

Green Marketing – A Novel Path to create meaningful Social Marketing Mix Strategy

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Abstract:

In today's competitive world where anything gets online reply yet its sustainability has become the most sort out word. As Human desire and its nature extends beyond are limitless, which has given spike increase and have been augmented the interest among customer worldwide concerning protection of environment. Growing concern towards ecological imbalance has provided greater environmental attention towards choice of customer handpicking products and there is a need of paradigm shift within this manner have resulted business corporation to rethink on their societal concern and their function in reaching sustainable improvement with green products being marketed as a self-sustained marketing eco-products is a brand new concept is catching up business eco-requirements. Here, researcher have identified an effective mechanism by which green marketing has the chance and opportunity to become illustrating the potential of eco innovation in marketing through by effective implementation of green marketing mix on macro and micro level and highlighting the prominent role of business entities to understand its various challenges and its future aspects. This conceptual paper encourages for companies to adopt social marketing mix strategy without compromising on profits or customers

Keywords: Green Marketing, Sustainability, Green Marketing Mix, Eco Friendly.

1. INTRODUCTION

The green product evolution is not recent but has been around since at least the first Earth Day, 1970. But the concept was never well accepted by then consumers until the 1980s when sudden consumers became more inclined towards a healthier and more original product

form

with natural ingredients. The American Marketing Association (AMA), however, described it as a valuable preliminary point for sustainable marketing, and it became crucial to describe inexperienced marketing data. Though available goods have been branded as environmentally friendly claiming to be recyclable, compostable and energy efficient. That

of marketing, however, has its own share of difficulties and problems.

Conferring Yakup and Sevil (2011), there have been environmental issues since the early 1980s, such as Climate change and greenhouse impacts, toxic trash and increasing seasonal temperatures, which are directly related to how industrial production does not follow green guidelines that have the potential to keep imperfect human activities to a standstill. Because of increasing consumer understanding of environmental issues, the likelihood of manufacturing environmental protection and excellent goods based on natural ingredients for Green Products has been enhanced; the products that are produced through green technology are not causing any environmental hazards. Primarily most companies have started to use Environmental Commercialization and have reserved budget for understanding through green product development techniques that may hold the environment dignity upright and also make a sincere attempt fulfilling customers' needs and wants which goal is to clear up ecological problems.

Benefits

While the companies use green marketing as a change agent to deliver the best natural ingredients that can reduce long term operating and production charges. There are companies that have a solar concentrator established generation in their business entity modification; it may be a value gain venture (Ottman, Stafford, & Hartman, 2006).

Companies should conduct green food manufacturing² to standardize modeling technique and exploit uncooked goods with ecological apprehensions, thus reducing the dreadful impact on humankind and the environment (Tsai, Chuang, Chao, & Chang, 2012). The company will also seek to adjust the packaging layout; it will help to minimize the amount of waste

that has to be disposed of, and try to determine whether or not it is likely to affect the environment. Whether or not it is possible to minimize the use of fabric for decorating reuse and recycling and reusability can also be determined in this strategy (Polonsky, 1994).

II. LITERATURE REVIEW

Environmentally friendly goods are now available in every field and are part of our daily lives. But they weren't that common, mainly because they'd be better for the world. As to whether promoted as such or no greater, green product earnings have risen so rapidly due to the attempt to add value they offer: wellness, overall efficiency established, good taste, fee-effectiveness or genuine convenience. Different writers clearly furnished this means green marketing,

1. Dominika Moravcikova , Anna Krizanova , Jana Kliestikova and Martina Rypakova(2017) express that summarizing the principles of green marketing and the concepts related to it. The aim of this contribution was to prove the relationship between the implementation of green marketing principles and sustainable competitive company position on the market, a key area in each business is the right choice of strategy on which the further development of the business and its position in the market depends. The present is characterized by hyper-competition. On the other hand, it should be noted that there is a combination of phenomena that have a negative impact on the environment with production and consumption itself.

A product from Green marketing consists of a wide range of business transactions aimed at satisfying the desires and requirement of customers which help in reducing the negative impact. From Ankit and Mayur (2013), most entrepreneurs use green marketing with pollutants unfastened messages to appeal to clients' interest; it can beautify their expertise of the goods and environmental problems. Indeed, the firms can

increase their business eco-centric appearance and which can drive the customers' belief closer to the firm.

3. There has been numerous research in the past to Analyze consumer behaviour, intent, attitudes, purchase decision on green The work aims to examine the effect of these green approaches on attitudes and Intention to make a buying decision in Malaysia 's view for green products Those are not even properly concluded (Tan et al, 2017).
4. R. Surya, Dr. P. Vijaya Banu(2014) opinions that Environmental issues are numerous Influenced by the creation and rendering of products, and so there are many ways to do Organizations should market their environmentally friendly products. Green marketing will fascinate a wide range of Those questions: an object will save energy, rising energy Reducing industrial waste, greenhouse gas emissions, Indoor clean air, and/or easy to recycle
5. Green advertising is also described as any advertising strategy that emphasizes eco-friendly ethics as values of a business enterprise and can understand the advantage of shifting user conduct closer to a product (Peattie & Charter, 2003).
6. Chamorro, Rubio and Miranda have studied the green marketing research from 1993 to 2003, using five groups of novice consumers, green communications, values and tactics, macro-marketing and reprocessing behaviour.
7. Weller (2013) found that green fashion eco-image has gained acceptance Customers owing to the green policies of multinationals. Ergebnisse der Studie Of Devi Juwaheer et al (2012) the consumer trust is evident in the green product purchase If they are confident, then the consumption pattern is likely to suggest Market attitudes towards the purchase of green goods and eco-friendly growth Photograph
8. Chabowski, Mena and Gonzalez-Padron analyzed the resilience works in ads overlaying the dated 1958

to 2008. The underlying key dimensions include external and internal attention, socio-environmental emphasis, ethics, illegal technology, marketing equipment then aggregate economic growth

Peattie prepared 'an in-depth educational study of the relationship between environmental concerns and marketing concepts and experience that explores how marketing considerations can be applied to rising and applying greener strategies as well as how environmental issues can influence advertising and marketing choices'

Nguyen, Phan, Cao and Nguyen concluded that 'the limits for purchasing inexperienced goods include high prices, poor product quality, poor reputation and inadequate data on environmental factors in labels'. In general, the main goals of green marketing were to minimize the potential consequences of industrial growth, and to strengthen the customer's culture of business eco-centered image.

III. PRINCIPLE OF GREEN MARKETING

Ottman et al., and Radnovic(2006, 2012) quotes that customers may acquire a few obvious permissions by purchasing ecological goods, which include a beneficial charge / value ratio introduced; safety and protection; overall quality; prestige and iconography; comfort and usefulness. Marketers will continuously aim to encourage and educate them (e.g. rate discounts) and to illustrate the inherent benefits of consumption. Implementing green marketing to companies seeking a supportable solution involves constantly observing a few basic criteria, including those of the circular economy (a raw cloth transforms into a right intake which, once used by the consumer, transforms into recyclable waste); maintaining the ecosystem services of the marketing strategy; preventing pollution and the company's contribution to it; Developing strategies for commercial enterprises to allow environment protection (Alexandru et al , 2015).

Dr. K. Ramesh (2013) has cited a few cases. (2013),

1. At Fast-food chain, McDonald restaurant, in-house napkins and bags were made from recycled stuff.
2. Coca-Cola pumped syrup immediately from the tank instead of plastic which saved 68 million pounds a year.
3. NTPC's Badarpur Thermal Power Station in Delhi is exploring ways to use coal-ash, which was a big source of air and water emissions.
4. IOC refinery Barauni takes steps to monitor air and water pollution

Marketing myopia, recommended using Levitt (1975), its objective and attempt is to provide an explanation

- a) *Decrease of waste and social engagement*: Waste can occur in several ways depending on the marketing of the business or employer. Examples range from the disposal of waste from package design, including the use of no wrappings or simple compostable packaging for containers, to the optimization of website links
- b) *Bartering versus shopping*: Contemporary examples following the principle of bartering instead of buying include the use of instant messaging and the introduction of alliances to collect like-minded people who are open to moving toward supporting and exchanging statistics.

for a creative and informative thin business transaction implemented through corporate entities, is gaining prominence where in a company refuse to understand the significance of resorting to a business approach and ecological, supportable benefits. The industry performing "natural" products needs to cultivate a beneficial mentality among consumers, their appropriate market place by emphasizing the blessings of these products for the continuity or perhaps enhancement of customers' wellbeing, as well as intensively promoting them.

- c) *Longevity*: Resolve the "tyranny of the pressing" by making plans robust in marketing efforts to protect the emblem from long-term advertising expenditure fluctuations and a good way to release making effective on optimized long-term returns and long-term social commitment.

Ratcliffe and Coutler, (2015) states that the huge market companies engaged in emerging green marketing use a range of efficacious approaches to create a commitment to quality on the part of consumers. These take into account the various actions formed organized and cohesive fashion, as shown in Figure 1

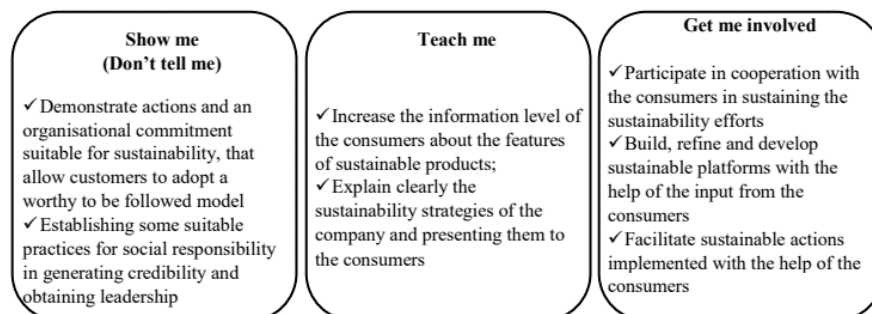


Figure no. 1: Good practices strategies for involving consumers in ensuring the sustainability of organisations

Source: Ratcliffe and Coutler, 2015, p.3

IV. GREEN MARKETING MIX

Green Marketing is a global problem and would have a better future for it. The 7 P's of green marketing mix are traditional driven marketing mix and its challenge before marketers innovatively practice 7 P's.

Product

With 'urban architecture,' sustainability marketing begins. Product design serves as an important interface between demand (consumers) and supply (producers). The commodity itself must be produced in such a way that it meets the needs of consumers and manufacturers. To be efficient in producing ecologically sound goods, green branding features must be conveyed effectively. Most purchaser choices are prompted by using the labeling, which statuses everything that makes the product comply with green. The ecological goals in merchandise planning are to minimize aid use and emissions and boom the conservation of scarce resources. The environmental objectives of product planning are to reduce resource use and waste and promote the protection of limited properties (Keller 1978). The role of the marketer in product management consists of delivering market-pushed trends to product designers and consumer demands for green product attributes like resistance saving, natural, green chemicals, neighborhood sourcing, and many others.

Example- "Nike, for instance, is the first among all the shoe companies to advertise themselves as green. It is promoting its Air Jordan shoes as environmentally friendly, as it has reduced the use of toxic glue adhesives considerably. This selection of shoes was designed to underline that"

Price

Price is an important and crucial as some patrons would be better prepared to pay extra costs if there is a notion of more expense to the product. This importance may be efficiency, purpose, design,

pictorial enchantment, or flavor advanced. Green marketing needs to pay attention to most of these data, while charging a premium fee. Environmentally friendly goods, however, are less expensive on a daily basis when considering the costs of the product life cycle.

Promotion

Promoting services and goods to target audiences includes paid ads and marketing, public relations, promotional promotions, direct advertisement and marketing, and online advertisements on the website. The use of sustainable marketing and communications equipment and practices would allow smart green entrepreneurs to promote environmental credibility. For example, with the aid of email, many businesses within the monetary industry are providing digital statements, e-marketing is transforming more conventional advertising methods rapidly, and printed products can be created using recycled materials and green methods such as waterless printing. Tic standards, and speak Honestly and through sources with which humans agree. Promote your credentials and accomplishments on gold. Publicize tales of novice projects by the company and employees. Join applications for environmental awards to offer clients and stakeholders profile of environmental credentials. Most customers are stimulated through advertising which reflects the commitment of an organization to the environment

Example- Wal Mart unveiled its first recyclable cloth shopping bag. IKEA, EASYDAY stores started charging consumers when they opted for plastic bags and encouraged people to shop using its "Big Blue Bag"

Place

Choosing in which and when to produce a product may have a significant effect on the customers. So few consumers will leave the way they purchase green goods. Additionally, the place needs to be compatible with the picture you intend to pursue and encourage you to question your personal photograph ideally by using the venue 's image to be controlled or compromise. The location should set you apart from your competition. This can be done through the use of in-save promotions and visually appealing shows or the use of recycled materials to highlight the environmental benefits and the various benefits.

People

People are at any level our biggest asset and brand ambassadors. Many of our customers have teams that really appreciate sustainability and when you meet them, that comes across in bucket loads. The benefits for doing it right can be significant-recruited workers are more efficient and the company concerned with staff turnover decreases costs and losses.

Packaging

Packaging can be a best friend to advertisers, it is an opportunity to stand out, create awareness and run campaigns. Packaging sustainability has at its heart a tradeoff. The waste management hierarchy says reduce needless waste (and this can also have significant cost savings), but our consumers who are seasoned in the food service sector advise caution that eliminating this too far often just perpetuates more waste – by damaged products, if there is not enough packaging to cover them.

Physical Evidence

Remember not only what your brand identity means about you as an aspect of the packaging but also how the products are made. Choosing to print in a certain way, for example waterless offset, facilitates enduring messages. It is a whistle stop tour of the opportunities

posed by the marketing mix to exploit the marketer's expertise widely.

V. APPROACHABLE STRATEGIES

The research literature on greening products / companies draws on each of the social and marketing studies. Societal advertising means that agencies (governments, groups and non-profits) want to decide on the needs of the target markets and deliver the preferred satisfactions in a way that complements the well-being of the client and society. Akram Mohamad Alhamad, Mohd Zukime Bin.Mat Junoh, Tunku Salha binti Tunku Ahmad, Bilal Eneizan(2019)says that Green products is an important global strategy for saving the environment and preserving the sage of natural capital by strategies like recycling, energy conservation, eco-friendliness And normal production. Results from the marketing strategy tools are essential for these sales as flaking, supermarkets and hypermarkets to highlight the vital marketing methods for success.

The marks of environmentally friendly goods are environment presentation Protection. The factors which the product indicated are environmentally friendly are to be listed as the eco label. Eco-label goods are the standard for motivating customers to purchase deciding to buy and know about eco-label products (Rex and Baumann, 2007).

Therefore, businesses should provide their workforces with training on green issues; therefore, this will benefit Employees recognize sustainability problems and have sustainability media rights. Background Studies found that the effect of training on employee performance was positive (Obaid & Eneizan, 2016a, 2016b; Sharif and al , 2018; Alsakarneh et al, 2018a, 2018b)

Eco-image suggested by Devi Juwaheer et al., (2012) as one of the Methods for Marketing. The Green

Buying Type characteristics suggest that consumers Consider goods which are considered environmentally friendly. The greater the knowledge was exercised through advertisement and marketing in order to build concern for the properly environmentally conscious goods and their consumptions.

- Firstly, consumers are inspired by a promise that the products can fulfill their needs at different outlays.
- Secondly, human movements no longer have positive or negative giant externalities (a disparity between public and private prices / blessings).

Dominika Moravcikova, Anna Krizanova, Jana Kliestikova and Martina Rypakova(2017) agree that social marketing is aimed at creating a supply of goods that reduce and minimize negative impacts on the environment while improving their efficiency. From an environmental point of view, it is described as a company's effort to manufacture, promote, package, innovate and reuse the product in order to address environmental issues responsibly However, these behavioral improvements do not help customers directly / sufficiently, or the benefits may not be excludable either. Furthermore, social marketing literature indicates that rewards for customers may be undermined if they conclude that their behavior alone does not increase the welfare of the society (Weiner and Doescher, 1991). So the social / social and cultural marketer dynamics are complex which include: -

1. Marketing Audit (including an analysis of internal and external conditions)
2. Create a marketing plan detailing 4 P approach
3. Execute marketing campaigns

Social marketing is a specialty in the design and implementation of programs that enhance the acceptability of a social concept, rationale or practice in (a) target organization(s) (Kotler, 1994). Traditionally, an entrepreneur's attention to a man or a woman's wishes for first-class design / publicity and marketing products serves those wishes. This approach is based on two assumptions.

The presence of externalities often triggers non-market movements, particularly in the context of government actions (Prakash, 2002).

4. Evaluation of outcomes of the plans

VI. CHALLENGES

No matter why an organization is using novice ads there are a number of skill problems that they can resolve. One of the big challenges is that marketers must use novice ads to ensure that their sports are not misleading for consumers or clients and do not infringe any of the rules or laws that deal with environmental marketing. While policy regulation is intended to give consumers the opportunity to make better choices or to enable them to be more environmentally aware, the implementation of policies that resolve all environmental issues can be challenging. For example, guidelines for exploiting green marketing tackle a very slim collection of concerns, i.e. the veracity of environmental advertising and marketing statements (Schlossberg and Howard, 1993).

When policymakers want to improve consumer behavior they want to create an exclusive set of guidelines. Therefore, governmental efforts to protect the environment can also lead to a proliferation of laws and guidelines, without any clear control

structure. Reacting to aggressive pressures can cause all "believers" to commit the same error because the "leader."

A costly example of this is Head of Mobil Corporation who followed the resistance and shipped "biodegradable" plastic garbage luggage. While this baggage was technically biodegradable, the circumstances under which it was treated did not necessitate biodegradation. Mobil has been prosecuted by several US states for the use of misleading trade claims (Lawrence and Jennifer, 1991). Only the business being relentlessly followed may have expensive consequences.

There are several problems facing green product producers and marketers: Green marketing campaigns offer more benefits to customers as well as to humanity. It also helps by implementing eco-friendly marketing strategies to create a green climate. While getting more benefits from green marketing, there are plenty of obstacles or barriers for its development as well.

1. Green goods include regenerative and recyclable material which is expensive
2. Join a technology requiring tremendous R&D investment
3. Water treatment technology that is too expensive
- Natural goods and their applications are unknown to the majority of people
4. No Standard Norms and Needs available

VII. FUTURE PROSPECT

There are several lessons to be learned to escape the myopia of sustainable marketing, the quick reason for all of this is that successful green marketing involves the use of appropriate marketing strategies to make green products desirable for customers. Yet the remaining question is, what's the future of novices advertising and marketing? Business learners find it a

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"fringe" problem because the appeal of boundaries and environmental protection thus does not mesh well with the conventional advertising axioms of "giving consumers what they want" and "moving as many tons as you can." Research shows that green goods have successfully avoided the myopia of green marketing by using three easy steps.

1. Consumer positioning

- Improve the efficiency of environmental products as well as substitutes (or better than
- Promote and deliver targeted environmental product costs to the consumer and target specific market segments for the consumer.
- Wide mainstream appeal in green products by bundling of clients preferred prices.

2. Customer Capacity Calibration

- Educate customers with marketing memoranda which incorporate environmental attributes with preferred customer fees.
- Frame sustainable commodity attributes to the customer's desires as "answers."
- Build websites that are appealing and informative about environmentally friendly products and favor sales prices.

3. Service Claim Reliability

- Hire unique and concrete arguments relating to sustainable goods and consumer benefits.
- Have transparent third-party product endorsements or eco-certifications and inform consumers about what it means behind their endorsements and eco-certifications.
- Encourage customer evangelism through virtual user and internet verbal sharing network with

persuasive, relevant and relevant information about environmental goods

VIII. CONCLUSION

Green Marketing refers to marketing in which selection-making marketing focuses on environmental issues. This goes from working with uncooked products to working with products in packaging. It includes creating alternative products, or even replacing one use with some other assistance. This also includes the disposal of waste produced for the duration of production and distribution after use of the drug, the disposal of unused or expired products and also the disposal of packaging. There is enough space for inexperienced advertising both at the manufacturers stops and the entrepreneurs' departures.

Going forward

Green Marketing has a big catch going. Slowly but firmly Green Marketing is catching on tremendously among advertisers as well as customers. It's recognized slowly but strongly by marketers as well as buyers. Awareness is produced roughly using these materials, which are good for environmental protection and are renewable. Although green products can be far costlier than their non-green counterparts in comparison, it is useful from the overall environmental point of view if you simply want to be truly optimistic. Green advertising is gaining popularity in India and throughout the world.

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