



# A STUDY OF GREEN MARKETING AND EVOLUTION OF GREEN MARKETING

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## **ABSTRACT**

Green marketing has very notable concept across the globe, it has changed the perception of business towards society, it differs from traditional marketing, The limitations of traditional marketing in addressing contemporary market issues have resulted in the emergence of a new marketing approach, known as green marketing, which seeks to address these issues in a more innovative and effective way. This paper is focusing on evolution of green marketing through systematic and extensive review of literature; it also covers the major trends in field of green marketing by different companies and rules for green marketing. The study found that green marketing concept has been adopted by many countries and it is very much related to sustainable goals of United nation and countries. Therefore, green marketing is a futuristic concept and it is very dynamic in nature.

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Key words: Green Marketing, sustainable development evolution of green marketing

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## **INTRODUCTION**

Earth is only place where species can survive and live due to unique atmosphere, but last few decades prodigal pace of economic development has reduced the quality of environment on earth, and it create the chaos for human being, Today's consumers are increasingly aware of their environmental influence on the earth as a result of the impending environmental disaster. As a result, they seek for businesses that use sustainable business methods and care about the environment. Consumers most frequently associate green marketing with phrases like "phosphate free," "recyclable," "refillable," "ozone friendly," and "environmentally friendly." In general, green marketing is a much broader concept that can be applied to consumer goods, industrial goods, and even services, even though these terms are green marketing claims.

For instance, resorts are starting to market themselves as "Eco tourist" facilities, i.e., establishments that "specialise" in experiencing nature or conducting business in a way that has a minimal negative impact on the environment (May 1991, Ingram and Durst 1989, Troumbis 1991).

The field of green marketing emerged in the 1970s, but it wasn't until the 1980s that it began to gain recognition. During this time, the term "green marketing" was already being used in academic literature, although other related concepts such as "ecological consumption" and "ecological marketing" were more popular. In the 1990s, researchers focused mainly on advertising as an element of green marketing (Kilbourne 1995) (Shrum et al. 1995) were two notable researchers who explored this area. Since 2011, researchers have continued to examine various aspects of green marketing, including green marketing communication, management, and its limitations and potentialities. There has been a growing awareness of the importance of sustainable and environmentally-friendly practices in business, and many companies have adopted green marketing strategies as a way to appeal to consumers who are concerned about the environment. However, there are also challenges and limitations associated with green marketing, such as the potential for "green washing" or misleading claims about a product's environmental impact. Researchers have also explored the potential of green marketing to drive positive environmental change and promote sustainable consumption habits (D'Souza, 2015; Garg, 2015; Wymer, Polonsky, 2015; Zampese et al., 2016).

Green marketing is a concept that combines ideas of environmental friendliness, sustainability, and social responsibility. In order to fully understand and benefit from green marketing, it is important to research its theoretical basis. This study aims to analyse the evolution, conceptualization, and potential benefits of green marketing orientation using various methods such as scientific literature analysis, comparative analysis, abstraction, and synthesis. By examining and synthesizing relevant literature, this study aims to provide a comprehensive understanding of green marketing and its potential benefits. Unfortunately, many people mistakenly believe that green marketing only pertains to promoting or advertising products that have environmental benefits. Terms such as "Phosphate Free," "Recyclable," "Refillable," "Ozone Friendly and Environmentally Friendly" are often associated with green marketing by consumers. However, green marketing is actually a much broader concept that can be applied to consumer goods, industrial goods, and even services. For example, there are resorts around the world that are promoting themselves as "ecotourism" facilities, which specialize in providing experiences in nature while minimizing their environmental impact. The scope of green marketing goes beyond just advertising and promotion and encompasses various aspects of a company's operations, including product design, production, distribution, and communication with stakeholders (May 1991, Ingram and Durst 1989, Troumbis 1991).

The definition of green marketing includes many traditional components of the marketing definition, which is "all activities aimed at creating and facilitating any exchanges that are intended to satisfy human needs or wants." Like traditional marketing, green marketing is concerned with meeting consumer needs and wants through the creation and promotion of products and services. However, it also takes into account the environmental and social impact of these activities, with the aim of minimizing harm and promoting sustainable practices (Stanton and Futrell 1987).

## **OBJECTIVES**

- To study the evolution of green marketing phase wise
- To define the concept of green marketing and major trends of green marketing

## **EVOLUTION OF GREEN MARKETING**

According to various studies (Mishra & Sharma, 2014; Zampese et al., 2016; Lazar, 2017; Papadas et al., 2017), the evolution of green marketing can be divided into three phases: ecological, environmental, and sustainable. The ecological phase, which began in the 1960s, focused on using marketing activities as a means to address environmental problems. The focus was on the most damaging and toxic industries such as chemicals and mining. The main target was to tackle front line polluters. However, the ecological phase did not yield significant results, except for raising awareness from the government. Green marketing was recognized by the government as a response to environmental activism during this phase (Zampese et al., 2016). In the late 1980s, changes in social and business landscapes brought environmental issues to the forefront of green marketing. During the environmental phase, marketers focused on developing clean technology for designing innovative products, reducing pollution and waste (Lazar, 2017). Unlike the ecological phase, the environmental phase addressed not only the consumption of resources, but also larger environmental problems such as ecosystem destruction and species extinction. Green marketing also expanded beyond the most damaging and toxic industries to include electronics, tourism, and clothing, among others. In product markets, environmental concerns became a significant competitive factor (Papadas et al., 2017).

The global recognition of environmental problems as symptoms of unsustainable production and consumption systems led to the further development of green marketing. The sustainable phase that began in 2000 focused on initiatives to reduce the environmental impact of product consumption. Marketing became more radical, with the aim of meeting the full environmental costs of production and consumption to create a sustainable economy. The sustainability phase also required production and consumption to ensure that the current material standard of living does not harm the living standards of future generations (Peattie, 2001). In the sustainable phase, green marketing gained significant relevance in many companies. Companies in various industries began to adopt the principles of sustainable marketing, including an orientation towards the future, justice, and emphasis on needs rather than wants (Katrandjiev, 2016). The definitions of green marketing can be characterized by three significant aspects. The first aspect is related to professional thinking, which involves various sub-processes that aim to sell products while achieving environmental benefits (Thapa, Verma, 2014). The second aspect is based on holistic thinking, which takes into account the interconnectedness of all aspects of the environment and society (Mishra, Sharma, 2014; Papadas et al., 2017).

Green marketing gained importance after the first workshop on ecological marketing was held in Austin, Texas in 1975. The workshop produced the first book on green marketing titled "Ecological Marketing".

This event sparked the interest of scholars and academics worldwide in the field of sustainable development and green marketing, leading to the publication of numerous quality publications. Notable authors who published books in this field include Ken Peattie (1992) in the United Kingdom and Jacquelyn Ottman (1993) in the United States. Various terms have been used interchangeably with green marketing, such as ecological marketing (Fisk, 1974; Henion and Kinnear, 1976), environmental marketing (Coddington, 1993), sustainable marketing (Fuller, 1999), and greener marketing (Charter and Polonsky, 1999).

According to Bhatt's (1993) study, every company launching a green marketing programme should begin with green design because inputs, manufacturing processes, distribution, use, and disposal techniques are chosen during the design stage. Provides waste reduction and source control management techniques to reduce wastes, as well as a way to compare green design options, which can give designers direction in choosing superior designs, it is advised to use a concurrent rather than sequential approach to product development because a product must satisfy several requirements. He insists that top management pay importance to green marketing as a final point. According to a study by Peter Kangis (1992), the difficulties that the concept of "green marketing" raises for marketing professionals as well as consumers are caused by a number of problems, including the absence of a consensus definition for the term, a lack of understanding of cause-and-effect relationships in matters affecting the environment, and the overt and covert causes of such concerns.

Peattie (2001) identified three stages in the development of green marketing. The first stage was known as "Ecological" green marketing, and all marketing operations during this time were focused on addressing environmental issues and offering solutions. The second phase was "Environmental" green marketing, when the emphasis turned to clean technology and the creation of novel new goods to address difficulties with waste and pollution. The third stage of green marketing was "Sustainable." Late in the 1990s and early in the 2000s, it gained popularity. The economic side of marketing should not be overlooked by green marketing, according to Saxena & Khandelwal's (2010) investigation that found that green marketing encompasses more than a company's marketing claims. The effects of green marketing must be understood by marketers. Green marketing is a golden goose, and when done properly, it can be a very effective marketing approach.

### **How come green marketing?**

1. Corporate Social Responsibility: An environmentally conscious business will always work to meet both its financial and environmental goals.

This is only possible if environmental concerns are gradually included into boardroom choices.

2. Government regulations: Governments all around the world have developed rules and regulatory bodies to limit the quantity of hazardous wastes that businesses produce. Their primary goal is to lessen global carbon emissions. Government tries to educate its population about the need for environmental responsibility in addition to businesses.

3. Competition: Businesses are compelled to alter their environmental marketing initiatives due to

competitors' environmental actions.

4. Possibilities: Costs related to waste disposal or decreases in material utilisation push businesses to alter their behaviour.

To avoid green marketing myopia, there are many lessons to be learnt. In brief, green marketing necessitates using sound marketing strategies to make green products appealing to consumers. Given that environmentalism's recognition of boundaries and conservation does not mesh well with marketing's basic assumptions as the marketer may, business researchers have seen it as a "fringe topic." According to evidence, effective green products have avoided green marketing myopia by adhering to the following key principles: Customer value position; consumer knowledge calibration; and Credibility of Product Claim.

In Pride and Ferrell's (1993) definition, green marketing, which is also known as environmental marketing and sustainable marketing, refers to the actions taken by an organization in designing, promoting, pricing, and distributing products that minimize negative impacts on the environment. This type of marketing emphasizes the importance of sustainability and encourages businesses to consider the long-term effects of their actions on the environment. Overall, green marketing aims to promote environmentally friendly practices and products while reducing harm to the planet. Although the literate and urban consumers in India are becoming more aware of the benefits of green products, the concept is still relatively new to the masses. Therefore, it is crucial to educate and raise awareness among consumers about the environmental threats. It will take a lot of time and effort to reach out to the masses with the new green movements. However, due to India's Ayurveda heritage, the consumers in India already appreciate the importance of using natural and herbal beauty products. Additionally, the Indian consumers are exposed to healthy living lifestyles such as yoga and natural food consumption. Therefore, in these aspects, the consumers are already aware and would be more likely to accept green products.

### **PRESENT TRENDS IN GREEN MARKETING IN INDIA**

Organizations view environmental marketing as an opportunity to achieve their objectives, as they have realized that consumers prefer products that do not harm the natural environment or human health. By marketing green products, firms can gain a competitive advantage over those that do not and simultaneously meet their business objectives. Additionally, organizations believe that they have a moral obligation to be more socially responsible, which is in line with the philosophy of Corporate Social Responsibility (CSR). Many businesses have successfully adopted CSR to improve their corporate image. In this context, firms can take two approaches - they can use their environmentally responsible practices as a marketing tool or become responsible without explicitly promoting it as a selling point. According to Elkington (1994: 93), a green consumer is someone who chooses to avoid products that are likely to cause harm to the health of consumers or others, result in significant damage to the environment during their production, use or disposal, consume a disproportionate amount of energy, create unnecessary waste, use materials derived from threatened species or environments, involve unnecessary use of or cruelty to animals, or adversely affect other countries.

In other words, green consumers make conscious choices to purchase products that are more environmentally friendly and socially responsible.

According to Peattie (2001), the evolution of green marketing has occurred in three phases. The first phase, termed "Ecological" green marketing, focused on addressing environmental problems and providing remedies for them. The second phase, called "Environmental" green marketing, involved designing innovative new products that addressed pollution and waste issues. The third phase, known as "Sustainable" green marketing, emerged in the late 1990s and early 2000s, and focused on sustainable business practices that take into account environmental, social, and economic considerations.

Green marketing is a crucial component of the holistic marketing concept, particularly for businesses that rely on the physical environment, such as the fishing, processed foods, tourism, and adventure sports industries. Changes in the physical environment may pose a significant threat to these industries. Many global players across diverse industries are now successfully implementing green marketing practices to address environmental concerns and improve their corporate image.

Green marketing faces various challenges, including the lack of standardization to authenticate the claims made by green campaigns, which may lead to false advertising. To address this, a regulatory body needs to be in place to certify products as organic. Additionally, educating the masses about the benefits of green products is crucial, as it is still a new concept for many. Investors and marketers must view the environment as a long-term investment opportunity and be patient as it takes time for new ideas to gain acceptance. It is essential to focus on customer benefits when developing green products to avoid green myopia, where the product may be environmentally friendly but not meet consumer satisfaction or be priced too high for market acceptability.

## RULES OF GREEN MARKETING

1. Know your audience. Make sure that the consumer is aware of and concerned about the challenges that your product tries to address if you want to sell them a greener product.
2. Give consumers control. Make sure customers believe they can change the world, either on their own or in unison with all the other users of your product. This is referred to as "empowerment," and it is the major reason why customers choose eco-friendly goods. This potent idea is at the heart of a lot of tip-heavy promotions.
3. be open and honest. The authenticity of your product and the particular claims you are making must be accepted by customers.
4. Not only should you inform your clients about the environmental protection measures you are doing, but you should also explain why these measures are important. Otherwise, the green marketing campaign would fail because a sizeable section of the target demographic will ask, "So what?"
5. Create superior products. Until corporations offer green products comparable to or superior than their

conventional counterparts, consumers won't think any differently about them. It comes as no surprise that most consumers place a significantly higher value on performance, dependability, and durability than environmental sustainability.

6. Provide more. Consumers should be informed about the financial and environmental benefits of purchasing green items, as they are more likely to do so when the price is higher.

## **CONCLUSION**

This research makes a significant contribution to the field of green marketing by providing a structured and outcome-based perspective on the construct of green marketing. The study confirms the theoretical assumption that green marketing initiatives are structured into strategic, tactical, and operational levels, and cohesive marketing activities at these levels have a significant impact on organizational, environmental, and social contexts. By engaging in these activities, businesses can develop and improve their natural ecosystem while increasing the quality of life for consumers. Based on these findings, the authors propose a conceptualization of green marketing as an organization's engagement in strategic, tactical, and operational marketing activities and processes that aim to create, communicate, and deliver products with minimal environmental impact and significant commercial and social benefits.

Future research should examine how the strategic, tactical, and operational dimensions of green marketing operate in different social, economic, cultural, and political environments, as green marketing practices may feature unique characteristics in various contexts. Moreover, there is a need to investigate how different outcomes of green marketing orientation (commercial, environmental, and social benefits) affect the performance of organizations in various industries. This would provide insight into the effectiveness of green marketing strategies and their impact on different sectors. In essence, it is essential for marketing teams to establish a clear definition of sustainability that aligns with their company's values and then determine how to integrate those values into their products. Companies should avoid creating green myths to appeal to environmentally conscious consumers and instead focus on developing genuine products that effectively communicate their environmental story. This approach will help to establish trust with consumers and strengthen a company's reputation as a genuine supporter of sustainability.

In today's world, our lifespan is decreasing due to the consumption of non-organic food products. If this trend continues, natural disasters will have severe consequences for the world. Therefore, it is crucial to adopt green marketing on a global scale. Implementing strict regulations around green marketing could bring about significant changes in the business world, as it is necessary to protect the environment for future generations. However, implementing green marketing practices is not an easy concept. Firms must conduct thorough research and planning to determine its feasibility in the market. Therefore, both marketers and the government must take the necessary steps to protect our people and the environment for our future generations.

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