

Green Marketing& its Impact on Society: Emerging Challenges & Opportunities

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Abstract

This study aims to give knowledge about the effect of green marketing on society and their purchasing behaviour. There are some reasons for environmental awareness; green product features, green promotion activities and green price affect price purchasing behaviour of the customers in positive way. Green revolution, going green, environmental protection, sustainable life style, sustainable development, protecting our earth and many more has become a natural phenomenon in our everyday life. Green Marketing also known as ecological marketing or environmental marketing has become a vital topic in today's fastest growing world. Manufacturers across the world are worried about the declining condition of environment and thus heralding the pace of healthy growth of economy. In very simple and precise way, green marketing can be defined as the marketing of products that are presumed to be environmentally safe or environmentally friendly. This paper attempts to find out the best possible implication and importance of green marketing. With the outcome of this paper, the marketing will become safer and the consumers will have a safe and environment friendly access to the products. The result of this research paper will help in minimising the wastages and making environment neat, clean and safe.

Keywords-Green Marketing, Opportunities, Challenges, Ecological, Eco-Friendly Practice.

1. Introduction

Evolution of green marketing: The green marketing has evolved over a period of time. According to peattie (2001), the evolution of green marketing has three phases.

First phase

First phase was termed as “**ecological**” green marketing, and during this all marketing activities were concerned to help environment problems and provide remedies for environmental problems.

Second phase

In the second phase was “**environmental**” green marketing and the focus shifted on clean technology that involved designing of innovative new products, will take care of pollution and waste issues.

Third phase

The third phase was “**sustainable**” green marketing. It came in to prominence in the late 1990's an early 2000.

Although environmental issues influence all human activities, few academic disciplines have integrated green issues into their literature. This is especially true of marketing. As society becomes more concerned with the natural environment, businesses have begun to modify their behavior in an attempt to address society's "new" concerns. Some businesses have been quick to accept concepts like environmental management systems and waste minimization, and have integrated environmental issues into all organizational activities. Some evidence of this is the development of journals such as "Business Strategy and the Environment" and "Greener Management International," which are specifically designed to disseminate research relating to business' environmental behavior.

One business area where environmental issues have received a great deal of discussion in the popular and professional press is marketing. Terms like "Green Marketing" and "Environmental Marketing" appear frequently in the popular press. Many governments around the world have become so concerned about green marketing activities that they have attempted to regulate them (Polonsky 1994a). For example, in the United States (US) the Federal Trade Commission and the National Association of Attorneys-General have developed extensive documents examining green marketing issues [FTC 1991, NAAG 1990]. One of the biggest problems with the green marketing area is that there has been little attempt to academically examine environmental or green marketing. While some literature does exist [Carlson, Grove and Kangun 1993, Davis 1992, Davis 1993], it comes from divergent perspectives.

1.1 What is Green Marketing?

Unfortunately, a majority of people believe that green marketing refers solely to the promotion or advertising of products with environmental characteristics. Terms like Phosphate Free, Recyclable, Refillable, Ozone Friendly, and Environmentally Friendly are some of the things consumers most often associate with green marketing. While these terms are green marketing claims, in general green marketing is a much broader concept, one that can be applied to consumer goods, industrial goods and even services. For example, around the world there are resorts that are beginning to promote themselves as "ecotourist" facilities, i.e., facilities that "specialize" in experiencing

nature or operating in a fashion that minimizes their environmental impact [May 1991, Ingram and Durst 1989, Troumbis 1991].

Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising. Yet defining green marketing is not a simple task. Indeed the terminology used in this area has varied, it includes: Green Marketing, Environmental Marketing and Ecological Marketing. While green marketing came into prominence in the late 1980s and early 1990s, it was first discussed much earlier. The American Marketing Association (AMA) held the first workshop on "Ecological Marketing" in 1975. The proceedings of this workshop resulted in one of the first books on green marketing entitled "Ecological Marketing" [Henion and Kinneer 1976a]. Since that time a number of other books on the topic have been published [Charter 1992, Coddington 1993, Ottman 1993].

The AMA workshop attempted to bring together academics, practitioners, and public policy makers to examine marketing's impact on the natural environment. At this workshop ecological marketing was defined as: "The study of the positive and negative aspects of marketing activities on pollution, energy depletion and no energy resource depletion." [Henion and Kinneer 1976b,]

This early definition has three key components,

1. It is a subset of the overall marketing activity;
2. It examines both the positive and negative activities; and
3. A narrow range of environmental issues are examined.

While this definition is a useful starting point, to be comprehensive green marketing needs to be more broadly defined. Before providing an alternative definition it should be noted that no one definition or terminology has been universally accepted. This lack of consistency is a large part of the problem, for how can issues be evaluated if all researchers have a different perception of what they are researching. The following definition is much broader than those of other researchers and it encompasses all major components of other definitions. My definition is:

"Green or Environmental Marketing consists of all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment." [Polonsky 1994b, 2]

This definition incorporates much of the traditional components of the marketing definition that is "All activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants" [Stanton and Futrell 1987]. Therefore it ensures that the interests of the organization and all its consumers are protected, as voluntary exchange will not take place unless both the buyer and seller mutually benefit. The above definition also includes the protection of the natural environment, by attempting to minimize the detrimental impact this exchange has on the environment. This second point is important, for human consumption by its very nature is destructive to the natural environment. (To be accurate products making green claims should state they are "less environmentally harmful" rather than

"Environmentally Friendly.") Thus green marketing should look at minimizing environmental harm, not necessarily eliminating it.

2. Literature Review:

Cateora Graham, in *International Marketing*, has drawn a parallel line between green marketing and product development. The author has cited a variety of examples where the importance of green marketing has been laid focus on. Green marketing is a term used to identify concern with the environmental consequences of a variety of marketing activities. It is very evident from the author's research and examples the packaging and solid waste rules are burdensome but there are successful cases of not only meeting local standards but also being able to transfer this approach to other markets.

Philip Kotler and Kevin Lane Keller in *Marketing Management* has initiated the topic by discussing about the relevance of green marketing in the past few decades and has also discussed the explosion of environmentally friendly products. However, according to the author from the branding perspective green marketing programs have not been very successful. Marketers tried and failed with green sales pitches over the last decade because of certain obstacles which the movement encountered. The consumer behavior is such that most consumers appear unwillingly to give up the benefits of other alternatives to choose green products. Along with definitions from different sources.

Debraj Dutta and Mahua Dutta, of *Marketing Management*, have given an explanation of what is green marketing. According to the authors green marketing incorporates a broad range of activities including the modification of product, production process and packaging. The authors have also discussed a few literature sources that have focused on green marketing and its relevance in today's era. It was evident that the possible reasons because of which organizations engage in green marketing.

K.K. Shrivastava & Sujata Khandai, the author of *Consumer Behavior in Indian Context*, has discussed green marketing legislation in association with the multinational corporations. These face a growing variety of legislation designed to address environmental issues. Global concern for the environment extends beyond industrial pollution, hazardous waste disposal and rampant deforestation to include issues that focus directly on consumer products.

3. Objective of the Study

- To identify the customers to fulfill their need.
- To create awareness about the Ecological process, Environmental, Sustainable, Green Marketing process.

- To educate the customers about Green Marketing.
- To find out the ways to utilize maximum resources in an effective manner.
- To find out the major challenges that green marketing is likely to face.

4. Research Methodology

Secondary Data: During my Research I have used the secondary data method as below:

- a) It is obtained from existing literature, different scholars' and researchers' published books, articles published in different journals, periodicals, conference paper, working paper, magazines, news paper, central & state government website.
- b) The secondary data and information will analyze for preparing the paper extensively.

5. Results & Discussion

The government, politicians and lack of enforcement of laws have been re-reported as factors responsible for much of the environmental problems. Respondents, moreover, feel that there is little that people can on their own do to reduce environmental degradation. It is rather government agencies and a stricter enforcement of laws that can help in protecting and sustaining the environment. The results are a clear pointer to the ineffective dissemination of information and consumer education on various environmental issues/problems and legislations. A low level of environmental awareness calls for more intensive as well as extensive efforts on the part of various government and non-government organizations (NGOs) engaged in marketing of green ideas for making people fully aware and knowledgeable of environmental problems and issues.

6. Findings

Major Findings of my research paper is-

1. The research findings show that consumers have a strong positive attitude towards Green Marketing.
2. These days consumers are more aware of environmental issues.
3. Consumers agree to that: "In future more and more consumers will prefer Green products."
4. Consumers agree to that: "Companies which can establish themselves with Green image will have distinctive advantage in the market place."

7. Suggestions

On the basis of my research there are some suggestions on green marketing are as follows-

Eco- Labelling

The increasing environmental concerns of consumers are leading to more information about the environmental characteristics of products being made available by producers

through what is called "eco-labelling". Eco-labelling has thus become the medium promoting both the production and consumption of products that are "more environment friendly" than competing products available in the market. Due to this, eco-labelling has generated substantial debate with regard to its implications for market access of similar products and also with regard to the legality of demanding ecolabelling on products, especially in the World Trade Organization (WTO). The article briefly discusses the market access effects of eco-labelling schemes, particularly for developing countries. It discusses the consistency of voluntary life cycle analysis (LCA) based eco-labelling, sponsored both by governments as well as those by non-governmental bodies, with the relevant provisions of the WTO Agreement on Technical Barriers to Trade (TBT Agreement) and implications if these are considered to be covered by the relevant WTO agreements, as has been claimed by some countries.

Green wash

Over the years, *green* issues have been more talked about by business and industry, financial institutions and the general public. There has been much discussion about the environment and the damaging effects produced by everyday activities. Extensive environmental damage has been caused by continuous consumption, *marketing*, manufacturing, processing and polluting, along with several environmental disasters. There are various responses to *green* issues that companies have adopted. These range *green* product promotion, *green marketing*, environmental management and aiming for sustainability. This article presents the results of research investigating the *green* strategies and practices in a sample of companies. It further relates issues such as ecological concerns, conservation and corporate social responsibility.

Environmental NGO-business collaborative partnerships, commonly called green alliances, are encouraging corporate enviropreneurship, entrepreneurial innovations that address environmental problems and result in operational efficiencies, new technologies and marketable 'green' products., environmental.

8. Conclusions

Green marketing covers more than a firm's marketing claims. While firms must bear much of the responsibility for environmental degradation, ultimately it is consumers who demand goods, and thus create environmental problems. One example of this is where McDonald's is often blamed for polluting the environment because much of their packaging finishes up as roadside waste. It must be remembered that it is the uncaring consumer who chooses to dispose of their waste in an inappropriate fashion. While firms can have a great impact on the natural environment, the responsibility should not be theirs alone. In the EPA's 1994 study consumers gave the following reasons for why they damage the environment.

It appears that consumers are not overly committed to improving their environment and may be looking to lay too much responsibility on industry and government. 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.

Having said this, it must not be forgotten that the industrial buyer also has the ability to pressure suppliers to modify their activities. Thus an environmental committed organization may not only produce goods that have reduced their detrimental impact on the environment, they may also be able to pressure their suppliers to behave in a more environmentally "responsible" fashion. Final consumers and industrial buyers also have the ability to pressure organizations to integrate the environment into their corporate culture and thus ensure all organizations minimize the detrimental environmental impact of their activities.

9. Acknowledgement

I owe a lot of thanks to my supervisor and mentor Dr. M.S.Khan for helping me during writing of this piece of research paper. This paper is an effort of his corrective suggestions from time to time. I also thank all my faculty members for helping me during this research writing. I also thank my family members for helping and co-operating me during the entire period.

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