

Green Marketing – An Evolving Concept

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Abstract

The variation in the environment is not a new phenomenon. A lot of volatility in the climate and population exposure will contribute to a lot of negative impacts on environmental changes. These changes or issues are the major concerns of every stakeholder in society. In today's business scenario. Every organization has taken major decisions to modify or change its behavior in order to fulfill the needs and requirements of the consumers. This changing phenomenon leads the foundation for identifying green marketing as another strategic avenue identified with business enterprises not only to earn desired profit but also to make their product and company survive over a long run period while preserving the environment. Here an attempt is made to study the challenges of implementing green marketing by business enterprises. Finally, the work concludes with green marketing has become a strategic tool for penetrating the green products in the market and this has become a future marketer.

Keywords: *Environmental climate, Environment, Behavior, Green marketing, Green product*

Introduction

The American Marketing Association (AMA) defines green marketing as the marketing of products that are believed to be environment-friendly, which organizes into various activities such as product adjustment, modification of production processes, packaging, labeling, and advertising strategies as well as increases awareness on compliance marketing amongst industries (Yazdanifard-2014,). Green Marketing refers to the process of selling of environmental benefited products and /or services. Such a product or service should be eco-friendly in itself or produced in an eco-friendly way. (Anuradha Gaikwad.,Deepa Ingavale) Green marketing is about companies applying sustainable thinking holistically, from production to post-purchasing service, aiming to balance the company's need for profit with the wider need to protect the environment.(Ross Gordon,et.al-2011) Green marketing is associated with identifying consumer needs and satisfying those needs in a valuable and sustainable manner (Aditi Jaju-2016). Green marketing refers to identifying the consumer's need and converting those needs into environmentally friendly products to satisfy the consume

Evolution of Green Marketing

Sustainable marketing, Eco – friendly marketing, Ecological, and marketing are the different terminologies used for green marketing. However, these terminologies are not synonyms but cover only a part of the content of green marketing. The concept of green marketing came into prominence in the late 1980s and early 1990s "Ecological marketing" is the first book on green marketing. The American Marketing Association conducted its first workshop on ecological marketing in the year 1975.

According to Peattie (2001), there are three phases in the evolution of green marketing.

"Ecological green marketing" was the first phase. During this stage importance was given for environmental problems and finding the solution for those problems. Second phase was called as "Environmental green marketing" focus on clean technology, which leads to innovation of new products, which take care of pollution and wastage. Third phase is called "sustainable green marketing" which focus on preservation of environment through sustainable development.

Review of Earlier Works

Jaya Tiwari (2014): has opined that green marketing which helps to identify responsibility, government pressure, and competitive pressure are some of the reasons the firms increase the use of green marketing. The study also examined the challenges faced by green marketers while implementing the green concept into the business. For the purposes of the study, data has been collected from various secondary sources like articles, newspapers, journals, etc. Finally concluded that green marketing is the only mantra to protect the environment for the future. In India green marketing is still in the primary stage. Therefore consumers must be educated about green products and motivated to switch brands through a green marketing campaign and green advertisement.

Deepika K N: The researcher has made an attempt to examine the impact of green marketing strategies for the development of the brand in the soap and detergent sector. Also discussed how green marketing advertisements affect the buying behavior of consumers. The study was conducted in Bangalore. For the purposes of the study primary and secondary data were used. Primary data was collected through a well-structured questionnaire. Secondary data was collected from various published sources. Data has been analyzed by using different tools like Factor Analysis to know the parameter which is influencing the buying behavior of the consumers. Other statistical tools like Multiple Regression and ANOVA were also been used. It was found that most of the customers are aware of green products and also would like to pay more. As because green products are satisfying the needs of the consumers. The companies are also using different types of promotional strategies in order to boost the green products. The author has an opinion that "SWACHH BHARAT" concept which has been introduced by the Indian government made a significant impact in the mind-set of the people.

A Muposhi ,M Dhurup (2017): the study has used three marketing tools viz., Eco- brand, Eco-label and green advertising in order to identify whether these tools are influencing green eating efficacy and green eating behavior. Also to understand the relationship between green eating efficacy and green eating behavior. For the study purpose, the researcher has used cross-sectional data, which has been collected with the help of a structured self-administered questionnaire. The study was based on green products in the grocery retail sector at Gauteng Province in South Africa. Likert Scale has been used to measure the green marketing tools questions. For the purpose of data analysis SPSS, version 22.0 software is used. Exploratory factor analysis, descriptive analysis, correlation analysis and multiple regression were used to process the data. The outcome of the test was green advertising is not much efficacy as people

don't trust the advertisement, whereas eco-label and eco- brand are enhancing the green eating efficiency among consumers. It was also found that there is a positive relationship between green eating efficacy and green purchase behavior. The author lastly concluded by saying that green marketing tools can be used to increase green purchase behavior. The marketer must provide environmental messages that can be easily understandable by the consumers.

Lavanya and P MAdhankumar (2019): The study was conducted mainly to identify the consumer's perception towards the green products and the strategies that impact consumer perception. This study was based on the theory of reasoned action and limited to green consumers using green products in Bangalore city. According to researcher greenwashing and eco-labelling are two different strategies used in green marketing. An online survey was conducted with the help of a structure close-ended questionnaire for the collection of primary data. Five point likert scale was used in the questionnaire to present the inferential section. For the purpose of analysis cronbach's alpha, correlation and regression, ANOVA has been used. When descriptive analysis was applied it was found that the respondents have a strong knowledge in green products and green marketing strategies. Whereas in correlation, consumers have concern about the environment and their purchase decision are based on environmental protection. In the regression analysis it was found that the marketing strategies have less impact on consumer and their buying decision. The researcher has concluded that consumers are aware of environmental problems and want to protect the environment. Therefore the consumers are aware of green products. On another hand price is one of the biggest challenges for marketers to manufacture and sell products in India.

Anupreet Kaur Mokha (2018): The researcher conducted a study to know the impact of green marketing tools on consumer buying behavior i.e, Are consumers are actually aware of green products and whether buying decisions are influenced by green marketing tools. She has taken three marketing tools namely eco-label, eco-brand, and environmental advertisement for conducting the study. 152 respondents were administered a structured questionnaire in Delhi-NCR for the collection of primary data. The secondary data was collected from different published sources. The liner regression technique is used for testing the hypothesis. The findings of the study were consumers are aware of eco-label but not willing to trust the eco-label. Therefore marketers have to motivate the consumers by using different kind of eco-labels. Eco-brands have a significant positive relationship towards buying behavior of the consumer. As because the consumer have trust on eco- brand. Only 4% of the respondents have trust on environmental advertisement. So the author suggested that consumers need to motivate towards green products by using all three green marketing tools effectively.

Jeevarathnam P Govender and Tushya L Govinda (2016): The researcher conducted a survey for 100 consumers through questionnaires in South Africa. In order to examine the influence of green marketing on consumer buying behaviour and to give suggestions to marketers in South Africa, a developing economy. The study was conducted was exploratory cross sectional in nature. Age, gender and price were consider for testing of hypotheses. Chi-square test is applied for testing of hypothesis. Out of 100 respondents 50% were male and 50% were female. The majority of males were aware of green products when compared to female. Therefore it is concluded that there is no significant relationship between the awareness of green products and gender. Also came to know that all respondents have awareness about environmental deterioration at very high level. Green promotion is one of the green marketing tools by which consumers are aware about green products. Price is one of the sensitivity marketing mix. Most female consumers will consider price while buying the products. The author gave suggestion to the marketers in order to boost the volume of the sales, first to produce the green products at average price where every human being can buy the products. Secondly to promote the green products through creative advertisement as customers will be attracted by advertisement.

Objectives of the Study

1. To outline the objectives of studying green marketing.
2. To examine the challenges and prospects of green marketing.

Research Methodology

The present study is of purely descriptive in nature. For the purpose of achieving the stated objective of the study a qualitative approach was adopted. The study is purely based on secondary data. The secondary data has been derived from a published sources like journals, leading newspapers, text books of recent edition and electronic sources.

Green Business

According to Jeevarathnam P Govender (2016) the department of environmental affairs and tourism believes that globalization has resulted in a shift in the way business is conducted. This, long with the growing pressure on the environment as well as the usage and exploitation of natural resources, has meant that trade and the environment have become inextricably linked. Now a days so many companies are adopting for green marketing due to so many reasons like government pressure, social responsibility towards society, to satisfy customer needs, to acquire new market and so on.

Many studies have proved that customers are willing to buy green products by paying extra premium and have a positive impact towards companies which have been adopted for green practices.

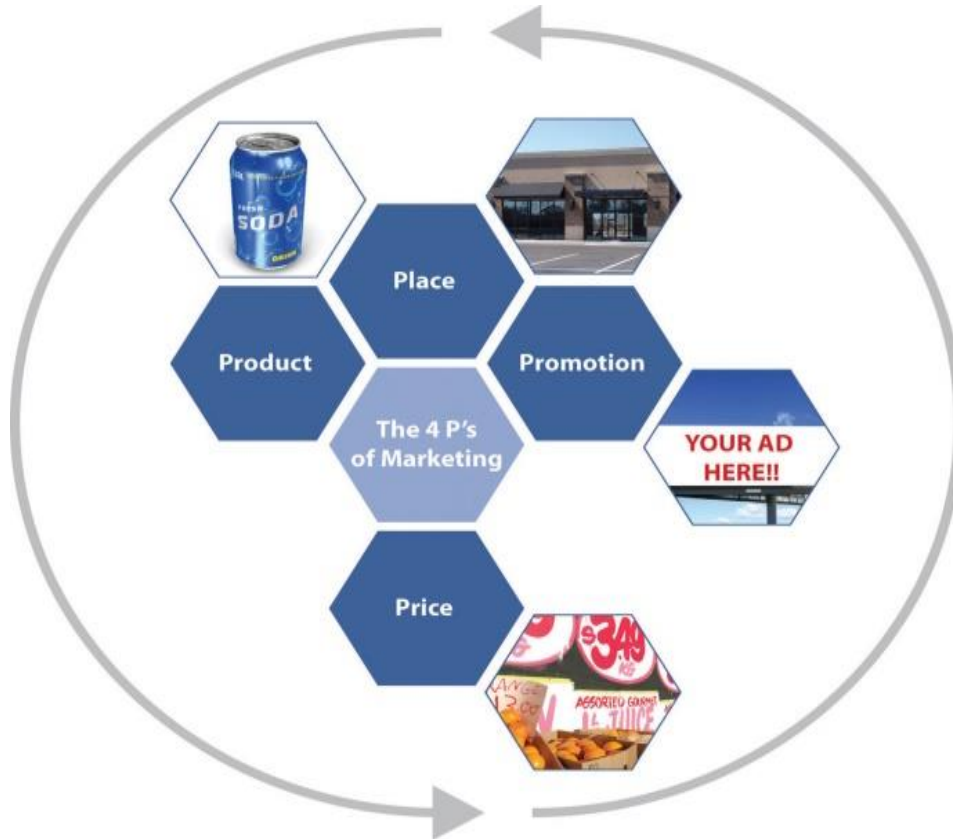
The Green Consumer

A green consumer is someone who consumes and intends to buy the green products in order to protect the environment as because he will be ware about the environmental changes. According to Jeevarathnam P Govender (2016), consumers are increasingly becoming mindful about the environment, as well as socially responsible.

The Green Marketing Mix

The Green Ma

rketing mix encompasses product development and the implementation of pricing, promotional, and distribution strategies specially designed to promote and preserve environmental welfare.(Jeevarathnam P. Govender et.al 2016). The marketers need to define the fours P's of marketing mix by keeping in mind of environmental preservation. It must address the key issues of environmental preservation



Green Products

Green products are products with low environmental impacts. There are products with an alternative design where such products require less physical resources during their life cycle. Green products are developed according to the needs of the consumers. Eco-friendly materials can be used for manufacturing the products. Efficient products save water, and energy, save money, and reduce environmental impact. Product with eco-friendly packaging. Product with green labels.

Green Price

The Price is the amount paid for a product. Green pricing is one of the most challenging riddles of the green marketing mix. The consumers are willing to pay extra premiums only when values are added to the product i.e., changing its appearance, functionality through customization, etc. 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. In Developing countries like India, people are more concerned about the price and not willing to pay more when alternative products are available in the market.

Green Promotion

Green promotion means providing genuine information to customers about the product. Green promotion must not create slip-ups in the minds of the customer. Green promotion involves configuring the tools of promotion, such as advertising, marketing materials, white papers, web sites, and presentations by keeping people, earth, and profits in mind.

There are three types of green advertisement: an advertisement that shows the relationship between the product and the environment; an advertisement that broadcasts a green standard of living by highlighting a green product: and an advertisement that depicts the environmental responsibility of the corporation.

Green Place

Green Place refers to the distribution channel or distribution network. The green place is about managing logistics for cutting down on transportation emissions, thereby in effect aiming at reducing the carbon footprint.

Need and importance of Green Marketing

- 1) There is growing interest among consumers all over the world regarding the protection of the environment.
- 2) Our quality of life is increasingly impacted
- 3) To fulfill the obligation of social responsibilities toward society
- 4) To compare with government policies and pressure
- 5) To be a headed of competitors, green marketing can be used as strategy
- 6) Effective and efficient use of natural resources can attend through green marketing.
- 7) Helps in reducing the cost of accounting for recycling
- 8) It helps in accessing new markets where environmental standards are given Prime importance
- 9) Employees feel proud for being part of the environmental responsible company
- 10) Customers also feel satisfied by using green products as their contribution to nature

Green Marketing Problems and Challenges

- 1) Firms may use green marketing to miss lead the customers by means of giving false information.
- 2) Educating all the customers about the use and need for green products is difficult.
- 3) Environmental policies are not uniform throughout the country and across the globe which makes standardization of products difficult.
- 4) Green Marketing involves huge capital investment in adopting environmentally friendly technology and SMEs may not afford this.
- 5) Established companies fear alienating their base of mainstream consumers by applying to the green consumer.

Conclusion

In conclusion, as environmental issues continue to affect human activities, society is now regarding them with much concern. In order to protect the environment and as well as educating the society on how to protect the environment, green marketing or green products are necessary. One can say that green

marketing is not only an environmental protection tool but also a marketing strategy (Yazdanifard, 2011). Green marketing is a tool for protecting the environment and started creating an awareness about eco-friendly products and help for sustainable development, which is required for future generations.

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