



A Study on the Impact of Green Marketing in the Society

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ABSTRACT

One of the most important business and marketing trends is green marketing. Many consumers are deeply concerned about the environment, which is fundamentally altering consumer behaviour and marketing tactics. Brands must pay attention if they don't want to fall behind. Five typical Green marketing techniques have been discussed in the Paper.

Key words- Marketing, Green, Business, Consumers, Brands

Introduction

Green marketing is frequently associated by consumers with words like recyclable, re-usable, ozone-friendly, and environmentally friendly. Although these are green marketing promises, the term "green marketing" actually refers to a much broader field. Consumer, industrial, and service products are all covered under green marketing. Theoretically, green marketing entails creating, developing, and distributing products that are environmentally friendly and potentially less harmful to the environment and its stakeholders. Green marketing is described by the American Marketing Association (AMA) as the promotion of goods that do not affect the environment.

Green marketing refers to the creation, promotion, and distribution of goods with an eye toward reducing their adverse effects on the environment. Green marketing's past

Green marketing was given considerable thought in the 1970s, but it wasn't until the late 1980s that the concept really took off. All of this started in Europe in the early 1980s when it was discovered that some manufactured goods were bad for the environment. Since then, there have been three stages of green marketing. The early years of green marketing began in the late 1980s, when the term "green marketing" was first brought up. Green marketing was referred to as "Ecological" in the first phase. All marketing efforts during that time period centred on trying to address environmental issues. In order to meet the requirements and desires of the consumers, marketers started engaging in various forms of green marketing. It was anticipated that customers would purchase green items, which would boost the company's reputation. These would aid in gaining a bigger market share. Despite this, nothing went as planned. Greenwashing was cited as the cause of this consequence. Businesses were in fact doing nothing while merely pretending to be environmentally friendly. Businesses were merely growing. When marketers noticed the pushback, green marketing launched its second phase. Green marketing for the environment was the name of the second phase. During that time, clean technology—which concerned developing new products without endangering the environment—came into sharper focus. People started to become more conscious of the need to preserve and safeguard the natural environment around the beginning of the mid-1990s. Concerns over environmental issues were raising people's awareness. The third phase began with this. This second method of green marketing was called "Sustainable." Organizations were compelled to alter their selling strategies as consumers began purchasing goods and services that had a lower environmental impact. Green consumers, products, and services

In the past ten years, consumers in the USA and Western Europe have developed a greater concern for the environment. The Asian regions are now seeing this trend. As a result, practically all customers worldwide are showing increasing signs of environmental concern. People are requesting green goods and services in greater numbers. A green product or service is one that can be recycled or preserved and won't harm the environment or deplete natural resources.

Businesses are developing more and more environmentally friendly goods and services as they become viable. Going green, however, often means helping to save the company rather than the environment for many companies. Businesses must therefore gather data in order to comprehend and better serve the green consumer. Consumers Who Buy Green

Different consumer groups fit the green category. To assist organisations in observing the market for environmental items and services, it is essential to comprehend some of their common distinctiveness. The following four categories of green consumers exist:

Consumers that practise behavioural greens only purchase goods and services that are good for the environment. They disapprove of goods and services that harm the environment. These cThink Greens: These customers buy environmentally friendly goods and services when they can, but if their spending is limited, they won't.

Potential Greens: Although these customers may not act in a sustainable manner, they may do so if inspired or encouraged by family and friends.

True Browns: These customers disregard environmental concerns and may even steer clear of businesses that offer goods or services with a strong environmental focus. Customers have environmentally friendly lifestyles.

Green marketing is a response to societal change and falls under the umbrella of corporate social responsibility. Consumers today demand that a brand make environmental protection a core component of its beliefs.

Five Green Marketing Techniques

1. Pay Attention to LOHAS Users

LOHAS is an abbreviation used in marketing for customers who are interested in green marketing (Lifestyle of Health And Sustainability).

People in this sector, which is expanding quickly, are greatly impacted by social and environmental responsibility while making purchases. This audience encourages other users with their values in addition to demanding green marketing from firms.

2. Express Action

Since the 1990s, people have been concerned about the environment. The ozone layer and acid rain were major issues back then, but today's consumers are worried about climate change. They are now conscious that the planet's wellbeing must come first. Brands must, therefore, be concerned, proactive, and open about the specific actions they're taking to contribute to environmental protection.

3. Source of the Good

Customers now query the country of origin of the goods they buy and avoid goods or substances linked to environmental catastrophes, such as palm oil. As a result, fair trade projects have exploded. Be cautious when choosing ingredients to utilise as a brand. Draw attention to the wise decisions your company has made to advance environmental sustainability and demonstrate how they are consistent with consumer concerns.

Recycled goods are also appealing to consumers since they are seen as being more environmentally friendly. Another option that firms might consider is this, particularly in terms of packaging and product development.

4. Employ eco-friendly packaging

Initiatives like Plastics-Free Week show that consumers are particularly concerned about the excessive usage of plastics.

For many years, the consumer experience has been the main focus of brand packaging. However, if it does not employ recycled or sustainable materials, this form of packaging is now seen as excessive waste. Investing in environmentally friendly packaging, such as recycled or plastic-free packaging, is a powerful green marketing strategy. Utilizing little packaging, employing recyclable or reused materials, or even selling goods in bulk are all examples of how to do this.

5. Responsibility and consistency

What readers should remember most from this piece is that green marketing is not a fad. In order to be truly green, going green is the greatest approach to communicate your brand. Consumers now are better aware than ever before, and they reject companies who make token efforts to appear environmentally friendly yet continue to engage in damaging practises.

In other words, green marketing compels us to reconsider the ecological and social impact of our commercial operations. How does your company use environmentally friendly marketing strategies?

Consumer Behavior and Attitudes Toward Green Products

The rise of green marketing has caused customers to alter their purchasing habits. They are requesting more eco-friendly goods and services. Consumers are starting to make green purchases as a result of their environmental concerns. For a better environment, environmentally concerned consumers were altering their purchasing habits. People felt morally obligated to purchase environmentally friendly goods. Environmentally conscious individuals, however, do not always act in a way that is good for the environment.

Income and environmental purchasing behaviour are related. The argument made was that wealthy individuals could afford to pay the higher price for green products. The degree of education and environmental attitudes and behaviours are also related. The argument is that people with higher levels of education have a better understanding of environmental challenges and behave accordingly.

Green marketing's importance

The fundamental definition of economics provides insight into the significance of green marketing: Economics is the study of how individuals try to satiate their endless wants with their finite resources. Human desires are limitless, while resources are scarce. As a result, businesses must come up with innovative strategies to fulfil these endless wants as they are faced with decreasing resources. Organizations are now able to use resources effectively while reducing waste thanks to the development of the concept of green marketing. Consumer interest in environmental protection is growing, and as a result, they are changing their shopping habits. People prefer to live in a pristine environment. As a result, many businesses are forced to engage in green marketing to reduce waste while also acting in reaction to the rising demand for eco-friendly goods and services. We now live in a time where products and services are recyclable, non-toxic, and favourable to the environment. Green marketing has emerged as a brand-new instrument that businesses can use to meet consumer demands, increase revenues, and more.

Greening the Business

Organizations can "green" themselves in three different ways: through value-added processes, management frameworks, and products.

Value-added processes can be made "green" by revamping them, updating the technology, or introducing new technology with the aim of minimising the adverse effects on the environment brought about throughout the manufacturing process.

Second, businesses can implement management strategies that create conditions that lessen the damaging effects of value-adding operations on the environment. To ensure that the management systems employed by the firms are yielding fruit, they also need to have quantitative performance indicators.

The third eco-friendly tactic focuses on products. There are several ways in which this can happen:

Repair: By doing repairs, you can extend the life of a product.

Reconditioning is the process of improving a product's lifespan.

Remanufacture is the process of creating new goods from used ones.

Reuse is the design of a product to allow for repeated usage.

Recycle means to reprocess and turn waste into raw materials that can be utilised to make new products or the same products.

Utilize production methods that produce products with the same degree of advantages while using fewer raw materials and producing less trash.

Ginsberg and Bloom (2004) created a methodology to identify the green strategy being used by a company. A company can employ one of four different kinds of green initiatives.

Green Marketing Strategy Matrix

	Low Differentiability on Greenness	High Differentiability on Greenness
Low Substantiality of Green Market Segments	LEAN GREEN	SHADED GREEN
High Substantiality of Green Market Segments	DEFENSIVE GREEN	EXTREME GREEN

Source -<https://www.mbaknol.com/marketing-management/green-marketing-history-importance-benefits-and-problems/>

1. **Lean Green** – Although these businesses make an effort to act ethically, they don't promote or sell their environmental activities. On the other hand, they seek to use environmentally friendly practises to cut costs, lessen their influence on the environment, and increase efficiency. Using this approach, productivity can be increased while lowering its expenses and negative effects on the environment. Consequently, this tactic can aid in cost savings. Coca-Cola is a prime example of a lean, green business.
2. **Defensive Greens**: These businesses use green marketing as a tactic to react to a disaster or the acts of rival businesses. They recognise that the green market segments are significant and lucrative markets that they cannot afford to lose, therefore they work to enhance their brand image and reduce damage.
3. Investing in long-term ecologically friendly procedures requires a significant financial and non-financial commitment, which is demonstrated by Shaded Greens businesses.
They can distinguish themselves by being more environmentally friendly, but they choose not to do so since the markets they serve allow them to make more money by focusing on other qualities. Toyota uses this technique to promote its Prius hybrid vehicle.
4. **Extreme Greens** – These businesses are shaped by principles and holistic ideologies. These businesses thoroughly integrate environmental concerns and responsibilities into all phases of the development of their products. Examples of extremely green businesses include The Body Shop, Patagonia, and Honest Tea.

Green marketing strategy

The depletion of priceless natural resources has compelled marketers to create a new marketing mix that maintains the environment while also offering consumers goods and services with extra value. Due to factors like ozone depletion, global warming, the loss of natural resources, and the demand for safe and wholesome products, this aspect is regarded as being of utmost importance.

The standard marketing mix serves as the foundation for the green marketing mix. The seven components of the green marketing mix are as follows:

1. **Price**: Price is the monetary value assigned to a good or service that is being sold. Products and services shouldn't be overly expensive; they should be priced competitively, unless they offer an added benefit, such greater performance, a more appealing design, or a better flavour that encourages consumers to purchase green products and services.
2. **Product/Service** - A product is any good or service that is being sold to meet a need or desire. Items with a lower negative environmental impact are known as "green" products. Additionally, the production of green products needs to be resource-efficient and produce fewer negative byproducts. In addition to lessening negative environmental effects, green products must also be able to meet consumer demands and desires.
3. **Package** - Packaging is described as actions taken to safeguard products from harm or assist in transporting the goods. Like the product itself, the packaging of a product must not affect the environment.
4. **Distribution** is the process used to move products or services from the point of production to the point of sale. Organizations must make sure the distribution route has no adverse effects on the environment in order to effectively use green marketing. The organization's reputation must be enhanced by the distribution channel.
5. **Advertising**, websites, films, and presentations are just a few of the promotional tactics used to sway, educate, or persuade potential customers to make a purchase. Regarding the usage of materials, labour, and other resources, promotion must have an amicable stance. Claims must be sincere, accurate, and not deceptive. Green media must be used by organisations. Additionally, the selected advertising agency must adhere to a green marketing concept.
6. **People** - For a company to go green, the leader must be concerned with environmental issues and the natural world. He will inform the staff about this issue as a result. In order to achieve the goal of green marketing, it is crucial for employees to be knowledgeable about environmental friendliness in all facets of production and consumption. Employees must therefore be informed about environmental issues. For instance, staff members need to learn basic manners and standards like using less paper and communicating online.
7. **Service** given to a consumer after a sale has been made is referred to as "after-sales service." When a product has a problem, it must be fixed rather than replaced. In contrast, a replacement is an option if the item cannot be fixed. The damaged product must be submitted for recycling so that its components might be used to create new or different products.

Conclusion

Making items in an environmentally friendly manner demonstrates a company's commitment to social responsibility and sustainability. Additionally, it enhances brand credibility. When you produce your goods in an eco-friendly manner, you may concentrate on green marketing to show the public that you are doing your part to protect the environment.

Additionally, you might save money in the long term on energy use and packaging. While many businesses avoid becoming green because the initial costs are typically higher, they may not be aware that doing so will result in savings over time.

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