

Green Marketing Mix: A Model towards Sustainability

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Abstract—As a result of histrionic increase in global environmental cognizance, the concept of green marketing has emerged as a buzzword over the last decade. In modern businesses, sustainability has become an effective marketing tool and sustainable living brands are growing extraordinarily faster than those of other business. The new green innovations in marketing mix, like eco-friendly products, green logistics, etc. empowers them to access new markets, augment their market shares, and ultimately increase profits. Just as we have 4Ps i.e. product, prices, place and promotion in marketing, we have 4Gs in green marketing too, but they are bolstered by sustainability as vision. The paper highlights current green marketing mix strategies used by businesses to compete in the market and aims to report the findings of review of literature in green marketing domain and propose a green marketing mix model to attain sustainability. This exploratory research paper also discusses consequent implications for marketers in designing their sustainable marketing strategies.

Keywords— *Green Marketing, Sustainability, Marketing mix, eco-friendly, 4Ps.*

I. INTRODUCTION

Present marketing understanding embraces that the marketing strategies must meet the needs of consumers by offering values to them, to protect or develop overall welfare of the society in long term (Kirgiz, 2016)^[4]. Modern consumers are becoming progressively conscious of their impact and their beloved brands' impact on the environment and society as a whole. This has given birth to a new concept of green marketing. The notion of green marketing, from company point of view, is about highlighting a product or service's environmental benefits and exemplifying how brands are shifting their processes and practices to be more environmentally aware. For consumers, it means, reducing their environmental impact that is "carbon footprint". More and more brands are changing up their entire image from revenue-driven to environmentally friendly brands. And this is called "the greener way" of doing business altogether.

The paper is organized as follows, Section I contains the introduction of green marketing mix, Section II contain the previous research works i.e. review of literature, Section III contain the research methodology, Section IV contains the latest instances of Green Marketing Mix, section V explain the model determined with flow chart, Section VI describes results and discussion Section VII contain the recommendation of study and Section VIII concludes research work with future directions.

II. RELATED WORK

(Ngai, 2016)^[5] conceptualized green services from the supply chain perspective and in the consumer-product context and

developed a GS measurement model. Based on natural resource-based view the article operationalized as a multi-dimensional construct reflecting three complementary dimensions, namely pollution prevention, product, and long-term development-oriented Green Services practices.

(Hermelin, 2016)^[2] in an empirical study discussed how can green services be developed in different local settings, focused on the role of the public sector, the chapter identified the policy actions and project activities of local authorities affecting the development of green services. It concluded that collaborations across these policies, sectors and between organizations may derive initiatives, incentives, and resources for the development of green services.

(Christina W. Y. Wong, 2013)^[1] highlighted ways that service-oriented firms may leverage their efforts in providing green services to achieve performance improvement through their existing environmental management system (EMS). The study discussed a model linking two key green service practices, green service delivery and green service support, to cost and environmental performance. It validated that it is possible to achieve both cost advantage and environmental improvement by adopting green service practices.

The study conducted by Sourabh Bhattacharya(Sourabh, 2011)^[9] identified the factors representing consumers' attitude towards green marketing in India. It stated that the green marketers in India should carry out heavy promotional campaigns, because majority of the Indian consumers are price-sensitive and are not sure about the quality of green products.

In a research conducted by Joseph & Rupali korlekar(2012) (Joseph & korlekar, 2012)^[3], in-depth studies on green marketing should be conducted in developing countries like India to understand consumer perception and attitude towards green marketing and green products.

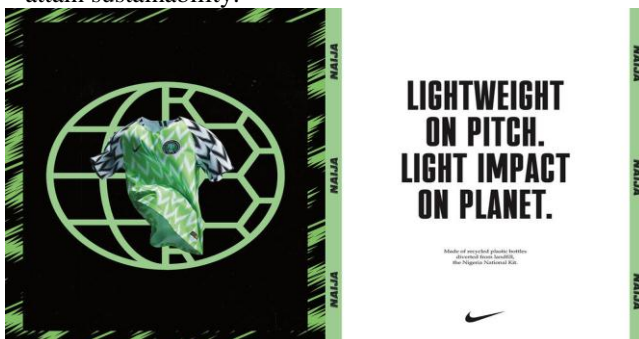
Shikha Tripathi, Dr. Taruna, Dr. Kushendra Mishra (Shikha Tripathi, 2016)^[8] in their research paper identified that green marketing of products helps the business firms to only influences the consumer awareness and not his buying behavior, which further can help firms to increase their market share. The study showed that in India only 25% of consumers are opting for eco- friendly products & 28% can be considered as health conscious. Because of growing inclination of consumer towards eco-friendly product, firms are producing more and more eco-friendly products in India.

Dr. Navreen Tariq^[10] in his research paper (Tariq, 2018) identified that environmental impacts are a function of the way services are provided and the way goods are produced, delivered, used and disposed off. Moreover, the large number of consumers are aware about green marketing but this awareness is not equally distributed across different attitude levels of the consumers regarding green products. And importance attribute received higher appreciation, as compared to the attributes like appearance and promotion, in conveying the eco-friendliness of the products.

III. METHODOLOGY

Research Objectives

- To review the literature in green marketing domain and determine its implications.
- To discuss latest instances of green marketing mix.
- To propose a "Green Marketing Mix Model" to attain sustainability.



IV. RESULTS AND DISCUSSION

The Latest Instances of Green Marketing Mix

Nowadays, sustainability has become buzz word and a priority for consumers, who are gradually looking out for products and services that are of high-quality, affordable and environmentally-friendly. This in turn has coerced the companies to devise green products or services and conforming marketing strategies. According to study (Nielsen, 2014)^[6] 55% of global online consumers are willing to pay more for products and services from companies that are committed to positive social and environmental impact.

In 1992, the European Commission established the EU Ecolabel, a Europe-wide voluntary environmental labeling scheme that aims to help consumers identify sustainable products and services. Thus, it has become extremely imperative for companies to develop legitimate and effective green products or services and marketing strategies to leverage the respect and loyalty of consumers. The Green Marketing Mix from sustainability point of view can be listed as below:

1. Green Product

The products design has to be developed according to sustainability. Every aspect of the green product that is from conceptualization to the product itself till consumption should be environmental friendly. It may be using recycled or sustainable materials and production processes. Green products usually save water, energy, money, and has minimal or no harmful effects on the environment.

Nike, Air Jordan shoes is an example of a product with a green design. It is manufactured using sustainable materials and production processes that are environment-friendly which involves reduced the usage of harmful glue adhesives. Yarn, soles and basketball courts are a few examples of the many products Nike creates by transforming plastic bottles, manufacturing scraps and used product into new materials (such as Nike Grind). In fact, 75 percent of all Nike shoes and apparel now contain some recycled material (Nike News, 2018)[7].

2. Green Promotion

A company should explicitly promote its sustainability performance of its products and services as a key component of its business activities. Everything a company does should mirror its sustainability values. They cannot claim to be sustainable while engaging in unsustainable business practices such as making employees work under inhuman conditions. This may ruin the company's credibility with consumers.

There are three types of green promotions: -

- * Addressing a relationship between a product/service and the biophysical environment.
- * Promoting a green lifestyle by highlighting a product or service.
- * Representing a corporate image of environmental responsibility.

The Body Shop exemplifies effective green positioning. The company are against animal testing; support community fair trade; activate self-esteem; defend human rights; and protect the planet.



3. Green Pricing

Green pricing respects the people, planet and profit in such a way that takes care of the health of employees and communities and ensures efficient productivity. A green company may highlight ways, a green product or service, helping consumers to save their key resources. Consumers are awakened that their choice is about investing in something that will allow them to save money and resources in the future, rather than making a short-term purchase. Most consumers will only be prepared to pay additional value if there is a perception of extra product value. This value may be improved performance, function, design, visual appeal, or taste.



Tide presented the detergent as a concentrated formula that can help save up to 50% on energy bills by eliminating the need to wash clothes in warm water. Tide claimed that the amount of energy saved can be used to charge a smartphone for life. By green pricing, consumers were made to understand that if they buy Tide Coldwater Clean, they will be able to reduce their energy consumption and contribute to sustainability.



4. Green Place

Green logistics includes cutting down on transportation emissions, like this reducing the carbon footprints. For example, instead of marketing any imported goods in India it can be licensed for local production. This avoids shipping of the product from far away, thus reducing shipping cost and more importantly, the consequent carbon emission by the ships and other modes of transport.

It also includes green packaging. Comestible cup at KFCs is the best example of products possessing ecological and innovative packaging. Developed by the company The Robin Collective for the fast-food chain KFC, the Scoff-ee Cup is a biscuit wrapped in sugar-paper doubled with a layer of white chocolate in the shape of a cup. Due to its texture, it is able to contain the heat of espresso and best of all can be eaten afterwards.

To conclude, legitimate green marketing is the only way to go in present sustainability conscious world. Greenwashing may appear inexpensive, convenient and fast, but can cost a company its hard-earned reputation and potentially its profits. Businesses should take the high road by employing effective and truthful green marketing strategies. In the long term, green companies enjoy more profits and continued patronage when they are able to establish a reputation for being trustworthy and truly dedicated to sustainability.

Implications of the study

Green marketing can be described with two fundamental elements i.e. reorganization and reconsumption. These serve as main components that lead to a sustainable environment.

First, reorganization includes reorientation of marketing mix. This visionary management is complementary to organizational values and culture encompassing sustainability principles within. These are guiding factors in developing green marketing mix for a company. Thus green marketing managers possess a set of values that develop green marketing practices around environmental vision and mission. They cultivate green marketing philosophy across strategic business functions in the company, to make a consistent commitment of resources for green product development, and to rationalize company processes to deliver a consistent consumer value.

The green marketing mix includes 4 P's devised with green orientation.

1. Green price mix includes associations originate from marketing innovations, incremental or radical, that aim at adding value to the total green product offerings.
2. Green product mix is related to making a unique and robust set of product associations that use recycled or sustainable materials and production processes.
3. Green promotion mix communicates the green product, the corporate culture and environmental commitment of the

company, the relationship of the product with customers and establishing the product in the market.

4. Green place mix is the choice of where and when to make a product available that have vital impact on the customer’s decisions. It is to maximize the efficiency of the distribution process and packaging changes, such as encouraging reusable bags, a tighter packaging-to-product ratio, or cube optimization.

Further, the second element is reconsumption. Reconsumption is redirection of consumer needs and wants towards sustainability. Green marketing managers utilize their skills and intelligence to ensure that how several

features, benefits and attributes of green products are rooted in lifestyle of the consumers. These eco-oriented personalities own environmentally responsible behavior. They are unwilling to buy from those who treat the environment as a dumping ground and have no concern for tomorrow.

Both “Reorganisation and Reconsumption” will ultimately result in “Sustainability”. This is the philosophy of “returning more to the environment than we take from it”. The schematic depicting the whole process is shown in Figure 1.

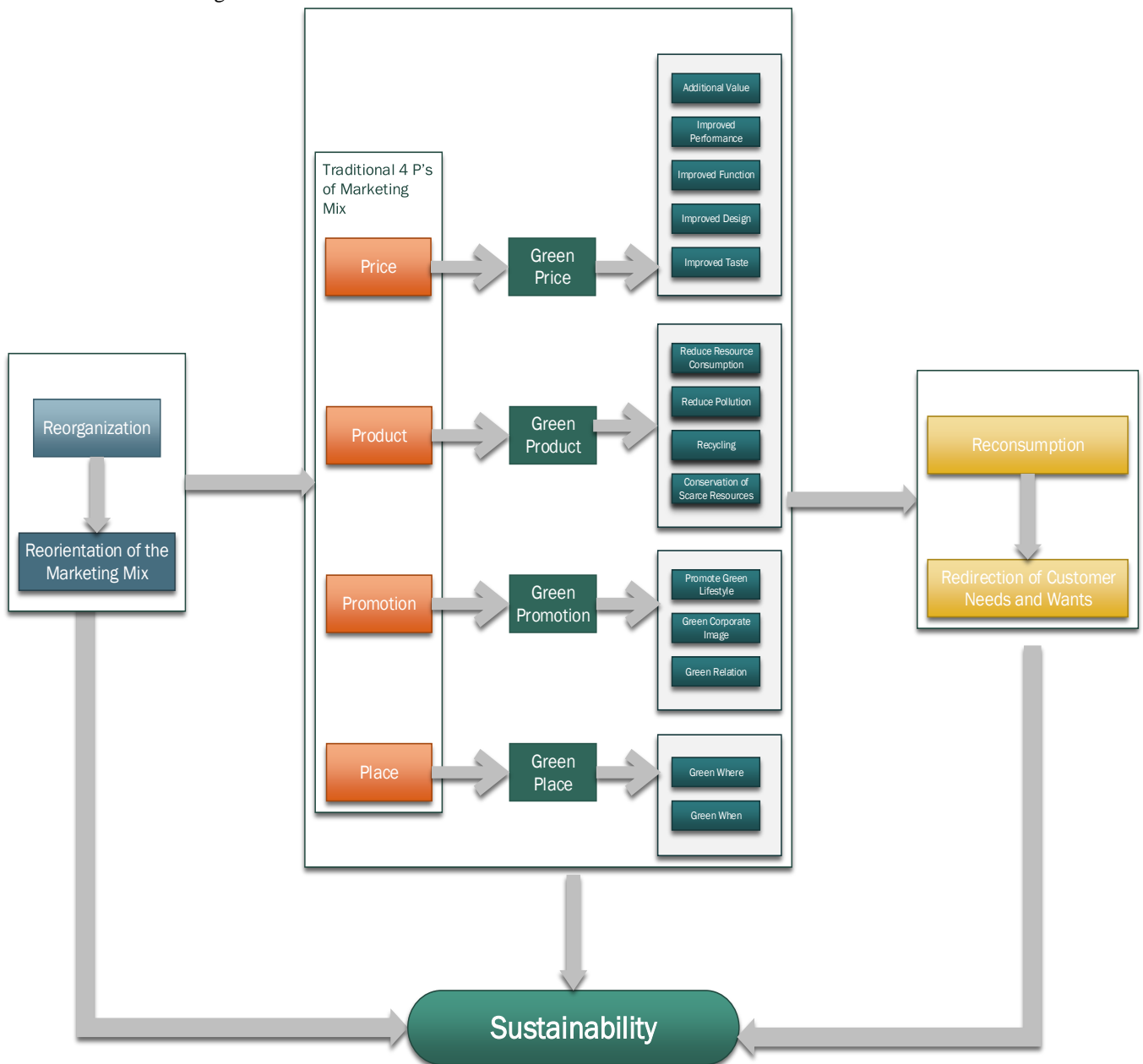


Figure 1: Model for Green Marketing Mix

V. CONCLUSION AND FUTURE SCOPE

Limitations of the study

Certain limitations were identified in the study. Owing to the broad nature of the study, it was not possible to make substantial inferences between different industries or specific company types. The study is exploratory in nature and only identifies theoretical model of green marketing mix for sustainability which is also one of the limitation.

Future scope of the study

The literature review elaborates how green marketing has moved beyond simply promotion of products with environmental characteristics which itself is a challenge for marketing researchers and practitioners. Empirical studies developing such managerial solutions to green marketing challenges are scope of future study. The study is theoretical in nature so future research should explore some practical implications. Measuring green marketing performance in financial terms (investment profitability, sales profitability, and financial profitability), operational terms (sale volume, sale increase rate, market share, customer retention rate, product quality) and in terms of organizational efficiency may corroborate other milestones in this direction. Exploring green communication practices and consumer engagement practices using different new medias, especially social media, is another scope for the study. Empirical study determining factors leading consumers to give more weight to sustainability and changes in marketing practices as per sustainability principles shall be done. The researcher has already started working on such empirical study.

Conclusion:

Sustainability is evolving into more than just a fad – it is becoming a norm. Today's visionary business leaders are therefore taking a proactive stance to look at the sustainability of their business model. A sustainable marketing strategy works best when it adapts and complements the overall corporate sustainability vision of the company, personifies the brand image, and is clearly and transparently executed throughout all marketing elements. The only way to scale sustainability is by pursuing sustainable consumption. This can be done by businesses by motivating consumers to value sustainability and make it a priority. Consumers need to be on board to make sustainability happen.

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Authors Profile

Ms. Mredu Goyal pursued Bachelor of Commerce(Hons.) from Jai Narayan Vyas University of Jodhpur, India in 2004 and Master of Commerce (Business Administration) from University of Bikaner in year 2007. She is currently pursuing Ph.D. as Senior Research Fellow in University of Rajasthan, Jaipur, India since 2013. She has published more than 10 research papers in reputed national and international journals and conferences and it's also available online. Her main research work focuses Social Media Marketing. She has 4 years of teaching experience and 5 years of Research Experience.

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