

## CHALLENGES AND STRATEGIES OF GREEN MARKETING IN THE COMING SCENARIO

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### Abstract

Green marketing has emerged as a dominant concept to stay in the current scenario. It focuses on attaining long term goals and success of the organization by improvising the quality and the productivity of goods and services. Though companies have many reasons to become green, they can succeed only when all the stakeholders are involved in the same. Consumers need to aware about the benefits and need to prefer them to reduce environmental impact. Green Marketing involves new techniques and strategies of modification of the product, process changes, packaging and advertising. This paper looks at the concept, features, role and various strategies used by the companies for implementing it. That gives opportunities as well as challenges as many customers are skeptical concerning Green advertising and brand them as Green washing.

**Keywords:** Green Marketing, Greenwashing, Marketing strategy

### Introduction:

The Temperature of earth is increasing due to Global warming and Climate Change. Industrial production, transportation, deforestation, burning fossil liquid etc., increase the temperature It is one of the social responsibilities of a business organization to serve the society and to protect the natural environment. Because of this, there is growing interest among the consumers regarding environmental protection. Prior research reveals that people are very much concerned about the environment and changing their behavior towards environment so, there has been a shift from traditional marketing to green marketing. Constant changes in way of living and demand pattern of the consumers have led to most marketers to tap the market with new strategies. Therefore, most of perception the organizations have increasingly followed the pursuit of sustainability as a goal. It is the of the consumers and industry that ecofriendly products are safe to use.

### DEFINITION OF GREEN MARKETING:

Green marketing is the marketing of environmentally friendly products and services using ecofriendly packaging, and green power such as solar power, wind power, hydro, biomass etc. The use of recyclable or reusable materials in the production process can

be used to avoid wastages including a wide range of activities such as product alteration, change in the production process, modified advertising etc.

India is the second largest populated country and also there is a growing concern to balance between consumption and conservation of natural resources.

### **ADVANTAGES OF GREEN MARKETING.**

1. Opportunities or Competitive Advantage
2. Corporate Social Responsibility (CSR)
3. Government Regulations
4. Competitive Fore
5. Earnings or Yielding

### **CONCEPTUAL FRAMEWORK:**

According to Kangis (1992),<sup>1</sup> the challenge for green marketing both for marketing companies and consumers raised due to lack of acceptable definition for green marketing, no clear understanding of cause and effect relationships in matters affecting the environment and underlying reasons for the issues. Green Marketing refers to all activities designed to generate and facilitate all exchanges intended to satisfy human needs or wants with minimal detrimental to the environment. Polonsky 1994.<sup>2</sup> Increased use of green marketing is depending on five possible reasons. Polonsky 2011. People are willing to buy the greener product even at higher price. Product selection aims to fulfill wants or needs; in addition, nowadays, consumers participate actively in protecting environmental sustainability (Richey et al., 2014).<sup>3</sup> Green marketing tools measures the effect of green marketing on the consumer buying behavior and the extent of public awareness in recognizing green products. Green marketing tools such as eco-friendly Labels and environmental advertisements will facilitate consumers in making perceptions and building awareness of the attributes and characteristics of green products (Richey et al., 2014). A better understanding of the consumer behavior enables the businesses to bring more consumers and shape their products or services according to the changing needs of the consumers Agyeman C .M 2014<sup>4</sup> . Vandhana R. Karpagavalli G 2013.<sup>5</sup> Sees the outcome of the green marketing as environment conservation for the current and future generations

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<sup>1</sup> Kangis, P. (1992). Concerns about green marketing. *International Journal of Wine Marketing*.

<sup>2</sup> Polonsky, M. J. (1994). An introduction to green marketing. *Electronic green journal*, 1(2).

<sup>3</sup> Richey Jr, R. G., Musgrove, C. F., Gillison, S. T., & Gabler, C. B. (2014). The effects of environmental focus and program timing on green marketing performance and the moderating role of resource commitment. *Industrial Marketing Management*, 43(7), 1246-1257.

<sup>4</sup> Agyeman, C. M. (2014). Consumers' buying behavior towards green products: An exploratory study. *International journal of management research and business strategy*, 3(1), 188-197.

<sup>5</sup> Vandhana R. Karpagavalli G 2013.

(Hartmann & Apaolaza-Ibáñez, 2012)<sup>6</sup> found that Green advertisement links advertising with environmental issues. Consumers distinguish green advertising from other product advertisements distinguish green advertising from other product advertisements. These advertisement aims to create environmental awareness, increase green brand recognition, facilitate the formation of a positive attitude towards green products, and influence the purchase intention of green products Prihandono et al.<sup>7</sup>. The business focuses on consumer preferences and considers the nature now (Gupta & Ogden, 2009<sup>8</sup>). Green marketing is the consistency of all activities that design services and facilities for the satisfaction of human needs and desires without impacting the natural environment (Polonsky, 2017)<sup>9</sup>. (Cronin et al., 2011).<sup>10</sup> Lists the principal objective of green marketing is to create two primary lines

1. To gain profits for the company
2. As a form of social responsibility to the environment It is a combined effort of Government, Industry and Consumers to make this planet a safer place to live.in order to implement green marketing successfully in any country.



Dr. Maher Abdelsamie introduced the **Environmental Credit Scoring System (ECSS)** in July 2017. It is a block chain-backed system with the aim to Connect Online and offline products and service providers, individuals, LCA experts, EPD program operators, non-profits, government bodies, advertisers and other entities. A massive and scalable distributed ledger records all transactions.

<sup>6</sup> Hartmann, P., & Apaolaza-Ibáñez, V. (2012). Emotional responses to nature in advertising and real nature. In *Advances in Advertising Research (Vol. III)* (pp. 17-28). Gabler Verlag, Wiesbaden.

<sup>7</sup> Prihandono, I., & Relig, F. H. (2019). International Certification as a Mechanism for Protecting the Human Rights of Indonesian Coffee Farmers. *Environmental Policy and Law*, 49(1), 49-54.

<sup>8</sup> Gupta, S., & Ogden, D. T. (2009). To buy or not to buy? A social dilemma perspective on green buying. *Journal of consumer marketing*.

<sup>9</sup> Beck, R. W., Riddlesworth, T., Ruedy, K., Ahmann, A., Bergenstal, R., Haller, S., ... & DIAMOND Study Group. (2017). Effect of continuous glucose monitoring on glycemic control in adults with type 1 diabetes using insulin injections: the DIAMOND randomized clinical trial. *Jama*, 317(4), 371-378.

<sup>10</sup> Cronin Jr, J. J., Brady, M. K., & Hult, G. T. M. (2000). Assessing the effects of quality, value, and customer satisfaction on consumer behavioral intentions in service environments. *Journal of retailing*, 76(2), 193-218.

The **International Organization for Standardization (ISO)** has developed three types of environmental product claims:

Type I environmental labels based on ISO 14024,

Type II self-declared environmental claims based on ISO 14021, and

Type III environmental product declaration based on ISO 14025.

Sources: [www.yomna.org](http://www.yomna.org).

### **CHALLENGES IN GREEN MARKETING**

One of the main challenges of green marketing is to provide all information about the negative environmental impacts of the conventional products to highlight the relative benefits of the greener products.

Identifying greener product is difficult even for urban people on the retailer's shelf




The availability of eco-friendly products are less compared to conventional products and costly to afford

Developing a product with fully green in different aspects without customer satisfaction leads to green marketing myopia.

Greenwashing is a misleading or unsubstantiated claims by a company about the environmental benefits of a product or service.

### **GREEN MARKETING STRATEGIES/TOOLS:**

It creates an awareness about the characteristics and special features of the greener products and increases the buying behavior of the consumers. They are **Eco -labeling**: Eco labeling helps to differentiate the green products from non-green products. They communicate information leading to knowledge of the consumer (Houston, 2012). Eco-labels provide information to the consumers to build their trust towards the green product (Bleda and Valente 2009) and influence the green purchase intention. Eco-labels such as "Energy Star" and "EU labels" reduces the electricity bills particularly for consumer durables, as they can pay a higher price (Bratt et al., 2011; Ward et al., 2011). Consumer trust for the eco-labels makes the green product successful (Potts and Haward, 2007). Eco-labels evokes good judgment to portray peasant view of nature and reinforce consumer trust towards the product It assures consumers that the product to be bought is favorable in all the aspects with the help of affirmative sensations (Amos et al., 2014).

Eco-labels	Country/Company	Description
	India	To increase consumer awareness, the Government of India launched the eco-labelling scheme known as 'Ecomark' in 1991 for easy identification of environment-friendly products.
	Proctor & Gamble	Future Friendly is a designation for Proctor and Gamble products that save energy, save water, reduce waste, and or are produced from sustainably-harvested materials.  It is a private label such that only P&G products can be awarded the label.
	Thailand	The Green Label is an environmental certification awarded to specific products that are shown to have minimum detrimental impact on the environment, in comparison with other products serving the same function. The Thai Green Label Scheme applies to products and services, not including foods, drinks, and pharmaceuticals.  The Thai Green Label Scheme was initiated by the Thailand Business Council for Sustainable Development (TBCSD) and formally launched in August 1994 by The Thailand Environment Institute (TEI) in association with the Ministry of Industry.

Source: [www.ecolabelindex.com](http://www.ecolabelindex.com)

Eco-Branding: Eco-branding is a market instrument which helps both companies and consumers achieving sustainable goals and contributing to environmental protection and amelioration”

<sup>11</sup> FuiYeng, W., & Yazdanifard, R. (2015)

Sundaram .S 2020<sup>12</sup>

**CONCLUSIONS:** Green products is an important strategy to protect the climate and sustain is by utilizing natural resources by energy saving, recycling, and efficient production system. Government and legislation bodies need to develop strategic objectives to boost the green product purchase.

<sup>11</sup>FuiYeng, W., & Yazdanifard, R. (2015). Green marketing: A study of consumers' buying behavior in relation to green products. *Global Journal of Management and Business Research: E Marketing*, 15(5), 17-23.

<sup>12</sup> Sundram, S. (2020). Green Marketing–A Novel Path to create meaningful Social Marketing Mix Strategy.