

THE NEW RULES OF GREEN MARKETING

Tanja Krsteva¹

Received: 30.09.2018, Accepted: 15.10.2018

Abstract

Green products have been around since the 1970s, but it's only in recent years that they've become ubiquitous. It's not because consumers suddenly prize sustainability above all. It's because savvy green marketers are no longer trying to "sell the earth" instead they're promoting the value their products provide: better health, superior performance, good taste, cost-effectiveness, or simply convenience. This central emphasis on primary benefits the new rules is critical to winning over the mainstream consumer.

The New Rules of Green Marketing helps to understand why value-based sustainability marketing has become a critical organizational capacity and how they themselves can adopt this approach. Drawing on the latest data from leading researchers and reflecting on learnings from her corporate clients and other pioneers including GE, Nike, Method, Starbucks, Timberland, HP, NatureWorks, Procter & Gamble, Stonyfield Farm, and Wal-Mart Ottman provides practical strategies, tools, and inspiration for building every aspect of a credible value-based green marketing strategy. She covers using a proactive approach to sustainability to spur innovation, developing products that are green throughout their life cycle, communicating credibly to avoid accusations of "greenwashing," teaming up with stakeholders to maximize outreach to consumers, taking advantage of social media, and much more.

Keywords: Green Marketing, Social media, Green product, Market, Strategy, Sustainability.

JEL Codes: M31

1. Introduction

Green marketing offers business bottom line incentives and top line growth possibilities. While modification of business or production processes may involve start-up costs, it will save money in the long term. Sustainable development is one of the most serious and crucial issues of countries all across

¹European University-Republic of Macedonia, Skopje, Faculty of Economics, M.Sc., Teaching Assistant, tanja.krsteva@eurm.edu.mk

the globe. Green marketing is one important concept which marketers are using these days as a key strategy for sustainable development. Sustainable marketing refers to the way of marketing which incorporates needs of the customer, the organisation and the society in general over a long term. It means designing and marketing products that can be used universally by all the consumers across the world over extended periods, without causing harm to either the consumers or the environment. This paper explains the way for achieving sustainable development through green marketing.

Sustainability is emerging as a market driver with the potential to grow profits and present opportunities for value creation a dramatic evolution from its traditional focus on efficiency, cost, and supply chain risk. Marketing is both a discipline and a set of practices to appeal to consumers and entails the operations organized around a product or service, from concept to sales and through the design, price setting, promotion and availability. 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. Sustainability represents an important consumer need, and is now an integral aspect of product quality. Green is no longer simply a market position. Products need to be green. Brands need to be socially responsible period.

The term “green marketing” first surfaced in the late 1980s as an extension of what the American Marketing Association referred to in 1975 as “ecological marketing” (Pride and Ferrell, 1993). Green marketing, also alternatively known as environmental marketing and sustainable marketing, refers to an organization's efforts at designing, promoting, pricing and distributing products that will not harm the environment.

2. Literature review

There is no single definition accepted universally, but in 1994 Polonsky stated: “Green or environmental marketing consists of all activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment.” The United Nations Environment Programme defines it as “a marketing which encompasses all communication operations undertaken to promote a product on the basis of its

environmental properties or of its social qualities. It is about selling products on an ethical platform.” Green marketing refers to the process of selling products and/or services based on their environmental benefits. Such a product or service may be environmentally friendly in it or produced and/or packaged in an environmentally friendly way. The distinctive features of green marketing are its commercial dimension coupled with the reference to the values of consumers who want to act in an environmentally conscious and socially responsible manner with the purchases they make. As per Brundtland Commission (1987), —Development that meets the needs of the present without compromising the ability of future generations to meet their own needs (Federal Office for Spatial Development ARE).

3. Methodology

Green marketing offers business bottom line incentives and top line growth possibilities. While modification of business or production processes may involve start-up costs, it will save money in the long term. For example the cost of installing solar energy is an investment in future energy cost savings. When looking through the literature there are several suggested reasons for firms increased use of Green Marketing. Five possible reasons are as follows:

1. An organization perceives environmental marketing to be an opportunity that can be used to achieve its objectives.
2. Organizations believe they have a moral obligation to be more socially responsible.
3. Governmental bodies are forcing firms to become more responsible.
4. Competitors' environmental activities pressure firms to change their environmental marketing activities.
5. Cost factors associated with waste disposal, or reductions in material usage forces firms to modify their behaviour.

4. Analysis and discussion

1. **Green is main stream:** Not too long ago, just a small group of deep green consumers existed.

2. **Green is cool:** Once a faddish preoccupation of the fringe, green is not only mains tream, it's chic. In fact, green consumers are early adopters and leaders who influence

3. **Greener products work equally or better and are often worth a premium price:** Thanks to advances in technology, we've come a long way since the days when greener products gathered dust on health food store shelves because they didn't work as well and were not a good value. Organics, hybrid cars, and safer cleaning products now command a price premium.

4. **Green inspires innovative products and services that can result in better consumer value, enhanced brands, and a stronger company:** Savvy managers no longer consider the environment to be a burden that represents added cost and overhead – but an investment that can pay back handsomely.

5. **The greenest products represent new concepts with business models with significantly less impact:** If we simply keep greening up the same old “brown” products we've been using forever, we're never going to get to sustainability. With time running out, we've got to “leap” to service replacements for products, and adopt entirely new ways of doing business. Consumers don't necessarily need to own products; services can meet their needs, perhaps even better.

6. **Keep it simple:** Plato was an environmentalist: “Simplicity is elegance.” Today's consumers are cutting out the needless purchases, and getting rid of the gadgets and gizmos that don't add value to their lives.

7. **Green consumers don't expect perfection:** Just like there's no more whitest whites, there's no greenest of the green. Consumers expect that you'll set high goals (i.e., perform beyond mere compliance), keep improving, and report on progress.

8. **Environmentalists are no longer the enemy:** Recognizing the power of the marketplace to effect change, many environmental advocates willingly partner with industry, offering useful guidance and expertise.

5. Conclusion

Green marketing is a tool for protecting the environment for the future generation. It has a positive impact on environmental safety. Because of the growing concern of environmental protection, there is an emergence of a new market which is the green market. If we think customers are not concerned about environmental issues or will not pay a premium for products that are more eco-responsible, then we should think again. We 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. Marketers also have the responsibility to make the consumers understand the need for and benefits of green products as compared to non-green ones. In green marketing, consumers are willing to pay more to maintain a cleaner and greener environment.

REFERENCES

- AseemPrakash (2002). Green marketing, public policy and managerial strategies, *Business Strategy and the Environment*, volume 11, 285–297.
- Singh, P. B., Pandey, Kamal K. (2012). Green marketing: policies and practices for sustainable development, *Integral Review-A Journal of Management*, Volume 5, No. 1, June-2012, 22-30.
- Raghavendra, B.N., Usha, C. Green Marketing: It's Strategies for Sustainable Development, *Asia pacific journal of research*, Volume 2, Issue 4.
- Federal Office for Spatial Development ARE, https://www.are.admin.ch/are/en/home/sustainable-development/international-cooperation/2030agenda/un-_-milestones-in-sustainable-development/1987--brundtland-report.html
- Mary WanjiruKinoti. Green marketing Intervention Strategies and Sustainable Development: A Conceptual Paper, *International Journal of Business and Social Science*, Volume 2, issue 23, 267-275.
- Surya, R., VijayaBanu, P. (2014). Introduction to Green Marketing, *SSRG International Journal of Economics and Management Studies*, volume1, issue 2.
- Pavan Mishra, Payal Sharma (2010). Green marketing in India: emerging opportunities and challenges, *Mishra etal Journal of Engineering Science and Management Education*, Volume 3, 9-14.
- RashadYazdanifard, IgbazuaErdoo Mercy (2011). The impact of Green Marketing on Customer satisfaction and Environmental Safety, *International Conference on Computer Communication and Management* volume 5, 637-641.
- <http://www.pwc.com/us/en/corporate-sustainability-climate-change/assets/greenproducts-paper.pdf>
- <http://www.unescap.org/sites/default/files/31.%20FS-Green-Marketing.pdf>