

A Review Paper on Green Marketing

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ABSTRACT

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. The purpose of this paper is to report the findings of a systematic review of literature in green marketing domain and to propose directions for future research. Green marketing issues are delineated from literature extending marketing orientation and marketing mix frameworks. As society becomes more concerned with the natural environment, businesses modify their behaviour in an attempt to address society's concerns. Based on the literature review, the conceptual review and direction for future research have been delineated and discussed. The paper concludes with the evidences of integration between sustainability and marketing in forms of corporate environmental actions and green marketing practices in businesses.

INTRODUCTION

Alsmadi (2007) investigated the environmental behaviour of Jordanian consumers reveals a high level of environmental conscience. Unfortunately however this positive tendency and preference in the "green" products does not appear to have any effect on the final decision, obviously because these consumers have a stronger faith in the traditional products and a small confidence in the green statements. The above obstacles are further strengthened by the lack of environmental conscience by a lot of enterprises and the existence of a large scale of prices for the same product, many of which included an impetuous estimate of environmental responsibility. The same phenomenon has been presented in other researches too (Ottman, 2004; Donaldson, 2005; Cleveland et al, 2005). Brahma, M. & Dande, R. (2008), The Economic Times, Mumbai, had an article which stated that, Green Ventures India is a subsidiary of New York based asset management firm Green Ventures International. The latter recently announced a \$300 million India focused fund aimed at renewable energy products and supporting trading in carbon credits.

Donaldson (2005) in his study realized in the Great Britain initially concluded that in general the ecological attitude of consumers changed positively. This study reported the strong faith of consumers in the known commercial brands and in the feeble behaviour referring to the "green" claims, which was the main cause behind the consuming failure to interpret their concerns beyond the environment in their behavior.

Heiskanen, E. (2000) investigated in his study that Environmental life cycle assessment (LCA) and 'life cycle thinking' are popular approaches to evaluate and manage the environmental aspects of products. While LCA has been propagated as a decision-making tool, the interest here is in LCA as a mental model, which managers may interpret and enact differently. If LCA and 'life cycle thinking' manage to infuse organizations with an extended sense of responsibility, this could counteract some of the 'organized irresponsibility' of modern markets. However, LCA use may also lead to confusion, doubt and denial. This article explores potential managerial interpretations of LCA with a small illustration from the wholesale trade, and through a conceptualization of the illustration in terms of Hatch's (1993) dynamic model of organizational culture.

Johansson, G. (2002) revealed that 20 factors essential for successful integration of eco-design in product development are presented. The success factors are structured according to six areas of concern: management, customer relationships, supplier relationships, developmental process, competence and motivation. By relating the factors to a number of product development elements that are generally claimed to be important for product development success, it is indicated that the integration of eco-design to a great extent are related to the same elements. A few factors seem to be specific for the integration of eco-design. These factors are related to competence and motivation. As many of the eco-design success factors relate to those elements that are acknowledged to affect product development success, this implies that a company

that manages product development well increases the likelihood of being successful when integrating eco-design into product development.

Joshi, M. (2004) discussed increasing environmental concerns of consumers are leading to more information about the environmental characteristics of products being made available by producers through what is called "eco-labeling". Eco-labeling has thus become the medium promoting both the production and consumption of products that are "more environment friendly" than competing products available in the market. Due to this, eco-labeling has generated substantial debate with regard to its implications for market access of similar products and also with regard to the legality of demanding eco-labeling on products, especially in the World Trade Organization (WTO). The article briefly discusses the market access effects of eco-labeling schemes, particularly for developing countries. It discusses the consistency of voluntary life cycle analysis (LCA) based eco-labeling, sponsored both by governments as well as those by non-governmental bodies, with the relevant provisions of the WTO Agreement on Technical Barriers to Trade (TBT Agreement) and implications if these are considered to be covered by the relevant WTO agreements, as has been claimed by some countries.

Kilbourne, W.E. (1998) discussed the failure of green marketing to move beyond the limitations of the prevailing paradigm. The author identifies areas that must be examined for their effect in the marketing/environment relationship, namely economic, political and technological dimensions of the cultural frame of reference.

Karna, J., Hansen, E. & Juslin, H. (2003) interpreted that proactive marketers were the most genuine group in implementing environmental marketing voluntarily and seeking competitive advantage through environmental friendliness. The results also give evidence that green values, environmental marketing strategies, structures and functions are logically connected to each other as hypothesized according to the model of environmental marketing used to guide this study.

Oyewole, P. (2001) in his paper presented a conceptual link among green marketing, environmental justice, and industrial ecology. It argues for greater awareness of environmental justice in the practice for green marketing. A research agenda is finally suggested to determine consumers' awareness of environmental justice, and their willingness to bear the costs associated with it.

Prothero, A. (1998) introduced several papers discussed in the July 1998 issue of 'Journal of Marketing Management' focusing on green marketing. This includes; a citation of the need to review existing literature on green marketing, an empirical study of United States and Australian marketing managers, a description of what a green alliance look like in practice in Great Britain, ecotourism and definitions of green marketing.

Prothero, A. & Fitchett, J.A. (2000) argued that greater ecological enlightenment can be secured through capitalism by using the characteristics of commodity culture to further progress environmental goals. The authors reject both naive ecological romanticism and revolutionary idealism on the grounds that they fail to offer any pragmatic basis by which greater environmental responsibility can be achieved. Drawing on the now well-established theoretical tradition of post-Marxist cultural criticism, the authors offer a conceptual justification for the development and implementation of a green commodity discourse. For this to be achieved and implemented, prevailing paradigms regarding the structure, nature, and characteristics of capitalism must be revised. Marketing not only has the potential to contribute to the establishment of more sustainable forms of society but, as a principle agent in the operation and proliferation of commodity discourse, also has a considerable responsibility to do so.

Sanjay K. Jain & Gurmeet Kaur (2004) in their study environmentalism have fast emerged as a worldwide phenomenon. Business firms too have risen to the occasion and have started responding to environmental challenges by practicing green marketing strategies. Green consumerism has played a catalytic role in ushering corporate environmentalism and making business firms green marketing oriented. Based on the data collected through a field survey, the paper makes an assessment of the extent of environmental awareness, attitudes and behaviour prevalent among consumers in India.

Walker, R.H. & Hanson, D.J. (1998) highlighted and discussed green/environmental implications and imperatives associated with destination marketing as distinct from those related to product and services marketing. A comparative taxonomy has been developed to illustrate these, and to provide a framework for discussing their relevance, with reference to the particular case of Tasmania as a tourism destination.

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