sustainable commercial practices.

### Features of Green Marketing

The features of green marketing have been stated below.

#### Applied Environment

Since green marketing, as we all know, is all about improving the environment, it is essential that this kind of marketing strategy focus on the objective that the company as a whole has decided upon.

#### Durability

Sustainability, which includes using sustainable raw materials, an environmentally friendly production process, and not harming the environment during any stage of the product's life cycle—including packaging—is the ultimate goal of green marketing.

#### Consumer Education

When a company creates a green product, it is not just concerned with increasing sales of its goods or services; rather, it is concerned with educating the public and bringing to light the benefits of using sustainable and green products.

#### Distinctiveness of product

In a world of congested markets and fierce rivalry, businesses must come up with innovative concepts that allow customers to distinguish them from competitors in the market. Businesses can use green marketing to set themselves apart from the competition.

#### Transparent Communication

With proper education and guidance, there can be very transparent contact between the firms and the clients, in the sense that when the firms say that their products are green, it is understood that the goods are environmentally friendly and sustainable.

### **Life Cycle Evaluation**

An additional crucial aspect of green marketing is that the company must consider the product's whole life cycle, from the point of raw material acquisition to the point at which the customer might use it for the last time, in order to claim its products as green products.

### **Eco-Friendly Packaging**

In order for a product to truly be considered green, companies must implement environmentally friendly packaging to ensure that even food packaging doesn't negatively impact the climate.

### **Social Responsibility of Corporations**

It should be mentioned that the company's corporate social responsibility is taken into account when implementing green marketing.

### **Market Segmentation**

A certain group of people has developed a strong sense of self-awareness regarding the things they use. Thus, they value eco-friendly and sustainable products more than conventional ones. This market niche is the focus of green marketing.

### **Long-term Viewpoint**

The goal of green marketing is to establish enduring connections between the company and its customers.

### **Benefits of Green Marketing**

The advantages of green marketing are indisputable since they support sustainable development and these new efforts can spur economic expansion. The advantages are:

#### **Appeals to a new market**

Businesses can draw in a variety of demographics by implementing green marketing techniques. Customers are becoming more and more worried about the environmental impact of big businesses.

Green marketing helps a company draw in customers who are interested in learning about the production process of items and how consuming them can affect the environment. These campaigns aid organizations in competing with other businesses that might not follow eco-friendly procedures.

#### **Increases profitability and brand loyalty.**

Green marketing greatly benefits companies that are the first in their industry to offer green products or services. This strategy can help companies stand out from their competitors, as environmentally conscious consumers purposefully seek out companies with sustainable promises. In order to boost revenue and brand loyalty, companies can effectively rebrand their products with the use of green marketing.

#### **Lowers overhead costs**

Sometimes a company's overhead expenses might be reduced by implementing sustainable materials or environmentally conscious manufacturing techniques. A corporation can significantly reduce its monthly running expenses by conserving energy and water.

Reducing the cost of waste disposal is another benefit of using sustainable materials. Even employing environmentally friendly building materials can result in long-term cost savings for businesses since they require less

upkeep and maintenance whether constructing offices, warehouses, or manufacturing facilities.

### **Helps the environment.**

True green marketing benefits the environment in addition to helping businesses make more money and attract more devoted customers. Businesses that keep their word can greatly reduce global warming and promote environmental preservation.

Since consumers' views and preferences have altered because they want businesses to practice accountability, this should be the primary focus of green marketing approaches.

### **Strategies for Green Marketing**

Any organization can use these tactics to uphold environmentally friendly practices and sustainable development. The strategies are:

#### **Producing sustainable products**

Making sustainable products that consumers may use to replace non-sustainable ones is one of the most widely used green marketing strategies. Reusable straws and water bottles are among these products, as are shampoos with less toxic components that dissolve more readily in water. Companies can get traction in the green market by offering consumers alternatives to products that may make them feel better about their influence on the environment.

#### **Using sustainable materials to make products.**

Employing sustainable resources in product manufacturing is one way that businesses may engage in green marketing. Using recycled materials or other environmentally friendly materials, such as product packaging that degrades more quickly, can be one way to do this. A coffee shop that utilizes compostable bags and a printing press that employs recycled ink, for example, are two examples of businesses that benefit from the use of sustainable materials.

#### **Responsible waste disposal**

A corporation can lessen its environmental effect by disposing of waste responsibly. Hazardous waste materials can be produced throughout the manufacturing process, and if they are not properly disposed of, they can have a negative impact on the environment. Businesses can engage in green marketing by showcasing their sustainable contributions, such as their responsible trash disposal programs. This is a particularly useful tactic for helping businesses differentiate themselves from rivals that don't use ethical trash disposal methods.

#### **Opting for electronic marketing**

One minor way that businesses can engage in green marketing is by converting their whole marketing plan to digital media. Print products such as catalogs, flyers, brochures, and magazines are expensive for the environment, particularly if users don't recycle them correctly. Businesses looking to transition to a fully digital strategy can lessen their environmental impact by utilizing tools like text marketing, email marketing campaigns, and social media marketing.

#### **Implementing eco-friendly energy practices**

Employing renewable energy sources, such as solar, wind, hydropower, or geothermal electricity, allows businesses to

reduce their manufacturing costs while also having a positive environmental impact. Access to renewable energy sources has improved recently, and as more countries invest in it over the coming decades, the market for harvesting renewable energy is anticipated to grow. A business that uses eco-friendly energy methods may see a drop in the cost of the products and services it provides to customers. A corporation can lower the cost of purchasing a product for the consumer if it spends less money making it.

### Using emission-minded shipping practices

Long-distance cargo shipping can have a significant carbon impact. Among other modes of transportation, trucks and airplanes are among the biggest emitters of greenhouse gases. Businesses can elect to send goods in bulk rather than individually or provide customers with a green shipping choice at the time of checkout to lessen their environmental impact. Customers can reduce emissions by choosing longer shipment durations or combining several items into a single box when they select green shipping alternatives.

### Promoting a green alliance

Businesses that engage in consumer-environment solidarity are also involved in the green marketing movement. Companies can join a green alliance by committing to donate to specific nonprofit or activist organisations that are working to protect the environment in some capacity. Business that want to raise consumer awareness of their brand's environmental policies frequently use this green marketing tactic as a springboard for other sustainability initiatives.

### Investing in your community

Certain corporations conduct environmentally-focused marketing efforts to demonstrate their level of community investment. This can be accomplished in a number of ways, such as supporting neighbourhood recycling initiatives or giving away environmentally friendly infrastructure to neighbours, such as compost bins or solar panels. These kinds of initiatives are generally successful since they enhance the company's reputation in addition to that of the community.

Green marketing, also known as environmental marketing or sustainable marketing, has become an important tactic in today's ecologically conscious society. It comprises marketing and providing goods and services that have been produced and delivered with the least amount of environmental damage.

Green marketing encompasses the entire marketing process, including product development, production, distribution, and advertising. Its primary objective is to protect and preserve the environment while meeting client expectations. By using these strategies, businesses may use green marketing to align their goals with environmental sustainability. This approach draws clients that care about the environment, fosters long-term commercial success and brand reputation, and works towards a sustainable future.

### Advantages of Green Marketing

The advantages of green marketing have been discussed below.

- Aids in improving the company's reputation and brand image.
- Aids in creating a competitive edge.

- It facilitates serving a larger clientele.
- Green marketing increases customer loyalty.
- It also contributes to cost savings.
- It encourages innovation and product development.
- It creates a very beneficial and effective social and environmental impact.
- It increases employee engagement and motivation.

### Disadvantages of Green Marketing

There are certain challenges of green marketing as well, which have been discussed below.

- Businesses that use green marketing techniques encounter a number of supply chain difficulties. There are also instances of "greenwashing," where a company presents its products in a way that leads consumers to believe they are environmentally friendly even though they are not.
- Despite the fact that there is a large market for green products, there is little customer demand for them because most people are unaware of them. Therefore, it is important to educate people about the benefits of using green products and green behaviours.
- Since there are greater expenses involved, these commodities eventually have higher prices as well. Since companies are unable to cut corners when it comes to the quality of their manufacturing processes for environmentally friendly items, production costs rise dramatically.
- There's also a great deal of complexity and client confusion. It is challenging for the customer to determine the authenticity of the products because there are many fakes on the market.

### Example of Green Marketing

Many people point to Starbucks as a pioneer in eco-friendly marketing strategies. In recent years, the corporation has made significant investments in a number of social and environmental projects. For instance, Starbucks stated in a 2018 report that it had invested more than \$140 million in the advancement of renewable energy sources. The business buys enough renewable energy to run all of its owned and operated retail locations in the UK and North America.

In a similar vein, the business has contributed to social impact initiatives by way of programmes like the Starbucks College Achievement Plan. Many Starbucks employees in the United States who work an average of more than 20 hours per week are eligible to earn complete tuition reimbursement for Arizona State University's online undergraduate degree programme under this project.

This effort is a significant component of Starbucks' green marketing goals, along with other similar promises in the field of veteran employment.

From the perspective of an investor, these kinds of green marketing campaigns can be crucial to creating and preserving a strong brand, especially for businesses that interact directly with customers like Starbucks. On the other hand, some detractors contend that green marketing might amplify the advantages that larger businesses already enjoy to the detriment of their smaller or mid-sized rivals.

After all, there are usually additional overhead expenses associated with implementing comprehensive social or environmental programmes. These expenses are easily covered by large businesses, who might even include them

in their current marketing budget. However, the inclusion of these expenses could seriously harm a smaller company's capacity to remain profitable or viable.

### Conclusion

In recent years, green marketing has begun to gain traction alongside conventional marketing strategies. It is now imperative that businesses change and begin implementing green methods in order to make their products universally palatable and sustainable. Since we are the ones who brought about the current state of the environment, green marketing is one of the ways that we should work together to improve it overall.

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