

Green Marketing: An Emerging Concept

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ABSTRACT

In this current emerging era "Green" is need of society. There are harmful chances take place in environment, we need so friendly environment friendly way of development. green marketing as the application of marketing tools to facilitate exchanges that satisfy organizational and individual goals in such a way that the preservation, protection and conservation of the physical environment is upheld".

Green marketing is emerging due to need of sustainable growth of economy, with properly satisfaction of customers. "Its application of green marketing as the application facilities exchange, that satisfies organization and individual goal in such a way that the preservation, protection and conservation of the physical environment is upheld". Green marketing is marketing of product and services that are presume to be environment safe, it is a process of selling product and services based on their environmental benefits. Green marketing is in infant stage so this paper is attempted to introduce with the concept of green marketing. This paper also thronging light on its benefits and issues related with its adopted. It is a conceptual paper the data is collected from books, magazines, websites and different articles. We found that green marketing is an emerging concept and consumers are not even aware about, it generates interest of consumers and different organization that are associated with this term of green marketing. Paper also suggests that environment issues gained importance throughout the world, so it become important for us to understand and implement it different organizations.

Key words: green marketing, green marketing function, environment and waste management.

Introduction

Over a past decade exposure of industries changes, due to these changes the term "green" is emerges. Everything is revolving around green. Why the need for "green" is arise because of fast environmental changes, everything which is harmful for environment is need to stop out. All environmental harmful products are destroying environment slowly. Green means a product or service that is environment friendly or that is not harmful for environment. Green is like satisfaction of customers need in an eco friendly way. Along with green a different term is also used that is sustainable development, now green includes this term. It is an ability of using resources in such a way that it meet the need of present generation without compromising the need of future generation to meet their needs. Now the question arises how to do the green marketing, green design products. Here two thing come in front of you one is reduce waste or we can say better waste management and another thing is production of eco-friendly products which are easily decomposable in the environment. It is a time o scarcity of resources; we need to

optimally use these resources so we need to do recycling, product life extension. Here consumers choice is also playing a important role means if he has to chose between environment friendly and non friendly products then they should prefers eco friendly products. There are many issues which are associated with its adoption they are that consumer is not aware about this term green marketing, cost or price of product is also playing important role in this so proper awareness programs are needed for development of green marketing.

Green Marketing

Green marketing comes into existence in late 1980's and in early 1990's. The American marketing association conduct the first workshop on "ecological marketing" in Austin, Texas in 1975. In this workshop it decided to publish a book on green marketing- "ecologic marketing". Here a start is seen regarding green marketing. According to Peattie (1999), the green marketing is emerges in three phases, first phase is termed as "ecological" in this phase importance is given to the marketing activity that are



affecting the environment adversely and its remedial action to be taken. Second phase include environmental" green marketing, it include development of new technology for eco friendly products and better waste management. The third phase was sustainable" green marketing it include use of scarce resources for fulfillment of present needs and conserve for future generation. Now the companies are speaking about the green products that are easily decomposable, recyclable and reusable. (k.vishal, 2014)

Definition of Green Marketing

G.M Henion and Kinnear (1976) it define green marketing as, the implementation of marketing program directed at the environmentally conscious marketing segment"

American marketing association workshop on ecological marketing (1976) define green marketing as "the study of the positive and negative aspect of marketing activity on pollution, energy, depletion and non-energy resources."

So basically green marketing is the combination of three important concepts. First is it satisfies the goal of individual, means the product should satisfies the need of consumers. Consumer need satisfaction is the prime motive of business so the business follows any strategy but they need to focus about customers satisfaction. Second concept which is included in green marketing is the also beneficial for organization means it may be possible that it increases the cost of production but only at some specific point so that the organization is not suffering the losses due to this eco friendly production. Last and important concept of green marketing is compatibility of system with eco system means the whole process of green marketing is to save environment or ecosystem from harmful effect of product. What is included in green marketing means, what to do for green marketing. There are several thing which are done protection of environment these are -

- The product should contain any toxic product or chemical.
- Able to use such type of product which is recyclable.
- The product is made with renewable sources.
- Excess packing is avoided.
- Try to design such products which are repairable not 'throwaway'.
- The product should be reusable.
- The product is decomposed after its use.

So with the help of these it becomes essay to understand and implement green marketing.

Review of Literature

J. grant (2008) the paper was giving two by two matrix for understanding green marketing. It had four dimensions one was green brand that the customers who has conscious

about green product. Next was all doing our bit, it's a centralized advertisement for all consumers for increasing awareness among customer. Third was setting new standard view of customers about sustainable development and last was network system it deals with the use of technology in development of green marketing.

V.N. Bhat, (1993) the paper was dividing green marketing in two terms, source reduction and waste management. Source reduction was further divided into reduction of weight, substitute material and extended product. Waste management was also divided into three parts design for disassembly, design for remanufacture and design for compost incineration. All these collectively lead to implementation of green marketing.

P. Kumar, (2016) the paper was revealed that the green marketing has waste literature and after doing review of literature author divide the green marketing into four parts eco-orientation, green marketing strategy, green marketing functions and green marketing consequences. The author explained how all these dimensions are contributing in green marketing.

Z.J. Zu al et. (2015) the paper was introducing a multistep, multi metric approach to help evaluation of different business activates. The paper was using two theory for analysis one was rough set theory, it covert large set of activity in small number of activities which establish relationship between core activity and company performance and another theory is grey based rough set theory which I a decision support process it help to know what happen to business performance and environment performance when we select some activity.

K. Lee (2008) the study explained that adolescent has more conscious and aware about green term. Social influence was the most important variable of adolescents to affect purchase product. The paper also conclude that influence of collective culture on environmental behavior may begin at the adolescence stage, its most buzzed word into youngsters, it become good advertisement also.

H. Chahal (2014) the was explained five factors that are affecting electronic industry, these factors are greening the process, green supply chain management, green strategic police initiative proactive energy conservation and green innovation of green marketing as important dimension of green marketing orientation scale. All of these factors had positive impact on the working of organization and it also show strong impact on customer of business to business satisfaction and employee's retention.

R. Yadav al et. (2016) the paper was showed that corporate image was significantly affected by green/eco friendly activities, and it had ultimately significant positive impact over consumer intention to visit hotel. But communication of green activities had not having any impact on image of hotels.

R.Chaudhary (2018) the paper was revealed that young educated customers buying behavior was green marketing. Some cost was associated in this then also customers willing to pay that cost for green or eco friendly products.

P.Kumare and B.M. Ghodeswar(2015) the paper explained that consumers are more conscious about green product and environment protection. They are willing to environment friend product for protection of environments and preferring the products of those companies who are producing environment friendly products.

M.D.Kirman and M.N.Khan (2018) the study revealed that consumers' altitude toward green and eco friendly products has significantly and positively affecting the willingness to pay, of consumers. Along with that consumer concerned for environment and collectivism is playing role of predicators of attitude toward green products.

Objective of Study

The study has following objectives:

- To know the concept of green marketing.
- To find out different issues and benefits of green marketing.

Research Methodology

This study is mainly based on secondary data which is collected from various national and international journals and articles, newspapers, government websites and magazines. Considering the objectives of study descriptive type research design is adopted to have more accuracy and rigorous analysis of research study. The accessible secondary data is mainly used for achieving the objectives in this study.

❑ Benefits of Green Marketing to Organization

Green marketing is very important and beneficial for business, consumer and society. It is a emerging need of this changing world.

Save energy- it is a concept that deals with energy saving by using renewable and natural resources. Energy saving is not just lay test technology but its reduction in unnecessary use of scare resources.

Good image- when any organization is using green eco friendly products or doing the production of green products that will build a good image in the mind of consumer. They consider such organization as good for society.

Contribution to society- when company is making green products that definitely leads to good for environment and society. Its responsibility of every organization to perform some good work for benefits of society.

Attract new employees- when you are performing your responsibility toward society, then society will also provide you good employees because you have a good image in society so people also want to be the part of such organization.

Reduce cost- there are different eco friendly and renewable resources into environment that are used for the production, these are natural so they are not increasing too much cost of the production.

Create brand preference and customer loyalty- when an organization is doing good work for society then customers will also more loyal to such brand organizations.

Government support- government also consider such organizations as good, they are not imposing too much restriction on such organization try to provide them needed help.

❑ Benefits to Consumer

Good quality products- the consumer are also benefited with this green marketing. The product is eco friendly that will having natural ingredients so it's of good quality.

Increase competition – green marketing leads to increase competition in the market it means in the different organizations that will ultimately benefits the consumers.

❑ Benefits to Society

Optimum use of resources- when organizations are thinking about eco friendly products they are using the product at their optimum it's a way of using proper use of scare resources.

Protect environment- eco friendly products are good for environment, they are easily decomposable and reusable. They are not creating any problem for the economy.

Sustainable growth of economy- when green marketing is used that give a sustainable with resources, the resources are used in such a way so that they are used for the future generation also.

Corporate social responsibility- if the companies are following this green concept that means they are performing their responsibility toward society so it lastly benefits the society.

Waste management- now a day's waste is become huge problem for society, how to decompose then is a big issue so if you are using natural products then it become easy to decompose them otherwise it individually becomes a problems.

❑ Challenges and issues in adoption of green marketing

There are many issues in adoption of green banking

Cost of application- the initial cost of using green marketing is high because organic, nature threes type of



products are expensive then it's difficult to set or incur such costs.

Awareness – it's also very important issue because, organizations and consumers are both not aware about green marketing they don't know about their benefits, consequences and importance of this green marketing which create a problem.

Renewable and decomposition-renewable resources and the resources which are easily decomposable are costly they are not easy to use and apply, it also create a problem in adoption of green marketing.

Health issue- now a days corporate world moving toward harmful chemical products these are creating health issues. It will affect our health but effect our generation also.

Consumers adoption- eco friendly products are having more cost then other chemical products so consumers are also not purchasing these products they are moving toward cheap or less costly products.

Problem of false claim- many organization are not follow the concept of green marketing but they are claiming, that they are doing so. It creates a problem in proper adoption of green marketing.

Green myopia- green marketing has two important aspects one is sustainable development and another is need satisfaction of customer. But some time one overlaps another or one is ignored for other, this becomes green myopia.

Conclusion

Green marketing is new concept, it is also very important. Green marketing emerges when we damaging our environment and our need are unlimited, so it becomes a global problem. Now a days it is on their growing stage many companies and consumers are not aware about this term but we can't deny it is our urgent need to adopt this concept, its responsibility of firms to understand their importance and adopt them. Not even firm's consumers are also need to demand eco friendly products. It has two important concept one is environment protection and another is need satisfaction of customers, so beneficial for all. Government also comes forward for their implementation and awareness so that it become essay to adopt this concept.

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