

# Green Revolution in Marketing

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## Abstract

*According to American Marketing Association, Green Marketing is the marketing of products that are presumed to be environmentally safe. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising. The term green marketing came into prominence in the late 1980's and early 1990's. The American Marketing Association (AMA) held the first Workshop on "Ecological Marketing" in 1975. Green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising. Defining green marketing is not a simple task. Competitors' Environmental Activities Pressure Firms to change their Environmental Marketing Activities. To get even with competitors claim to be environmentally friendly, firms change over to green marketing. Indeed the terminology used in this area has varied, it includes: Green Marketing, Environmental Marketing and Ecological marketing. The main objective of this research paper is to study the opportunities and present trends available for green marketing in India.*

**Keywords:** Ecological marketing, Environmental Marketing, Environmental Activities.

## Introduction

Green marketing is a vital constituent of the holistic marketing concept today. It is particularly applicable to those businesses that are directly dependent on the physical environment. Changes in the physical environment may pose a threat to fishing, processed foods tourism and adventure sports industries. Consequently, new types of products were created, called “green” products, which would cause less damage to the environment. Thus green marketing plays an important role to promote and reinforce the idea of environmental protection and sustainable development both in the minds of the customer and the firms.

## Need for Green Marketing

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. There is growing interest among the consumers all over the world regarding protection of the environment.

Worldwide evidence indicates people are concerned about the environment and are changing their behavior. As a result of this, green marketing has emerged which speaks for the growing market for sustainable and socially responsible products and services.

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.

### **Customer Satisfaction and Green Marketing**

Customer satisfaction has been defined in two basic ways: as either an outcome or as a process. As an outcome, satisfying the end state resulting from the consumption experience. As a process, it is the perceptual evaluative and psychological process that contributes to satisfaction. The definition is varied with regards to their level of simplicity which includes;

- Product satisfaction
- Satisfaction with the purchase decision experience.
- Satisfaction with the performance attribute
- Satisfaction with the store or institution
- Satisfaction with pre-purchase experience.

Marketing literature suggests that there is a relationship between customer satisfaction and loyalty. Satisfaction leads to attitudinal loyalty. It could be seen as the intention to purchase.

### **Keys to Successful Green Marketing**

Firms required critical thinking to survive in the market. For successful green marketing the marketer has to do consider the following:

- Being genuine
- Educating customers
- Giving your customers an opportunity to participate
- Know your customer
- Empower consumers
- Be transparent
- Reassure the buyer
- Consider your pricing

### **Green Marketing Mix**

Every company has its favorite marketing mix. Some have 4 P's and some have 7 Ps of marketing mix. The 4 P's of green marketing are that of conventional marketing but the challenge before marketers is to use 4 P's innovatively.

#### **Product**

The ecological objectives in planning products are to reduce resource consumption and pollution and to increase conservation of scarce resources.

#### **Price**

Price is a critical and important factor of a green marketing mix. Most consumers will only be prepared to pay additional value if there is a perception of extra product value. This value may be improved performance, function, design, visual appeal, or taste. Green marketing should take all these facts into consideration while charging a premium price.

### **Promotion**

Promoting products and services to target markets includes paid advertising, public relation, sales promotion, direct marketing and on-site promotions. Smart green marketers will be able to reinforce environmental credibility by using sustainable marketing and communications tools and practices.

### **Place**

The choice of where and when to make a product available will have a significant impact on the customers. Very few customers will go out of their way to buy green products.

### **Strategies for Green Marketing**

The marketing strategies for green marketing include: -

- Marketing Audit (including internal and external situation analysis)
- Develop a marketing plan outlining strategies about 4 P's
- Implement marketing strategies
- Plan results evaluation

### **Problems with going Green**

A large number of firms are using green marketing; there are some potential problems which need to be addressed. One of the main problems is that firms using green marketing must ensure that their activities are not misleading to the consumer or the industry, and do not breach any of the regulations or laws dealing with environmental marketing.

In short green marketing claims of the firm must:

- State environmental benefits
- Explain environmental characteristics
- Explain how benefits are achieved
- Ensure comparative differences are justified
- Ensure negative factors are taken into consideration and
- Only use meaningful terms and pictures

### **Adoption of Green Marketing**

There are five reasons for which a marketer should go for the adoption of green marketing. They are -

1. Opportunities
2. Government pressure
3. Competitive pressure
4. Social Responsibility
5. Cost or Profit issues

### **Opportunities**

Nowadays firms marketing goods with environmental characteristics have realized a competitive advantage over firms marketing non environmentally responsible alternatives. There are numerous examples of firms who have strived to become more environmentally responsible, in an attempt to better satisfy their consumer needs are.

- **McDonald's** replaced its clam shell packaging with waxed paper because of increased consumer concern relating to polystyrene production and Ozone depletion.
- **Tuna manufacturers** modified their fishing techniques because of the increased concern over driftnet fishing, and the resulting death of dolphins.

### **Government Pressure**

As with all marketing related activities, governments want to “protect” consumer and society; this protection has significant green marketing implications. Government regulations relating to environmental marketing are designed to protect consumers in several ways,

- Reduce the production of harmful goods or by-products.
  - Modify consumer and industry’s use and consumption of harmful goods
  - Ensure that all types of consumers can evaluate the environmental composition of goods.
- Governments establish regulations designed to control the number of hazardous wastes produced by firms.

### **Competitive Pressure**

Another major force in the environmental marketing area has been firms’ desire to maintain their competitive position. In many cases firms observe competitors promoting their environmental behaviors and attempt to emulate this behavior. In some instances, this competitive pressure has caused an entire industry to modify and thus reduce its detrimental environmental behavior.

### **Social Responsibility**

Many firms are beginning to realize that they are members of the wider community and therefore must behave in an environmentally responsible fashion. This translates into firms that believe they must achieve environmental objectives as well as profit related objectives. This results in environmental issues being integrated into the firm’s corporate culture.

### **Cost or Profit issues**

Firms may also use green marketing in an attempt to address cost or profit related issues. Disposing of environmentally harmful by-products, such as polychlorinated biphenyl (PCB) contaminated oil are becoming increasingly costly and in some cases difficult. Therefore firms that can reduce harmful wastes may incur substantial cost savings. When attempting to minimize waste, firms are often forced to re-examine their production process. In these cases, they often develop more effective production processes that not only reduce waste but reduce the need for some raw materials. This serves as a double cost savings since both waste and material are reduced.

### **Present Trends in Green Marketing in India**

Organizations are Perceive Environmental marketing as an opportunity to achieve its objectives. Firms have realized that consumers prefer products that do not harm the natural environment as also the human health. Firms marketing such green products are preferred over the others not doing so and thus develop a competitive advantage, simultaneously meeting their business objectives. Organizations believe they have a moral obligation to be more socially responsible. This is in keeping with the philosophy of CSR which has been successfully adopted by many business houses to improve their corporate image. Firms in this situation can take two approaches:

- Use the fact that they are environmentally responsible as a marketing tool.
- Become responsible without prompting this fact.

Governmental Bodies are forcing firms to become more responsible. In most cases, the government forces the firm to adopt the policy which protects the interests of the consumers. It does so in the following ways:

- Reduce production of harmful goods or by-products
- Modify consumer and industry’s use and consumption of harmful goods; or
- Ensure that all types of consumers can evaluate the environmental composition of goods.

Competitors' Environmental Activities Pressure Firms to change their Environmental Marketing Activities. To get even with competitors claim to be environmentally friendly, firms change over to green marketing. The result is green marketing percolates entire industry. Cost Factors Associated With Waste Disposal or Reductions in Material Usage Forces Firms to Modify their Behavior. With cost-cutting becoming part of the strategy of the firms it adopts green marketing in relation to these activities. It may pursue these as follows:

- A Firm develops technology for reducing waste and sells it to other firms.
- A waste recycling or removal industry develops.

### **Conclusion**

Green marketing should not neglect the economic aspect of marketing. Marketers need to understand the implications of green marketing. Green marketing is still in its infancy and a lot of research is to be done on green marketing to fully explore its potential.

Green marketing covers more than a firm's marketing claims. While firms must bear much of the responsibility for environmental degradation, ultimately it is consumers who demand goods and thus create environmental problems.

It must be remembered that it is the uncaring consumer who chooses to dispose of their waste in an inappropriate fashion. Having said this, it must not be forgotten that the industrial buyer also can pressure suppliers to modify their activities. Thus an environmental committed organization may not only produce goods that have reduced their detrimental impact on the environment, they may also be able to pressure their suppliers to behave in a more environmentally "responsible" fashion.

Final consumers and industrial buyers also can pressure organizations to integrate the environment into their corporate culture and thus ensure all organizations minimize the detrimental environmental impact of their activities.

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