

## IMPACT OF GREEN MARKETING ON ENVIRONMENT AND COUNTRY

---

Ankita Bhatt\*

### ABSTRACT

*Green marketing seems to be the crucial constituents of the holistic marketing concept. Green marketing is capable enough to satisfy all human needs with minimal damage to environment. Green marketing is not only beneficial for environment and country but it is also provide good innovative tricks to the businessman and provide the competitive advantage. Though it is not so much old concept so many companies in all over the world are using and successful implementing this concept. In India also so many well-known companies are now diverted towards this concept since last 10years. Not only this but so many Indian companies are developing rapidly due to the successful implementation of this concept. This type of marketing activities is costlier than other marketing activities. But nowadays this type of marketing is in demand. So it can be profitable too. Authenticity is essential in green marketing. Companies risk being labeled as dishonest if their business practices don't match their green marketing messages, so they must ensure they're practicing what they're preaching. Green marketing involves so many things like eco-friendly packaging, eco-friendly product's use, communication and promotions of product's green benefits. Nowadays it is becoming more popular because people can now understand and feel the negative impact of population on the environment so they know that green marketing is the biggest requirement of today's modern world. Green marketing begins with a company actually implementing and practicing sustainable business methods.*

**KEYWORDS:** *Green Marketing, Environment Friendly, Nature, Country, Substantial.*

---

### Introduction

The concept green marketing came into existence in the in the late 1980s. The first workshop on "Ecological Marketing" was held by (AMA) American Marketing Association. This proceedings of the workshop resulted in one of the first books of Green Marketing entitled "Ecological Marketing" . Green marketing is nothing but the marketing of that product which are presumed to be environmentally safe and secure. 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. It includes a wide range of tasks life products modifications, changes in the steps of the process, packing, packaging, labeling and modifications in advertisements of product also known as Environmental Marketing and Ecological Marketing. They three are like similar terms. green marketing, environment marketing and eco-logical marketing are the wings of new marketing approaches. This three are not just focuses on at present marketing's thinking and practice, but it seeks to challenge those approaches and provide substantially different perspective. According to Kingis, green marketing must be more than a green way of marketing of the so-called green products. Green has to refer both to the method and to the product. This is why the very idea of green marketing needs considerable development and analysis, with rules and integrity in economic, scientific, academic and ethical terms.

---

\* Teaching Assistant, Mahdi Mahila Commerce College, Shishuvihar, Bhavnagar, Gujarat, India.  
(This paper has been submitted for the National Webinar on "Latest Advancements & Future Trends" organized by K. R. Doshi Group of Colleges, Bhavnagar, which was held on 20th December, 2020.)

Green Marketing has progressed over a period of time. There are three phases in the evolution process of Green Marketing. First phase was ecological green marketing where environmental problems and remedies for environmental problems were mainly focused. Environmental green marketing was the second phase; the major focus was on clean technology and designing of innovative new products, which can control pollution and waste issues. Third phase was "sustainable green marketing". This phase gained popularity in the late 1990s and early 2000.

#### **Objectives**

- To explore green marketing concept and its necessity.
- To know the awareness of green marketing.

#### **Top Indian Companies using Green Marketing**

- **LG:** The famous company of India LG is the pioneer who are making eco-friendly electronic gadgets. Recently this company has launched E60 and E90 series of monitor for our country's market. The USP of monitor uses 40% less energy than conventional LED monitors.
- **HAIER:** Eco branding is a part of haier's new policy. They have launched the eco life series. They have semi automatic refrigerators and washing machines, split and window air conditioners and a lot more.
- **SAMSUNG:** Samsung is also considered as the well-known company of India and it has also a good series of LED TV screens and now they have added the innovations eco-friendly LED backlights. It uses 40% less electricity and also does not release any harmful chemicals like mercury and lead.
- **TCS:** Tata Consultancy Services. This company has already topped the news week's top world's greenest company title. Because of their initiative of creating technology for agriculture and community benefits.
- **ONGC:** Oil and Natural Gas Commission is known as India's largest oil producers is all set to change the system with the innovations of green crematoriums, that would serve as a perfect replica for the funeral pyres that release so much smoke and uses up to excess oxygen.
- **JOHNSON & JOHNSON:** It is also using this concept of green marketing . this brand also uses eco friendly products and as well as body friendly too.
- **MRF:** This has launched the ZSLK series and which is about creating environment friendly tubeless tires.
- **HCL:** HCL is another brand that is trying to introduce eco- friendly products in the market and it has recently launched the HCL ME 40 notebooks. These notebooks do not use any polyvinyl chloride (PVC) material or other harmful chemicals and the Bureau of Energy Efficiency already given it a five star rating.
- **IndusInd Bank:** One of the first banks in India to discourage the use of paper for the counterfoils in ATMs, and sending electronic messages, it has contributed a lot towards saving paper and reducing deforestation.
- **Wipro:** Wipro, has not only helped in the creation of technology that helps in saving energy and preventing wastes, but its corporate headquarters in Pune is the most eco friendly building in this sector all over India.

Companies such as Tata Motors, Maruti Suzuki, Canon, Toyota, Philips, NTPC and McDonald's follow green marketing. Green marketing should not neglect the economic aspect of marketing. Marketers need to understand the implications of green marketing.

#### **Efforts that should be done for Green Marketing**

It is a fact that the natural environment is the basis of all activity. Natural environment and ecosystem services provide us with food, water and material for living. Since the economic activities directly depend upon the natural resources and the environment, the protection of natural environment is the duty of all stakeholders. He should take utmost care to protect both the renewable and non-renewable energy sources. If we fail to manage the ecosystem and environmental resources in a proper way, the future generations will face severe imbalances in climate and availability of water, food, good air, etc.

It is needless to say that the major reason behind the imbalance in the ecosystem is the improper management of resources and the population explosion. Hence, the process of selling goods and services in an eco-friendly way is a big issue before the business houses across the globe.

Moreover, keeping eco-friendly goods in the hands of the ultimate users is the social responsibility of the manufacturer as the role of wealth creators has been more in damaging the ecosystem rather than preserving it.

So many activities can be done for making green marketing Successful and that's why businessman can do their green marketing efforts. The following are can be considered as the strategy and the efforts of green marketing.

- They can increase the use of environment friendly materials like environment friendly papers, inks, for the printing of marketing materials.
- They should have to boost up recycling programs for diminishing waste and garbage.
- They should also have to use environment friendly packaging for their products.
- They should have to use environment friendly electricity sources which can cause least pollution and which are environmental safe.
- They should avoid plastics as much as they can.

#### **Positive Impact of Green Marketing**

There is growing interest among people around the world regarding protection of natural environment. People are getting more concerned for environment and changing their behavior for the protection of environment. As a result of this, the term "Green Marketing" has emerged. Hence, marketers are feeling their responsibility towards environment and giving importance to green marketing. Not only marketers but consumers are also concerned about the environment, and consumers are also changing their behavior pattern. Now, individual as well as industrial consumers are becoming more concerned about environment-friendly products.

- Nowadays "Plastic" is the biggest enemy of environment safety. Plastic usage is increasing day by day though it is banned in so many countries. Because of plastic usage and uneven disposal of plastics so many negative impacts can be find like water blocking, soil pollution, lack of absorption of water in soil etc...it cause the wastage of water ultimately. So, green marketing supports avoidance of plastic usage so it is useful for the environment.
- Doing a green marketing makes the company different from the others, and this is will make its own interest to your product. However, implementing green marketing is certainly not easy, for the first you must know surefire steps that lead you to green marketing.
- Green marketing is a manifestation of a brand that care about the good of the natural surroundings, not just pursue advantage of a brand by making green marketing campaign has created a product that can be used to preserve the environment.
- Green marketing increases the use of natural and organic products so it is useful in reducing the usage of chemical based products. Though this organic and natural products are costly in monitory terms it is at less consumption but today's public can understand the importance of organic products and so this types of products are high on demand.
- Green marketing not just only focuses on environment friendly supplements but it also incorporates the use of herbal medicines, naturopathy, and the biggest sources of strength yoga. The use of all this spiritual things and process not only environment is cured but also human organism can be cured by any of the diseases.
- Because green marketing incorporates the use of all these spiritual things and process theses can be the reason of healthy nature and it cause pollution free country.
- Green marketing is now not only costly concept but profitable too. Because people now seek for eco friendly products as well as packaging too. So, the eco friendly products are now so much in demand so for long period this can be a profitable concept.
- Green marketing is not only profitable concept for sellers but it is also useful concept for the people of the country. It shows the importance of environment safety which is not a personal benefit. So, everyone would like to join with this concept.

- Green marketing is also useful in raising the awareness of environment safety of country and useful in gets rid of social issues.
- Because green marketing is very much required concept it gives competitive advantage too. Because people who are nature lover will definitely preferred to buy eco-friendly products. So, those company or brands are not using and incorporating this concept will not be preferred by this type of people and vise-versa.the companies who are using this concept will have large sales.
- This concept is not so old so the company who are using this concept will be known as reputed company. On those bases it can improve their brand image.
- If your green marketing efforts don't create a sale, they will create good feelings for those who encounter the campaign and make them want your products or services in the future with a greater likelihood.

### **Negative Impact of Green Marketing**

It is found that only 5% of the marketing messages from "Green" campaigns are entirely true and there is a lack of standardization to authenticate these claims. There is no standardization to authenticate these claims. There is no standardization currently in place to certify a product as organic. Unless some regulatory bodies are involved in providing the certifications there will not be any verifiable means. A standard quality control board needs to be in place for such labeling and licensing.

- Country and businessman both are ready to accept the change in products, process, society but only if it is cost friendly. Green marketing concept is definitely eco-friendly concept but it does not incorporate cost benefits. This change can become costlier for country, businessmen and local public. So, it is difficult to accept.
- The key barrier to sustainable business practices, such as green procurement, is the short-term cost. Going green will typically cost more upfront, but generate great rewards in the long run.
- Even if this concept is affordable for some people and businessman the second obstacle arise in the way is standard certification. It is difficult for the business owner to fulfill the criteria of acquiring green marketing certification and purity.
- Sometimes false anticipating activities are also considered by the business owners. They intentionally make false claims regarding the eco friendly products and process which is known as "Green Washing".
- Green Washing is also one of the drawbacks of green marketing. Which convey a false impression or give misleading information about company's products and this false claiming of environmental safety. So these green washing concepts can decrease the acceptance of green marketing.
- Sometimes this concept does not get support from the general public because the products under these concepts are costlier than the normal products. So customer often makes comparison of both the products in terms of price. So, the general public will not underestimate its biggest cost disadvantage.
- The investors and corporate need to view the environment as a major long-term investment opportunity, the marketers need to look at the long- term benefits from this new green movement. It will require a lot of patience and no immediate results. Since it is a new concept and idea, it will have its own acceptance period.
- The another drawback of this concept is its campaigning. Because it is not much older concept it is difficult to retrieve the secondary data and it is difficult to conduct the research on this concept and because there is no guarantee that this efforts will generate revenue. So, it is challenging for the business owner to accept the charges that are involved in research process.
- It is difficult to connect this concept with old concept and convince people regarding this concept because the main drawback is comparison of cost between both the concepts. Normal marketing activities are quite cheaper than the green marketing activity.
- Green marketing is still relatively a new concept so lack of awareness can be the drawback of this concept.

**Conclusion**

The study itself states that this concept is very much useful for the sustainability of the environment and the country. Although those who work in sustainability prefer the term responsible marketing or even ethical marketing, green marketing is still a popular term to define a company that brands itself, a product or a service as beneficial to the environment and our society. But lack of cost benefits this concept is getting difficult to accept for every sector successfully. But so many MNCs and well known companies have started using the green marketing strategies and taking the competitive advantages of it.

**References**

- [Wikipedia](#)
- [www.google.com](http://www.google.com)
- <https://www.google.com/search?q=green+marketing&oq=Green+marketing&aqs=chrome.0.0i433i457j0j0i131i433j0l5.12085j0j15&sourceid=chrome&ie=UTF-8>
- <https://www.thebalancesmb.com/green-marketing-2948347>
- <https://www.businessmanagementideas.com/marketing/green-marketing/20101>
- <https://lautrecouleur.com/green-marketing-advantages-disadvantages/>
- <https://commercemates.com/what-is-green-marketing-importance-advantages-disadvantages/>
- <https://ukdiss.com/examples/indians-and-green-marketing.php>
- <https://brandongaille.com/14-pros-and-cons-of-green-marketing/>
- <https://smallbusiness.chron.com/benefits-green-marketing-68744.html>
- <https://ibrandstudio.com/articles/7-green-marketing-advantages>.

