

# IMPACT OF GREEN MARKETING ON ENVIRONMENT

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**ABSTRACT:** *In this competitive era, marketing has been working like a tool to attract customers to beat their competitors in terms of sales of a particular brand or product. Marketing is a process of creation, communication, delivery and exchange of goods /services. Today, customers are real king and hence, customers satisfaction and their wellbeing is main element of modern marketing. With the objective of customers wellbeing, companies have started to apply different kinds of marketing tactics so that people can stay connected with them with maintaining customer loyalty toward the firm. In this paper, one of that type of marketing that is known as green marketing will give an ample of knowledge to readers about the positive influence of eco-friendly marketing techniques on the people lives. Green marketing organisations wish to go above and beyond old styled marketing by promoting eco-friendly products to maintain the customer loyalty towards their product/brand.. involving in these kinds of activities help to create a space for new product in the market.*

**Key Words:** *Eco-friendly, Customers satisfaction, target marketing, customer loyalty.*

## INTRODUCTION-

Green Marketing is also known as environmental marketing or sustainable marketing. It refers to all activities that facilitate any exchange intended to satisfy human needs and desires in such a way that the satisfaction of the said needs and wants occurs with the minimum detrimental impact on the natural environment.

It refers to organisations efforts at designing, pricing, promoting and distributing products that will not harm the environment.

Green Marketing is a holistic marketing concept wherein the production, promotion, distribution, consumption and disposal of products and services take place in such a way that the least damage is inflicted upon the environment. In the oldest time, companies had focussed only on promoting their products at any cost but now people are well aware about right or wrong, hence. Organisations have been focussing on products that must be good for customers as well as good for environment.

## Green Marketing – Opportunities

Manufacturer may find this shifting to green marketing as a costly affair but it is just short term, in long run this shift is advantageous and indispensable. Companies which are equipped with a better grasp of ecological issues, have already shifted or are shifting to green marketing. A growing number of businessmen are now appreciating the link between environmental responsibility and more efficient and profitable business practices.

### 1. More Profits:

Today, number of companies , which operate in highly polluting environments such as chemicals, oil & gasses have established management systems which make sure that their environment profiles and products exceed consumer expectations thereby improving indirectly improving consumer acceptability of their products.

These environmentally-friendly and sensitive changes that are made within the organizations also results in reducing employees confidence and productivity also suffer that directly result in low rate of return for organisation.

Further, this enhanced corporate imagery can result in attracting healthy investors and top talent. Moreover, production of eco-friendly products results in less wastage, less waste creation and also finally saves on energy.

### 2. Competitive Advantages:

Green marketing gives competitive edge to companies and many companies have already adopted this method of marketing. For example, Eveready introduced reusable alkaline batteries and redefined the market for rechargeable batteries. Philips Lighting, inventors of compact fluorescent lighting technology,

stood ready when business and electric power utilities proposed for replacements for energy-guzzling incandescent.

### 3. Individual Rewards:

More than obligation green marketing should be appreciated by companies. A company which by choice chooses to be environmental friendly, customers and all other stakeholders respect that company. Coming up with products that are in sync with nature lets companies to personally contribute to environmental protection and clean their environmental marketing activities. Cost factors associated with waste disposal, or reductions in material usage forces firms to modify their behaviour.

## Green Marketing – 5 Important Golden Laws: Customers should be Aware, Reassure the Buyers, Transparency, Consider Pricing and Customer Participation

### 1. Customers should be Aware:

If a to sell the products, it should make sure that the customers are aware of the benefits of “green” products and their growing necessity. The customer should know the main reason behind the issue of the products that are eco-friendly.

### 2. Reassure the Buyers:

Marketer should understand that they need to convince the customers by promoting the true quality and ethically show the performance of the product, because it would be very difficult to sell the products to customers only on the lines that they are eco-friendly.

### 3. Transparency:

Marketers should be ethical in claiming their products as eco-friendly. They should be genuine and transparent about their claims. The business policies should also go with it.

### 4. Consider Pricing:

It is possible that marketers charge a greater price for their “green” products because of their high cost of production and use of higher-quality ingredients. Many customers might not afford these high prices, so company needs to consider a reasonable price and target the appropriate audience effectively.

### 5. Customer Participation:

The marketer should involve the customers in the initiative of green marketing. Once the customer is a part of this cause, he or she will understand the concept better and the issues of pricing etc. can be resolved.

## Green Marketing – Importance: Environmental

## Advantages, Economic Advantages, Sustainability, Efficient Use of Resources, Planned Techniques and a Few Others

It is well known that increasing production and business activities are polluting the natural environment. The damages to people, crops, and wildlife are reported in different parts of the world. As resources are limited and human wants are unlimited, it is necessary for marketers to use resources efficiently, so that organisational objectives are achieved without waste of resources. So green marketing is inevitable.

There is growing interest among people around the world regarding protection of natural environment. People are getting more concerned for environment and changing their behaviour for the protection of environment. As a result of this, the term “Green Marketing” has emerged. Hence, marketers are feeling their responsibility towards environment and giving importance to green marketing.

### Importance # 1. Environmental Advantages:

Going green is an environmentally responsible choice. It is estimated that 40 percent of all greenhouse gases in the United States comes from energy production that businesses use to heat, cool and light workplaces. Reducing these energy needs reduces carbon dioxide output, helping to control global warming. As businesses use more natural resources than individual consumers, recycling business materials and conserving water contribute to conservation on a larger scale.

### Importance # 2. Economic Advantages:

The reduction in waste equals lower operating costs and more savings. Eco-friendly business equipment and practices such as – low-wattage or LED lights, use of natural lighting, water conservation policies, mandatory recycling and hybrid company vehicles save money on utilities, fuel and office supplies. This generates instant cash flow. Further going green puts a business in a positive light in the eyes of customers, potential investors, distributors, activists, watchdog groups, communities and prospective employees.

### Importance # 3. Sustainability:

Going green is about sustainability; this sustainability translates to sustainable profits in green sectors with secure futures. The future-safe markets include biomaterials, green buildings, personal transportation, smart grids, mobile applications and water filtration.

**Importance # 4. Efficient Use of Resources:**

Today, human demands and needs are unlimited but resources are short enough that cannot fulfill the human needs. Markets need to facilitate the consumers by utilizing resources efficiently.

**Importance # 5. Planned Techniques:**

It needs to develop well planned techniques and innovative policies to achieve the organizational goals effectively without any wastage of time and other resources. Green marketing examples of different products and services develops a growing interest among customers throughout the world.

**Importance # 6. Consumer Attraction:**

Green marketing examples of different products attracts the consumers regarding environment protection. People are so much conscious about their environment and variations in behaviour. Green marketing is considered as growing marketing that helps to design socially and sustainable products.

**Importance # 7. Innovation:**

Green marketing helps to design such kinds of products that are economically affordable and satisfy the human needs efficiently. It produces innovative green products that require less resources of consumers.

**Importance # 8. Competitive Advantage:**

To look something different, to set an example ,a company should focus on creating its competitive advantage. Some companies have good manpower ,some have highly expert people with them and some just focus on the safety of consumers and environment by producing green products that work as a competitive tool for organisation.

“TO SURVIVE IN THIS COMPETITIVE ERA, IT IS NECESSITY TO BUILD COMPETITIVE ADVANTAGE”.

**Green Marketing Mix - 4 Ps of Green Marketing Mix: Green Products, Green Price, Green Place and Green Promotion**

Marketers need to define and design the 4 Ps of marketing mix from the viewpoint of environmental preservation. The green marketing mix elements address the key environmental issues appropriately and effectively.

**Element # 1. Green Products:**

Consider products that consume more energy, use toxic chemicals, cannot be recycled, and use extensive packaging. Such products are a threat to the environment as they lead to environmental degradation and pollution. On the other hand, products that help in saving energy, use natural ingredients, are recycled, or use reduced packaging make contributions to the environment. Therefore, those products that are produced in harmony with the environment are known as ‘green products’.

Production of green products is based on green technology. Green products help in saving natural resources and subscribe towards sustainable future.

Companies should produce environment-friendly products as they help in saving energy resources and also not have negative impact on an environment . While going through number of stages of production ,various waste particles are there ,so , green marketing focussed also on stages of production in a green way only.

Environment-friendly products use natural elements that are sourced from domestic suppliers and its production is done in a manner that has no bad impact on safety of consumers and environment. In fact ,number of government agencies are there to check the products whether it is good for environment Or not. By issuing certificates of satisfaction, these bodies make sure about the products goodness.

**Element # 2. Green Price:**

Production of green products requires modification in the production processes and this necessitates expenditure. Cost increase results in increased price point of green products that makes acceptability of the product in the market difficult. The high prices make it difficult for product to get its place in the market because majority of people do not buy product if it is costly than its actual worth.

**PRICE MUST BE POCKET FRIENDLY FOR CONSUMERS**

If ,there is huge gap in the price of green and non-green products, then people will attract towards the low price product. Therefore, green product price determination is one of crucial function in front of organisations who believe in production of eco- friendly products.

**Element # 3. Green Place:**

Place here mean distribution of products among consumers and for distribution of green product, there must be a place which do not harm the environment. In today's world, marketers have been using the INTERNET to distribute product without deteriorating an environment. Green place must be convenient for buyers to reach and internet is one of that. Majority of people are using internet to buy or sell something.

**Element # 4. Green Promotion:**

Companies should also focus on the promotion of green products with highlighting its advantages and also by making people aware about the benefits of eco-friendly products. “STAY GREEN ,STAY HEALTHY” – these

kinds of tagline must be there in advertisements of green products. Companies have applied various techniques to make a place in minds of buyers by putting ads on social sites, newspapers etcetera.

### **CONCLUSION**

There are some issues which always demand attention of people such as poverty, wars and pollution that can be whether air, water and noise pollution which directly results negatively for the environment /people. the marketing has extended to whole nation due to that marketers should consider the ethical or moral values toward the people and society. This paper has provided a clear picture about the importance and value of eco-friendly marketing with its abundant advantages.

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