

Green Marketing: A Tool of Corporate Social Responsibility

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Abstract: Business and society have been inter-connected with each other for a long time. From production to marketing goods and services, business fulfills the basic needs of society. Generally, it is assumed that the main purpose of business is to earn profit only. However, due to globalization and other technical factors, the scenario of business has been completely changed. In terms of marketing, the consumers have become the king of the market and customer satisfaction has become the primary objective of the business and the profit is the secondary one. When we talk about consumer satisfaction, some ethical values and norms come to our mind, that good services and the right product should be met to the customer needs so that products may not be harmful to our society anyhow, and these ethical values and norms should be added with the business to fulfill this purpose. And when we think about these kinds of non-harmful products we have to follow up, as a marketer, the marketing manner with a green chunk. Ethics are naturally related to corporate social responsibility (CSR), likewise, CSR always has been a part of Green marketing from its beginning. To think about the welfare society in the globalizing era, every business has to follow ethical values and take the consumer's social responsibility. So the business is not now only a business but also a service. That is why business as a service maintains some ethical values with their marketing management like fair price, quality standards, ethics in advertisement, etc. That is why, green marketing is now a great existence. Anyways, this paper focuses on how corporate social responsibility is used as a tool of Green marketing in the present context.

I. Introduction

Green Marketing, originating in Europe in the early 1980s and gaining popularity in the late 1980s and early 1990s, emerged due to the discovery of environmentally and socially damaging products. As a result, a new category of products called "Green products" was developed to minimize environmental harm (Vilkaite-Vaitone, & Skackauskiene, 2019).

Greening Marketing provides full-service, campaign-driven marketing to help the business to promote itself and capitalize on its initiatives. Everyone knows that business means making money. By community organizations and incorporating environmentalism, a company can increase brand awareness and create a positive impact (Shil, 2012). Sustainability is a key element to the survival of any institution. So, greening marketing takes a Triple Bottom Line approach of **People, Planet and Profit** for marketing business (Hunt, S. D. (2017).

What is Green Marketing

Marketing is the activity, set of institutions, and process for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large (Approved by AMA July 2013). When the concept of marketing is added with the environmental and societal considerations the meaning will be different and it is known as the Green marketing. Here some definitions of Green marketing can be discussed below:

The American Marketing Association defines green marketing as the marketing of products believed to be environmentally friendly. Therefore, green marketing encompasses a wide variety of actions, such as altering products, revising production methods, changing packaging, and adjusting advertising to save our environment. The other definition given by the AMA of green marketing is given below: Green Marketing involves all strategies aimed at creating and facilitating interactions to fulfill human desires and requirements, ensuring minimal negative effects on the environment (Laheri, Dangi, & Vohra, 2014).

Alternative terms can also be included with green marketing as Environmental Marketing and Ecological Marketing. Therefore, the term "Green Marketing" encompasses a comprehensive approach to marketing where the creation, promotion, use, and disposal of goods and services are carried out in a way that is better for the

environment. As awareness about issues like global warming, non-biodegradable waste, and pollution grows, both marketers and consumers are showing a greater interest in environmentally friendly products and services.

Evolution of Green Marketing

The first phase of green marketing was believed to have started in the 1980s. During this phase, the industry was initially introduced to the idea of "Green Marketing". During the 1990s, the second stage called "Ecological" when green marketing was started with optimistic predictions about the rise of environmentally conscious consumers and products, known as the "green tide". This was referred to as green marketing with an environmental focus.

However, the results of this decade did not meet expectations. On the other hand, consumers are now disenchanted; numerous innovative environmentally friendly products from specialized companies have exited the market; the significant increase in the introduction of green products in the early 1990s has declined. In the early years of the mid-1990s, there was a growing consciousness about protecting and conserving the natural environment. Individuals were becoming increasingly conscious of environmental issues.

The third stage of green marketing started in 2000s. More advanced technology has been implemented; deceptive claims are taking stricter enforcement, new regulations from the government and a thorough and detailed inspection from various environmental organizations and the media, consumer confidence has been greatly improved and many high-quality green products have been made in the 2000s. In addition to the global concern of environmental quality that is steadily rising, green marketing now has picked up its momentum again like back in the 1990s. This was known as "Sustainable" green marketing (Peattie, 2001).

Green Products

Before 1980, very few products in the United States were marketed with an environmentally friendly message. The only category that thrived was organic, natural products in the food sector. During the late 1980s and 1990s, the concept of environmentally friendly products gained popularity, leading to an increase in marketing such products in specific or niche markets. But it wasn't until the start of the 21st century—when concerns over global warming and natural resource depletion began gaining momentum—that "green" went mainstream and began influencing the practices of product manufacturers. Such products started being made which were called green products (Dangelico & Pontrandolfo, 2010).

The following are the main characteristics of the green products:

- Product that is non-toxic for the environment.
- Biodegradable product.
- Products made of bottomless resources (no fossils, no minerals).
- Product conceived for it to be the least harmful to the environment.
- Product, with planned auto-recycling.
- Product- which is identifiable due to an official logo.
- Product must adhere to the principles of the "3 R's": reduce, reutilize, and recycle.
- Products containing recycled contents, and non-toxic chemicals.
- Products that have eco-friendly packaging i.e. reusable, refillable containers, etc.
- Products that will not be tested on animals (Durif, Boivin, & Julien, 2010).

Social responsibilities of the Business

Generally, Social responsibility is the idea that businesses should balance profit-making activities with activities that benefit society; it involves developing businesses with a positive relationship with the society in which they operate.

Social responsibility is a moral principle that holds individuals responsible for carrying out their civic duties, with their actions intended to contribute to the overall well-being of society. In this manner, it is necessary to maintain 'equilibrium' between the advancement of the economy and the well-being of society and the environment (Banyte, Brazioniene, & Gadeikiene, 2010).

Patrick Murphy characterized the end of the 1960s and the start of the 1970s as the period when corporate social responsibility became known as the "era of awareness and issues." This was a period of social awareness and recognition of general responsibility, involvement in the business community, concern for urban decay,

pollution removal, and continuing the philanthropic era. corporate social responsibility (CSR) was still seen as an act that did not attract financial benefits (Murphy, 2005).

In the 1960s there was a significant increase in the attempts to formalize and/or clearly explain the CSR concept, due to the very large influence of social movements and public pressure. In the US for example, the most important social movements were those on civil rights, women's rights, consumer rights, and the environment (Cochran, 2007).

The rapid growth of Civil Society Organizations (CSOs) and Non-Governmental Organizations (NGOs), which frequently question corporate actions, has forced companies to react. NGOs leading this grassroots CSR movement vary greatly in their objectives, from challenging corporate power directly to promoting positive outcomes and minimizing negative impacts, and equally heterogeneous in terms of strategies deployed—ranging from confrontation to engagement, from stand-alone operations to highly sophisticated coalitions among NGOs.

Along with this, globalization plays a crucial role in the economy and in the operations of smaller businesses. Global operations present companies with a variety of new challenges, including cultural and regulatory variations, labor and child labor regulations, bribery and corruption, health crises, human rights issues, deforestation, and more (Schulze, & Ursprung, 1999).

Corporate social responsibility (CSR) has recently taken flight into board/conference rooms and has emerged as a topic of concern in corporate, government, and international business forums. The reasons are varied: global warming pressures, wide divide of wealth, customer preferences for ethical business practices, etc. Media support has further fueled this fire. In today's interconnected world, social, economic, and political issues intertwine with each other - just like the solutions (El Ghoul, et. al., 2019). In reaction to this, Corporate Social Responsibility (CSR) has become a crucial focus for business executives, addressing new circumstances, challenges, and opportunities. CSR soon did play a key role in sustainable business. In 1975, Peter Drucker, published in his Wall Street Journal, that "there is no conflict between profit and social responsibility" (Cohen, 2009).

Anyways, CSR and green marketing look like twins in terms of the welfare of society. But CSR has emerged as an inescapable priority for business leaders and a response to new conditions, new challenges, and new opportunities, while green marketing looks still in the way (Gupta & Sharma, 2009)

Relation between CSR and Green Marketing

Being a socially responsible company is one of the key features that can lead to success in today's world. Corporate social responsibility (CSR) is a management principle that involves deliberate, sustainable efforts focused not only on financial gain and economic factors, but also considers the social and environmental needs and concerns related to the company's surroundings. Corporate social responsibility includes a broad range of interactions with stakeholders both within and outside the company's activities. Environmental protection is the primary focus of corporate social responsibility. Corporate social responsibility at this company entails practicing ecological management. This involves actions mandated by the law, promoting awareness of the environment in the local area, and developing strategies to reduce the negative impact of the main business operations. All of these components work together to form a system of economic control that oversees the utilization of natural resources. Apart from adhering to guidelines, schemes, signals, campaigns, and various types of environmental control, businesses introduce their own methods to minimize environmental impact. These consist primarily of eco-friendly offices, education on the environment, handling of waste, and eco-friendly practices. The research demonstrates the idea of corporate social responsibility, focusing especially on environmental concerns (Čerkasov, et. al., 2017).

Corporate social responsibility towards the environment

Corporate social responsibility within business organizations pertains to a variety of areas. These are the market environment, public environment, the area of employment, relations with investors, and environmental protection. As one of the most serious effects of external economic activity is a detrimental impact on the environment, environmental issues are of great importance to the company. Corporate social responsibility means here ecological management. This involves actions mandated by the law, promotes eco-consciousness within the local area, and devises strategies to reduce the negative impact of the main operations. All of these components work together to form a framework of economic management that is responsible to the natural resources.

In addition to the legal structure, as per the notion of CSR, a company should strive to:

- reduce the consumption of raw materials and energy; reduce production of hazardous waste and pollution,
- respect, protect, and restore natural ecosystems,
- identify potential negative environmental effects,
- introduce mechanisms to internalize external environmental costs,
- take into account environmental objectives at the stage of product design (eco-design, life cycle analysis)
- implement technologies to reduce the harm done to the environment in production processes,
- Promote ecological behavior within the company, as well as saving energy and water in every department of the company (Oleszko-Kurzyna, 2014).

CSR is beneficial in Green Marketing

Many reasons are leading to the growing implementation of CSR practices in the business industry. The regulation provides the baseline for corporate action, notably for employment practices and the environment. Furthermore, for numerous businesses, acting as a responsible corporate entity is a crucial component of their image, principles, and goals. Far-sighted business leaders recognize that it is unsustainable for their companies to exist as 'islands of prosperity' in a sea of poverty (Chowdhary & Dasani, 2013). Market forces are also propelling many firms to go 'beyond compliance', notably for that selling into international supply chains. CSR is now becoming more than just a legal obligation or a good deed; it is increasingly seen as a crucial business factor that is directly connected to profits and the value of a company's brand. If companies were to assess their chances for social responsibility using the same principles that influence their fundamental business decisions, they would find that CSR benefits can lead to powerful innovation and competitive advantage (Moravcikova, et. al., 2017).

II. Concluding Remark

Corporate social responsibility (CSR) has been around in various guises for a quarter of a century or perhaps longer. It has evolved to the status of a profession and is being debated on the world stage, advanced by globalization and technology. CSR consultancies and think tanks exist in numerous developed and developing countries globally. Social (e.g. 9/11, HIV Aids), environmental (e.g. climate change), and economic (e.g. Enron) shocks are elevating issues to the international arena. However, it is increasingly being appreciated that the success of a business is inextricably tied to the welfare and stability of the community. "Profit" is not the only player; "people" and "planet" also have a role to fulfill. This calls for a new corporate logic, in which caring for employees, communities, and the environment is not only seen as morally correct but also the best approach for continuity and profitability. Thus, responsibility towards the environment and community will improve the conditions around the workspace in many dimensions.

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