

# GREEN MARKETING: BOON OR BAN?

<sup>1</sup>Dr. Benita.S.Monica (B.E., MBA., Ph.D., Asst.Prof ), <sup>2</sup>Kona Hasmatha (Student)

<sup>1,2</sup>Saveetha School of Management, Saveetha Institute of Medical and Technical Sciences, Chennai, Tamil Nadu, India

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**Abstract:** In the present scenario companies are eager to be in a greener pace in all of their organizational activities due to drastic change in the environment which led to massive increase of pollution. These environmental changes lead to various kinds of disasters like calamities, drought, diseases etc which affects not only humans but also animals. In 1990's, when people were not aware of eco-friendly products, the concept called Green Marketing was introduced in the form of Green Washing. This article examines about green marketing, its strategies, importance, advantages and disadvantages. It provides suggestions for companies to produce eco friendly goods in order to survive for long run and to maintain sustainability in the market. On other hand, it also provides suggestions for customers to be aware of the products and its details.

**Keywords:** Green marketing, Green washing, Green positioning, Green logistics.

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## 1. INTRODUCTION

During the last few decades, extreme attention is being given to environmental and environment-related issues. One of the innovative ways of handling environmental issues is "Green marketing". (Amin, Uthamaputhran & Ali, 2015)

Jay Polonsky (2008) has stated that publicizing and promotion of ecologically safe products and services is termed as green marketing. In today's world, as an effect of social media, more individuals raise their voice against environmental troubles and take a stand to spend their money benevolent to the earth. The various aspects of green marketing are developing environment- friendly products, handling of green packaging, embracing sustainable enterprise practices, or directing advertising efforts on communicating the ecological usage of the products. Even though these products or services are high-priced it may be profitable because of the increasing demand.

The term Green Marketing has evolved from the concept of Ecological marketing in early 1980's and 1990's. It paved the way to companies to market the eco-friendly goods. They use it as a strategy to attract new as well as retain existing customers.

Peattie & Charter (2003) have proposed that other than making environmentally sociable products; business proprietors can also go for certain green marketing efforts. The following are some of the green marketing practices started by the researcher:

- Usage of eco-friendly paper and inks for print advertising and marketing materials
- Elude the usage of broadcast materials and go for electronic publicizing
- Follow a reutilizing practice and waste clearance procedures
- Usage of green product packaging
- Follow effective and efficient delivery techniques
- Use green power assets

Green marketing includes advertising services and products primarily based on environmental factors. Organizations concerned in green advertising make decisions relating to the corporation's products and as well develop strategies of designing and making of the product, packing, dispersion and transportation of finished goods. The green marketing practices should be of environmental, social and governance (ESG) standards, rigid and socially accountable steps that firms can adopt.

## 2. STRATEGIES OF GREEN MARKETING

Polonsky & Rosenberger (2001) and McDaniel & Rylander (1993) explained various strategies of green marketing. The organisation need to encompass effective and operative green goods and advertising techniques, which will remove the concept of “Green washing” and results in more income and customer support. So that the companies can earn the respect and loyalty of clients honestly and can be dedicated to sustainability. Where Green washing is explained as deceptive usage of green marketing saying that the products are ecofriendly and spreading such perception to the society and the end users but they are not. The following are certain strategies:

- **Green Design**

The company should consider the environmental impact of the product while they design. Various regulatory bodies are enforcing the organization to follow green design concepts in their process. The factors to be considered are toxicity of raw materials used, the energy used for the production process and whether the product can be recycled or reused after its usage. Green design products are economically and environmentally viable substitutes for traditional non-green products. Green design creates products which consume less energy and natural resources (water, sand, etc.) The products which are designed to promote material and energy efficiency in end users lives are also called as green product design. Smart green design of products denotes the products which can be recycled or reused.

- **Green Positioning**

The green design products are to be green positioned so that the customers will be aware about the green usage of the product. The green positioning strategies is to focus on functional attributes on emotional benefits of the product. Functional attributes denote the greater features of the product (Hartmann et al. 2005). The green product benefits develop a green brand image among customers. The emotional belief the customers perceive regarding the product is denoted by emotional benefits.

- **Green Pricing**

Green pricing refers to a discretionary value service that permits consumers of traditional convenience facility a greater level of value outlay in renewable energy by remunerating an exception on their electric bill to cover any high market costs of obtaining renewable energy assets. The main objective of green pricing is to manage the probable consideration between conventional economic goals and environmental goals. The green pricing concept is used for the purpose of attaining sustainability.

- **Green Logistics**

Green logistics evaluates all the environmental issues involved in the logistics activities. It deals with all the activities of products and services between the point of production and the point of exploitation. The main objective is to create a balance among ecological and environmental competences to develop a sustainable value of the organization.

- **Green Disposal**

The green marketing method which considers a product's design, production till its disposal is said to be the best practice. So disposal of product should be in such a manner that it shouldn't affect the mankind and environment as a whole. Green companies can earn huge profits by implementing green disposal strategy, as it creates a value that will increase the trust among the customers and leads to sustainability.

- **Green Marketing Audit**

Marketing perceptiveness is avid about green marketing practices and proposed a concept called Green Marketing Audit so as to determine development of environmental and ecological impression in the organization. The main aim of green marketing audit is to focus on being eco-friendly to the environment for the company's well-being and to maintain its sustainability. The services of green marketing audit help to detect the existing opportunities and threats facing by the organization in the inclusive environment.

## 3. IMPORTANCE OF GREEN MARKETING

Kilbourne (1998) in this article mentioned the importance of green marketing. Green advertising influences indisputably the health of people and the environment. People are attracted to pure products and natural strategies of manufacturing, the usage, and the disposure. Hence it encourages the purity in manufacturing process and its final consumption.

Yazdanifard & Mercy (2011) said that Consumers also should have to be aware of the goods and offerings they are consuming. Some purchasers in reality prefer a greener product because it has a nice impact on the environment. It appears to be a promising course for entrepreneurs as clients have commenced taking note of it.

We are able to witness following affects of green advertising:

1. Now, human beings are insisting natural products – edible goods, fruits, and vegetables based totally on natural farming. The quantity of human beings looking for organic food is escalating.
2. Demoting the usage of plastics and plasterboard goods.
3. Prominent intake of herbal products opposes the processed goods.
4. Proposing to use leaves, jute and fabric baggage by replacing plastic covers.
5. Growing agro based products by use of bio-fertilizers in place of chemical manures and nominal use of insecticides.
6. Universal efforts to reutilize wastes of commercial produce.
7. Improved utility of herbaceous drugs, therapy and meditation.
8. Severe endowments to guard plantations, floras and wildlife, fortification of the rivers, ponds and oceans from getting it polluted.
9. More emphasis on social and environmental duty of manufacturers.
10. Taking strict legal action against duplication and adulteration of products.
11. Establishing several nation-wide and world-wide societies to check the efforts taken in relation to toxins control and engineering eco-friendly goods.

#### **4. ADVANTAGES AND DISADVANTAGES OF GREEN MARKETING**

Mishra & Sharma (2010) mentioned certain advantages and disadvantages of green marketing which are as follows:

##### **ADVANTAGES:**

The combination of eco-sensible outlook and felicitous safety practices in a business will yield them a wealth of benefits (Prinying, 2013) in practicing green marketing.

##### **Monetary benefits**

Green marketing helps in minimizing the waste which leads to optimum utilization of resources. This serves the company with double monetary benefits, since both waste and raw materials used for production of green products get reduced which acts as a huge advantage to the company.

##### **Socially responsible image**

As and when marketing the green products, it is the responsibility of company to disclose the limitations of the product also. When it holds a socially responsible image, customers get attracted to the products and increase our sales.

##### **Employee perception**

When there arises the concept of green marketing it creates a perception in the mind of not only customers also the employees working in that particular environment which helps them to feel motivated when go through the product and its increasing sales and profits.

##### **Competitive advantage** (Cher & chang, 2013)

When compared to competitors if a company is producing same products or goods with an additional feature of being eco-friendly then the consumers tend to buy the same product from the company even if it is slightly high priced as now-a-days people are eco-conscious.

##### **Optimum utilization of resources**

In green marketing strategies there is a concept called green disposal. It helps us to reduce the waste emerging at the point of disposal which in turn helps us to optimum utilization of resources.

### **Brand reputation**

In green marketing once the product when hits the market, it helps us to build a brand image. So once when people get to know about the product that particular brand reputation helps us in our green marketing to increase the sales.

### **Generate leverage**

Once the green marketing concept gets through the minds of customers it creates a brand image and various company people tend to generate leverage in the production of such products.

### **DISADVANTAGES:**

In spite of all these advantages, green marketing also have some disadvantages. They are:

#### **Highly expensive**

The company to start up as a green initiative, the cost involved is comparatively less. But to convert an existing non-green organisation into an environment safe organisation the cost is too high. The production of green products needs renewable or recyclable raw materials which are highly expensive. It requires the latest technology which is again highly expensive. The green product design requires vigorous research and development which is also costly.

#### **Usage of paper**

Even though there is great evolution of technology some companies are maintaining their confidential information in form of paper which is not ecological. In some situations it acts as a loss to company when such information goes in the wrong hands.

#### **Deceptive claims**

The organisation may claim that they are taking green initiatives but they may fail to implement it due to reasons like cost, change management etc. In order to attract customers, the organization delivers false promises regarding the green benefits of the product.

## **5. CONCLUSION**

There are innumerable ways to make your organization's marketing greener and eco-friendly in nature. the use of green substances, decreasing power consumption, decreasing waste merchandise, anything that helps you reduce the strain at the surroundings and create a advantageous effect on it will assist you take a greener step closer to a cleaner world. Technology like advertising automation will help you take this escalation of religion, as green advertising appears to be the future of advertising and marketing.

Applying green methods to the place of business creates wholesome surroundings for workforces, condenses unusable waste and identifies the function that companies play in paving the way for collective societal change. For the organisation considering green marketing, a assortment of motives endure to take the pitch.

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