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## Green Marketing and Mindful Consumption for Sustainable Development

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### ABSTRACT

Ecological degradation and environmental resource constraints pose a threat to human welfare. Human behaviour has the potential to contribute towards solutions for environmental challenges through mindful consumption. Generativity can play an important role in shaping environmentally responsible human behaviour. Green marketing, through introduction of sustainability paradigm in marketing mix, can facilitate the consumption of more sustainable products and services.

**Keywords:** Mindful consumption, generativity, green marketing, social marketing

### Introduction

The discipline of marketing has been vilified by environmental activists for fuelling the growth in the consumption globally. The marketing has also been the area of focus for its potential to contribute to solutions for unsustainable nature of production and consumption. The concern of consumers for environment was expected to stimulate innovation and new market offerings. The commercial marketing was considered to have the capability for creation of more sustainable economies (Peattie and Peattie, 2009). Though marketing principles and practices have adopted social responsibility, indicating progression in the right direction, it is not adequate as the inability of markers to have macro-level

thinking for generally engaging with policy still prevails. The current market systems seem to be unable to deliver true happiness and well-being to societies(Varey, 2010).

### **Environmental challenge and mindful consumption**

Human welfare is threatened by environmental resource constraints and risks of ecological degradation. In the context of environmental resource constraints, it is estimated that multiple planets will be needed if the whole world consumes at the level of some of the developed countries. Ecological risks include the harms and losses such as pollution of land and water systems, biodiversity loss, soil erosion caused by climate change and deforestation. Mindful consumes is based on the assumption that an individual has the agency of choice about the consumption and being conscious about the thinking and behaviour about the effects of consuming. It is not about having forced curtailment of consumption but making a voluntary choice about consumption(Sheth et al., 2011).

### **Generativity**

Generativity is associated with future generations' well-being. An important role is being played by generativity in commitment towards environment and acting with environmental concern. The social marketing communication can create awareness about environmentally responsible behaviour and generative concern. General and specific attitudes towards sustainability, both, seem to be influenced by generativity(Wells et al.,2016).

The actions of the consumers oriented towards environmental concern seem to be constrained by the conceptualisation of self-interest by individuals. The consideration of environmental impact by some segments of consumers stems from the belief that their responsible behaviour creates value for them. Consumers' belief that economical problems would occur in future and hence do not deserve present consideration impedes proenvironmental consumer behaviour. The acceptance of consumers of environmental problem does not necessarily lead to environmentally responsible actions. It has been generally difficult for consumers to integrate the consideration of future effects into their present-day actions.Real transformative solutions can be stimulated by making the environmental challenges more urgent and current in the minds of consumers(Polonsky, 2011).

### **Green marketing**

Numerous green marketing initiatives have been found to be short-sighted. Many green technologies face an impediment of commercial viability because they have a payback period that is often considerably longer than the conventional market offerings. This area presents a significant challenge to marketers. Balancing the new emphasis on delivering benefits for future generations with the conventional focus on providing immediate benefits for the individual consumer is proving to be challenging (Peattie and Crane,2005).

Companies adopting green marketing programs can realize the its benefits through positive product-market performance outcomes. The benefits in the revenue can compensate or even exceed the costs associated with investments in the green marketing practices to benefit natural environment(Leonidou et al., 2013).

### **Change towards green marketing mix**

More careful consideration of the resources in the new product development and demonstration of environmental responsibility by service organisations in physical supplies can be considered to be changes to be made in the context of greening of 'product'. The 'pricing' can vary as the environmental responsiveness of the market offering differs. The customers, more engaged with the environmental considerations, may have willingness to pay additionally for sustainable products and services. Leveraging online selling of the products by the companies to decrease the number of consumers physically coming to outlets, consideration of environmental responsibility in location of manufacturing and distribution facilities and evaluation of distribution channels based on their environmental

friendliness have the potential to alter the nature of the 'place' element in the marketing mix. Marketers can shift towards more environmentally responsible 'promotion' by more focus on online promotion than print, frequent communication about the adoption of sustainable practices to consumers and more specific product labelling in the context of product's environmental impact (Kotler, 2011).

### Social marketing

Adapting the contemporary commercial marketing theory and practice as enablers of guiding and helping social change campaigns forms the basis of social marketing. An alternative product offering developed as a result of identification or anticipation of a market need for an alternative behaviour that benefits society is considered as a competitive social marketing offer. The concept of product offering is based on the most comprehensive understanding of the product concept in commercial marketing (Dann, 2010). Relationship among consumer, consumer-citizen, and pure citizen behaviour is involved in the comprehension of spillover between behaviours between private and public domain. Generally, positive correlations are found among prosocial behaviours. Spillover between environment friendly behaviours in the individual's private and public domain has significance for consumer-citizen contribution in shaping a sustainable society (Prothero et al., 2011).

### Conclusion

The facilitation of the development and marketing of more sustainable products and services based on introduction of sustainability paradigm into the core of business practices and marketing processes is the basis of green marketing. Social marketing focuses on involvement of marketing's ability to encourage sustainable practices amongst businesses, decision makers and individuals and assessing the consequences of present commercial marketing of sustainability. This connects with the critical marketing paradigm, necessitating the adoption of a critical theory-based approach for analysing marketing theory, principles and techniques. This can aid in the developing marketing theory and practice, guiding regulation and control and challenging the institutions associated with marketing and encouraging a system of marketing with sustainability as its key goal (Gordon et al., 2011).

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