

# Green Marketing

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**Abstract** - The main purpose of this paper is to examine the trend of green marketing in the modern world. This paper will discuss the green marketing, its tools and green consumers which will help the companies. The development of green market creates the opportunities for companies to grab the market and increases the sales through use of biodegradable, recyclable, non toxic chemicals and reusable material. Green marketing tools are explained in this paper which will help in grabbing the market and influencing the consumers. This paper also helps in increasing the target consumers as paper describes the consumer target. Green marketing helps in improving the brand image of companies as it enabled the packaging of existing products or re-marketing in such a way that it doesn't harm the environment. Environmental issue is sizzling topic as every country is more concerned about this topic. Companies get green marketing as viable opportunity to achieve their objectives. Green marketing consists of all activities design to generate and facilitate any exchanges intended to satisfy consumer needs and wants with minimal detrimental effect on environment. Now a day's consumers and producers are all concerned towards environment and want environment friendly products that are presumed to be green or free from any kind of chemicals. Research about awareness, green values, green products and seriousness of companies towards green marketing had positive significant impact on consumers to buy green products. While shift to green may be little expensive but it is beneficial in long run. Green marketing helps in fulfilling the needs and wants of consumers in such a way that it provides competitive edge to companies. Green marketing tools i.e., green packaging, green branding, green advertising and green labelling which helps in identifying the consumers and how to influence them. Green marketing is major phenomenal in these days which has developed market in modern world and continuously growing in demand and practice.

**KEYWORDS:** Green Marketing, Sustainable Development, Green Marketing Tools, Competitive Edge, Green Consumers, Marketing Mix

## I. INTRODUCTION

Green marketing is the most popular trend in market which provides positive impact or lessens the negative impact of a product on the environment to satisfy the consumer concern about environmental issues. Now a day's consumers have started to challenge eco friendly products as they are more concerned about the environment. Therefore, the demand for organic foods and natural personal care products has shown an increasing trend in recent years. Green marketing is basically providing such goods or services which satisfy the human needs and wants with minimal detrimental impact on natural environment. Businesses that provide products which are manufactured with an environmental marketing mix have a stable competitive advantage. Better understanding of consumer needs and wants helps in achieving or maintaining competitive advantage in the market. Human has unlimited wants and limited resources, green marketing is concerned with utilising the limited resource optimally. Sarkar (2012) has stated that while the shift to "green" may appear to be expensive in short term, it will be beneficial in long run. Green marketing is also known as "Environmental marketing" or "Ecological marketing" which means product modification or changing of products in such a manner that is less detrimental to the environment with growing awareness about the implication of global warming, harmful impact of pollutants, etc. Green marketing is marketing of products that are presumed to be environmentally safe. Moreover, it helps the businesses to bring consumers and shape their products according to the change of needs and wants of consumers (Agyeman, 2014) Green marketing is a link between business and consumer by integrating the social and environmental factors.

Sao (2014) investigates the phenomenon of green marketing and discusses some related cases to green marketing. He examines the trend of green marketing and said that green marketing is related to continuous growth with development. The paper identifies three segments of green consumers and helps the businesses to grab the opportunities related to green marketing. Sarkar(2012) focuses on green marketing and sustainable development with challenges and opportunities faced by businessman. Paper represents scenario of Indian market with opportunities and challenges related with green marketing and its needs and concepts. It presents that green marketing should be continuously in growth. Further, Boztepe (2012) give information about green marketing and its impact on consumer buying behaviour through the analysis of environmental awareness, green product and its features, green promotional activities and green price affect green purchasing behaviour of consumers in a positive way.

## II. GREEN PRODUCTS

Sao (2014) has stated that green products are those which are designed through technology which has less or minimal detrimental effect on the environment. Green products are the one who has less detrimental to human health than the traditional products. No product will ever be 100% "green" since all the product development

will have impact on surroundings. A green product is a sustainable product designed to minimise its environmental impacts during use. Agyeman(2014) interpreted the consumer buying behaviour for green products and the factors that affect the prices and purchasing power for green products. In his study he found out that there is any relationship which affects the consumer buying behaviour for green products. And the factors have major implication on consumer buying behaviour.

Green products have two objectives – reducing waste and maximising resource efficiency. The products are manufactured through green technology that caused no environmental hazards. These are necessary for conservation of natural resources and sustainable development. Green products can define through following measures:

- Products that are grown without use of pesticides and within hygienic conditions
- Products that uses less resources
- Products are energy efficient, durable and often have low maintenance requirement
- Products that have eco friendly packaging
- Products that have recycled contents, non toxic chemicals and biodegradable use
- Products that are free of ozone depletion chemicals, toxic compounds and don't produce toxic by products
- Products that has zero carbon and plastic footprints

### III. GREEN MARKETING TOOLS

Green packaging, green branding, green advertising and green labelling are the some tools of green marketing which helps in creating awareness and have been major guiding attributes towards identifying purchase intention in the study. Practicing these tools in business helps in making product differentiation and provides the benefit in long run with a competitive edge. Yeng and Yazdanifard (2015) have stated that these tools play an important role in attracting green consumers and influence them to buy these products. Similarly, Shrestha (2016) examines the impact of green marketing tools towards consumer purchase intention and how green initiatives attract the green consumers. This research reveals that green marketing tools play a major role in market and provides positive impact on consumer behaviour. These tools are discussed below:

**Green packaging:** Green packaging is use of such material for packaging goods which have less impact on the environment. Green packaging is use of less resource such that it can be reserved and helps in sustainable development. That's why it is also known as sustainable packaging. By using sustainable packaging, it is possible for manufacturers to eliminate the contaminants that destroy the water, air, soil and atmosphere of our planet. Green packaging isn't just an earth friendly way to sell a product; it's how to broadcast a company's values and ethics. To be eco friendly, packaging can be biodegradable, recyclable, non toxic, reusable and manufactured through low impact means. Eco friendly food packaging is getting excited recently thanks to innovations that are inspiring packaging designers around the world. McDonald's was one of the first largest companies to switch to paper based products for takeout. Today, McDonald's is still a leader in takeout industry and has gone on record with a pledge to have 100 percent of its packaging renewable, recyclable or certified sources. Australia's food packaging is some of the innovative in the world. The use creative containers and new uses of products like paper, plant based resins and other recyclables. The Aussie government has mandated that 100 percent of food's packaging must be recyclable and reusable. Now everyone is going for sustainable packaging like luxury brands (i.e. Gucci and Louis Vuitton) are also promoting their sustainable packaging. Green packaging helps in reducing carbon footprints, easy disposal, biodegradable, versatile and flexible which improves brand image. Society has learned the hard way that convenient packaging was inconvenient to the planet.

**Green branding:** We live in an increasingly environmentally conscious world where a business has to get competitive advantage. Shrestha (2016) has stated that Green brands are those brands that attract people with conservation of environment and through sustainable development of the resources. Such brands appeal to consumers who are becoming more aware of the need to protect the environment. Several studies have concluded that increasing awareness of consumers has led to increase in demand of green brands on every product. A green brand can add a unique selling point to a product and can boost a competitive advantage. Green branding provides benefits to both businesses and consumers. Consumers tend to be drawn to such businesses which provide personal values and favourable to environment. Those companies who invest as in initiatives to help planet and who can communicate those efforts effectively will have a competitive edge. There are customers who get attracted towards factors other than the eco-friendliness and environmental impact but even they consider green practices as an added benefit that can stretch their return on investment. Yeng and Yazdanifard(2015) have studied the consumer behaviour in relation to green products through green marketing tools with sustainability. He discussed the branding that will attract the consumer towards green product. Businesses will get benefited through green branding strategy.

- *Green advertising:* Green advertising is that type of advertising which create awareness and promoting such factors which helps to protect the environment. As more and more environmental concerns are arising company can see an opportunity to tap the favourable factors which help in improving image of the business. Green advertising can be used in two ways:

- 1) By showing that product is made of natural resources and is herbal and environmental friendly. This helps the business in long run and positioned the product as better than other products.

- 2) By showing that company is concerned for environmental degradation and are working towards it either directly or indirectly. In this way company can tap the opportunities of business which are in favour towards the competitive edge.

Some of the green marketing examples are Johnson & Johnson, McDonald, Voltas AC, Panasonic Eco ideas, Pothys free saplings and Philips Light Bulb Company. Green advertising is done for those products which are supposed to be environment friendly towards other products. Green advertising must focus on customer requirement and ensure of environmental products. Pal and Khan (2015) has stated that with green advertising help to attract the green consumers towards the green products which are the necessities for the environment where pollution and ozone depletion has taken place. Therefore, for the environment and healthier surroundings green advertisement is the initiation towards green media for sustainable development. This will help in brand image and benefit in long run with competitive edge. Green advertising reflects a positive impact on consumers so that motive of advertisement can be achieved with increase in sales and demand of the product which is advertised.

- *Green labelling:* Green labelling and green stickers are labelling systems for products. Green labelling are voluntarily but green stickers are mandated by law. Morris et al. (1997) have stated that specific product claims on product labels like “eco-friendly”, “recyclable”, “biodegradable” and “ozone friendly” used by marketers to communicate the environmental benefits of products to their consumers for sustainable development. These are also known as “eco labelling”. Green labelling exist for both food and consumer products. It is method for businesses to recognise the environmental credentials of products which add factors for attraction towards the product that they put on the market. Green labels make a form of positive impact that helps in identifying the product as less harmful to the environment and the planet. These label helps in making comparison between the goods available in the market and gives a competitive edge. Green labels are given to products as a symbol or mark or any graphic presentation on a product or inserted in a brochure which works as a informative document that offers information about the product impacts on the environment. Shrestha(2016) has stated that green labels are symbols or marks given to a product on compliance to eco friendly criteria laid down by government, association or certificate standard bodies. Appropriate eco labelling with certified verification helps in boost the sales of that particular product in the market and benefits can be achieved in long run as well. Green labels help in influencing the consumers for product and make consumer’s attitude towards the environment protection and safety. Eco labels or green labels are increasingly based on the life cycle assessment of a product. Eco labels helps to both the business and consumer as it helps in product differentiation and also helps in making decisions towards a particular product.

#### IV. GREEN CONSUMERS

In today’s world humans are not environmentally conscious but environmentally responsible. This provides an agenda to conserve the environment is important element. Green consumers are the driving force of green marketing process. Pal and Khan (2015) have stated that Green consumers are those who prefer green products for the environmental benefits along with their health, they are concern about both the things. Boztepe (2012) has stated that green consumers are one who purchases green products other than normal products. Green consumers are those which are serious in their intentions towards growing commitment to greener lifestyle always judge their environmental practices. Green consumers have the education and knowledge to support the environmental claims. In Canada, children and parents alike tend to have strong environmental concerns. Old people too tend to be active green purchasers. Green consumers are the one who avoids that product which are likely to endanger the health and provide any type of hazard to environment during manufacturing or dispose or use of that product. It is must to identify green consumers so as to look on the needs and wants of those consumers and generate or manufacture such type of products and use of green marketing tools accordingly. Sarkar (2012) has stated that green consumers are not the only one who consumes green products only; they are concern for the resources and used them in reasonable way to protect the environment. Now a day’s green consumers are increasing in number so business should tap that opportunity and make the business beneficial. For similar products consumer will choose to buy the environmental friendly products. There have been various circumstances which encourage green consumers to buy green products. Therefore, businesses has to “go green” by introducing the idea of corporate environmentalism. In modern world green consumers are increasing so those businesses who do not accept “green challenge” will lose the green consumers easily and may have threat

to their businesses in long run. The key issues regarding global warming, biodegradable or positive health effect of green products helps in creating green consumers.

#### CONCLUSION

Now, this is the right time to select “green marketing” globally. With increasing demand of eco friendly products companies are producing green products to meet the demand for environmental safety. Most of the firms started using sustainable marketing framework which is green marketing and manufacturing green products which are environmental friendly. Green marketing is a tool for product differentiation and making a competitive edge in the market. Smart businessman is the one who does not only satisfy the needs and wants of consumer but also give them a major role to play in the market. Everyone in the market has to pressurise the effect to minimise the negative effect on environment. Through research, it is also concluded that green marketing is essential in all the countries to develop the market and safe the planet. Marketers, also have the responsibility to create awareness or encourage the green products other than the non green ones. Green marketing is not only the environmental tool but also a marketing strategy which helps the business in boosting its sales. Green marketing covers a wide range of marketing mix strategies so the marketers should adopt the mix and make the best strategy to comply with consumer’s demand. Companies which carry out green marketing have gained competitive advantage and help the business to grow in long run.

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