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## *Green Marketing*

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### I. INTRODUCTION

Green Marketing is the marketing of products that are presumed to be environmentally safe. It consists of all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment. American Marketing Association – “Green marketing is the marketing of products that are presumed to be environmentally safe.”

According to Polonsky, 1994 – “Green or Environmental Marketing consists of all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment.

Green marketing refers to the process of selling products and/or services based on their environmental benefits. Such a product or service may be environmentally friendly in itself or produced and/or packaged in an environmentally friendly way. The assumption of green marketing is that potential consumers will view a product or service’s “greenness” as a benefit and base their buying decision accordingly. The consumers may be willing to pay more for green products than they would for a less-green product.

Green Marketing incorporates broad range of activities including product modification, changes to the production process, packaging changes, and modifying advertising. The focus of Green Marketing is on satisfaction of customers’ needs and wants with no or minimum harm to the natural environment.

Marketing products and services based on environmental factors or awareness. Companies involved in green marketing make decisions relating to the entire process of the company’s products, such as – methods of processing, packaging and distribution. Investopedia explains ‘Green Marketing’ as the companies seek to go above and beyond traditional marketing by promoting environmental core values in the hope that consumers will associate these values with their company or brand.

Firstly, it encourages marketers to develop energy-efficient products and gives them competitive advantage and favorable image among consumers. As companies market their green-friendly efforts and products, they simultaneously encourage the green initiative. This perpetuates the efforts by other companies to operate with more green responsibility and causes consumers to remain vigilant in holding companies accountable for their actions. The employees and consumers feel proud to be associated with an environmentally responsible company

In addition, companies that develop new and improved products and services with environment inputs in mind give themselves access to new markets, increase their profit sustainability, and enjoy a competitive advantage over the companies which are not concerned for the environment.

Furthermore it makes firm to charge a premium price for the green products. Consumers may become more comfortable and accepting of paying higher premium prices to acquire earth-friendly products or to support companies that engage in green activities.

Moreover, green products:

- It does not present a health hazard to people or animals;
- It is relatively efficient in its use of resources during manufacture, use, and disposal;
- It does not incorporate materials derived from endangered species or threatened environments;
- It does not contribute to excessive waste in its use or packaging;

Finally, it helps save money in the long run. As a result, firm can achieve higher profits and it can be used to make companies to develop innovative products.

## **II. GREEN MARKETING MIX**

Green Marketing also has all the 4P's:

### Product

The products have to be developed depending on the needs of the customers who prefer environment friendly products. Products can be made from recycled materials or from used goods. Efficient products not only save water, energy and money, but also reduce harmful effects on the environment.

For example, Nike is the first among the shoe companies to market itself as green. It is marketing its Air Jordan shoes as environment-friendly, as it has significantly reduced the usage of harmful glue adhesives. It has designed this variety of shoes to emphasize that it has reduced wastage and used environment-friendly materials.

### Price

Green pricing takes into consideration the people, planet and profit in a way that takes care of the health of employees and communities and ensures efficient productivity. Value can be added to it by changing its appearance, functionality and through customization. Prices for such products may be a little higher than conventional alternatives. For example, Wal Mart unveiled its first recyclable cloth shopping bag.

### Place

Green place relates to the distribution of green products without doing any harm to the environment. This is achieved through efficient utilization of fuel and energy and arranging for logistics with the least emissions. Transportation costs constitute a major part of business costs and resources spend in distribution can be saved through local production. This decreases transportation costs and also reduces carbon footprint. Selling over the Internet as compared to a shop also saves business resources.

### Promotion

Promoting products and services to target markets include paid advertising, public relations, sales promotions, direct marketing and on-site promotions. Smart green marketers will be able to reinforce environmental credibility by using sustainable marketing and communication tools and practices. For example- many companies in the financial industry are providing electronic statements by email; e-marketing is rapidly replacing more traditional marketing methods and printed materials can be produced using recycled materials and efficient processes such as waterless printing.

### III. CHALLENGES FOR GREEN MARKETING IN INDIA

- 1) **Need of standardization:** It is found that only 5% of the marketing messages from “Green” campaigns are entirely true and there is a lack of standardization to authenticate these claims. There is no standardization currently in place to certify a product as organic. Unless some regulatory bodies are involved in providing the certifications there will not be any verifiable means. A standard quality control board needs to be in place for such labeling and licensing.
- 2) **New Concept:** Indian literate and urban consumer is getting more aware about the merits of green products. But it is still a new concept for the masses. The consumer needs to be educated and made aware of the environmental threats. The new green movements need to reach the masses and that will take a lot of time and effort.

By India’s ayurvedic heritage, Indian consumers do appreciate the importance of using natural and herbal beauty products. Indian consumer is exposed to healthy living lifestyles such as yoga and natural food consumption. In these aspects the consumer is already aware and will be inclined to accept the green products.

- 3) **Patience and Perseverance:** The investors and corporate need to view the environment as a major long-term investment opportunity, the marketers need to look at the long- term benefits from this new green movement. It will require a lot of patience and no immediate results. Since it is a new concept and idea, it will have its own acceptance period.
- 4) **Avoiding Green Myopia:** The first rule of green marketing is focusing on customer benefits i.e. the primary reason why consumers buy certain products in the first place. Do this right motivate consumers to switch brands or even pay a premium for the greener alternative. It is not going to help if a product is developed which is absolutely green in various aspects but does not pass the customer satisfaction criteria. This will lead to green myopia. Also if the green products are priced very high then again it will lose its market acceptability.

### IV. CONCLUSION

Green marketing is relatively a new notion to the most of the consumers. However, the green marketing is the marketing of product that are presumed to be environmentally safe. Therefore, it become very essential to under stand the dualism between green marketing and the growing price of the green product, so that the green product can be within the reach of the consumers of different hierarchy. Green Marketing is posing some of challenges which require innovative technology so that the ‘green products’ can fetch wider market at domestic and international levels. It require a periodic review of the ‘green product’, so that the products may become ‘ecological viable’ as well as ‘economical viable’ for the consumers, especially belong to middle and low income groups. Finally, consumers, industrial buyers and supplier need to pressurize effects on minimize the negative effect on the environment-friendly. Green marketing assumes even more importance and relevance in developing countries like India.

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