THE IMPACT OF GREEN MARKETING ON CUSTOMER SATISFACTION AND ENVIRONMENTAL SAFETY

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ABSTRACT
Nowadays we hear about various programs like green revolt, going green, environmental safety, sustainable development, shielding our earth and many others all these programs are run by both government and non-government agencies in order make people aware of detouring condition of environment. Among all these Green marketing is one of the most rapidly growing concepts as its affects can be seen in all areas of an economy. This concept has become so popular among the consumers that they are ready to pay even extra charges for green product. Green marketing has turn up as one of the biggest tools that almost all companies of various industries has started using. One of the major reasons which made Green marketing so famous among people is the concern of people toward environment and keeping this point in view most of the companies start modifying their production process in order to meet the requirement of environment friendly product. Already many researchers has work on the concept of green marketing over many years, the motive of this paper is to analysis that how of green marketing strategies effect on satisfaction level of customer and environmental safety. The outcome of this paper can be used by other researchers who like to analyze the effect of green marketing on customer satisfaction and environmental safety.

Keywords: Green Marketing, Consumer Satisfaction, Environmental Safety

I. INTRODUCTION
Green marketing has emerged as one of the most popular thought in last few decades, the big reason behind this is the concern of consumers regarding environmental issues. In simple layman language the term “Green marketing” meaning to manufacturing and selling product or services which are both customer and environmental friendly. It was late 1980s and early 1990s when the concept of Green marketing came into existence. As far the today scenario is seen the Green marketing has emerged as one of the most important concern for industries and consumers too, as now consumer search for green products are ready to pay a extra for green product. Through this paper a small effort is done to highlight the level to which this new market has impact the consumers and the environment so far. Green marketing has also lead to the creation of new market and job opportunities in the economy. Companies that are following this concept has not only lead to environmental protection but also have gained many satisfied and loyal customers.

II. DEFINITION OF GREEN MARKETING
In 1980 the American Marketing Association defines green marketing as one of the method by which environment friendly products are sold in market. The activities related to production, packaging and advertising completely changes when product comes under the concept of green marketing. The terms like Environmental Marketing and Ecological Marketing are consider as part of green marketing. In 1994 Polonsky gave a definition of green marketing in which he state that the Green Marketing consists of all activities which are necessarily needed to in order to satisfy human needs or wants the major difference among simple marketing and green marketing is that the wants customer’s wants are satisfy in such a manner that it do not create any kind of harmful effect on environment

III. EVOLUTION OF GREEN MARKETING
Green marketing is evolved over the time. There are three phases in its evolution process.
1. First phase is “Ecological” green Marketing. In this phase of marketing a solution is searched for various
environmental problems that environment is facing in current scenario.

2. Second phase is “Environmental” green marketing: in this phase main concern area was the development of clean technology which ultimately leads to designing of advanced and new products which successfully resolve the problem of environment related issues like industrial waste and toxic waste.

3. Third and last phase was “Sustainable” green marketing. It came into existence in the late 1990’s and early 2000

IV. OBJECTIVES
To highlight the various reason for using the concept of green marketing.
1. To study the various benefit that Green marketing causes.
2. To describe various business practices that industrialist must adopt for sound environment.

To briefly describe all different challenges in path of green marketing

I. METHODOLOGY
Data is descriptive in nature and is collect through secondary sources such as magazines, Books, and Internet.

II. WHY GREEN MARKETING?
Nowadays population is increasing on a large scale due to which demands for resources is also increasing with the same speed, so the optimum utilization of resources become necessary for the producers and no scope is left regarding wasting the resources. So green marketing came as permanent solution to all this problems. Moreover nowadays behavior of customers is changing around the globe as most of them are very concern about the protection and fortification of environment, as various evidences in this regard can be seen. All these factors work as major force behind the popularity and successfully promotion of green marketing and secondly green marketing also focuses on production of sustainable and socially responsible goods and services which are both user and environment friendly.

III. BENEFITS OF GREEN MARKETING
Green marketing concept give the companies motivation as well as new direction in the process of developing new and innovative products and services which are environment friendly, as inputs used in this technology is organic and nontoxic. As result of which they get access over new markets which ultimately lead to several fold increase in their profit and sustainability, moreover such companies got an edge over their competitor companies which are not in support of following the concept of environment safety.

Some of the major advantages of green marketing are listed below:
1. It guaranty sustainable and long-term growth of company with ensure profit.
2. It helps in saving money in the long run, even though preliminary cost is more.
3. It helps the companies to advertise their products and services keeping the environment as base aspects. As all this ultimately help company in acquiring new markets segment and enjoying competitive advantage over other companies.
4. Most importantly employees also have sense of proud and responsibility for working in an environment responsible company.
5. It automatically fulfils the corporate social responsibility.

IV. ADOPT ENVIRONMENTALLY SOUND BUSINESS PRACTICES
• In order to follow the concept of Green marketing a company need to develop an Environmental Management System as it help organization to decrease its harmful impacts on environmental and increase its operating efficiency.
• If company want to implement the green marketing concept then it became necessary for them to understand and strictly follow Environmental related rules and regulations
• One of the major concern areas in Green Marketing is water conservation
• Company also need to make strategy in order to explore more green commuting Options
• One of the most important change that companies has to make in their working procedure is to shrink greenhouse effect i.e. no toxic or harmful gasses will be released in environment without treating them properly.
• While adopting the policy of green marketing companies need to learn about the effect of Climate Change on business
• Lastly companies needed to commit itself to use only environmental friendly inputs and make green products which are not harmful to environment.

V. GREEN MARKETING MIX
Different company follows different policies in regard to marketing mix. Some follow 4 P’s concepts and some work on the basis of 7 P’s of marketing mix. As far as the policy of green marketing is concern 4P’s of market mix are taken under consideration but a question that always arises among the marketers during the implementation of green marketing is, how to use it in a pioneering way?

PRODUCT
The objectives of green marketing in using FIRST “P” of market mix is to plan those products which can lead to reduction of resource consumption and pollution in order to make optimum utilization of resources.

PRICE
The key factor of green marketing mix is price. In majority many consumers will be ready to pay add on value of the product if they found that product is giving any additional facility or satisfaction to them. Such changes in the price may be made only if there is enhanced in product performance, function, fabrication, visual appearance or taste. All these factors must be taken under consideration while charging a premium price for a product

PROMOTION
Three types of green advertisement are done as listed below:
- Advertisement that deals with the association of product service and bio physical environment.
- Advertisement that endorse eco-friendly standard of living by highlighting a product or any service.
- Advertisement those are capable enough to show the existing image of environmental accountability.

VI. PLACE
In order to sell green products it becomes necessary to make these products easily available for the consumers therefore it become necessary for companies to choose such a place for their products which is easily approachable for consumers. As this could be a profitable idea for business

STRATEGIES FOR GREEN MARKETING
Marketing Strategies for green marketing include:
1. Doing Marketing Audit.
2. Develop a marketing plan and strategies with regard to 4 P’s
3. Implementing framed marketing strategies
4. Planning and evaluating result

VI. CHALLENGES AHEAD
1. As renewable and recyclable material is used as input in manufacturing of Green products and it these raw materials are costly
2. Technology used in producing environment friendly products is unique and very advance and in inventing such machines requires a huge investment in R & D
3. main focus in green marketing is to make environment free from toxin waste and for this various toxin treatment technology is introduce but such technology is very costly for companies to buy and maintain
4. Other major challenge for companies who wish to follow the concept of green marketing is lack of awareness among people about green products and their uses.
5. Next major hurdle in path of green marketing is that the green products are comparatively expensive in nature and most of the consumers do not want to pay extra charges for such products.

VII. THE FUTURE OF GREEN MARKETING
In such a fast growing world green marketing still holds a very congested place in marketing because many business scholars still consider it as an “unconventional way of marketing” that does not lattice properly with customary axioms of marketing. To avoid such myths
initiation of new good marketing principles are required that could make eco-friendly product popular among consumers. Various green products have verified that green marketing is no longer myopia if marketers follow the principles.

- Consumer value position
- Calibration of consumer knowledge
- Credibility of Product Claim

I. TIPS FOR SUCCESSFUL GREEN MARKETING

When the issue of protection of health and environment safety comes consumers will always try to choose the correct way to protect the same, as a result to this green movement is catching fire all around the globe and evidence to this is the level at which advertisements are made in order to promote various green products from various renowned national brands. Before a company makes its mind to enter into policy green marketing, they need to takes three essential steps:

I. company need to prove their claims of green product as Today’s shoppers are willing to dig deeper to get the real facts raging the product by doing various examination, getting consumer feedback, reviews, testimonials and recommendations, as well as certification seals, labels and ingredient lists. All the marketing efforts, from the website to sales tools, public relations placements and social networking, must accurate and appropriate to provide verification of the green claims.

II. Doing right pricing though customers are ready to pay extra price for green product, as price play a vital role in customer’s purchase decisions. Consumers want right quality products which is good for them and environment simultaneously at right price which they can afford easily.

III. When a company promises to consumer to offer them goods which are healthy and environment friendly then the social image of company is automatically improved. But along with this when a company ensure giving highly valuable product in term of health and environment friendly at an affordable price then it acquire major section of market which ensure its long life term in market.

XII. CONCLUSION

The concept of “Green Marketing” is getting practiced all around the globe after the introduction of this concept a drastic change can be seen in business policies around the world because it has become mandatory for business houses to take care of both i.e. health of their customers and environment in which they are working in. Green Marketing make it essential for companies to fulfill their social responsibility toward environment by simply saving world from toxin pollution that they release in environment without any treatment. It’s not wrong to say that Green marketing is an appropriate example of clever marketing because in this type of marketing not only customer is convinces but later on indirectly consumer also get involves in marketing his product. Recycling of paper, metals, plastics, etc., in a safe and cause no harm to environment in any manner that why it has become much more popular and adopted at universal level. Nowadays it has become the general norm to use energy efficient lamps and other electrical goods in order to save energy and money too. In these entire program marketers played very important role to make the consumers understand the advantage of green products over non-green ones. In green marketing, customers are ready to some extra bucks in order to maintain their environment clean and green. Green marketing program is highly in practice in developing countries. But still Green marketing is in its preliminary stage and a lot of research is needed to be done in this field, in order to explore its potential fully.

REFERENCES


Websites www.greenmarketing.net/stratergic.html