

# Sustainable and Renewable Green Marketing: Development, Opportunity and Challenges – A Study of Haveri

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**ABSTRACT :** Based on the empirical evidence in the major common challenge in modern world of globalization is to keep the natural environment safe as well as safely and retain the consumer. With experimental events and activities like awareness, development etc. how to individual can use the information in green marketing facility to benefits the highest return. Nowadays are awareness of various environment problems and issues and they are actives participating to reduce their impact on environment by going for green produce. The world there is a need to protect the natural climate of the earth green marketing emerging dimensions in functional technological management branch of marketing which focuses on environment protection along with customer protection and satisfactions. Green marketing has developed important concepts of modern market it is helpful is better use of resource the impact of this reflect an increase in economic status of an individual like saving, behavioral, information, security and development . This paper focus on survey the present situation of Indian market the major challenges and opportunities business have with green marketing and how to green market plays a role of environment protection and customer satisfaction. Review of the study contribution and recommended the individual sustainable and renewable Green marketing.

**KEYWORDS:** Green marketing, Sustainable development, Information, security, marketing behavior, individual saving, etc.

## I. INTRODUCTION

Green marketing is the marketing of products that are presumed to be environmentally safe. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying promotional tool."Green Marketing" refers to holistic marketing and wider concept wherein the production, marketing consumption an disposal of products and services happen in a manner that is less detrimental to the environment with growing awareness about the implications of global warming, non biodegradable solid waste, harmful impact of pollutants etc. Detail environmental, eco-marketing and green marketing belong to the group of approaches which seek to address the lack of fit between marketing as it is practiced presently and the social and ecological realities of the larger marketing environment. This led to the appearance of green marketing which speaks for mounting market for Sustainable and socially accountable products and services. It contains a wide range of tasks such as product adjustment, transforming the production process, changed promotion, modifications in packaging, etc., that aims at reducing the harmful impact of products and their consumption and disposal on the environment. Despite of this world awareness, they are numerous potential challenges and opportunity.

According to the American Marketing Association, "Green marketing is the marketing of products that are presumed to be environmentally safe, involves developing and promoting products and services that satisfy customers want and need for Quality, Performance, assurance, Affordable Pricing and Convenience without having a detrimental input on the Environment".

Polonsky (1994), defines "Green marketing as all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants ,such that satisfaction of these needs and wants occurs ,with minimal detrimental impact on the natural environment.

- **Green Companies:** Companies contributing to conservation of environment through Biodiversity, producing environment friendly products, conservation of energy, water and natural resources, climate protection companies have should adopted their accountability and social responsibility not to destroy any kind of environment so companies production produces become cleaner and more companies go green concepts because they can reduce pollution and increase profit volume.

- Green Products The products those are manufactured through green technology and that caused no environmental hazards are called green products. Promotion of green technology and green products is necessary for conservation of natural resources and sustainable development.

### Component of Marketing

Marketing management is a trade which is more important role in modern marketing methods and management of a firms or companies. It is creating, innovation and making force of globalization have control successful businesses to market beyond the borders of respective Domestic Country. Pricing is one of the most important. Price setting involves consideration of many aspects of the market, including cost of production, competition, market condition, and quality of product. Promotion Planning is another component. Learn about the key components to marketing success. Marketing can best be described as a “social process by which individuals and groups obtain what they need and want through creating, offering, and exchanging products and value with others” 7Ps is a success of key factor or components modern marketing management.

### Concepts of green marketing

Environmental sustainability is not simply task of compliance or risk management. Businesses are increasingly recognizing the many competitive advantages and opportunities to be gained from eco-sustainability. Worldwide evidence indicates that people are concerned about the environment and are changing their behaviour accordingly. As a result, there is a growing market for sustainable and socially responsible products and services. The types of businesses that are emerging, what they manufacture, and their approach to marketing are changing.

Green marketing involves developing and promoting products and services that satisfy customer’s wants and need for performance, quality, convenience, shape, colors, pricing and convenience all without having a detrimental impact on the eco-system (environment). People generally want to do the right thing, so the challenge and opportunity for the green marketer is to make it easy for people to do so. When all else (quality, price, performance and availability) is equal, an environmental benefit will most likely tip the balance in favour of a product. The marketing industry can ‘walk and talk’ and become the new corporate champions of the environment. Successful green marketers will reap the rewards of healthy profits and improved shareholder value, as well as help to make the world a better place in the future.

Green marketing is picking up as increasing amount of consumers are willing to back the environmental conscious products with their allocated funds. The general public seems to be doubtful of green claims made by the companies and companies are really damaging their brands by exposing their non green products/ services produced from non-green practices.

### Evolution of Green Marketing

Green marketing is the marketing of products that are presumed to be environmentally safe. It incorporates a broad range of activities, including product modification, changes to the production process, sustainable packaging, as well as modifying promotion. Defining green marketing is not a simple task where several meanings intersect and contradict each other; an example of this will be the existence of varying social, environmental and retail definitions attached to this term. Other similar terms used are environmental marketing and ecological marketing.

**The term Green Marketing came into prominence in the late 1980s and early 1990s.**

- The green marketing has evolved over this period of time. The evolution of green marketing had three phases. First phase was termed as "**Eco-system or Ecological**" green marketing, and during this period all marketing activities were concerned to help environment problems and provide remedies for environmental problems.
- Second phase was "**Environmental**" green marketing and the focus shifted on clean technology that involved designing of innovative new products, which take care of pollution and waste issues.
- Third phase was "**Sustainable**" green marketing. It came into prominence in the late 1990s and early 2000. This was the result of the term sustainable development which is defined as "meeting the needs of the present without compromising the ability of next generations to meet their own needs."

## II. REVIEW OF LITERATURE

Singh (2015) conducted research on the title 'Green marketing: A paradigm shift in the world of conventional marketing' with an intention of understanding ecological process, environmental sustainable and green marketing process. The researcher has conducted conceptual study and found that large numbers of companies are using green marketing. One main deficiency is that companies' using green marketing must ensure that their activities are not misleading to the consumers. It was also found that, companies should explicitly and comprehensively define the environmental benefits.

**Hasan and Ali (2015)** conducted a research on topic „The impact of green marketing strategy on the firm's performance in Malaysia" with an aim of presenting the view of various literature and analyses of two factors (green innovation and green promotion) that will influence the firms' performance. The researchers found that green promotion and green innovation have a positive impact on the firms' performance.

**Ottman (2011)** gives good news that 80% of Americans are some shade of Green today. With this as base and further guidelines from Greendex Survey (2012) it can be projected that Indians who topped Green Behavior for the third time in this worldwide survey are 100% some shade of green. But this is not enough to know above fact, as to improve the intensity of shade of green the strong motivation should come from Green Marketers and Regulators.

Gian and Deborah (2010) conducted research on „Green labels and sustainability reporting", The paper aims to contribute to the understanding of corporate sustainability reporting strategies and communication tools that are increasingly being adopted to foster green market outlets, with point of view of supply chain of building materials. Focusing on the present Italian situation and with emphasis on ornamental stones, ceramic tiles, cement and concrete producer, the interest and the response in the building materials supply chain are highlighted.

**Karna, J., Hansen, E. & Juslin, H. (2003)** interpret that proactive marketers are the most group in implementing environmental marketing voluntarily and seeking competitive advantage through environmental friendliness.

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.

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 behaviour prevalent among consumers in India.

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).

## III. SUSTAINABLE DEVELOPMENT

Sustainable development is the organizing principle for meeting human development goals while simultaneously sustaining the ability and opportunities of natural systems to provide the natural resources and ecosystem services based upon which the economy and society depend. The desired result is a state of society where living conditions and resources are used to continue to meet human needs without undermining the integrity and stability of the natural system. Sustainable development can be defined as development that meets the needs of the present without compromising the ability of future generations to meet their own needs.

Example of Sustainable Development

### 1. Wind Energy

People have utilized the power of the wind for millennia, dating back to the first recorded windmill in Persia between 500 and 900 AD. Fast forward to the 21st century and, in many localities, energy generated by wind power has become either competitive with or less expensive than coal-generated electricity.



**2. Solar Energy**

From roof-top solar panels to massive solar farms that can attain the same generating capacity as a conventional power plant, it is clear that there is a renewable energy revolution happening in the world — and it is powered by the sun. Solar technology is getting cheaper and is now cost competitive or less costly than conventional power generation in many parts of the world.

**3. Crop Rotation**

Crop rotation, in contrast, is defined as “the successive planting of different crops on the same land to improve soil fertility and help control insects and diseases.” This way of farming is not a new practice, but rather a more ancient way of farming chemical-free, whilst maximizing the long-term growth potential of land.

**4. Green Spaces**

Green spaces such as parks, wetlands, lakes, forests or other eco systems are fundamental to sustainably develop urban areas. According to the World Health Organization, “recent estimates show that physical inactivity, linked to poor workability and lack of access to recreational areas, accounts for 3.3% of global deaths.” Thus having access to green spaces can improve health and well-being and even aid in the treatment of mental illness.

**IV. RESEARCH OBJECTIVE AND METHODOLOGY**

- To study the consumers demographic profile.
- To identify the consumers awareness/ information on green marketing
- The green marketing area is that there has been little attempt to academically examine environmental or green marketing.
- To find out awareness about eco-friendly or green products

**Methodology of Study**

Both primary data and secondary data has been used for the research paper

- **Primary data**  
This include questionnaire survey of people from the study area
- **Secondary data**  
Various published article from journal, books and websites

This paper attempts to throw light on the conceptual issues associated with green marketing. The present study is exploratory in nature to provide a clear guidance for empirical research. Researcher have used structured questionnaire and Primary data was collected from respondents of Haveri city through a questionnaire designed for a sample of 107 respondents by using the survey method. Random sampling method was adopted by the researcher and selected the samples. The data collected from the respondents are coded, tabulated and analyzed into logical statements using percentage analysis. Secondary data was collected from the available literature, journals, magazines, books, and web search wherever necessary. The Questionnaire method was chosen for its versatility speed and cost benefits. Due to shortage of time the researcher has used only descriptive statistical tool- percentage to arrive at findings and conclusions.

**V. LIMITATION OF STUDY**

- a. Time constraint
- b. Cost constraint
- c. Lack of information and resources
- d. Lack of response from respondent

**VI. DATA ANALYSIS AND INTERPRETATION**

- **To study the consumers demographic profile.**

**Table 1 Gender**

Male	Female	Mean	Std Deviation
78	29	53.5	34.64823

Source: primary data clearly indicates that most of the respondents are male are 78 and Female are 29.



Table 2 Ages

18-24	25-35	36-45	46-59	60+	Mean	Std Deviation
89	12	05	01	00	21.4	38.0828

Source: primary data

The table number 2 states that total respondents are 107. In that the ages between 18 – 24 are 89, between 25-35 are 12, between 36-45 are 05, between 46-59 is 01 and above 40 are 00.

Table 3 Annual income

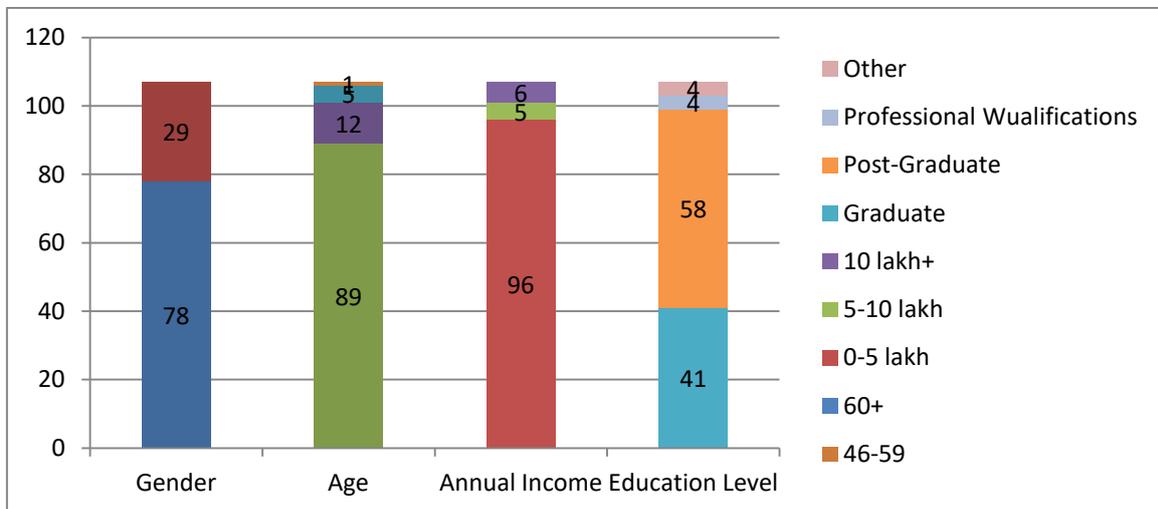
0 -5 lakh	5-10 lakh	10+	Mean	Std Deviation
96	05	06	35.66667	52.25259

Source: primary data shows the total Annual income of respondents in that 0-5 lakh are 96, 5-10 lakh are 05, above 5 lakh are 06.

Table 4 Education Level

Graduate	Post-Graduate	Professional Qualifications	Others	Mean	Std Deviation
41	58	04	04	26.75	27.17076

Source: primary data shows that Education level of respondents in that Graduate are 41, Post-Graduate are 58, Professional Qualifications are 04 and other are 04.



Source: Table 1, 2, 3, & 4

The above table shows the consumers demographic profile gender, age, annual income, and level of education.

- To identify the consumers awareness/ information on green marketing

Table 5 Are you aware of green products and green marketing in general

Yes	No	May be	Mean	Std Deviation
78	12	17	35.66667	36.74688

Source: primary data shows that Are you aware of green products and green marketing in general of respondents in that Yes are 78, No are 12 and May be are 17.



**Table 06** what is the main reason you are willing to pay more for green products. {Choose 1 or more}

Environment protection responsibility	Belief that green products enhance quality of life	Future concerns regarding climate change/global warming	Potential increase of value/quality product	Gives you a high level of satisfaction	N/A
59.2%	39.8%	33%	18.4%	23.3%	1%

**Source: primary data** shows that what is the main reason you are willing to pay more for green products of respondents in that environment protection are 59.2%, Green products quality of life are 39.8%, Global warming 33%, increase product quality 18.4%, customer satisfaction 23.3% and N/A are 1%.

**Table 07** Are you believe in the concepts of green marketing

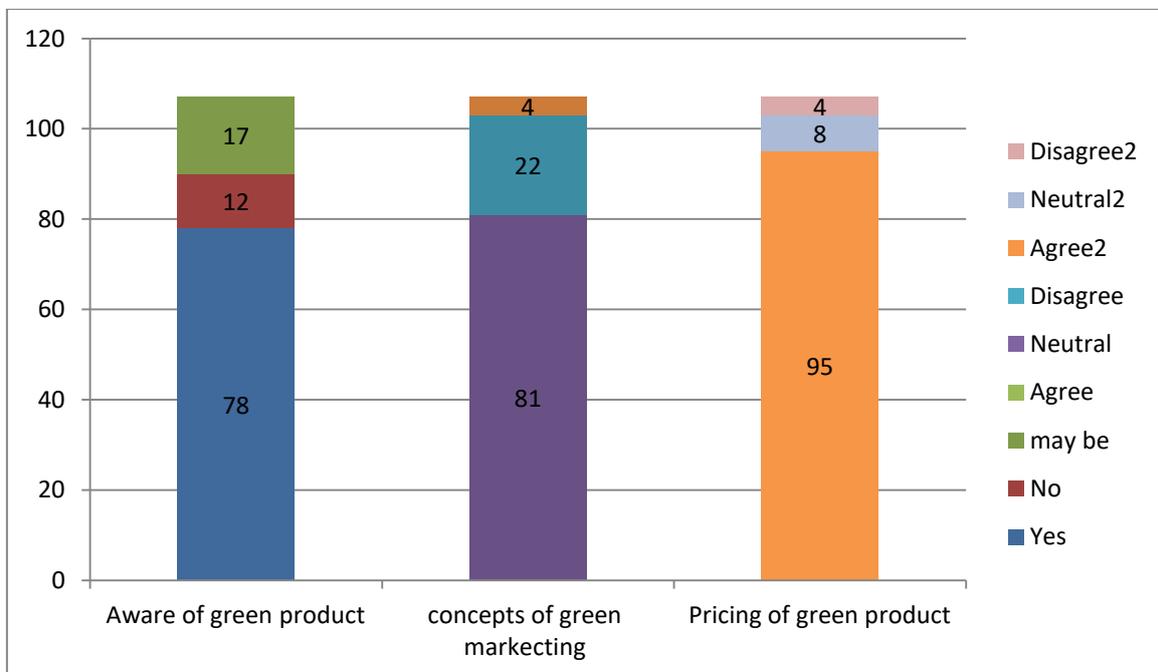
Agree	Neutral	Disagree	Mean	Std Deviation
81	22	04	35.66667	40.2782

**Source: primary data** shows that are you believe in the concepts of green marketing of respondents in that Agree are 81, Neutral are 22 and Disagree are 04.

**Table 08** Company will increase profit volume when utilize natural resource

Agree	Neutral	Disagree	Mean	Std Deviation
95	08	04	35.66667	51.42308

**Source: primary data** shows that Company will increase profit volume when utilize natural resource of respondents in that Agree are 95, Neutral are 08 and Disagree are 04.



The above table shows to identify the consumer’s awareness/ information on green marketing product



➤ To find out awareness about eco-friendly or green products

**Table 09 Do you believe that you are environmentally friendly**

Agree	Neutral	Disagree	Mean	Std Deviation
86	05	16	35.66667	43.93556

Source: primary data shows that do you believe that you are environmentally friendly of respondents in that Agree are 86, Neutral are 16 and Disagree are 05.

**Table 10 if environmentally friendly feature increase the price of a product**

Yes	No	Not sure	Mean	Std Deviation
66	15	26	35.66667	26.83903

Source: primary data shows that Company will increase profit volume when utilize natural resource of respondents in that Agree are 95, Neutral are 08 and Disagree are 04.

**Table 11 Do you think green or environmentally friendly product are worth the money**

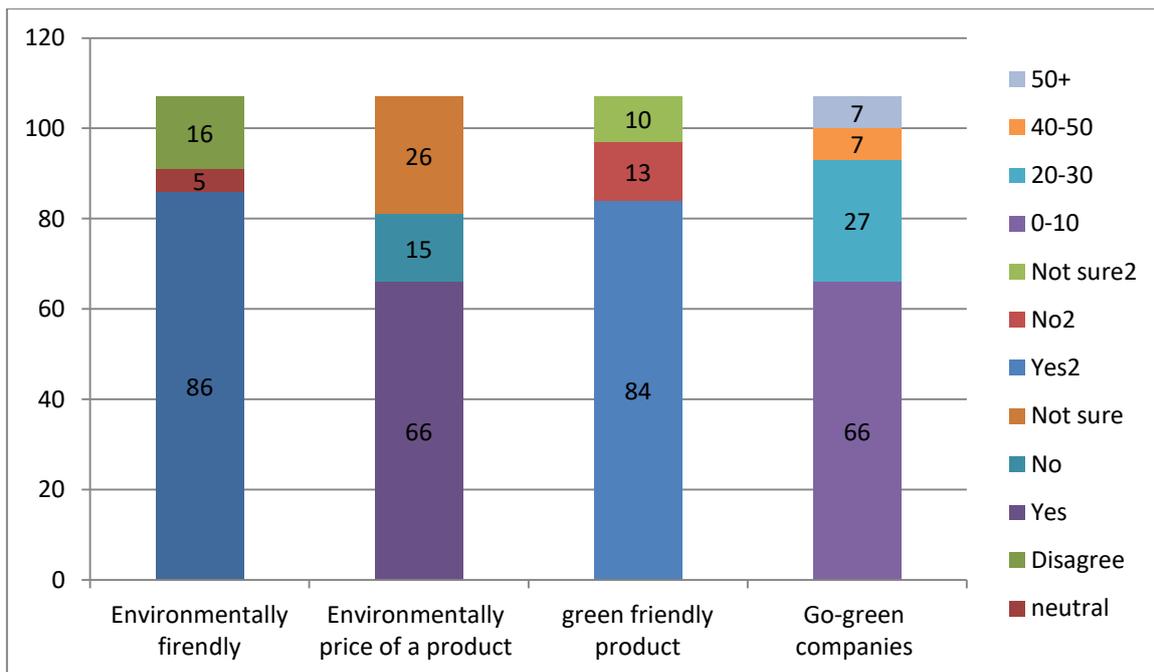
Yes	No	Not sure	Mean	Std Deviation
84	13	10	35.66667	41.88476

Source: primary data shows that Company will increase profit volume when utilize natural resource of respondents in that yes are 84, No are 13 and not sure are 10.

**Table 12 how much companies adopted “go green” marketing system**

0-10	20-30	40-50	50+	Mean	Std Deviation
66	27	07	07	26.75	27.81337

Source: primary data shows that how much companies adopted “go green” marketing system of respondents in that 0-10 are 66, 20-30 are 27, 40-50 are 07 and 50+ are 04.



The above table shows to identify the consumer’s awareness eco-friendly or green products. Majority of the respondents strongly agreed green product or green marketing is beneficial to environment.

**Table 13 Do you prefer green product than normal products**

Agree	Neutral	Disagree	Mean	Std Deviation
90	16	01	35.66667	47.64801

**Source: primary data** shows that do you prefer green product than normal products of respondents in that Agree are 90, Neutral are 16 and Disagree are 01.

**Table 14 Green marketing and sustainable development are v much essential or needed in the present society**

Majority of respondents agree with green marketing and sustainable development is very much needed or essential and required.

### VII. FINDINGS

1. Majority of the respondents or consumers have awareness on green marketing.
2. From the results we can conclude that the main reasons play an environmental protection responsibility of business.
3. Majority of the respondents state that it is tough for all the companies to adopted green marketing.
4. Consumers have agreed with the concepts of green marketing and sustainable development.
5. Majority of the respondents agree to prefer green products
6. As for the results of the eco-friendly marketing on renewable and sustainable development of green marketing.
7. Majority of the consumer strongly agree to eco-friendly green marketing and sustainable development are so much essential or needs in the present scenarios.
8. From the results we can conclude that the Number of companies adopted green products or marketing business

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