

# Green Marketing Management providing value via Sustainable Marketing Strategies

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**ABSTRACT** - The American Marketing Association defines Marketing as “the activity, set of institutions and process for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners and society at large”. Green marketing has positive influences on multiple participants in the economy. The environment developing economics, consumers, corporate strategy, the product, production process and supply chain benefit from green marketing. Product development, production and supply chain all have potential to achieve higher levels of triple bottom line performance via green marketing. Green marketing management means the movement much as green consumption, reflects business responsibility towards society to ensure that they conduct their activities in a way that minimizes the negative effects on the environment.

**Keywords:** *Green Marketing, Green Marketing Management, Green Marketing Strategies, Sustainable Development*

## I. INTRODUCTION

The negative impact of human activities over environment is a matter today. Governments all over the world making initiative to reduce the human impact of environment. It is well known that increasing production and business activities are polluting the nature environment. Green marketing is also known as environmental marketing or sustainable marketing. It refers to all activities that facilitate any exchange intended to satisfy the human needs and wants. In such a way that the satisfaction of the said needs and wants define with the minimum detrimental impact on the natural environment.

Green marketing companies seek to go above and beyond traditional marketing by promoting environmental core values in the hope that consumers will associate these values with their company or brand engaging in these sustainable activities can lead to creating a new target market. Green marketing focuses on satisfaction of customers needs and wants with no or minimum harm to the natural environment.

### OBJECTIVES OF THE STUDY

- To know the concept of green marketing
- To study the green marketing management procedures
- To know the study green marketing strategies
- To know the green marketing via sustainable development

## II. RESEARCH METHODOLOGY

Research methodology is the specific procedures or techniques used to identify, select, process and analyze information about topic. Normative research aims at improvements, which means that it include evaluation of the present state of things and also the direction of future development.

## III. REVIEW OF LITERATURE

Amitabha Ghosh (2008) has examined the strategies in Green Marketing highlighting the history, growth and challenges of Green Marketing in India and abroad. He also mentions some of innovative techniques of regulation on corporate environmental planning at various levels.

Narayan Lakhmi Vermuri (2008) has discussed multifaceted views on ‘Green Marketing’ its new hopes and challenges in the current scenario. The authors have tried to establish the ‘cause-effect relationships’ of ‘Green Marketing’ at a global level. The authors examine the ‘Marketing mix’ of ‘Green Marketing’ too. Commenting the ‘Green Marketing’ the authors have highlighted the reasons of venturing the ‘Green Marketing’ the reasons are opportunity, social responsibility, government pressure and competitive pressure.

Asceem Prakash (2002) has tried to co-relate the phenomenon of ‘Green –Marketing’ with public policy and managerial

strategy to get some of desired results of 'Ecological Viability' at the 'Cost Effective' rates of 'ecofriendly' products. He discusses the 'Green Marketing' as 'Supreme Greening Products' as well as 'Greening Firms' In addition to manipulating the 4P's (Product, Price, Place And Promotion) of the traditional marketing mix, it requires a careful understanding of public policy processes.

Green product provides the same profit and performance as a non-green product and environment friendly, which increase values in the mind of customers to enhance its sale. Customer retention is defined as the future propensity of a customer to stay with the service provider (Ranaweera and Prabhu, 2003). This study will follow the literature of Cronin et al. (2000, p.204) who treat "behavioral intentions" and "customer retention" as synonymous constructs. In the past, the key to understand the power of a corporation to retain customers was thought to lie in the measurement of customer satisfaction. However, customer satisfaction is not the only required factor to retain customer with the firms and cannot ensure customer support for long time (Jones and Sasser, 1995).

Service providers, in some cases, may not be able to retain their satisfied customers (Heskett et al., 1994; Schneider and Bowen, 1999) because the customer satisfaction itself alone cannot ensure long-term commitment of the customer to any service provider. Instead, the service providers should think to the other factors beyond customer satisfaction, such as customer trust, to retain their customers

#### IV. IMPORTANCE OF GREEN MARKETING

- It reduces the use of plastic and plastic-based products.
- It promote the consumption of natural products
- It create awareness on reduces chemical products.
- It creates a demand for herbal medicines, natural therapy, and Yoga.
- It encourages the reuse of the consumer and industrial products.
- It makes nature healthy.
- It promotes eco friendly products.
- It gives importance to environment

#### V. ADVANTAGES OF GREEN MARKETING

1. It brings attention to positive environmental impact.
2. Gain more profit from green marketing
3. Green marketing brings a competitive advantage
4. Raise awareness on important environmental or social issues
5. It makes the company out the line, which help them to gain profit in a long time.
6. It helps to give eco friendly products.

#### VI. DISADVANTAGES OF GREEN MARKETING

- [1] Change leads to costs
- [2] It is hard and costly to get Green Certifications.
- [3] Companies may intentionally or unintentionally make false claims regarding the environmental friendliness of their products, a process known as "green washing."
- [4] Sometimes customers don't accept natural products because it is costly as a comparison to normal products.

#### VII. CHARACTERISTICS OF GREEN MARKETING

- Recyclable packaging of the product
- Sustainable manufacturing or design
- Implementation of marketing strategies
- Security of the ecological environment.

#### VIII. STRATEGIC BENEFITS OF GREEN MARKETING

Managers of corporate strategy realize multiple benefits from a green approach to marketing. Companies that in corporate ecological consciousness in to their mission statements and strategy enhance their images among consumers, employees, investors, insurers and the general public.

Corporate initiatives that emphasize a green orientation to markets have several implications for the workforce. Potential employees may decide whether to interview with a firm based on the company's environmental image.

Green Marketing also has implications for the financial markets. As fuel costs rise and green house gas emission escalate, investors are flocking to companies that can help alleviate these problems. Green marketing strategies enables firms to start continued improvement in environmental performance.

Green marketing firms establish alliances with Government, Local Communities, Non Governmental Organizations (NGO), industry experts and competitors. Green marketing also enables companies to redefine markets.

##### 1). PRODUCT BENEFITS.

Green products have greater likelihood of succeeding, however when environmental benefits augment consumer value assessments.

Green products must improve environmental quality and customer satisfaction as few markets will solely value enhancements to product quality.

Green Marketing prompts manufactures to reassess the product packaging. Packaging protects products during shipping, enhances product desirability and offers convenience in product handling.

**2). PRODUCTION PROCESS BENEFITS.**

Production process focus on organizational efforts to produce the highest quality products at the lowest possible cost. Process benefits accrue for handling of products, by products and waste. The materials costs associated with sustainable manufacturing techniques can be reduced in a number of ways. By product considerations also serve as incentives to engage in green production.

**3). SUPPLY CHAIN BENEFITS.**

Green marketing influences relationships among the firms that make up the channel from raw material mining to consumption. Green strategies that seek to eliminate waste in the firms analyzing track loading and route planning in the delivery process

**IX. GREEN MARKETING EXAMPLE IN INDIA**

- **Tata Consultancy service** is well established eco-friendly company. it has more than 80% green score. Now, it is creating technology for agricultural and community benefits.
- **Indusland Bank** is the first bank which is started paperless ATM in India. Which helps to reduce to the cutting of the trees.
- **MRF** has launched the ZSLK series and which is about creating eco- friendly tubeless tires.
- **Johnson and Johnson** is also using green products. Which is environment-friendly as well as body friendly too.

**X. GREEN MARKETING STAKEHOLDERS**

**A. CONSUMERS**

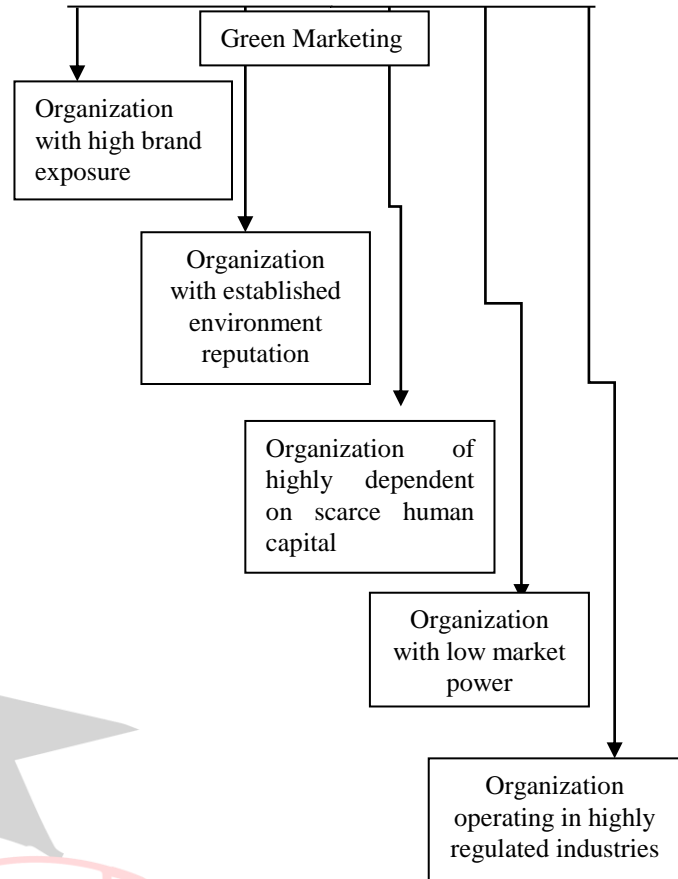
Consumers that understand green marketing have the opportunity reduce their personal influences on the environment.

**B. GOVERNMENTS**

Governments that understand the market potential and limits of green marketing initiatives with better positions to develop regulation strategies that serve the needs of society and industry.

**C. ORGANIZATIONS**

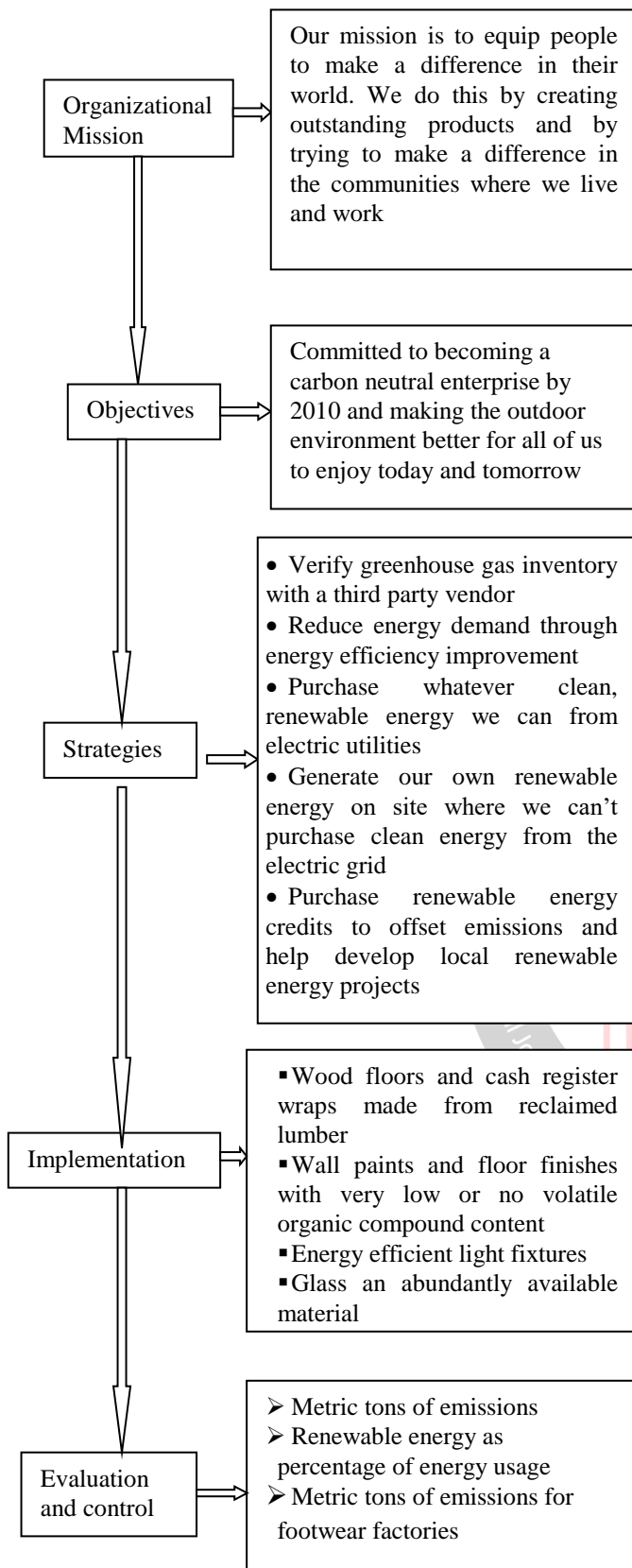
Organizations provides importance to green marketing activities. They are following different strategies in green marketing activities their business.



**XI. VALUE VIA SUSTAINABLE MARKETING STRATEGIES.**

- Discovering value via market analysis.
- Communicating value via integrated marketing programs.
- Product value via innovation.
- Delivering value via sustainable cycle strategies.
- Delivering value via sustainable pricing strategies.

## XII. STRATEGIC GREEN PLANNING



## XIII. CONCLUSION

**Green marketing** is the process of promoting products or services based on their **environmental** benefits. These products or services may be environmentally friendly in themselves or produced in an environmentally friendly way. Green marketing is typically practiced by companies that are committed to sustainable development and corporate social responsibility. More organizations are making an effort to implement sustainable business practices. They recognize they can make their products more attractive to consumers, while also reducing expenses in packaging, transportation, energy and water usage, and more. Some marketers try to capitalize on the growing number of green consumers by simply taking a green marketing approach to products that might not otherwise be considered green. They try to position their products as a better choice for the environment when they're really not. An example of this is when a company uses the color green in their packaging, or the word green somewhere in their messaging, when there isn't anything particularly eco-friendly about their product, nor it's not more eco-friendly than competing products. Green washing is not only misleading, but it can also be damaging to a company's reputation.

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