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Green marketing: A paradigm shift in the world of conventional marketing

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Abstract

Green Marketing in today's world has become a more viable and sustainable alternative to the conventional marketing. Green Marketing also referred to as the Ecological Marketing or Environmental Marketing is posing stiff competition to the conventional forms of marketing resulting into greater challenges for the manufacturers, middlemen, consumers in particular and society in general in today's rapidly changing global scenario. Today's consumers are willing to pay for all those products which assure them health and comfort at a reasonable price and minimum health hazards. Green Marketing is the best answer to the many problems that are being created due to mad rush of production and distribution. This paper attempts to find out the best possible implication and importance of green marketing and its comparison with conventional marketing. The outcome of the paper suggests that green marketing is safer than the conventional form of marketing. The result of the paper further suggests that the adoption of green marketing will be a major boost not only to the manufactures but simultaneously help the society.

Keywords: Sustainable, Green Marketing, Economic prosperity, Growth, Environmental, conventional marketing.

1.1 Introduction

1.1 Green Marketing and Conventional Marketing

According to the World Commission on Environmental Development (1978), Sustainable Development is "meeting the needs of the present without compromising the ability of the future generations to meet their own needs". The common theme throughout this strategy of sustainable development is the need to integrate economic and ecological considerations in decision making by making policies that conserve the quality of agricultural development and environmental protection. This is what the end product of green marketing is, environmental protection for the present and the future generation. The development of energy- efficient operations, better pollution controls, recyclable and biodegradable packaging, ecologically safe products are all part of green marketing which also leads to sustainable development. The concept of Green Economy must neither replace the holistic and more inclusive idea of Sustainable Development, nor can it be considered independent of that guiding principle. Rather, the Green Economy needs to be understood as a means to the end of achieving the goals and principles that have been set out within the concept of Sustainable Development, meaning that it has to include poverty eradication and social justice as the main purposes an ecologically sound economic system needs to cater. Green Economy must not be reduced to the idea of Green Growth which remains anchored in the present capitalist production-consumption model and holds on to economic growth as the decisive indicator for development, progress and human wellbeing. If the concept of a Green Economy is to make sense, it must mean a shift in paradigms, not just a new tag that preserves the ideology of the prevailing development model. The Green Economy is a political notion and as such necessarily "falls short of" an exact definition. However, that also means that we can, and certainly should, make use of it. Instead of focusing too much on demonizing Green Economy as a disguise for "green" protectionism, "green" colonialism, "green" aid conditionality etc., we should therefore concentrate on the potential the Green Economy concept offers in terms of framing debates in alternative ways. While the Green Economy concept has to be flexible enough to allow for individual policies and implementation schemes which can respond to the differing social and economic conditions of the respective country, it nevertheless has to be based on internationally agreed norms and principles.

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This common framework is a prerequisite for restoring trust in the international community and establishing a common ground for action. Green Economy must put both people and nature before profits. This means pursuing a rights-based approach to sustainable development, that is, to human development within the planetary boundaries. The access to basic needs like water, food, sanitation and basic healthcare needs to be assured as a fundamental right instead of leaving things to the market. Moreover, further commoditization of nature leads to further concentration, not distribution of wealth which in turn creates new socio-political conflicts that will cause – and already have done so – irreparable damage to the democratic process. Commoditization of nature and its services, therefore, is not the way to go. When it comes to implementing the Green Economy, it will be central how the transition will be managed and which principles will guide action. The transformation has to be made without putting the burden on the poorest, minimizing negative consequences especially for the most vulnerable. That is, a just transition would need to be based on social and environmental justice, solidarity and social dialogue; on the polluter pays principle, the principle of common but differentiated responsibilities as well as the right to development. On the other hand conventional marketing is now in dying phase and losing its charm and appeal. The time of old fashioned direct door to door marketing, retailing, dealership, distributorships are fading and now online marketing, e-commerce, Telephonic market, internet marketing are very rapidly the fabric of conventional marketing giving too much emphasis of on environment, society and nation.

2. Literature Review

Prothero, A. (1998) introduces several papers discussed in the July 1998 issue of 'Journal of Marketing Management' focusing on green marketing. This includes; a citation of the need to review existing literature on green marketing, an empirical study of United States and Australian marketing managers, a description of what a green alliance look like in practice in Great Britain, ecotourism and definitions of green marketing. Oyewole, P. (2001). In his paper presents a conceptual link among green marketing, environmental justice, and industrial ecology. It argues for greater awareness of environmental justice in the practice for green marketing. A research agenda is finally suggested to determine consumers' awareness of environmental justice, and their willingness to bear the costs associated with it. Prothero, A. & Fitchett, J.A. (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 principle agent in the operation and proliferation of commodity discourse, also has a considerable responsibility to do so. Kilbourne, W.E. (1998) discusses the failure of green marketing to move beyond the limitations of the prevailing paradigm. The author identifies areas that must be examined for their effect in the marketing/environment relationship, namely economic, political and technological dimensions of the

cultural frame of reference. Karna, J., Hansen, E. & Juslin, H. (2003) interpret that proactive marketers are the most genuine group in implementing environmental marketing voluntarily and seeking competitive advantage through environmental friendliness. The results also give evidence that green values, environmental marketing strategies, structures and functions are logically connected to each other as hypothesized according to the model of environmental marketing used to guide this study. Donaldson (2005) in his study realized in the Great Britain initially concluded that in general the ecological attitude of consumers changed positively. This study reported the strong faith of consumers in the known commercial brands and in the feeble behaviour referring to the "green" claims, which was the main cause behind the consuming failure to interpret their concerns beyond the environment in their behavior. Alsmadi (2007) investigating the environmental behaviour of Jordanian consumers reveals a high level of environmental conscience. Unfortunately however this positive tendency and preference in the "green" products does not appear to have any effect on the final decision, obviously because these consumers have a stronger faith in the traditional products and a small confidence in the green statements. The above obstacles are further strengthened by the lack of environmental conscience by a lot of enterprises and the existence of a large scale of prices for the same product, many of which included an impetuous estimate of environmental responsibility. The same phenomenon has been presented in other researches too (Ottman, 2004; Donaldson, 2005; Cleveland *et al*, 2005). Brahma, M. & Dande, R. (2008), The Economic Times, Mumbai, had an article which stated that, Green Ventures India is a subsidiary of New York based asset management firm Green Ventures International. The latter recently announced a \$300 million India focused fund aimed at renewable energy products and supporting trading in carbon credits. Sanjay K. Jain & Gurmeet Kaur (2004) in their study environmentalism have fast emerged as a worldwide phenomenon. Business firms too have risen to the occasion and have started responding to environmental challenges by practicing green marketing strategies. Green Consumerism has played a catalytic role in ushering corporate environmentalism and making business firms green marketing oriented. Based on the data collected through a field survey, the paper makes an assessment of the extent of environmental awareness, attitudes and behavior prevalent among consumers in India.

3. Objective of the Study

The basic objectives of the study are:

- To create awareness about the Ecological process, Environmental, Sustainable and Green marketing process.
- To educate the customers about Green Marketing.
- To find out the ways to utilize maximum resources in an effective manner regarding economic prosperity and its growth.
- To find out the sustainable ways of growth in green marketing.

4. Research Methodology

The present study is based on secondary data which have been collected from a large number of sources like, literature, published books, articles published in different journals, periodicals, conference paper, working paper, magazines, newspaper, central & state government website.

5. Result & Discussion

Although a large number of firms are using green marketing, there are a number of potential problems which need to be addressed. One of the main problem is that firms using green marketing must ensure that their activities are not misleading to the consumers or the industry, and do not breach any of the regulations or laws dealing with environmental marketing.

In brief the firms must clearly state the following as far as they are willing to adopt green marketing process and say good bye to the conventional form of marketing:

- Explicitly and comprehensively define the environmental benefits
- Define in most logical way the characteristics of Environment
- Discuss the ways through which benefits can be attained
- Make sure with justification that if conventional marketing are replaced, how the green marketing will take over other concerns of the firms
- Ensure all negative factors are properly addressed and assure the use of optimum resources.

6. Suggestion

Green marketing has been widely explored in developed nations of the world but still is a distant dream in developing nation. The studies on green marketing conspicuously missing in the context of developing economies like India, Pakistan, Brazil, Russia, China and South Africa. Green marketing is still in infancy stage & lot of research needs to be done by the companies to project a green Corporate Image rather than focusing on the conventional marketing and ignoring the role of green marketing when it comes to protect environment and society both. In future only those companies will reap the greatest reward that innovates with new products, materials, technologies which are eco-centric and address the challenge by walking their talk. The study reveals that the time has come to say good bye to conventional marketing in order to run with the global pace. The firms must be firm enough to apply the concept of green marketing through educating their own employee, customers, government agencies and even external parties like middlemen. The firms must arrange workshops, training programmes and debate and discussion related with the benefits of green marketing. The concept of green marketing has to be aggressively propagated and implemented at all level. The task of implementation should not only be left to the either employee or the consumers rather the message must go to the deepest root of the society. Middlemen are the strongest link in whole marketing process, so they should

equally be involved and coaxed and encouraged to propagate the concept of green marketing.

7. Conclusion

I conclude my paper with strong observation that Green marketing is the best tool for protecting the environment in modern marketing era and will help in protecting future generation. It has a positive impact on environmental safety. Because of the growing concern of environmental protection, there is an emergence of a new market which is the green market. For companies to survive in this market, they need to go green in all aspect of their business. Consumers want to identify themselves with companies that are green compliant and are willing to pay a premium for a greener life style. As such, green marketing is not just an environmental protection tool but also, a marketing strategy. Marketers also have the responsibility to make the consumers understand the need for and benefits of green products as compared to non-green ones. 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. Thus an environmental committed organization may not only produce goods that have reduced their detrimental impact on the environment, they may also be able to pressure their suppliers to behave in a more environmentally "responsible" fashion. Final consumers and industrial buyers also have the ability to pressure organizations to integrate the environment into their corporate culture and thus ensure all organizations minimize the detrimental environmental impact of their activities.

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