

# THE ROLE OF GREEN MARKETING PRACTICES FOR SUSTAINABLE DEVELOPMENT AND CONSUMER PURCHASE INTENTION TOWARDS GREEN PRODUCTS

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## **Abstract**

*In present scenario, for protection of environment, sustainable life cycle, preserving the earth natural resources, green products & many more have become a natural emerging concept in day to day life. Many business firms are using it as a tool for sustainability just like a fashion trend. This concept rose with the help of remarketing, packaging and modification of products following the guidelines specified by the government. The paper focuses on the green products or eco-friendly products purchased by consumers. Green marketing helps in providing a new way of opportunity for firms to eco- brand their products as per separate product line and eco-friendly products but few are ignoring this. This paper mainly focuses on the green marketing concept, need, importance and opportunities in India for enhancing the sustainable development. Researcher also examines the present scenario of green marketing practices and reasons that organizations are adopting green marketing as a tool for sustainable development.*

**Keywords:** *Green marketing, sustainable development, green product, importance and opportunities.*

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## **Introduction**

To overcome from the various environmental problems such as global warming, pollution, Ozone layer depletion, wastage of natural resources etc. companies are trying to use a tool for sustainable development and for this

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they are going to adopt green marketing. Successful marketing includes the identification of trends and positions the products and services in a way that consumers should be appealed in particular world (Maheshwari, 2014). Earlier the companies were formed with a target of achieving more and more profit but now a day companies are sensitive and moved towards the society (Boztepe, 2012). Now a day's company are trying to aware consumers about going green and save the environment, for this they are using eco-levels, eco brands and environmental advertising. These new green marketing practices are performing crucial role in changing purchase intention products (Delafrooz et.al 2014). Thus green marketing is the marketing of products which are made up of by using green technology for environmental protection and they must be modified, recycled and reusable.

J.A. Ottman (1998) defines Green product as a product that is typically non-toxic, made from recycled materials, or minimally packaged.

The green marketing is marketing of products which are environmentally safe and become important for the sustainable development. According to "Report of the world commission on environment and development (united nations 1987)", "The sustainable development is a process of using scarce resource to satisfy human needs at present and in the future while conserving the environment." This definition clears about what is sustainable development and tells that it is a growth of sustainable economy. Brundt and Commission had also defined it as the development "meets the need of the present without compromising the ability of future generation s to meet their needs." So sustainability can be explained in terms of three perspectives the environment, economy and the society. So the sustainable development is categorised into three segment and also known as three dimension of sustainability:-Environment sustainability, Economic sustainability, Socio-political sustainability.

### **Objective of the Study**

- 1) To identify the role of green marketing practices for the Sustainable development.
- 2) To know about the consumer purchase intention towards green products.

- 3) To study about the concept of green marketing and its need, importance and opportunities.

### **Review of Literature**

Ankita Gupta (2017) observed that green marketing is a modern concept and it is needed due to environmental issues for reducing the environment problems but in the way of green marketing there are lots of problems occurred. The green consumers are increasing day by day so the organisations are focusing on making of green products. An effort by consumers, companies and government from all sides is necessary for the development of this concept.

Dr. Usha Tiwari, Tarun Dhar Diwan, Neha Sahu (2017) found that 95% of paper is made from wood cellulose and the paper industry is the 4th largest contributor to greenhouse gas emissions. It contributes 9% of the manufacturing sector in carbon emissions. Computer has greatly improved the life and workload of people but paper is still used. Going paperless will make saving of money and more organised by using software and online tools and leave a peaceful mind that the information is protected.

A S M Saifur Rahman, AditaBarua, Rajidul Hoque and M D Rifat Zahir (2017) says that the aim of study is to examine consumers perception and purchasing behaviour towards eco- friendly products with regard to green marketing. The main focus of the study is on the scope of green products consumption in Bangladesh market. The author finds a weak negative correlation with green behaviour, consumer attitude and purchase intention. It is a time for creating new and innovative green products at low prices to the consumers.

Dr. Bhagwan Singh, Sachin kumar (2015) found that most of the respondents from North India are familiar with Green Marketing and their demographic variables like income, occupation, marital status and district are showing a strong relationship with awareness irrespective of their age, education, area and state. The study also explores the rising awareness of consumers about eco- friendly products and their promotion by Web Based Marketing/ Internet. The customers are focusing on environmental issues and initiatives

to consider environmental benefits of the products which do not harm the environment.

Dr. Govinda Deka (2015) concludes that green banking clearly has direct and positive impact on sustainability as the customers can save more energy, fuel, paper, water, time and money with using these practices. Green banking practices are also beneficial to the banks because it saves time and caused less postage cost also reduces the workload of the employees.

Dr. Fikre Kabashi Elemeen (2015) focused on the usage of plastic bags in Sudan which are increasing. The researcher focuses on the awareness towards dangers and methods of protection which damage the eco-system, health problems, air pollution, polluted water, acid rain, chemically treated food etc. The author concludes that designing green products are helpful in saving environment and solving the problems related to it and it is a time to manufacture green bags by recycling of waste and follow the strict legal regulations for bottles and plastic bags usage.

Ms. Mamta Bharadwaj (2014) says that with so many examples it is easy to analyse that companies are contributing towards the green concept with concern to environment and none of the sector is untouched now by green marketing whether it is automobile, banking sector, IT industry, Fashion industry, electronics, textiles and others. The recycling of paper, metals, plastics, etc. in a safe and environmentally harmless manner should become more systematized and universal. The use of energy efficient lamps and other electrical goods are become general now and consumers are also willing to pay more for cleaner and greener environment.

Yasmin Hassan, Marjan Nor Amalina Mohd Nor (2013) finds that the level of decision making among consumers to choose green electronic products is still weak which means that users are less aware of green electronics exists in the market. They concluded that there are two factors which influence the consumer's decision in choosing green electronic products, are environmental knowledge and purchase intention. For product development the marketers should give information about their attributes such as they are energy saving, good to health etc., so consumers may prefer green products.

Suki. N (2013) examines the influence of consumer's environmental concerns, their awareness about green product, price, and brand image on their purchasing decision of green products. Awareness of brand image and peoples environmental concern shows the positive influence on their purchasing decision. While focusing on demographics the education level does not show a strong influence on consumer's environmental actions as compare to age, gender or residence.

Adeline Kok Li-Ming and Teoh Boon Wai (2013) have taken the sample size of more than 384 and the state is chosen for the highest number of internet users. They found that 90% of Malaysian consumers are concern with green and environmental issues and the upward trend of internet users. The study also focuses to understand the green purchase behaviour of Malaysian consumers towards online green advertising.

Prof. K. Uday Kiran (2012) says that green marketing to some extent strengthen companies image, it is clear from trustworthiness of green claims and certainly it creates positive image of the organization in the minds of respondents. They also found that respondents have positive attitude towards green advertisements. Consumer want a cleaner environment and are willing to "pay" for it even they are high priced goods to modify their lifestyles. Green marketing has sufficient opportunities in the Pune city but it may also face lots of challenges.

Mary Wanjiru Kinoti (2011) focuses on strategies and sustainable development of green marketing with its weakness and future in the study. The main purpose of the research is to know about environmental problems in the world today. He concludes that adoption of green marketing is challenging but its implications means the future is bright in long term run. For positive outcomes and better environmental condition the improvement of organisational performance is very important.

Ioannis Papadopoulos, Glykeria Karagouni, Marios Trigkas and Evathia Platogianni (2010) finds the promoting possibilities of certified timber comes from the forests and to support the Greek enterprises and institutions in timber sector to apply green marketing. There are 63 million consumers who are interested in the products which protects the environment. They also

conclude that timber sector is showing great interest in the protection of forests and to promote and manage these products for favourable conditions, on the other hand bigger enterprises show less interest in it.

Nick Grillo, John Tokarczyk and Eric Hanseen (2008) examines in the study, the forest product advertisement, and classification into extra green, green, light green, green brown and brown. The author found a decline in green advertising, less concern of customers with the environment but there are possibilities for improved market. They concludes that there is 20% decrease of green and light green advertisements but 20% increase in brown and green advertisements, so there should be need to focus on consumer confusion, raw material, procurement, advertising appeals and planet preservation.

### **Research Methodology**

In this paper, the study is based on secondary data. The data is taken from various websites especially Government certified, published journals and articles, newspaper, e-books and magazine outlooks.

### **Sustainable Development through Green Marketing**

USA national environmental policy act (1969) defined sustainability as: “create and maintain conditions under which [humans] and nature can exit in productive harmony, and fulfil the social, economic and other requirements of present and future generations of Americans.”

A definition given by the “Report of the world commission on environment and development (United nations, 1987)” is that the “sustainable development is a process of using scarce resources to satisfy human needs at present and in the future while conserving the environment”.

These definitions clears that sustainable development is a form of growth of sustainable economy keeping sustainable consumption in mind while safeguarding the environment. So it comes out that sustainability can be explained in three terms known as the environment, economy and the society. Keeping all this in mind, it is very important that green marketing is a tool which is profitable strategy for sustainable growth adopted by the companies and organisations etc. firms and other organisations become

responsible now and taking actions like recycling waste, efficient utilization of energy and materials, recycling of paper, improved logistic management etc. (Dr. Chaudhary et al.2011).

### **Companies introducing green products in India for sustainable development are as follows-**

Toyota – hybrid electric car (Prius), Hero – electric bike, Wipro- eco-friendly ‘Wipro green desktops’, Kansai Nerolac – ‘No Volatile No Gad bad’ paints, Voltas – ‘Green range of air conditioners’ and also other energy saving star rating products, Godrej – 100% green home Appliances like AC, refrigerators etc., Grassroot – eco-clothing like organic cotton clothes, bamboo jersey etc., State Bank of India – introduced services like paperless banking , no slips and forms of deposit and withdrawal and transactions, no checks, using ATM cards, green cards, credit cards etc. also take step in wind energy usage. Above all this so many companies are stepping in green marketing and introducing their green products in the Indian markets. Sustainable green banking is concerned with the social and environmental impacts of its investments and loans; also it refers to encourage environment friendly investment to the industries which are turned to green and helping to restore the natural environment (Dr. Govinda Dekha, 2015).

### **Consumer Purchase Intention towards green products**

Generally, green products are known as ecological products or eco-friendly products or environmental friendly products which do not harm the earth. Shamdasami et.al (1993) defined the green products as “The product that will not pollute the earth or deplore natural resources and can be recycled or conserved.”

According to Mostafa 2007, green products are products that will not pollute the earth or deplore natural resources and it can be recycled or conserved i.e. environmentally beneficial”.

Abdul Samed Shaikh, Dr.Mustagis-Ur-Rahman (2011) investigate consumer attitude towards environmental awareness and protection, they also found that eco-levels must also affect the purchasing intention. Eco-brands, eco-labelling, symbol and design to identify goods and services, environmental

advertising and promotions, green price and demographics are very important factors that affect the buying behaviour of consumers (Dr. Meghana Sharma, Prachi Trivedi, 2016).

Purchasing decision made by customers must include five stages that is need, benefit, information, evaluation of alternatives and purchase decision but there was weak relation between consumer attitude and purchase intention because of consumers are not aware about green claims of the organisations (ASM Saifur, Rahman, Adita Barua, Rajidul Hoque and MD Rifat Zahir, 2017).

A consumer is to be considered environmentally conscious if they purchase goods and services which they believe to have a positive or a less negative impact on the environment (Roberts 1996). For this they have trust on eco-label, eco-brand certified products. Broadly, the green purchasing will minimize the negative environmental and social effects through the use of environmentally friendly products and attempts to identify and reduce the environmental impact which further maximizes the efficiency of resources. But still in India the awareness among consumers towards these green products is less.

### **Importance of green marketing in India**

It is foreseen that by the year 2026 the India will surpass many developed countries as currently India is large consumer market and consumers are concentrating on environmental problems and becoming health conscious. It is also been forecasted that individuals are showing huge growth in purchasing power for environmental friendly products. Green marketing is a tool adopted by the companies for sustainable development and to protect the environment and natural resources on the earth.

The importance and need of green marketing in India occur due to numerous environmental problems occurred in India- such as air pollution, climate change, global warming, depletion of natural resources and deforestation, loss of biodiversity, waste and water etc. (Dr. Bhagwan Singh, Sachin Kumar, 2015). In an article published by Nielsen in Business Standard naming "Indians prefer eco-friendly products" it was that while shopping the



most of the Indians was thinking about the impact of their purchasing on the environment and sustainability. The survey shows result that 79% consumers believe in recyclable packaging and 86% believe in energy saving products and appliances (Dr. Bhagwan Singh, Sachin Kumar, 2015).

The green marketing emergence is due to some special purposes like- social responsibility, competitive pressure, government pressure, environmental protection, solve out the health problems and create new business opportunities and also provide new market for green products at large platform. Green marketing helps in providing a new way of opportunity for firms to eco- brand their products.

### **Why green marketing is needed in present scenario?**

The need of green marketing is occurred due to problems like environmental issues, global warming, climate change, ozone layer depletion, health issues, deforestation, pollution, lack of bio-diversity etc. Both the consumers and companies are adopting it to become green and explore the green practices in India to sort out the problems discussed above. For this companies are introduced green products and consumers are also moved to purchase green products by showing a positive attitude. Green products become popular day by day because of their good quality, non- toxic, durable, not harmful for the earth and environment and to the health, easily recyclable, reusable, reduces pollution of all kinds and also very helpful in sustainable development.

The need is also reasons like- it will create and increase new business opportunities, competitive advantage, social responsibility, government pressure-as government is focussing on environment protection (Prof. K. Uday Kiran, 2012).

### **Opportunities**

The environment impact of paper, air pollution, greenhouse gas effect, climate change, deforestation etc. has now reduced by recycling of paper pulp which led changes in industry and behaviour at both business and personal levels, which further increases opportunity for a new trend towards

sustainability in the pulp and paper industry by using green technology (Dr. Usha Tiwari, Tarun Dhar Diwan, Neha Sahu, 2017). In India the growth of online learning opportunities has been increasing day by day. Popular ITs, private schools, Universities etc. are bringing online education to India and other courses, also online business opportunities offered by companies or we can say that e-commerce is increasing day by day.

As consumers are using green products the companies has lots of opportunities given below (Prof. K. Uday Kiran, 2012):-

1. Organisation has opportunities to achieve their objectives.
2. It will create moral obligation to be socially responsible.
3. Opportunities are also raised due to governmental pressure.
4. It will create complete advantage to the firms by using green strategies for their products.
5. Manufacturing of green products will create new business opportunities in India.
6. Consumers will also have opportunities to become green consumer and change their lifestyle by using green products.
7. It may provide long term growth with profit and saves money which further increases opportunities.
8. It will provide new markets, as companies are introducing their improved and modified environmental friendly products for sustainable development.
9. Saves the earth natural resources and reduces the negative impact of pollutants.

## **Findings**

From the study we find that companies and firms are using green marketing tool for safeguarding the earth and environment by introducing new eco-friendly and green products in the global market. Consumers are also showing interests in buying green products and faith on their eco certified brand, label and packaging. We also find that there is lack of awareness among consumers for green products and environmental issues. The speed of sustainable growth and economy is very low in India as compare to develop countries. The Strategies and green practices made should be

valuable and must improve day by day as it is a need of further challenges to face the environmental issues, competitive advantage and sustainable development and also to become green by adopting green lifestyle and new trends.

## **Conclusion**

For the sake of sustainable development the organisation, companies and firms are using green marketing tool for safeguarding the earth and environment by taking actions like recycling waste, proper utilisation of energy and materials etc. The companies are introducing new eco-friendly and green products in their market segmentation. From the study we conclude that consumers are also showing interests in buying these green products, they must trust on eco certified brand, label and packaging pasted on product containers. Though all we know that green practices are very important and it is a need of the further challenges to face the environmental issues, so awareness among consumers for green products must be explored by promotions and advertisements. To go green must create lots of opportunities in the country. Research reveals that organisations must achieve their goals, must involve in the competitive advantage, must create new business opportunities, must give good health and lifestyle to the consumers and saves the earth natural resources with their new innovative green products.

## **Suggestions**

It is suggested that prices of green products must be reasonable, so they are easily reachable to the consumers according to their budget. There should be proper awareness about green claims made by the companies by giving proper information about eco-labels and eco-brands to the customers. Government must also provide proper information among consumers about the environmental problems faced by the country and must strictly enforce the rules and regulations made for controlling them. Consumers must also have positive attitude towards green products and become green to save the environment and the mother earth.

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