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B.Com Honours

Semester I

Calicut University

Essentials of Marketing

Course Code: COM1MN107 • Module 4 Notes

1. Sustainable Marketing: Meaning, Pillars, and Energy Consumption

Traditional marketing focus has often been criticized for driving short-term consumerism at the cost of long-term environmental degradation and resource depletion. Sustainable marketing addresses this criticism. It calls for socially and environmentally responsible actions that meet the current needs of consumers and businesses while preserving the ability of future generations to meet their needs. This final module covers the pillars of sustainable marketing, environmental impact management, green logistics, energy efficiency, and green marketing practices.

The Three Pillars of Sustainable Marketing

Sustainable marketing operates at the intersection of three core dimensions:

Environmental Pillar

Focuses on minimizing ecological damage: reducing carbon footprint, preventing pollution, utilizing biodegradable packaging, and protecting natural biodiversity.

Social Pillar

Focuses on human well-being: fair wages for labor in the supply chain, product safety, ethical advertising, community development, and protecting consumer rights.

Economic Pillar

Ensures long-term corporate viability: generating fair profits without exploiting natural or human resources, fostering sustainable consumption models.

Environmental Impact Management

Sustainable marketing requires active environmental impact management across the entire value chain:

- **Waste Management:** Implementing circular economy principles: reducing manufacturing waste, recycling components, and designing products for easy disassembly post-use (extended producer responsibility).
- **Resource Depletion Mitigation:** Using renewable raw materials (e.g., organic cotton, FSC-certified paper) instead of depleting scarce natural resources.
- **Water Conservation:** Optimizing industrial processes to minimize water usage and preventing wastewater pollution.

Energy Consumption and Green Logistics

A critical challenge in sustainable marketing is optimizing energy consumption across warehousing and distribution channels:

- **Energy Efficiency in Warehousing:** Transitioning to green warehouses equipped with solar panels, smart LED lighting systems, and natural climate control to reduce electricity consumption.
- **Green Logistics:** Optimizing distribution routes using software to reduce fuel consumption, shifting to electric vehicles (EVs) for last-mile delivery, and utilizing rail or water transport (low carbon footprint) instead of air transport for bulk logistics.

2. Green Marketing

Green marketing refers to the process of developing and promoting products and services based on their environmental benefits. It involves green design, green manufacturing, green packaging, and ethical advertising.

Green Marketing Strategies

Green Strategy Element	Action / Implementation	Typical Examples
Green Product Design	Creating products that consume fewer resources and are durable, repairable, and recyclable.	Energy-efficient appliances (5-star ratings), refillable cosmetic containers.
Green Packaging	Replacing plastics with biodegradable, compostable, or recycled paperboard packaging.	Cardboard boxes, cornstarch packaging, paper shopping bags.
Green Promotion	Communicating verified environmental features of the product honestly.	Certifications like "Ecolabel," "USDA Organic," or "Carbon Neutral."

The Threat of Greenwashing

Greenwashing: The practice of making false, unsubstantiated, or exaggerated claims about the environmental benefits of a product, service, or company practice. It is an unethical marketing tactic used to exploit the public's growing preference for eco-friendly products without executing real changes. E.g., labeling a plastic bottle as "100% eco-friendly" without structural changes, or claiming carbon neutrality through unverified carbon offsets. Regulators (like the Advertising Standards Council of India - ASCI) strictly monitor advertisements to combat greenwashing and protect consumers.

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