

# Green Marketing and Its Emerging Stage: A Review

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## Abstract

Green marketing is the area of vital attention. While discussing it industry should start following it in terms of Green products. The objective of this paper is to study the implementation and its emergence. In my opinion, the new color of business is Green. The combination of rising energy costs, appetite for technological advancements has raised the concept of Green marketing to heights and brought it into the consideration of business world and the government itself. The marketing mix should be executed in such a way that it facilitates the consumption, production, packaging, distribution, promotion in manner that is responsive to ecological concerns.

## Keywords

Green Marketing, Green Products, Management

## I. Introduction

Environment has its domains inter-related with the concepts of marketing. One of the marketing concepts that I have come across to extract benefits and serve the society is Green Marketing. India's growth ambitions require energy-intensive processes. India have finally shown a willingness to be a part of Green Marketing. In my opinion, many of the Indian organizations and companies are contributing to sustainable environment race by following Green Marketing. With passage of time, society is becoming more aware of environment and resources, businesses have begun to modify their behavior in attempt to accept society's new concern. Some businesses have been quick to accept the new environmental management systems, e-waste management and have integrated environmental issues in organizational activities. So, our business where needs to be discussed is Marketing. Many governments have become concerned about green marketing. Therefore it largely affects the way to create social awareness and perception among the people in the prevailing market.

## II. Green Marketing

Unfortunately many people believe that Green marketing is solely to the advertising of green products but it is not true. It is a broader concept which emphasizes on consumer goods and services. It comprises of activities like product modification, changes to the production process, packaging changes, modifying advertising etc. It is noticeable thing that green marketing is also known as environmental marketing and ecological marketing. The American marketing association held a workshop on Ecological marketing in 1975. Then Green marketing was first introduced. It can be rightly said that human have been destructive in nature with growth in business world.

### According American Marketing Association

- 1. Retailing Definition:** The marketing of products that are presumed to be environmentally safe.
- 2. Social marketing Definition:** The development and marketing of products designed to minimize negative effects on the physical environment or to improve its quality.
- 3. Environments Definition:** The efforts by organizations to produce, promote, package, and reclaim products in a manner that is sensitive or responsive to ecological concerns.

## III. Reasons Behind Usage of Green Marketing by Firms

1. Organizations want to contribute in environmental marketing.
2. Organizations want to use the resources in a judicious manner.
3. Organizations want to be in social responsibility even in their production procedures.
4. Cut-Throat competition in terms of being green.
5. Cost factor association with the production process
6. To create social awareness among the masses by going green in their operations.
7. Organizations play major role in conserving resources of a country.
8. They want to put forward and propagate the sustainable way of living.

## IV. Green Marketing and Social Awareness

Many firms have been realizing that it is important to contribute as community and therefore must behave in an environmentally responsible fashion. Firms are channelizing their strategy formulation process to Being Green. An example of a firm that does not promote its environmental initiatives is Coca-Cola. They have invested large sums of money in various recycling activities, as well as having modified their packaging to minimize its environmental impact. While being concerned about the environment, Coke has not used this concern as a marketing tool. Thus many consumers may not realize that Coke is a very environmentally committed organization. Another firm who is very environmentally responsible but does not promote this fact, at least outside the organization, is Walt Disney World (WDW). WDW has an extensive waste management program and infrastructure in place, yet these facilities are not highlighted in their general tourist promotional activities. Firms need to highlight what they are doing for the environment.

## V. Governmental Factors

Governmental regulations to protect environment play major role in going green. As an example some governments have introduced voluntary curb recycling to generate responsibility amongst the consumers as well. But sometimes Governments act in an irresponsible manner like in Australia, there is a higher gas tax associated with leaded petrol.

Indians New promises toward Environment which will boost up the Green sector:-

1. To adopt an environmental friendly and a cleaner path than the followed hitherto by others of corresponding level of economic development.
2. To better adapt to climate change by enhancing investments in development programmes in sectors vulnerable to climate change, agriculture, water resources, Himalayan region, coastal region, health and waste management.
3. To mobilize domestic and new funds from developed countries to implement above mitigation and adaptation actions in view of resource required and resource gap.

## VI. Some Organizations in Green Marketing in India

1. Philips India
2. Mahindra
3. Go Green
4. H.P.Company
5. Wipro Technologies
6. Infosys Technologies Ltd.
7. Accenture
8. HCL
9. McDonalds
10. Panasonic

These organizations have come forward with their green products and green production line, packaging processes. It is noticeable that India is foremost country in applying Green Marketing Concepts as it is an emerging concept.

### A. Benefits of Green Marketing in Business

1. Green marketing has positive influences on multiple participants in the economy. The environment, developing economies, consumers, corporate strategy, the product, production processes, and supply chain benefit from green marketing. The obvious benefactor of green marketing is the environment. Conditions and trends in climate change, air, water, and soil conservation. Green marketing can have an influence on climate change in several substantial ways. The term developing economies refers to nations that have a relatively low gross domestic product (GDP) per capita.
2. Research performed by the United Nations indicates that inhabitants of these countries are much more likely to be affected by natural disasters than inhabitants in high-income countries.
3. Green marketing and production position to reduce climate modify and consequently limit hunger and poverty.

### VII. Conclusion

No matter a firm is using Green Marketing But it may encounter various barriers as well. Firstly, firms must not mislead the consumers by their green activities. Secondly, No law should be broken on the name of environmental measures. Another problem firm's face is that those who modify their products due to increased consumer concern must contend with the fact that consumers' perceptions are sometimes not correct. It appears that consumers are not overly committed to protect environment. Green marketing and a consumer who want to go green and ready to pay for it. Thus there is a need to integrate corporate culture and reduce deterioration of environment with more and more involvement of organizations.

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