

A Review Paper on Development of Green Marketing

¹Dr. Guddi Singh, ²Mr. MithleshPrajapati, ³Ms. AnkitaNihlani

^{1,2}Assistant Professor, Faculty of Information Technology, Kalinga University Raipur, Chhattisgarh, India

³Assistant Professor, Faculty of Commerce & Management, Kalinga University Raipur, Chhattisgarh, India

guddi.singh@kalingauniversity.ac.in, mithlesh.prajapati@kalingauniversity.ac.in, ankita.nihlani@kalingauniversity.ac.in

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Abstract

Our everyday lives are surrounded by green revolutions, environmental protection, sustainable lifestyles, sustainable development, and safeguarding our planet. Despite the fact that environmental challenges affect all human activities, few academic fields have written about them. Marketing is a good example. Businesses have begun changing their conduct to address society's "new" environmental concerns. Green marketing and environmental marketing are commonly used in the news. Many organizations in numerous sectors utilise green marketing to follow this trend. The American Marketing Association (AMA) defines 'green marketing' as the promotion of ecologically friendly products. Thus, green marketing includes adjusting products, changing production processes, packaging, and advertising. Environmental Marketing and Ecological Marketing are synonyms. Changing to "green" may look costly initially, but it will pay off in the long term. Researchers can use this study to learn about green marketing, its importance, potential, and obstacles.

Keywords: Green products, green marketing, environmental safety

1. INTRODUCTION

Despite the fact that environmental challenges affect all aspects of human life, few academic fields have addressed them. Marketing is a good example. Businesses have begun changing their conduct to address society's "new" environmental concerns. Some firms have adopted environmental management systems and waste reduction practices, including environmental concerns in all corporate processes. Journals like "Business Strategy and the Environment" and "Greener Management International" were created to communicate research on business' environmental behavior.

Marketing is one business field where environmental problems have gotten a lot of news coverage. Green marketing and environmental marketing are commonly used in the news. Many countries throughout the globe have tried to control green marketing efforts. Examples of green marketing research conducted by the Federal Trade Commission and the National Association of Attorneys General are available online [FTC 1991, NAAG 1990]. One of the major issues with green marketing is the lack of scholarly research.

2. GREEN MARKETING

Unfortunately, most individuals think green marketing just relates to promoting or advertising environmentally friendly items. Consumers frequently identify green

marketing with terms like phosphate-free, recyclable, refillable, Ozone-friendly, and environmentally friendly. This is a form of green marketing that may be used to consumer goods, industrial goods, and even services. For example, resorts throughout the world are beginning to market themselves as "ecotourist" destinations, "specializing" in nature or functioning in a manner that reduces the environmental effect. Thus, green marketing includes adjusting products, changing production processes, packaging, and advertising. Defining green marketing isn't easy. Green marketing, environmental marketing, and ecological marketing are all terms used in this field. However, green marketing was initially considered in the late 1980s and early 1990s. In 1975, the AMA hosted its first "Ecological Marketing" workshop. The workshop's proceedings became one of the first publications on green marketing, "Ecological Marketing." The AMA workshop brought together academics, practitioners, and policymakers to discuss marketing's environmental effects.

Ecological marketing is the study of the impact of marketing operations on pollution, energy depletion, and non-energy resource depletion. According to this early definition, marketing is a subset of overall marketing activity, which includes both good and negative aspects, including a small range of environmental challenges. While this is a good start,

green marketing has to be defined more widely. First, it should be recognised that no one definition or nomenclature has been generally accepted. Consistency is a major issue because how can an issue be examined if all researchers see it differently? The following definition is substantially wider than other academics' definitions and includes all important components:

Green marketing is defined as all actions that produce and support trades that meet human needs or wants while minimizing negative environmental impacts. To summaries, marketing is defined as "any actions aiming to produce and enable any exchanges intended to meet human needs or wants." So it protects the organization's and all customers' interests because voluntary trade only occurs when both parties profit. The aforementioned concept also incorporates environmental protection by reducing the negative effects of this transaction on the environment. This second argument is vital, as human consumption destroys the natural ecosystem. (Green items should declare "less ecologically hazardous" rather than "Environmentally Friendly.") Thus, green marketing should aim to reduce rather than eliminate environmental impact.

3. GREEN MARKETING IS ESSENTIAL

The answer to why green marketing has gained relevance is straightforward and based on the economic definition: Economics examines how humans utilize finite resources to meet boundless desires. Thus, mankind has finite resources on earth with which to meet the world's endless desires. (See, for example, Gore 1993, whether the planet is a resource at man's disposal.) This study will not explore whether these desires are realistic or feasible. Individuals and organizations in market societies with "freedom of choice" are widely acknowledged to have the right to try to satisfy their desires. Faced with finite natural resources, corporations must find new or alternate means to meet endless desires. Ultimately, green marketing examines how marketing operations use limited resources to meet individual and industry customer needs, as well as the selling organization's goals.

4. GREEN MARKETING BENEFITS FOR BUSINESS

Several causes for greater usage of Green Marketing have been mentioned in the literature. Here are five reasons:

1. Organizations see environmental marketing as a way to achieve their goals.
2. Businesses think they must be more socially accountable.
3. Governments make businesses more accountable
4. Environmental marketing actions of competitors urge corporations to modify their own.
5. Waste disposal or material consumption reduction costs drive enterprises to change their behavior.

5. OPPORTUNITIES

Consumers, both individual and industrial, appear to be getting increasingly interested and conscious of the natural environment. Except for Singapore, more than 50% of consumers expressed worry about the environment in a 1992 research of 16 nations. In Australia, 84.6% of the sample said everyone had a responsibility to care for the environment. 80% of this group said they have changed their behavior, including their shopping habits, owing to environmental concerns. Many companies perceive changing demand as a chance to profit. Given these data, it is reasonable to infer that companies selling environmentally friendly products will have a competitive edge over non-green alternatives. Many companies have tried to become more eco-friendly in order to better serve their customers.

- Tuna producers updated their fishing practices due to rising customer concern over driftnet fishing and the mortality of dolphins.
- Xerox offered "high grade" recycled photocopier paper to meet environmental concerns.

This does not mean that all businesses who engage in environmental marketing actually change their behavior. Firms have misled customers to obtain market share. In other situations, companies have hopped on the green bandwagon without analyzing their actions, statements, or product efficacy. Due to this lack of analysis, corporations may make incorrect or misleading green marketing promises. Our surroundings are our environment. The media's increased coverage of environmental concerns including ozone layer destruction and industrial pollution has improved environmental consciousness. Customers are concerned about their daily habits and their environmental effect. Managing environmental issues is difficult, time-consuming, and costly. Many environmental regulations hold firms accountable for their actions. These regulations address harmful pollutants, hazardous material management, and soon. As a result, many

programs on emergency procedures, contingency planning, and workforce training are held globally.

Toxic Substance Control Act, Hazardous Material Transportation Act, Federal Insecticide, Fungicide and Rodenticide Act, Federal Food, Drug and Cosmetic Act, Clean Air Act, Clean Water Act, GHS (Globally Harmonized System of Classification and labelling of Chemicals).

Environmental protection is not an easy endeavor. Implementing GHS standardization rules of a single framework for chemical categorization and labeling is desirable yet problematic, especially in nations like the US, Japan, and Korea with diverse regulatory bodies. Regulatory compliance in EH&S (Environmental Health and Safety) and CSR (Cooperation Social Responsibility) may assist organizations to achieve and sustaining continuous improvement. These changes will help the firm comply with regulations and promote its social responsibility.

5. LITERATURE REVIEW

Saloni Pawan Diwan & B. S. Bodla (2020) found that delivering green products and services in a sea of severe competition is not easy. The boat may hit an iceberg of rising costs and false promises of "greenness."

According to Joseph & Rupali Korlekar (2019), in developing nations like India, there is space for in-depth research on green marketing, not only to understand customers' perspective, but also to profile those who have a more positive attitude towards green marketing and green products.

According to Selvakumar & Ramesh Pandi (2019), Green Marketing encompasses all marketing actions required to build and sustain customers' eco-friendly attitudes and behaviours in a manner that has a minimal negative impact on the environment.

Moloy Ghoshal (2019) explored the nascent green marketing. Green marketing is defined by marketing researchers as the function of structural variables and economic incentives in influencing customer behaviour. Green marketers must grasp two goals: better environmental quality and better consumer happiness.

Anup Sinha & Jamie Gilpin (2019) looked for inefficiencies in the carbon value chain of renewable energy generation. Auro might make biogas from farm animals using anaerobic digestion and gasification technologies.

Ann Kronrod et al. (2019) examined and explained the media's remarkable predominance of forceful environmental messaging. Environmental agencies

should recognize that not all customers are as aware and concerned about the environment as environmental authorities.

Murugesan (2018) found that companies may utilize green marketing to overcome cost or profit challenges. Companies that can eliminate toxic wastes, such as polychlorinated biphenyl polluted oil, may save a lot of money.

According to Charles W Lamb et al (2018), "Green Marketing" has become a popular strategy for firms to raise awareness and loyalty. Marketers may show care for the environment and society by portraying their brands as eco-friendly.

Robert Dahlstrom (2018) found that Green Marketing benefits numerous economic actors. It benefits the environment, emerging economies, customers, company strategy, products, manufacturing methods, and supply chain. Green marketing businesses form connections with government, local communities, NGOs, industry experts, and rivals.

"Green Marketing" is defined by Roger A Kerin et al (2018). It originates from consumer research and its 'Pollution Prevention Pays' initiative. This initiative seeks staff ideas for reducing pollution and recycling.

Green buildings are ecologically friendly structures, according to Biji P Thomas & H Nanje Gowda (2017). Indicators of being green include generally apparent elements such as outside window shading, daylighting, green (landscaped) roofs, and natural ventilation chimneys.

Philippe Kotler et al. Consumers may perceive that a product is less green than it appears to be, or that it is not truly green at all. Kumar & Meenakshi (2009): Consumers must be involved if firms are to be held accountable for environmental preservation. They should quit buying polluting corporations' products. NGOs, like businesses, have vital responsibilities to perform. NGOs should investigate and advise corporations on how to make their processes more eco-friendly.

According to Rajan Saxena (2017), organizations and customers are increasingly accepting green products and services. These are some of the reasons why green marketing is lucrative for the firm/organization. A savvy consumer today demands eco-friendly products and packaging.

- Environmentally conscious consumers organize interest groups to push for eco-friendly products and laws.

In general, people choose eco-friendly items.

According to Altaf Khan's 2017 study on Indian enterprises using Green Marketing Concepts:

Based on Green Management and the Life-Cherishing concept, Samsung Electronics has implemented current environmental conservation initiatives such as producing environmentally friendly goods and services. The rising worry over drift-net fishing and the mortality of dolphins has caused tuna manufacturers to change their fishing methods.

Toyota, the most popular vehicle manufacturer, produced the Prius, the first hybrid car that is more eco-friendly than others.

Xerox, the pioneer picture copier manufacturer, launched a "high quality" recycled photocopier to meet environmental concerns.

Sustainable innovation and marketing is the key to future prosperity, according to Arun Kumar and N. Meenakshi (2017).

Companies that meet the strictest criteria don't need to handle many procedures. norms of each nation where it manufactures.

Smart businesses use less nonrenewable resources like coal, oil, and gas and more renewable ones like water and wood.

Companies study product life cycles and consumer concerns to produce eco-friendly products. Eco-friendly items are crucial for the preservation of the environment and our own.

According to Sherlekar (2017), the Ecomark logo is meant to help consumers pick environmentally responsible items. Textiles, toilet soaps, detergents, paper, paints, packaging, insecticides, pharmaceuticals, etc. require rapid Ecomarketing.

According to Sandhya Joshi (2017), environmental concerns have acquired relevance in business and public life globally. Clearly, green marketing is part of overall company strategy, along with product, pricing, promotion, and place. Smart businesses have embraced green marketing as a strategy.

Green Brands Survey Despite the recession (2010), local green firms can learn from global green brands. Fortunately, consumers trust green advertising, especially in emerging markets.

Worldwide data demonstrates individuals are worried about the environment and adjusting their behavior appropriately. There is an increasing demand for ecological and socially responsible products.

According to MeenakshiHanda (2017), environmental activists and the media have played a major role in raising consumer environmental awareness.

Environmental concerns are growing globally, according to most research, despite differences in consumer knowledge, education, age, and income levels.

6. GREEN MARKETING PAPER

The American Marketing Association (AMA) defines 'green marketing' as the promotion of ecologically friendly products. Thus, green marketing includes adjusting products, changing production processes, packaging, and advertising. Environmental Marketing and Ecological Marketing are synonyms. Changing to "green" may look costly initially, but it will pay off in the long term. Green marketing is defined as promotional efforts aimed at improving customer attitudes towards a brand. Policies and practices that affect the environment and represent a firm's care for the community are increasingly influencing these changes. It may also be considered as promoting eco-friendly items.

RESEARCH TYPE: Qualitative

Methods of research can be classified as quantitative or qualitative.

Numbers are used to explaining, infer and solve issues. The emphasis is on collecting numerical data, summarizing the data, and making conclusions from the data."Contrast this with qualitative research which is based on non-numerical and unquantifiable components. "Information is deemed qualitative if it cannot be analyzed mathematically," according to one definition. This trait may also suggest that an incidence is too rare to obtain good data.

STUDY OBJECTIVE :The study's goals were to:

Understanding the importance, opportunities, challenges, and environmental safety of Green Marketing.

Understanding the major challenges faced by participants (political, humanitarian, consumer, and corporate) in building a long term relationship with the environment.To make some proposals to raise awareness about Green Marketing in terms of environmental safety.

DATA SOURCE:

There are three sorts of information resources: primary, secondary, and tertiary. This is a review with only secondary data.

Reference materials - dictionaries, encyclopedias, textbooks, and books and articles that interpret, evaluate, or synthesize original research/fieldwork.

7. INTERPRETATION

1. Consumer Values and Attitudes Toward Eco-Friendly Products: In fact, three-quarters of respondents strongly think they would pick eco-friendly companies. Buying eco-friendly brands was a good reaction among respondents (80 percent). However, they want green goods to work as well as non-green items.

2. Consumer Awareness: Most consumers said it is difficult to find environmentally friendly items on shop shelves. When questioned, most people cannot name a specific eco-friendly product or product category. This reflects customer apathy towards green brands.

3. Marketing efforts: Marketing is vital in raising customer awareness. Consumers would be more inclined to buy ecologically friendly brands if they could recall them. This reflects the lack of customer awareness created by green marketers.

4. Trust and Product Performance: The survey found that environmental views influenced green product performance. It is also expressed in AIMA Journal of Management & Research, Volume 8 Issue 1/4, ISSN 0974 – 497 2014 AJMR-AIMA 88% of respondents said they trust well-known brands and rate green products based on past experience. In other words, brand trust is founded on experience, information, and satisfaction.

8. GREEN PROBLEMS

No matter why a company utilizes green marketing, there are challenges to overcome. One of the primary issues is that organizations implementing green marketing must guarantee that their operations do not mislead customers or industry, or violate any environmental marketing standards or laws. To comply with the FTC's rules, marketers in the US must verify their green marketing claims match the following requirements. Green marketing claims must clearly describe environmental advantages, explain environmental features, explain how benefits are attained, justify comparative differences, and only use relevant phrases and images.

Firms that change their products in response to rising customer concerns must also struggle with inaccurate consumer impressions. Consider McDonald's replacement of clamshells with plastic-covered paper.

Scientists are still debating whether is more eco-friendly. Polystyrene may be less detrimental to the environment when seen holistically. To satisfy the demands of the public, McDonald's picked the more ecologically damaging choice.

When companies try to be socially responsible, they run the danger of causing future harm. Consider the aerosol sector, which moved from CFCs to HFCs (hydrofluorocarbons) only to be informed that HFCs are also a greenhouse gas. As an aerosol propellant, several companies now employ DME, which may disrupt the ozone layer [Debets 1989]. Given the current state of scientific knowledge, it may be difficult for a corporation to make an informed environmental choice. That's why companies like Coca-Cola and Walt Disney World are becoming more socially responsible without saying so. They may be insulating themselves against future bad consequences if they were incorrect in the past. However, adopting policies that address all environmental challenges is challenging. For example, environmental marketing rules only address a limited set of challenges, namely the veracity of environmental marketing.

9. SUGGESTIONS:

Countries must take more initiative in 'Going Green'. Sincere efforts by the federal and state governments, corporations, and agencies are urgently required. To attain green goals, consider: Clearly declare environmental advantages; Environmental benefits must be clearly communicated on items to raise customer understanding of environmental issues and change customer preferences. The benefits of utilizing an ecologically influenced product should be promoted to educate consumers. Ensure that comparisons are reasonable. The advantages of utilizing a green product versus a non-green product should be clearly stated. Manufacturing green products promoting green marketing must be tax-deductible.

- Ensure negative issues such as environmental concerns produced by non-green items are considered. The financial department must provide easy loans to green product manufacturers.

CONCLUSION

Going green is the need of the hour, and if all nations work together to promote green marketing, a worldwide transformation will occur. From a commercial standpoint, marketers must educate customers on the advantages of green products over non-green items.

Green marketing goes beyond a company's statements. In the end, it is customers that desire things and so generate environmental issues. McDonald's is often criticized for harming the environment since most of its packaging ends up on the roadway. Remember that it is the careless customer who decides to improperly dispose of their garbage. The responsibility for the natural environment should not lie only on businesses. The following explanations were given by customers in an EPA survey from 1994. The government should periodically enact laws strengthening environmental protection (The Environmental Protection Act, 1986), pollution control (Prevention and Control of Pollution Act, 1981), and waste management (Waste Management and Handling Rules, 1989) to link sustainability to economy and society for a better present and future.

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