

A STUDY ON ROLE OF GREEN MARKETING IN SUSTAINABLE DEVELOPMENT

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ABSTRACT

The growing urgency of environmental sustainability has prompted businesses to adopt green marketing as a strategy to promote sustainable development. This study explores the role of green marketing in advancing sustainability objectives by examining its strategies, challenges, and impacts. Through a comprehensive review of literature and empirical analysis, this research investigates how businesses integrate environmental considerations into their marketing efforts and the effectiveness of such initiatives. Key findings reveal that green marketing initiatives not only contribute to mitigating environmental degradation but also offer opportunities for businesses to differentiate themselves in the marketplace and enhance brand reputation. However, challenges such as greenwashing, consumer scepticism, and regulatory compliance pose significant hurdles to the successful implementation of green marketing strategies. Furthermore, consumer perceptions and behaviours regarding green products are critical determinants of market demand and corporate sustainability efforts. Understanding these dynamics is essential for businesses to develop effective green marketing campaigns and foster consumer trust and loyalty. Overall, this study underscores the importance of green marketing in promoting sustainable development and highlights the need for businesses to adopt transparent and credible practices to address environmental concerns effectively. By aligning business strategies with societal and environmental goals, companies can contribute to a more sustainable future while also driving economic growth and innovation.

Key words: Green marketing, Sustainable Development, Environmental degradation

Introduction

In recent years, global concern for environmental sustainability has escalated due to the increasing recognition of the detrimental impact of human activities on the planet. This heightened awareness has prompted businesses to reassess their practices and embrace sustainability as a core principle. In response to this shift, the concept of green marketing has gained significant traction as a strategy for promoting sustainable development. Green marketing, also known as environmental marketing or eco-marketing, refers to the practice of promoting products or services based on their environmentally friendly attributes. This approach involves highlighting features such as recyclability, energy efficiency, use of sustainable materials, and reduced carbon footprint. By emphasizing these qualities, companies seek to appeal to environmentally conscious consumers and differentiate themselves in the

market place. The importance of green marketing extends beyond mere profit-seeking motives. It serves as a means for businesses to align with broader societal goals of environmental preservation and sustainable development. Through green marketing initiatives, companies can contribute to mitigating environmental degradation, conserving natural resources, and combating climate change. This study aims to explore the role of green marketing in advancing sustainable development objectives. By examining the strategies, challenges, and impacts of green marketing practices, this research seeks to provide insights into how businesses can effectively integrate environmental considerations into their marketing efforts.

Statement Of the Problem

Green Marketing is a marketing of Products that are presumed to be environmentally safe. Green marketing is growing rapidly and consumers are willing to pay a lot for green product. Green marketing affects all areas of our economy; it does not just lead to environmental protection but it also creates new market and opportunities. The study is aimed at analysing the impact of green marketing on customer satisfaction, environmental safety and sustainable development.

Objectives of The Study

1. To understand the level of awareness regarding green marketing and sustainable development
2. To analyse the factors which influence the green marketing.
3. To examine the success of green marketing as a tool for sustainable development
4. To analyse consumer satisfaction level regarding green product for sustainable development

Scope of The Study

The scope of the study concentrates on the consumer's attitude towards green products. This study also aims at measuring the factors which influence consumers green purchase behaviour. The study helps to understand awareness about the term green marketing among the people.

Research Methodology

The study is designed as a descriptive one. In order to achieve the objective of the study and to analyses the different factors considered an appropriate methodology has been adopted.

Sources of data:

The necessary data has collected from both primary and secondary data sources.

Source of primary data

Primary data are obtained from 100 consumers through a well-structured questionnaire.

Source of secondary data

Secondary data needed for the study have been collected from websites, books, magazines, journals, newspapers etc.

Sample size: 100 numbers of customers were chosen and distributed a structured Questionnaire.

Sampling technique: Convenience sampling technique was used to collect primary data.

Limitations Of The Study

- Time constrained was the major limitation of the study.
- Sample size used for the study is very small.
- Some of the respondents are less cooperative. So, the information given by the respondents may not be accurate.
- Unawareness about the term green marketing among the respondents.

Statistical tools used

Statistical tools were used to facilitate the tabulation, classification and analysis of data are ANOVA, T-test.

- **ANOVA**

H0: There is no significant difference between age of respondents and satisfaction level of eco-friendly products.

H1: There is a significant difference between age of respondents and satisfaction level of eco-friendly products.

Sl. No	Variable	Sum of squares	Mean square	Degree of freedom	F value	P value
1	Reusable bags	2.200	0.733	3	0.422	0.738
2	Recyclable toys	5.281	1.760	3	0.938	0.430
3	Recycled toilet paper	2.200	0.733	3	0.422	0.738
4	Reusable coffee cups	5.281	1.760	3	0.938	0,430
5	Solar water heater	2.749	0.916	3	0.484	0.695

6	Energy saving TV	2.577	0.856	3	0.828	0.485
7	House cleaning products	4.257	1.419	3	0.932	0.433

Inference:

The result of ANOVA as per table revealed that no significant difference exists between the age and satisfaction level of ecofriendly products as all the variables got a P value higher than 0.05.

- **T test**

H0: There is no significant difference exist between Gender and Difficulties faced while choosing eco-friendly products. •

H1: There is a significant difference exist between Gender and Difficulties faced while choosing eco-friendly products.

Sl. No	Variables	Variances	Degree of Freedom	T Value	P value
1	Not easy to find	Equal variances assumed	48	0.106	0.916
2	Relatively expensive	Equal variances assumed	48	0.360	0.721
3	Lack of Promotion	Equal variances assumed	48	1.095	0.279
4	Less attractive	Equal variances assumed	48	-1.162	0.251
5	Lack of awareness	Equal variances assumed	48	1.350	0.183

Inferences:

The result of hypothesis revealed that there is no significant difference exist between male and female with regard to difficulties faced while choosing eco-friendly products as all the variables got a P value higher than 0.05.

FINDINGS

- All the respondents think environment friendly product is important.
- Majority of respondents partly aware about the term relating to green marketing.
- 32% of the respondents came to know about green marketing from magazines and journals.
- 48% of respondents disagree that advertising are good source of information about green products and services.
- 60% of respondents participate campaign relating to green marketing.
- The basic element which attract the respondent to buy eco friendly product is 'protecting the environment'.
- 38% of respondents think that green marketing activities result in better product quality.
- 36% of respondents always consider the environmental aspect of the product before buying them.
- 60% respondents agree that promotion of green product is essential for substantial development.
- The study reveals that green marketing activities are good at addressing environmental issues.
- The majority of respondents think that the success of green marketing based on recycling waste into useful product
- Majority of the respondents are satisfied with reusable bags and recycled toilet paper.
- Most of the respondents think that essential quality of green product is recyclable.
- The most important difficulty faced by consumers are lack of awareness about green product.
- The result of the hypothesis shows that no significant difference exist between age and satisfaction level of various ecofriendly products.
- The result of hypothesis shows that there is no significant difference exist between education level and qualities required for buy green product.
- The hypothesis revealed that there is no significant difference exist between gender and difficulties faced while choosing ecofriendly product.

SUGGESTIONS

- The consumer needs more general awareness about green marketing / green product. Conduct awareness class regarding green marketing and product.
- The govt. has to give the facilities like recycling and reusing waste into useful product.
- The govt. should conduct campaign the green marketing and product.
- The govt. should publish the environmental aspect of product in social media magazine and journals.
- The govt. should take initiative to produce more reusable bags and recycled toilet papers.
- Free gifts or cash discount can be provided with green product to attract the attention of consumers.

CONCLUSION

As the demand for green products undoubtedly exists, green marketing provide an opportunity to the companies to increase their market share by introducing ecofriendly products. Stricter environmental regulation across the world, growing customer preference for ecofriendly company, and the inherent cost advantages in lowering toxic waste, are encouraging industries big and small to clean up. Result of the study conducted showed that, consumers are not fully aware about green marketing. Most of the consumers agrees that green marketing activities are good at addressing environmental issues. Consumers are overly committed to improving their environment and may be looking to lay too much responsibility on industry and government. Through the responsibility of the firms to produce products, which are having minimum impact on environment, but ultimately its customer who is having responsibility to use eco-friendly products. Consumers are not too much concerned about the environment but as they have become more sophisticated, they require clear information about how choosing one product over another will benefit to the environment. Consumer education result in their empowerment. Empowered consumers choose environmentally preferable products when all else is equal.

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