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## **Green marketing: Successful integration of eco-system in marketing decisions**

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### **Abstract**

Green Marketing remains a promising tool, for companies that can identify concrete, factually supported environmental benefits associated with their products or services. Green marketing can be a very powerful marketing strategy though when it is done right. Marketers need to understand the implications of green marketing. If you think customers are not concerned about environmental issues or will not pay a premium for products that are more eco-responsible, think again. Green marketing is still in its infancy and a lot of research is to be done on green marketing to fully explore its potential. The economic crisis will end in a few months but the climate crisis will remain for decades to come. Ultimately green marketing requires that consumers want a cleaner environment and are willing to pay for it, possibly through higher priced goods, modified individual lifestyles, or even Governmental intervention. Until this occurs it will be difficult for firms alone to lead the green marketing revolution.

**Keywords:** consumers, eco-friendly products, green marketing, green marketing campaign, marketing strategy

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### **Introduction**

Green Marketing is a broader concept that can be applied to consumer and industrial goods and services. Earlier it was believed that green marketing is a concept of marketing of eco-friendly products. Now-a-days green marketing incorporates not only marketing of eco-friendly products but also various activities such as production, packaging promotion and place of distribution are designed to preserve natural environment. In the initial stages it involves high start-up cost but helps the firm to earn more profit and gain competitive advantage in the long run. Consumers across the globe have started demanding eco-friendly products and therefore many of the firms turned to green marketing strategies. Green marketers stayed in the market because of offering green products which satisfy environmental needs as well as consumer satisfaction.

Green or environmental marketing consists of all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, so that the satisfaction of these needs and wants occurs with minimal detrimental impact on the natural environment.

### **Historical Backdrop of Green Marketing**

The concept of green marketing took birth in the early 1980's and became fully development by the 1990's. According to Peattie (2001), evolution of green marketing has three phases. First phase was referred to as "Ecological Green Marketing". All the marketing activities during this period were concerned to help environmental problems and provide remedies for environment problems. The second phase was "Environmental Green Marketing" and the focus shifted on clean technology that involved designing of innovative products, which takes care of pollution and waste issues. Third phase was "Sustainable Green Marketing", which focused on meeting the consumer needs, achieving organizational goals and the process compatibility with eco-systems.

### **Ways to Make Business Environment Green**

Ways to make business environment green may be to

- Turn off equipment when it is not being used. This can reduce energy by 25 percent.
- Encourage communication by e-mail and read e-mail message and determine whether it is necessary to print.
- Produce double-sided documents.
- Do not leave taps dripping. Always close them after use.
- Find supply of paper with maximum available recycled content.
- Choose suppliers who take back packaging for reuse.
- Investigate an ongoing research for "greener" products and services in the local community.
- See whether the existing furniture can be refurbished, before going for new furniture.

### **Green Marketing Mix**

The components of green marketing mix are

- **Product**

The company has to identify the customers needs and design a suitable green product that satisfies their need and meet out their expectation.

- **Price**

Consumers are often ready to pay a price if they perceive the value in an eco-friendly product. This perceived value could come from taste, function, design, quality and performance of the green product.

- **Promotion**

Promotion is used as a vehicle for expanding the demand for eco-friendly product among the customers in the market while encouraging conservation on scarce resources and efficient use of it.

- **Place**

Marketers involved in eco-friendly products must position them well in the market place to make green products available to wider section of the market. The location must differentiate itself from the competitors by way of in-store promotions and display of environmental benefits in addition to other benefits of the products.

### **Keys for Success in Green Marketing**

For an effective green marketing, three things are necessary. They are

- **Being genuine**

It means that a) that you are actually doing what you claim to be doing in your green marketing campaign and b) that the rest of your business policies are consistent with whatever you are doing that is environmentally friendly. Both these conditions have to be met for your business to establish the kind of environmental credentials that will allow a green marketing campaign to succeed.

- **Educating the customers**

It is not just a matter of letting people know you are doing. Whatever you are doing to protect the environment, but also a matter of letting them know why it matters. Otherwise, for significant portion of your target market, it is a case of “so what?” and your green marketing campaign goes nowhere.

- **Giving an opportunity**

Give the customers an opportunity to participate means personalizing the benefit of Evolution of Green Marketing.

### **Benefits of Green Marketing**

Both the manufacturers and consumers are equal partners in bringing eco-friendly goods to the society. So, the manufacturers and consumers can benefit out of green marketing.

- **Benefits to manufacturers**

- Help to capture new markets.
- Help to meet competition.
- Help the company for long term growth.
- Improve the quality of the environment.
- The company will hold a unique status in the society.

- **Benefits to consumers**

- Less threat to the eco-system.
- Earth will be protected from hazardous goods.
- Network of green users expands.
- Health will be protected.

### **Challenges of Green Marketing**

- Many green products have failed because of green marketing myopia. Marketers focus on the product's greenness over the expectations of the consumers.
- Marketers offering lip service to entice the consumer.
- Green appeals not only to attract consumers unless they offer a benefit like cost reduction or improved product performance.
- Majority of the people are not aware of green products and their uses.
- Huge investment is required for research and development.

### **Conclusion**

Today most of the organizations believe that they have a moral obligation to be more socially responsible. Majority of the consumers are in favour of green marketing as there is a fear in the minds of people about global warming and environmental pollution by the use of electrical appliances and industrialization. But, in rural area the awareness level is not significant. Hence, the Government should initiate towards popularise the aspects of green marketing. Marketers also have the responsibility to make the consumers understand the need for green products. In order to survive in the present era of cut-throat competitors, green marketing requires development of marketing mix that is compatible with ecology. Successful integration of eco-system in marketing decisions creates a win-win outcome.

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