INTRODUCTION:

Green-Marketing:

The role marketing plays either in the design, development and promotion of Eco-designed products or marketing done in an eco-friendly manner. Green marketing incorporates a variety of activities, including modifications to products, changes to the production and distribution processes, packaging changes, and modifications to marketing communications.

Green-Marketing aims at:

a) Ways to improve consumer appeal for environmentally preferable products.
   b) Reducing the Impact on the Environment while Increasing the Impact on your Audience.
   c) Green marketing must satisfy two objectives: improved environmental quality and customer satisfaction

Sustainability:

Sustainable development is defined as meeting "the [human] needs of the present without compromising the ability of future generations to meet their own needs." (World Commission on Environment and Development, 1987)

Sustainability "identifies a concept and attitude in development that looks at a site's natural land, water, and energy resources as integral aspects of the development" (Vieira 1993)

Role of Green-Marketing in Sustainability of Industries/Businesses:

a) It ensures sustained long-term growth along with profitability.
   b) It saves money in the long run, thought initially the cost is more – long run cost includes maintenance, service, up-keeping, follow-up, Depreciation, Retrun-On-Investment etc.
   c) It helps companies market their products and services keeping the environment aspects in mind. It helps in accessing the new markets and enjoying competitive advantage.
   d) Most of the employees also feel proud and responsible to be working for an environmentally responsible company.
   e) Green Practices in different sectors of the organisation prepares it to fight against downturn, recession, and uncertainty since it makes the organisations less dependent on the scared resources & make it self-sustainable in the long-run.

We might not picture creating pounds of global warming pollution when we drive, but the exhaust coming out of our car has actual weight—an average household with two mid-sized vehicles emits more than 20,000 pounds of CO2 a year. That's 10 tons of pollution adding to the layer of greenhouse gases that heat the Earth. Excessive amounts of these gases—especially CO2—are forming too thick a heat blanket around the Earth and leading to climate change.
With dwindling oil resources and a world characterized by smog, noise and pollution; governments and communities are becoming more aware of the need to develop a suitable, cost effective, clean urban transportation alternative.

At one end, when India’s GDP (Gross-Domestic-Product) rose to 2.5 times over the last two decades, in the other end vehicular pollution has seen a growth of eight times sharing 70% of the total air pollution.

Many research studies have proved that the contribution of car industry to environment pollution is immense. Centre for Science and Environment (CSE), an independent Delhi-based public interest research and advocacy organisation reveals that the Indian car industry is not up to the mark in terms of eco-friendliness. Even the leading car manufacturers scores less than 45% in the scale of green rating.

The Obama administration has also made a commitment to vehicles which are much better for the environment and which help reduce the dependence for foreign oil and other fossil fuels.

As time goes on the demand for alternative vehicles that are eco-friendly will only increase, and eventually these cars will replace traditional vehicles all the way and become the only choices.

Going Green has become the need of every country & hence for the whole world, 3 broad reasons are as follows:

1. Increasing Impact on Environment: Our Mother-Earth is begging -

According to the latest assessment of the Intergovernmental Panel on Climate Change (IPCC) greenhouse gas emissions (GHG) have increased 70% between 1970 and 2004 and that carbon dioxide levels have increased from pre-industrial levels of 280 ppm (parts per million) to 379 ppm in 2005; “very likely” that this is being caused by human activity & ‘Business as usual’ trends.

According to NASA, Global warming is an increase in the average temperature of Earth's surface. Since the late 1800's, the global average temperature has increased about 0.7 to 1.4 degrees F (0.4 to 0.8 degrees C). Many experts estimate that the average temperature will rise an additional 2.5 to 10.4 degrees F (1.4 to 5.8 degrees C) by 2100. That rate of increase would be much larger than most past rates of increase.
As resources are limited and human wants are unlimited, it is important for the marketers to utilize the resources efficiently without waste as well as to achieve the organization's objective. So green marketing is inevitable.

**The Bottomline:** People should go about their activities without harming the planet. **Environmental impact** is the central concept now & also will remain in future.

2. **Increasing Environmental Awareness among people & hence the change in Demand:**

There is growing interest among the consumers all over the world regarding protection of environment. Worldwide evidence indicates people are concerned about the environment and are changing their behaviour. As a result of this, green marketing has emerged which speaks for growing market for sustainable and socially responsible products and services.

Thus the growing awareness among the consumers all over the world regarding protection of the environment in which they live, People do want to bequeath a clean earth to their offspring. Various studies by environmentalists indicate that people are concerned about the environment and are changing their behaviour pattern so as to be less hostile towards it. Now we see that most of the consumers, both individual and industrial, are becoming more concerned about environment-friendly products. Most of them feel that environment-friendly products are safe to use. As a result, green marketing has emerged, which aims at marketing sustainable and socially-responsible products and services. Now is the era of recyclable, non-toxic and environment-friendly goods. This has become the new mantra for marketers to satisfy the needs of consumers and earn better profits.

**82 Percent of Consumers Buy Green in US, Despite Economy** ([environmentalleader.com](http://environmentalleader.com)).

83.8% consumers in India believe that they are environment-friendly & look for products with healthy benefits (Study)

Four out of five people say they are still buying green products and services today – which sometimes cost more – even in the midst of a U.S. recession, according to a new study commissioned by Green Seal and Enviro media marketing Half of the 1,000 people surveyed buy just as many green products now as before the economic downturn, while 19 percent say they are
buying more green products. Fourteen percent say they are buying fewer environmentally green products.

The opportunities become even more striking, Mr. Lockwood says (Director, Mintel Research, US), when you consider that even True Greens don't buy green all the time. According to Mintel's report, 66% of consumers say they don't buy green more often because of cost, while 49% cite the lack of availability of green products. The number of people who claim to be green consumers or claim to be regularly buying or looking for these products is "much higher than the actual sales," he says. "So that just shows what a huge unmet need there is for companies to step into."

According to market researcher Mintel, about 12% of the U.S. population can be identified as True Greens, consumers who seek out and regularly buy so-called green products. Another 68% can be classified as Light Greens, consumers who buy green sometimes. "What chief marketing officers are always looking for is touch points with consumers, and this is just a big, big, big touch point that's not being served," says Mintel Research Director David Lockwood.

So-called True Greens are still a minority.

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Mintel sees consumers falling into three shades of green:

- **True Greens**, who regularly buy green products
- **Light Greens**, who buy green sometimes
- **Nevergreens**, who say they never buy green products, though data show they have bought green at some point

*Source: Greenfield Online/Mintel*

The green shopping movement should regain its footing, with Mintel predicting 19 percent growth by 2014, according to the Business Ledger, of Chicago.

Generally, consumers would like to buy more sustainable and organic goods, but the higher price weighs heavily on their minds.

According to the study by Mintel Research, about **54 percent would buy more green items if they did not cost so much.** When it comes to organic food, 78 percent of respondents indicated they would buy more if it were less expensive.
Green marketing is the process of developing products and services and promoting them to satisfy the customers who prefer products of good quality, performance and convenience at affordable cost, which at the same time do not have a detrimental impact on the environment. It includes a broad range of activities like product modification, changing the production process, modified advertising, change in packaging, etc., aimed at reducing the detrimental impact of products and their consumption and disposal on the environment. Companies all over the world are striving to reduce the impact of products and services on the climate and other environmental parameters.

3. **For Industries/Businesses to Sustain in the longer run:**

**Reasons why Organisations need to go green:**

- Organizations perceive environmental marketing to be an opportunity that can be used to achieve its objectives
- Organizations believe they have a moral obligation to be more socially responsible
- Governmental bodies are forcing firms to become more responsible
- Competitors' environmental activities pressure firms to change their environmental marketing activities
- Cost factors associated with waste disposal, or reductions in material usage forces firms to modify their behavior.
- To secure themselves from any uncertainty & in recession times.
- To stay away from building businesses from the unsecured, scared & non-renewable resources of Earth in order to remain self-sustained & independent.