

Chapter 17

Marketing of Greener Products: Trends and Practices

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ABSTRACT

The objective of the chapter is to discuss different aspects of marketing of greener products with some secondary source information. The theoretical analysis and the data reveal that there have been increasing implications of different generations towards greener or ecological products. More specifically, the younger generations prefer the greener products more as compared to older population.

INTRODUCTION TO GREEN MARKETING

Marketing can be defined as a business philosophy or management techniques aimed towards providing better service to a customer, organization or a society. Marketing field has more scope for development as compared to any other fields of management like sales, advertising etc. According to the Chartered Institute of Marketing, Marketing is the management process for identifying, anticipating and satisfying customer requirement profitably. On the other hand, management consultants like Peter Drucker would like to believe that Marketing is the whole business seen from its final result that is from the customers' point of view. Customer is the main focus of this field.

According to the American Marketing Association, *green marketing* is the marketing of products that are presumed to be environmentally safe. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as

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modifying advertising. Yet defining green marketing is not a simple task where several meanings intersect and contradict each other; an example of this will be the existence of varying social, environmental and retail definitions attached to this term. Other similar terms used are *Environmental Marketing* and *Ecological Marketing*.

Green Marketing is defined as “A holistic and responsible management process that identifies, anticipates, satisfies and fulfils stakeholder requirements, for a reasonable reward, that does not adversely affect human or natural environment wellbeing”. Modifying the previous definition, Peattie went ahead to redefine green marketing in 1995 as the holistic management process responsible for satisfying the requirements of customer and society, in a profitable and sustainable way.

Green Marketing aims to address the environmental issues related with marketing. Going green not only makes a firm good but also pays rich dividends. It is the job of the stakeholders and the institution to enforce green marketing. Lai and Wen, in 2006, found that green marketing and process innovations have a positive impact on corporate competitive advantage. Green Marketing is using claims about a product’s environmental “friendliness” in order to promote the product.

“I’ll go out for a breath of fresh air” is an often-heard phrase. But how many of us realize that this has become irrelevant in today’s world, because the quality of air in our cities is anything but fresh. The moment you step out of the house and are on the road you can actually see the air getting polluted; a cloud of smoke from the exhaust of a bus, car, or a scooter; smoke billowing from a factory chimney, fly ash generated by thermal power plants, and speeding cars causing dust to rise from the roads. Natural phenomena such as the eruption of a volcano and even someone smoking a cigarette can also cause air pollution. One business area where environmental issues have received a great deal of discussion in the popular and professional press is marketing. Terms like “Green Marketing” and “Environmental marketing” appear frequently in the popular press. Many governments around the world have become so concerned about green marketing activities that they have attempted to regulate them.

According to American Marketing Association, Green Marketing is the marketing of products that are presumed to be environmentally safe. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising. Yet defining green marketing is not a simple task. Other similar terms used are Environmental Marketing and Ecological Marketing. The term green marketing came into prominence in the late 1980s and early 1990s. The American Marketing Association (AMA) held the first workshop on “Ecological Marketing” in 1975. The proceedings of this workshop resulted in one of the first books on green marketing entitled “Ecological Marketing”. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising. Yet defining green marketing is not a simple task. Indeed the terminology used in this area has varied, it includes: Green Marketing, Environmental Marketing and Ecological Marketing.

WHY IS GREEN MARKETING IMPORTANT?

The question of why green marketing has increased in importance is quite simple and relies on the basic definition of Economics: Economics is the study of how people use their limited resources to try to satisfy unlimited wants.

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