

Chapter 5

Green Marketing and Branding

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ABSTRACT

In the contemporary business world, environmental awareness and growing concern over sustainability have intensified. The concept of green marketing and branding has come to the rescue as the essential facets that is emerging as a strong force in aiming to shape consumer preferences and values as well as corporate strategies. The chapter explores the intricate in-depth principles, sustainable practices, strategies, and identifying how business can leverage environmental conservation in order to improve brand value and create environmentally responsible brand management and attain competitive advantage. The chapter commences with the introduction of green marketing and branding, tracing its roots from early stage of environmental activism to its present status as a dominant marketing strategy detailing the significant benefits of embracing such strategies.

INTRODUCTION TO GREEN MARKETING

The term **green marketing** refers to the promotion of products or services as per their environment related benefits. The products or services can be environment friendly or made and sold in an eco-friendly way. Green marketing can consist of huge range of activities such as modification to the production process, product

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changes, renewable packaging, and adjusting of marketing strategies (Dangelico et al., 2017). It can also be known by the words like environmental marketing or sustainable marketing. This kind of approach in marketing focuses on the eco-friendly aspects like sustainability, energy efficiency, and environment prone practices in the manufacturing and distribution of products or services (Polonsky et al., 2001). The aim of green marketing is to attract a segment of consumers who emphasize on sustainability and eco-friendly elements in their purchasing choices.

The scope of green marketing encompasses a wide range of activities aimed at promoting sustainability through the lifecycle of a product or service that includes everything from the start to the end. Some of them are discussed as follows:

- **Production Processes:** Applying production approaches that reduces waste production, limits the energy usage, and minimize greenhouse gas emissions. Conducting assessments to comprehend the environmental effects of a product throughout its lifecycle.
- **Product Development:** Creating and designing products that produce minimal environmental impact on nature. Adding sustainable practices and technologies in the product development process helps to create solutions that minimize environmental impact.
- **Packaging:** Designing the packages that utilises less materials and generate lesser waste in order to reduce harms on the nature. Using materials that are recyclable, biodegradable, act as substitute for present ones like paper, cardboard, plastics, etc.
- **Marketing Communications:** Highlighting the environmental benefits of products and services by designing such marketing campaigns. Avoiding greenwashing (promotion of false idea of natural, eco-friendly, or free of chemical products) and providing authentic information about the product.
- **Distribution:** Optimal utilization of transportation and logistics for the minimization of carbon emissions by using fuel-friendly vehicles, and selecting eco-friendly transportation options. Trying to source the materials and products that are local to reduce carbon footprints linked with long-distance transportation and also to upgrade local economies.
- **Consumer Participation:** Awareness to consumers is necessary regarding the environmental impacts of their buying decisions and incite them to opt for sustainable consuming habits. With constant engagement with the customers to collect their feedbacks and responses on green products and services, and participating them in sustainable initiatives.
- **Corporate Social Responsibility (CSR):** Creating and initiating environmental rules and regulations that guide the company's sustainable efforts.

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