
Green Marketing Concept and Its Impact on Market

Dr. Amit Kumar KhareAssociate Professor in Management Department at School of Management
Sciences, Lucknow**Abstract**

Green Ward Says “Green marketing refers to the process of selling products /services based on their environmental benefits and environmental friendly or producing products which are environmental friendly”.(Source : Green Ward Book). Social responsibility is the ultimate brand promotion mechanism which is very much detail in the green marketing, consumers who is socially conscious, green marketing helping them to have choice of their interest. The main difference between green marketing and other marketing is the challenge to sustain the green procurement on the basis of long as well as short term budgets which ultimately affects the total cost of the project of green marketing. In short term plan green marketing often not fit in business budget. Many countries in the world who have provisions to procure green materials for product making in their business module sponsored by state governments, the green ethics are important to companies as well as consumers alike in these countries. The potential customers who want to buy his green products have greenness as a benefit in his buying decisions and their assumptions.

1. Products must not have toxic materials
2. Products must not have ozone -depleting substances
3. Products must be made of recycled materials.
4. Products must be designed to be repairable and not of throwaway
5. Renewable materials must be used such as bamboo

Keywords: Green Eco-system, Green Marketing, Eco-friendly Alternatives ,Green Washing and Green Business.

OBJECTIVES:

- To study the various Advantage and challenges of Green Ecosystem
- To Study the difference between Green Marketing and Corporate Social Responsibility
- To study the Research on consumers of Green marketing
- To study the impact on Ecosystem the Green Building and Green Products

Introduction

The green ethics are important to companies as well as consumers alike in these countries. The potential customers who want to buy his green products have greenness as a benefit in his buying decisions and their assumptions. The main difference between green marketing and other marketing is the challenge to sustain the green procurement on the basis of long as well as short term budgets which ultimately affects the total cost of the project belongs to green marketing. In short term plan green marketing often not fit in business budget. Social responsibility is the ultimate brand promotion mechanism which is very much shows in the

green marketing, consumers who is socially conscious, green marketing helping them to have choice of their interest. In the year 2014 Nielsen Global Survey on Corporate Social Responsibility polled 30,000 consumers from 60 countries to determine statistics on consumer preferences for sustainable purchasing, and found that: (Source Online Nielsen Global Survey). When a company Marketing and selling of product or service as green products when it's not, is called green washing. If you want to be successful in green marketing you must be serious of implementing all the product range in same direction otherwise customers wonder whether you are serious about your environmental commitment. North America is already proliferating markets in almost all the product line which consumer wants from the market. As the price of energy goes up and being green becomes increasingly popular, more individuals and businesses want to become greener but don't know what the best course of action is. So green consulting is a business idea whose time has come. In short term plan green marketing often not fit in business budget. In many countries in the world who have provisions to procure green materials for product making in their business module sponsored by state governments.

Green Marketing and Corporate Social Responsibility

Corporate social responsibility is a commitment of an organisation which must be practices so efficiently that products they make must be attractive in quality to end users and reduces operating cost by saving energy. Social responsibility is the ultimate brand promotion mechanism which is very much shows in the consumers who socially conscious, green are marketing helping them to have choice of their interest. The main difference between green marketing and other marketing is the challenge to sustain the green procurement on the basis of long as well as short term budgets which ultimately affects the total cost of the project belongs to green marketing. In short term plan green marketing often not fit in business budget. In many countries in the world who have provisions to procure green materials for product making in their business module sponsored by state governments. The green ethics are important to companies as well as consumers alike in these countries. The potential customers who want to buy his green products have greenness as a benefit in his buying decisions and their assumptions.



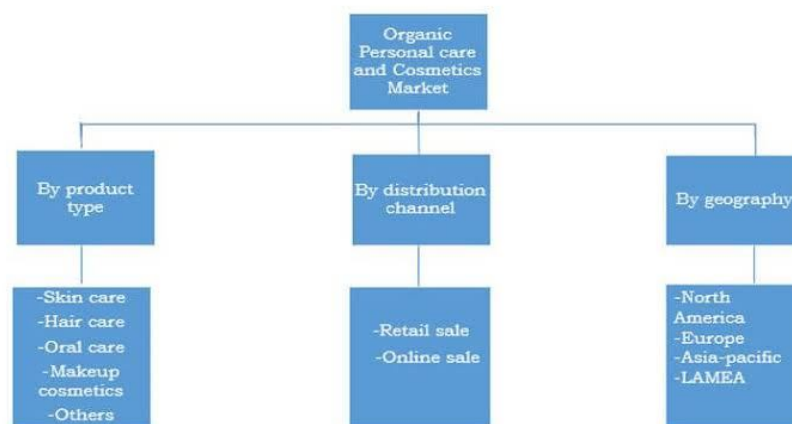
Source : www.slideserve.com

Research on consumers of Green marketing

In the year 2014 Nielsen Global Survey on Corporate Social Responsibility polled 30,000 consumers from 60 countries to determine statistics on consumer preferences for sustainable purchasing, and found that: (Source Online Nielsen Global Survey)

1. 55% of consumers were willing to pay extra for products and services from companies committed to positive social and environmental impact (up from 45% in 2011).
2. 52% made at least one purchase in the past six months from at least one socially responsible company
3. 52% check product packaging to ensure sustainable impact

Interestingly, consumers in the Asia-Pacific region, Latin America, and the Middle East/Africa showed a higher preference (64%, 63%, 63%) to pay extra, whereas the preference in North America and Europe was lower (42% and 40%). The Nielsen survey also looked at retail purchase statistics, and according to sales data, brands that advertised sustainability on packaging had 2% year-over-year increases in sales from 2011 to 2014, as compared with 1% for those that did not. (Source: online data of Nielsen Global Survey on Corporate Social responsibility)



(Source: Green product distribution)

Product Misrepresentation

Due to increase in demand of green products and increasing consumer's penetration the green products are more observed by its quality of environmental consciousness while it being marketed. The more products are in demand the more public is sceptical of green claims. During observations by consumers as well as by marketer if products claims got false this will damage the brands of a company. When a company Marketing and selling of product or service as green products when it's not, is called green washing. If you want to be successful in green marketing you must be serious of implementing all the product range in same direction otherwise customers wonder whether you are serious about your environmental commitment. The potential customers who want to buy his green products have greenness as a benefit in his buying decisions and their assumptions. North America is already proliferating markets in almost all the product line which consumer wants from the market. Taking account of environment emergency green consultants have action plan for their clients by examining their clients environment their strengths and weaknesses.



(Source: sciencedirect.com)

Entrepreneurs of Green Business

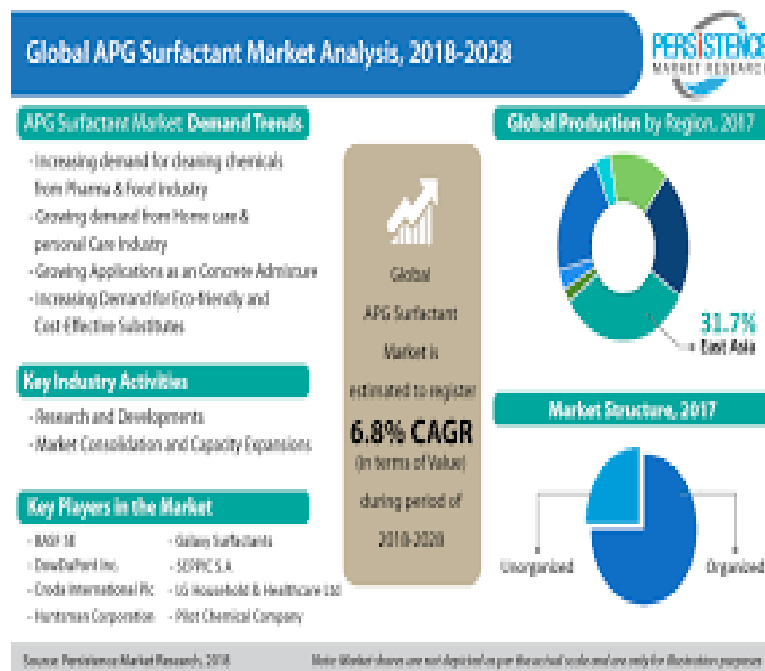
BY SUSAN WARD Updated February 24, 2019, A “green” business strives to have a positive impact on the environment and community. It develops and practices business strategies that go beyond regulation and demonstrate commitment to a healthy and sustainable future (earthshare.org).

Eco friendly alternatives

People want eco-friendly products as they need to protect the clean eco-friendly environment. North America is already proliferating markets in almost all the product line which consumer wants from the market. As the price of energy goes up and being green becomes increasingly popular, more individuals and businesses want to become greener but don't know what the best course of action is. So green consulting is a business idea whose time has come. Taking account of environment emergency green consultants have action plan for their clients by examining their clients environment their strengths and weaknesses.

Green Washing

While green marketing is growing greatly as increasing numbers of consumers are willing to back their environmental consciousnesses with their dollars, it can be dangerous. The public tends to be skeptical of green claims to begin with and companies can seriously damage their brands and their sales if a green claim is discovered to be false or contradicted by a company's other products or practices. Presenting a product or service as green when it's not is called green washing. Marketing and selling of a product or service as green when its not is called greenwashing



(Growing demand of bodegrad. Source: kyn24.com)

Green Building and Green Products

If you want to save water from water heaters or solar system you need to build the green products which ultimately will become foundation of green business. LEED Canada is the environmental rating system agency which determines the standards of new construction and renovation. Also provide a framework to create healthy, highly efficient and cost-saving green buildings. Green building is a trend rife with possibilities for starting new green businesses. Construction companies, architects, designers and contractors can specialize in green building. For instance, a contractor might become a LEED certified professional; a designer might focus on elements and materials that are the least environmentally destructive.

LEED Credit Categories



(Source:LEED)www.igbc.ie

Green Businesses

Deliver more than profits, green business ideas have got you excited about the possibilities. You may not become rich but you will have the pleasure of running a business that helps people lead greener lives and combining what you do with what you believe in. Green building is a trend rife with possibilities for starting new green businesses. Construction companies, architects, designers and contractors can specialize in green building.



(Source: greenbiztracker.org)

Conclusion(Source Nielsen survey)

Interestingly, consumers in the Asia-Pacific region, Latin America, and the Middle East/Africa showed a higher preference (64%, 63%, 63%) to pay extra, whereas the preference in North America and Europe was lower (42% and 40%). The Nielsen survey also looked at retail purchase statistics, and according to sales data, brands that advertised sustainability on packaging had 2% year-over-year increases in sales from 2011 to 2014, as compared with 1% for those that did not. While green marketing is growing greatly as increasing numbers of consumers are willing to back their environmental consciences with their dollars, it can be dangerous. The public tends to be skeptical of green claims to begin with and companies can seriously damage their brands and their sales if a green claim is discovered to be false or contradicted by a company's other products or practices. CBC Marketplace study(2012) found that Dawn Antibacterial dish soap, which featured a label showing baby seals and ducklings and claiming that "Dawn helps save wildlife" was found to contain Triclosan which has been officially declared as being toxic to aquatic life - environmental groups have called for it to be banned. Understandably, Proctor & Gamble, maker of Dawn products, refused an interview request by Marketplace. Sea world Orlando's introduction of its "Cup That Cares" in 2013 was another dismal example of green marketing gone wrong. The cup was marketed as environmentally friendly; each time a person refilled the cup at a vending machine in the park, an embedded chip would display how much CO2 he or she had saved. Unfortunately, the cup was plastic - as were the 40 accessories that could be purchased separately to deck out the cup that doubled as a penguin toy. BDC Business Consultant Chris O'Shea sums it up well; "Green marketing is about your whole company. You really have to be authentic. If you're not, people will accuse you of greenwashing and your reputation will suffer." (Source: CBC Marketplace study). For green marketing to be successful, it has to fit with your brand. Having a single green product when the rest of your

products are not, for instance, can make customers wonder if you're serious about your environmental commitment, says O'Shea. Green Marketing is shown in various organic products are, Grocers that advertise organic produce. The organic food industry has grown in leaps and bounds as consumers express an increased preference for non genetically modified foods that are free of pesticides. Restaurants that promote "locally sourced" meats, vegetables, fish, wines, etc. Local sourcing is attractive to consumers as it projects an image of sustainability and willingness to invest in the community. (Source: BDC Business Consultant Chris O'Shea) Toyota's marketing of the Prius hybrid. (The Prius outsells all other hybrid vehicles, mostly because its unique styling reflects the typical owner's passion for sustainability.) Volkswagen/Mercedes-Benz' marketing of its vehicles as "clean diesel" "Earth Friendly" vehicles. (Source: Toyota Volkswagen and Mercedes-Benz) As truthinadvertising.org (source: truthinadvertising.org) pointed out in its roundup of companies accused of greenwashing on Earth Day 2016, "there's nothing clean about diesel engines that spew pollutants at levels way over the legal limit." Making claims that are not as impressive as they look. Some companies try to look green by making environmentally friendly claims that are essentially meaningless. For instance, Worldwatch shows an example of a Coopertone sunscreen with a "no CFCs" label. Being a chlorofluorocarbon-free product sounds great (you can help save the ozone layer), until you realize that CFC production in the United States has been banned since 1995. Green marketing can be a very powerful marketing strategy though when it's done right. See Three Keys to Successful Green Marketing. Corporations that are Embracing Sustainable Development PepsiCo is one of the world's largest food and beverage producers with annual revenues of more than \$65 billion and a product line that includes brands such as Quaker, Gatorade, Pepsi-Cola, and Frito-Lay. Over the past decade PepsiCo has become a leader among corporations in water conservation and energy usage. In 2012 PepsiCo received the Stockholm Industry Water Award in recognition of its efforts to reduce water and energy usage across all of its business operations, from supply chains to factories. (source: world watch)

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