

# Green Marketing

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**ABSTRACT:** To understand what green marketing is how it is different from other marketing techniques. Also to learn how companies make green marketing practices successful and understand the benefits of green products in today's time. Green marketing refers to the process of selling products and/or services based on their environmental benefits. Such a product or service may be environmentally friendly in itself or produced and/or packaged in an environmentally friendly way. Companies involved in green marketing make decisions relating to the entire process of the company's products, such as methods of processing, packaging and distribution.

**KEYWORDS:** Green, Enviroiment, Green products, protection, Resources, Marketing.

## 1. What is Green Marketing?

Green marketing is the marketing of products that are presumed to be environmentally preferable to others. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, sustainable packaging, as well as modifying advertising. Other similar terms used along with green marketing are environmental marketing and ecological marketing. Green, environmental and eco-marketing are part of the new marketing approaches which do not just refocus, adjust or enhance existing marketing thinking and practice, but seek to challenge those approaches and provide a substantially different perspective. In more detail green, environmental and eco-marketing belong to the group of approaches which seek to address the lack of fit between marketing as it is currently practiced and the ecological and social realities of the wider marketing environment.

### 1.1 How different is Green Marketing from Traditional Marketing?

Broadly Traditional marketing refers to any type of promotion, advertising or campaign that has been in use by companies for years, and that has a proven success rate. Methods of traditional marketing can include print advertisements, such as newsletters, billboards, flyers and newspaper print ads. Other forms of traditional marketing include television spots or commercials, as well as radio spots advertising a business, product or service. Wherein Green Marketing practices techniques which are enviroiment friendly, does benefit to both consumer and the surrounding and does not unnecessarily wastes resources instead promotes sustainable use of resources.

- Traditional marketing appeals on the direct functional benefits and emotions. Green Marketing will do this, **plus appeal on indirect long term environmental benefits.**
- Traditional marketing educates the consumer about the product. Green Marketing will do this, **plus help determine ecologically sound product choices.**
- Traditional marketing bases its supplier network on quality, functionality, and price. Green Marketing will do this, **plus forces its vendors to turn green.**

Traditional marketing has always externalized the costs - either moved somewhere else in the supply chain or delayed to some future time through emissions and waste generation. Green or Sustainable marketing internalizes all those costs and reaches an optimal solution without moving costs around anywhere along the product's lifecycle.

### 1.2 Main Components of Green Marketing

Marketers have responded to growing consumer demand for environment-friendly products in several ways, which describes the components of green marketing as follows:

1. Promoting the environmental attributes of products
2. Introducing new products specifically for those concerned with energy efficiency, waste reduction, sustainability, and climate control
3. redesigning existing products with an eye towards these same consumers

Green Marketing operations are conducted in environmentally-sensitive fashion because the owners and Managers of such companies feel a responsibility to preserve the integrity of the natural environment even as they satisfy consumer needs and desires. Indeed, true green marketing emphasizes environmental stewardship.

### **1.3 What are Green Products?**

A green product is the one that has less of an environmental impact or is less detrimental to human health than the traditional product equivalent. While no product will ever be 100% “green,” since all product development will have some impact on the surrounding environment. Green products are produced keeping in mind to have minimal effect on environment.

Green products are:

- Energy efficient, durable and often have low maintenance requirements.
- Free of Ozone depleting chemicals, toxic compounds and don't produce toxic by-products.
- Often made of recycled materials or content or from renewable and sustainable sources.
- Obtained from local manufacturers or resources.
- Biodegradable or easily reused either in part or as a whole.

#### **Characteristics of Green products are:**

- **Non-Toxic:** A non-toxic green product claims that it is safe for the environment and people.
- **VOC-Free:** Volatile organic compounds, or VOCs, can cause a negative effect to the health of people and the environment. Green products are VOC-free.
- **Biodegradable:** Items that are biodegradable are capable of decomposing into the same elements that are found in nature.
- **Compostable:** This means that the product can be broken down and used as compost. Compost is a material that can be returned to the earth and help return nutrients to the soil.
- **Recyclable:** It means that a product can be recycled according to local regulations for use (post-consumer) by future manufacturing processes.
- **Recycled:** Products containing post-consumer or pre-consumer recycled material.
- **Made with Renewable Materials:** Renewable materials, or rapidly renewable materials, are agricultural products that may be harvested sustainably for use in manufacturing processes.
- **Made with Renewable Energy:** Unlike fossil fuels, renewable energy sources, such as wind or solar energy, are not depleted while manufacturing green products.
- **Ozone-Friendly:** The green products which are ozone friendly include that they does not cause any damage to the upper ozone layer and the air at the ground level.
- **Carbon Offsets:** Companies may refer to using carbon offsets it proves that they take precautions and actions to reduce their carbon footprint.

#### **Green Product Certification**

There are couple of ways to ensure that the customer is not being duped or tricked by a company and is genuinely selling a green product.

A good rule of thumb is to look for the certification labelling, if that is not on the product then keep on walking. The most common list of certification is as follows:

- 1) **ENERGY STAR:** A labeling program for energy efficient homes, building products, electronics and appliances. ENERGY STAR is a joint program of the U.S. Environmental Protection Agency and the U.S. Department of Energy helping protect the environment through energy efficient products and practices.
- 2) **Green Seal:** Green Seal Certification ensures that a product meets rigorous, science-based leadership standards. It is a lifecycle assessment based labelling program for building products, green operations and maintenance procedures. A green seal can be found on anything from a coffee filter to a hotel.
- 3) **Leadership in Energy and Environmental Design (LEED):** The LEED certification was created by the U.S. Green Building Council in 2000, it is an internationally recognized standard for green building and design. The rating system works off 5 categories and is associated to both business and residential buildings. LEED focuses on whole building sustainability which can be used by diverse professionals and government

agencies. You could look for the LEED seals when looking to purchase green homes or office buildings, as an example.

- 4) **USDA Organic Product:** When looking to go green at the dinner table many will look for certified organic foods. The United States Department of Agriculture has implemented the National Organic Program, which will indicate whether an agricultural product was produced in such a way that integrates biological, cultural and mechanical processes to conserve biodiversity and foster cycling of natural resources. In general this means synthetic fertilizer, irradiation or genetic engineering practices will not be used.

### **2.1 Green Marketing Strategies to earn Consumer Trust**

Companies should adopt the following strategies to gain trust in the eyes of the consumer when they adopt Green Marketing techniques as in today's time most companies are mis-leading customers with their false promises and in the name Green marketing deceive the customers. Thus in order to fulfil what is said, the companies should follow the following:

- 1) **Being Genuine:** It means :
  - a) that you are actually doing what you claim to be doing in your green marketing campaign
  - b) That the rest of your business policies are consistent with whatever you are doing that's environmentally friendly. Both these conditions have to be met for your business to establish the kind of environmental credentials that will allow a green marketing campaign to succeed.
- 2) **Educating your customers:** isn't just a matter of letting people know you're doing whatever you're doing to protect the environment, but also a matter of letting them know why it matters.
- 3) **Giving your customers an opportunity to participate** means personalizing the benefits of your environmentally friendly actions, normally through letting the customer take part in positive environmental action.

### **3.1 Top 7 Companies promoting Green Marketing**

- **DELL:** Computer equipment has historically been one of the most difficult and costly products to safely dispose of. Fortunately, one of the major leaders in that field has stepped forward to make the task less daunting. Through its "no computer should go to waste" recycling program, Dell allows customers to return any Dell-branded product back to the company – for free. The company has even gone so far as to establish programs that accept computers, monitors, or printers **from other companies** for safe disposal, as well.
- **Honda:** According to a CNN Money Honda has gone above and beyond in its environmental duties. Honda is the "the most fuel-efficient auto company in the US". Honda is hard at work on the hydrogen fuel cell powered "FCX." Honda is apparently also taking steps to create an entire infrastructure for hydrogen, looking forward to a day when – hopefully – more cars will be powered by that instead of gasoline.
- **Continental Airlines:** Continental Airlines has spent over \$16 billion in the last decade to replace its entire fleet of airplanes with more fuel-efficient ones, in addition to installing fuel-saving "winglets" that cut emissions 5% on its 737 model aircraft. Beyond that, nitrogen oxide emissions from Continental's busy Houston hub have been sliced by an astounding 75% since the year 2000. Continental might also be the only company with 12 full time "staff environmentalists" on the payroll who are constantly pairing up with engine manufacturers to design greener, more efficient processes into company operations. And is if this weren't enough, the company makes a point of sorting all of its trash to see what can be recycled.
- **Goldman Sachs:** The ultra-profitable bank has parlayed its new found green ethos into a bona-fide profit-center. The firm's \$1.5 million investment in solar, ethanol, and wind have paid off in spades, prompting companies like Kohlberg Kravis Roberts and Texas Pacific to consult Goldman on their own environmentally-focused projects. It is also said that many of the bank's employees and executives are proud, hybrid-driving motorists.
- **Hewlett-Packard:** Another computing company staking its claim to greener pastures is Hewlett Packard. The company has gotten out in front of the computer disposal issue by owning and operating enormous "**e-waste**" recycling plants that shred discarded, obsolete computer products into raw materials that can be recycled into the industrial food chain. HP has also agreed to take back computer equipment of all brands, and taken steps to ensure that its own products are 100% recyclable in the manner discussed above.

- **Coca-Cola:** Coca-Cola has narrowed down 3 environmental goals on which to focus their efforts: water stewardship, sustainable packaging, and climate & energy protection. In just a few years, Coca-Cola has already gotten itself involved in community recycling programs and a complete, sustainability-focused overhaul of its packaging designs.
- **Starbucks:** Starbucks has green advocates smiling about its “bean-to-cup” approach, which stresses top efficiency at each link of its global supply chain. By all measures the program appears to be a great success, with the company’s decision to use coffee cup sleeves made of recycled paper saving roughly 78,000 trees per year since 2006. Starbucks has also partnered up with many environmental organizations, from Conservation International to the Earth watch Institute, in efforts to do right by the communities it operates in.

### **Conclusions**

Green Marketing has received positive response from customers when companies have truly stood out on practices they have mentioned and have had great impact on environment. The concept is getting more awareness through the voice of new generation spreading out the message how important protecting environment is of prime importance for each one of us on this planet; as if we will not care about Mother Nature today it will not care for us either. Big MNC firms have taken and implemented these marketing techniques seriously which are rapidly growing. However that contributes just a small proportion of the people involved, more and more people need to get involved in these programs to make Green Marketing initiatives successful.

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