

# STRENGTH, THREATS AND OPPORTUNITIES OF GREEN MARKETING

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*Abstract* : The paper deals with the strength, threats and opportunities of green marketing. It also focuses some of the issues with green marketing. In today's business world environmental issues plays an important role in marketing. All most all the governments around the world have concerned about green marketing activities that they have attempted to regulate them. There has been little attempt to academically examine environmental or green marketing.

*IndexTerms: Green Marketing, Academic, Environment*

## I. INTRODUCTION

Majority of people believe that green marketing refers solely to the promotion or advertising of products with environmental characteristics. Terms like Phosphate Free, Recyclable, Refillable, Ozone Friendly, and Environmentally Friendly are some of the things consumers most often associate with green marketing. While these terms are green marketing claims, in general green marketing is a much broader concept, one that can be applied to consumer goods, industrial goods and even services. For example, around the world there are resorts that are beginning to promote themselves as "ecotourist" facilities, i.e., facilities that "specialize" in experiencing nature or operating in a fashion that minimizes their environmental impact. Green marketing subsumes greening products as well as greening firms. In addition to manipulating the 4Ps (product, price, place and promotion) of the traditional marketing mix, it requires a careful understanding of public policy processes. A majority of people believe that green marketing refers solely to the promotion or advertising of products with environmental characteristics. Terms like Phosphate Free, Recyclable, Refillable, Ozone Friendly, and Environmentally Friendly are some of the things consumers most often associate with green marketing. While these terms are green marketing claims, in general green marketing is a much broader concept, one that can be applied to consumer goods, industrial goods and even services.

## DEFINITION

According to the American Marketing Association, green marketing is the marketing of products that are presumed to be environmentally safe. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising. Yet defining green marketing is not a simple task where several meanings intersect and contradict each other; an example of this will be the existence of varying social, environmental and retail definitions attached to this term.

## IMPORTANCE OF GREEN MARKETING:

- 1 The mankind has limited resources on the earth, with which she/he must attempt to provide for the worlds' unlimited wants. (There is extensive debate as to whether the earth is a resource at man's disposal.
- 2 The issue will not be addressed in this paper. In market societies where there is "freedom of choice", it has generally been accepted that individuals and organizations have the right to attempt to have their wants satisfied.
3. Firms face limited natural resources, they must develop new or alternative ways of satisfying these unlimited wants. Ultimately green marketing looks at how marketing activities utilize these limited resources, while satisfying consumers wants, both of individuals and industry, as well as achieving these sales.
4. Economics is the study of how people try to use their limited resources to satisfy unlimited wants.

## STRENGTH OF GREEN MARKETING:

Green marketing is important for a number of reasons, from eliminating wastefulness to educating consumers about how a company is maintaining eco-friendly measures. Here are some other objectives to consider when thinking about green marketing.

1. Avoiding waste: Whether it's creating biodegradable product packaging (meaning it can be broken down by biological means), cutting down on water consumption, or reducing the amount of trash that goes into landfills, green marketing is just as concerned with avoiding waste as putting forward an eco-friendly face to the public.
2. Reinventing products: Products themselves can be modified to lessen the impact on the environment. For example, Method sources its ingredients from many plant-derived ingredients, which means its safer for humans, not toxic to family pets who might accidentally ingest it; and more environmentally-friendly by being water-soluble and dispersing safely into the environment.
3. Making green while being green: Of course, companies that promote green products want to not only be good stewards of planet Earth, but make a profit while doing so. Green marketing allows businesses to capitalize on the subset of the population willing to pay a little more to lessen their footprint on the environment and protect the atmosphere.
4. Changing processes: Consumers aren't the only ones that need to be concerned with environmental impact. Green marketing also encourages businesses to properly utilize resources such as water consumption and electricity. Changing processes also

means looking for renewable materials, using alternative energy sources and finding ways to deliver products in a more fuel-efficient manner.

5. Creating eco-friendly messaging: Green marketing's biggest "marketing" accomplishment might be in messaging. Green marketing works to help consumers understand a product's green benefits and a company's commitment to the environment. It's also an important avenue in which to educate people about sustainability and the environment.

6. Access to new markets: It's no secret that people who prefer to buy green do so almost exclusively. If you haven't had green products before, they've had no reason to shop with you. Offering green alternatives opens your product line up to eco-friendly consumers. It may also create new opportunities with federal agencies or other businesses that look for green vendors to do business with.

7. Competitive advantage: If you're looking for an edge against your competitors, offer the same great quality product with the added feature of environmental friendliness. Consumers who buy green products do so because of the added benefit of being eco-conscious, even if the products are priced slightly higher.

### OPPORTUNITIES OF GREEN MARKETING:

As demands change, many firms see these changes as an opportunity to be exploited and have a competitive advantage over firms marketing non environmentally responsible alternatives. Some examples of firms who have strived to become more environmentally responsible, in an attempt to better satisfy their consumer needs are:

1. Social Responsibility: Many firms are beginning to realize that they are members of the wider community and therefore must behave in an environmentally responsible fashion thus resulting in environmental issues being integrated into the firm's corporate culture. An example of a firm that does not promote its environmental initiatives is Coca-Cola which invested large sums of money in various recycling activities, as well as having modified their packaging to minimize its environmental impact.

2. Governmental Pressure: Governmental rules relating to environmental marketing are designed to protect consumers through regulations designed to control the amount of hazardous wastes produced by firms by issuing of various environmental licenses, thus modifying organizational behavior.

3 Competitive Pressure: Another major force in the environmental marketing area has been firms' desire to maintain their competitive position. In many cases firms observe competitors promoting their environmental behaviors and attempt to emulate this behavior. In some instances this competitive pressure has caused an entire industry to modify and thus reduce its detrimental environmental behavior.

4 Cost or Profit Issues: Disposing of environmentally harmful by-products, such as polychlorinated biphenyl (PCB) contaminated oil are becoming increasingly costly and in some cases difficult. In minimizing wastes, firms often develop more effective production processes that reduce the need for some raw materials thus serving as a double cost savings. 5 Green Code: Generalize with care. Consumer behavior will not necessarily be consistent across different product types, and particular market segments may respond to certain issues on the green agenda but not others.

6. Explore the context: From which market research data originates. Be clear on the nature of the sample used, the questions asked, the way in which responses were recorded and the time and place from which the responses come.

7. Ensure the market research is crossing international borderlines, that the terminology and interpretation remains consistent.

### THREATS OF GREEN MARKETING:

1. The firms using green marketing must ensure that their activities are not misleading to consumers or industry, and do not breach any of the regulations or laws dealing with environmental marketing.

2. 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.

3. Indian literate and urban consumer is getting more aware about the merits of Green products. But it is still a new concept for the masses. The consumer needs to be educated and made aware of the environmental threats.

4. The investors and corporate companies 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. The corporate should not expect huge benefit for implementing Green Marketing immediately.

5. Green marketing is focusing on customer benefits i.e. the primary reason why consumers buy certain products in the first place. If the green products are priced very high then again it will lose its market acceptability.

### CONCLUSIONS:

Green marketing should not neglect the economic aspect of marketing. Marketers need to understand the implications of green marketing. If you think customers are not concerned about environmental issues or will not pay a premium for products that are more eco-responsible, think again. You must find an opportunity to enhance your product's performance and strengthen your customer's loyalty and command a higher price. Green marketing is still in its infancy and a lot of research is to be done on green marketing to fully explore its potential. Final consumers and industrial buyers also have the ability to pressure organizations to integrate the environment into their corporate culture and thus ensure all organizations minimize the detrimental environmental impact of their activities. Thus green marketing should look at minimizing environmental harm, not necessarily eliminating it.

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