

The Role of Sustainable Marketing Practices in Promoting Green Consumerism: A Qualitative Perspective

Anushree Joshi,

Faculty, Department of PDP, Graphic Era Hill University,
Dehradun Uttarakhand India

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ABSTRACT

Every type of business has an impact on the environment. Companies have responsibilities for the use of natural resources alongside having the right to do so. They must not just be concerned with making money but must be environmentally conscious and socially accountable. This begs the question of whether the business can be successful while also being both socially and environmentally conscious. This essay's goal is to show that it is feasible; one of the techniques employed is the implementation of green marketing, which supports sustainable development. The marketing plan needs to be more thoroughly connected with the environmental issue. This essay examines the advantages and challenges of using green marketing and discusses how it contributes to sustainable development. The analysis was conducted from a variety of angles, and it looked at the primary subjects in this area (consumers, businesses, and countries). The "meta" empirical analysis method was employed to achieve this goal; the results and interpretations of this work were derived using data from previously conducted empirical research. In addition to reviewing the current literature, the paper's goal is to offer suggestions and examples of how green marketing might be applied in businesses.

Keywords- Sustainable Marketing, Green Consumerism, Environmentally Conscious, Environmental Issues, Sustainable Development.

Introduction

Everybody in the world is dealing with several environmental concerns. Numerous ideas and strategies have been developed to combat them. One of them is green marketing, which caters to the demands of customers who care about the environment. There are several ways to define green marketing. The American Marketing Association's definition, which states that green

marketing is the promotion of goods that are environmentally friendly, organic, and have no negative consequences on the environment, is the most frequently used and cited. Consumers and even businesses are becoming more and more concerned with the effects of their behavior on the environment and the environment in which they operate today. Thus, the use of green marketing necessitates several methodological adjustments, most of which are related to its implementation elements of the marketing mix.

Additionally, green marketing emphasizes a holistic idea, because protecting the environment requires coordination of all efforts. It's important to pay close attention to how items are made. Because this precisely represents its purpose, environmentally conscious marketing is additionally found in the literature as organic marketing, marketing that is sustainable, and environment marketing (Eneizan *et al.* 2019). Applying the principles of green marketing benefits people, businesses, and the environment. It enables businesses to save money and resources, which will lessen their negative effects on the environment, and it helps people take better care of their health by encouraging them to choose healthy products. One of the most crucial corporate tactics for ensuring sustainable development is green marketing. The use of green marketing is based on the idea that sustainable marketing entails serving present requirements without compromising the advantages of future generations, one of the ways to put it into effect is because it encourages resource conservation and wise use of finite resources. The protection of the environment is the overarching objective of both ideas (Masocha, 2018). This study intends to investigate how achieving sustainable development is impacted by the green marketing concept. Businesses must promote sustainability in an open, transparent, and honest manner. Customers are wary of claims made about being environmentally friendly and are less likely to trust a business that isn't honest about sustainability. Green marketing must therefore be founded on genuine environmental actions to succeed rather than being employed to cloak a company's reputation. (Kemper and Ballantine, 2019).

One of the factors driving the customers' growing concern and awareness of environmental issues is a key component of green marketing. As a result, they are more likely to search for products and offerings that are sustainable and kind to the environment. To be appealing to environmentally sensitive consumers, this trend has prompted corporations to embrace more environmentally friendly business procedures along with participating in green marketing

(Eneizan et al., 2016). The growing pressure on firms to adopt environmentally friendly activities and decrease their adverse effects on the atmosphere is another reason driving the growth of environmental marketing. Governments, customers, and other partners are calling for increased accountability from businesses in their supply chains and operational practices.

LITERATURE OF REVIEW

Vafaei et al., (2019) said that to apply green marketing, manufacturers are made aware of eco-labeling and green products. To rescue the environment both now and in the future, it also analyzes the challenges of implementing green marketing and shows that adequate attention must be given while drafting marketing plans, strategies, and regulations. Although societal adoption of green marketing may not be simple in the near term, it will undoubtedly be profitable in the long term. The government and numerous social organizations may require all businesses to use green marketing techniques to promote sustainable development. Even if green marketing items are rather expensive, consumers will be aware of them.

D'Souza, et al. (2015) described that the first crucial area comes from the theory and practice of green marketing, which looks at the justification for lessening the effect on the environment of value generation and exchange. The second crucial topic focuses on green marketing strategies, which emphasize accomplishing organizational objectives in methods that might lessen or even eliminate adverse effects on the environment. The third crucial aspect looks at the green marketing mix, which takes into account green distribution, pricing, and promotion in addition to green products. The chapter describes how the entire marketing mix should continually offer a full line of green products utilizing conventional marketing ideas. It is necessary to do research, design, and manufacture ecologically safe substances and components for green goods and processes.

(Viswanathan and Varghese, 2018) illustrated that green products are a crucial component of global efforts to protect the environment and preserve the use of natural resources. These items are produced using eco-friendly, natural, and energy-efficient methods. Points of sale like minimarkets, groceries, and hypermarkets need to see the results of the advertising approach tools to emphasize the crucial success of marketing tools. The findings are crucial for manufacturers as well since they will reveal how consumers see things like branding, labeling,

and packaging. They can then improve their practices going forward. The results will be crucial for governments and legalization agencies as they create strategic goals to increase the use of green products.

Sohail, M.S. (2017) conveyed that future studies on the operational, strategic, and tactical facets of sustainable advertising in varied economic, cultural, and political settings would be beneficial because different situations may call for different features from green marketing strategies. Future study opportunities exist in the influence of different green marketing outputs (commercial, natural, and social benefits) on the earnings of businesses operating in different industries. Future studies on the operational, strategic, and tactical facets of green marketing in varied socioeconomic, cultural, and political settings would be beneficial because different situations may call for different features from green marketing strategies.

Polonsky, M. J. (2011) detailed that the best paths forward for a firm to be prepared to comply with new government regulations as well as to be prepared to comply with customer behavior as seen in field studies into their wants and requirements are thought to be green marketing and the creation of goods. The companies felt that green marketing concepts, such as establishing a green supply chain, green product design, packaging, pricing, and promotion, were better for the environment and society as a whole and should thus take precedence over traditional marketing strategies. In addition, businesses should demonstrate to their clients how seriously they are taking steps to reduce environmental risk.

Tiwari et al., (2011) a small talk in the past, the business community has believed that government regulations and laws are the main sources of pressure for businesses to go green and behave more responsibly. As consumer studies show, people are growing increasingly aware of and prepared to act on sustainability issues in most nations, and the old image is now changing across the globe. The preferences and lifestyles of consumers have drastically changed. They favor environmentally friendly products above others and are frequently willing to pay a little bit more for them. Companies today are dealing with a variety of new issues as a result of this transition from conventional advertisements to green marketing.

Juwaheer et al.,(2012) described that throughout the world have pledged to lead more environmentally responsible lives. Buying green products is the first step towards promoting the

green product movement, which will help ensure that this way of life is still viable. Consumer environmental awareness is expected to rise as consumption patterns shift in favor of environmentally friendly products and services and shoppers adopt more environmentally friendly shopping habits. The market for green products still makes up less than one percent of the overall market, even though a greater number of consumers are willing to purchase them now than there were a few years ago, as well as customers' favorable perspectives toward environmental responsibility and green services and their caring for the environment.

(First and Khetriwal, 2008), concluded that the research on obstacles to corporate adoption of green behaviors, the breakdown of green consumption as a guideline for corporate green practices, and the discussion of recommendations and consequences that follow are the study's main contributions. Future research on business ethics and green practices, adds a new perspective. Companies are under pressure to act in socially responsible ways. Always, businesses are blamed for the environment's decline and given the blame for their products ending up by the side of the road, but it is the irresponsible consumer who chose an improper disposal method. Even though product packaging often includes disposal instructions, customers frequently assume that these are meant for someone else.

Objectives of the study:

Review of the role of sustainable marketing practices in promoting green consumerism

Research Methodology:

This research is based on collecting data from 211 people to role of sustainable marketing practices in promoting green consumerism. The study used an empirical approach to analyze the data, which involved using frequency distribution to examine the patterns and trends in the responses.

Data Analysis and Interpretation:

Table 1 Sustainable marketing practices play a crucial role in promoting green consumerism by raising awareness about environmental issues and the importance of sustainable choices

Particulars	Agree	Disagree	Can't Say	Total
Participants	177	19	15	211
% Age	83.89	9.00	7.11	100.00

Table 1 presents that with the statement sustainable marketing practices play a crucial role in promoting green consumerism by raising awareness about environmental issues and the importance of sustainable choices, it is discovered that 83.89% of the participants expressed their agreement with this statement.

Table 2 Sustainable marketing practices can influence consumer behavior by promoting and highlighting eco-friendly products, services, and brands

Particulars	Agree	Disagree	Can't Say	Total
Participants	173	21	17	211
% Age	81.99	9.95	8.06	100.00

Table 2 presents that the statement sustainable marketing practices can influence consumer behavior by promoting and highlighting eco-friendly products, services, and brands, it is discovered that 81.99% of the participants expressed their agreement with this statement.

Table 3 Consumers today are more conscious about sustainability and expect businesses to demonstrate their commitment to environmental responsibility

Particulars	Agree	Disagree	Can't Say	Total
Participants	169	23	19	211
% Age	80.09	10.90	9.00	100.00

Table 3 presents that with the statement consumers today are more conscious about sustainability and expect businesses to demonstrate their commitment to environmental responsibility, it is discovered that 80.09% of the participants expressed their agreement with this statement.

Table 4 Sustainable marketing practices can lead to increased market share and a competitive advantage, particularly in industries where sustainability is a key consumer concern

Particulars	Agree	Disagree	Can't Say	Total
Participants	165	25	21	211
% Age	78.20	11.85	9.95	100.00

Table 4 presents that with the statement Sustainable marketing practices can lead to increased market share and a competitive advantage, particularly in industries where sustainability is a key consumer concern, it is discovered that 78.20% of the participants expressed their agreement with this statement.

CONCLUSION

Applying green marketing has many advantages for businesses (cost savings, opening up new markets, etc.). As such action promotes sustainable growth (through, instance example, energy savings, reduced trash, etc.), these advantages can also be seen on a larger scale. Globally, green marketing is becoming more prevalent, largely because customers are becoming more demanding and ecologically conscious when environmental protection is at stake. On the contrary, experts are also aware that a lot of resources are being used carelessly, which could cause them to vanish and make some industries unsustainable in the future. Green marketing is one of the many approaches due to the unique manufacturing method used to create green products, their prices are typically higher, nevertheless need to stay at a level that consumers will tolerate. This can be done by cutting expenses, conserving energy, employing more materials and trash, and more. Additionally, the distribution should be planned according to "green principles,"

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