

# Green Marketing: A Marketing Mix concept

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**Abstract**— This paper tries to provide an overview of green marketing from marketing mix concept. The aim of green marketing is to include environmental issues in the marketing efforts. The idea is that marketers provide consumers with better information about the green properties of the products offered and then they will include this information in their purchasing decisions. This will consequently push companies to produce products that are better from an environmental point of view. Consequently companies have executed various green marketing strategies to meet the demands of environmentally sensible customers as they are very much aware of what they are consuming. Companies that use the extreme green marketing fully incorporate environmental issues and responsibility into their business and address issues related to marketing mix for the environment.

**Keywords**— green marketing, environment, marketing mix.

## I. INTRODUCTION

Environmental problems are still the main concern for the entire world and human beings. Air pollution, greenhouse effects and ecological unbalances, are the main

environmental problems that have occurred till now along with the activities of human being (Sharma, 2011). One of the biggest problems with the green marketing area is that there has been little attempt to academically examine environmental or green marketing. according to the united national environment program (UNEP), one quarter of the earth's land is threatened by desertification, which is a process of land degradation in arid, semi-arid, and dry sub humid areas resulting from various factors including human actions (United National Chronicle, 2000) (Hai & Mai, 2012). Pollution is another important environmental problem owing to the economic growth. Industrial waste from manufacturing plants and untreated sewage, the coal fired power plants', gas diesel power vehicles, etc. Are some examples of the primary causes of this pollution (Shahnael, 2012). Sudanese manufactures is one causes of this pollution, this paper attempts:

- 1) To introduce the terms, definition and concepts of green marketing.
- 2) To discuss the Benefits of green marketing.
- 3) To know what is the green marketing mix.
- 4) To understand the relationship between green marketing mix and purchase intention. Table 1.1 shows below:

Table 1.1: Sudanese Manufacturer Pollution

Environmental problem	N. factories Khartoum	N. factories Omdurman	N. factories Buhre	N. state factorie s	Per%
lack of commitment to workers' safety tools	35	20	25	80	27%
Low internal and external environment	19	12	15	46	15%
Lack of ventilation and exhaust fans	30	20	20	70	23%
Lack of proper waste disposal	13	15	16	44	15%
Emissions from the flue	10	25	15	50	17%
other	2	5	3	10	3%
Total	109	97	94	300	

Source: Supreme Council for the Environment, 2017

## II. GREEN MARKETING CONCEPT

The concept of "green marketing" appeared in the late 1980s (Peattie & Crane, 2005). It refers to a firm's efforts at

designing, promoting, pricing and distributing products that will not harm the environment (Pride & Ferrell, 1993). According to Welford (2000), green marketing is the

management process responsible for recognizing, anticipating and meeting the requirements of customers and society in a profitable and sustainable way. Most scholars describe green marketing using many terms like ecological marketing, environmental marketing and even responsible marketing. All these terms have a common focus on the exchange process that both the parties should ensure the wellbeing of environment. It is because of the fact that the rise of environmental consciousness, environmental issues have become valued and mainstream (Chen, 2010). Whether or not these definitions and related practices look for advancing the quality of life of the world's citizens or improving the natural environment remains imprecise. An effective definition of green marketing, therefore, must integrate transformative change that creates value for individuals and society as well as for the natural environment.

It began in Europe when specific products were identified as being harmful to the earth's atmosphere. As a consequence, new "green" products were introduced that were less damaging to the environment (Shil, 2012). After a period of intense academic activity centered upon environmental questions, discussion of such matters declined considerably in the second half of the 1970s, continuing in this same vein until the mid-1980s. This period also seems to have coincided with an increase in legislation and greater intervention on the part of governments with the aim of protecting the environment (Finisterra et al, 2010).

Starting from 1980s, a green concept started to emerge in the world as people are becoming more and more green conscious (Saad & Abdullah, 2013). The basic idea of green marketing is carrying out all regular marketing activities that include and enable the exchange of products and services without harmful effects on the environment or activities that reduce one's own effects on the environment (khan, 2012) "Sustainable", "environmentally friendly", "green", "pro-environmental", and "ecological" have often been used interchangeably to describe firms, products, and production processes that use less energy, that recycle materials, that reduce waste and pollution and that preserve natural resources (Simula et al, 2009).

#### **Definition of green marketing**

Green marketing cannot be easily defined. Numerous authors define it in a number of ways (khan, 2012). Indeed the terminology used in this area has varied, it includes: Green Marketing, Environmental Marketing, sustainable marketing and Ecological Marketing (Singh, 2010, Polonsky, 1994). According to the American Marketing

Association, green marketing is the marketing of products that are presumed to be environmentally safe by Henion and Kinner, 1976).

Polonsky (1994) defines green marketing as. 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. Other researchers have defined environmental marketing as " the holistic management process responsible for identifying, anticipating and satisfying the requirement of customers and society, in a profitable and sustainable way" (Karna et al, 2001).

while Stanton and Futrell (1987) define green or environmental marketing as actions intended to replace current needs and wants with minimal harmful impact on our environment. Likewise, Pride and Ferrel (1991) define green marketing in simpler terms as the specific development, pricing, promotion and distribution of products that do not harm the environment. However, green marketing is a relatively new concept in the world. Thus defines (Polonsky, 2011) green marketing as the effort by a company to design, promote, price and distribute products in a manner which promotes environmental protection.

Rashad Yazdanifard (2011) defines green marketing as promotional activities aimed at taking advantage of changing consumer attitude towards a brand. And Fuller's (1999) defines green marketing as The process of planning, implementing, and controlling the development, pricing, promotion, and distribution of products in a manner that customer, organizational goal. This study is concentrated on four green marketing elements (product, pricing, distribution and promotion).

#### **Benefits of Green Marketing**

When looking through the literature there are several suggested reasons for firms increased use of Green Marketing. Five possible reasons are as follows:

1. Organizations perceives environmental marketing to be an opportunity that can be used to achieve its objectives (Polonsky, 1994).
2. Organizations believe they have a moral obligation to be more socially responsible. Governmental bodies are forcing firms to become more responsible.
3. Competitors' environmental activities pressure firms to change their environmental marketing activities. (Gupta et al, 2014, Singh, 2010).
4. Governmental bodies are forcing firms to become more responsible.

5. Cost factors associated with waste disposal, or reductions in material usage forces firms to modify their behavior (Sharma, 2011).

The benefits of green products and green marketing are led by the assumption that consumers and industrial customers are environmentally aware, are cognizant of ethical and environmental factors among their purchase criteria, and are also willing to pay more for greener products.

According to Bansal and Roth (2000), there are three primary reasons for a firm go green: competitiveness, legitimation and ecological responsibility. The benefits of green products and green marketing are led by the assumption that consumers and industrial customers are environmentally aware, are cognizant of ethical and environmental factors among their purchase criteria, and are also willing to pay more for greener products.

Polonsky (1994) listed five of the most important reasons cited by organizations for pursuing green marketing: help in achieving their objectives; a moral obligation to be socially responsible; governmental regulation; competitors' environmental activities, and cost factors associated with waste disposal or reductions in material usage ( Simula et al, 2009).

#### **Green marketing mix**

Every company has its own favorite marketing mix. Some have 4 P's and some have 7 P's of marketing mix. The 4 P's of green marketing are that of a conventional marketing but the challenge before marketers is to use 4 P's in an innovative manner. The first concept of 4Ps (product, price, place and promotion) was presented by Rasmussen, A. later further enhanced by Kotler, P. Marketing Mix concept was based on the some defined set of models, after 1960s when new 4Ps concept was introduced; it converted into a research field and established a theoretical ground . Marketing mix is develop for successful marketing penetration of a product to fit according to the customer's needs and wants and competitiveness position can be achieved through offering a successful component mix.

### **III. GREEN PRODUCT**

In the past decade, words like green products, sustainable, environmentally friendly, pro-environmental , eco - friendly and ecological have often been used interchangeably by marketers to inform and lure the customers as part of Green Marketing (gosavi, 2013). Environmentally friendly" refers to products or services that are not harmful to the outdoor environment or its inhabitants. However, for more than a decade, the U.S. Federal Trade Commission (FTC) has issued warnings about products or services marketed as

environmentally friendly, environmentally safe (Atlanta,2010). Mainieri et al., (1997) define eco-friendly products as ecologically safe products that can facilitate the long term goal of protecting and preserving our natural habitat (Ishaswini , 2011) it namely, environmentally friendly products or environmentally conscious products, are referred to as products designed to lessen the consumption of natural resources required and minimize the adversely environmental impacts during the whole life-cycles of these products (Tseng and Hung, 2013). A green product is defined as "a product that was manufactured using toxic-free ingredients and environmentally-friendly procedures, and which is certified as such by a recognized organisation" (Ghodeswar, 2015).

Product is the core of green marketing mix and the most important element whole green marketing strategy. However, it should be kept in mind that green product is not limited to the final object only but involves all the elements of the product, such as the materials it used, the production process, the package of the product , etc(Fan and Zeng, 2011) green product can be considered one that fulfills the same functions as the equivalent conventional product causing less damage to the environment throughout its life cycle and its composition does not harm or assaults unless the environment as well as use or no packaging (Junior, 2015).

In business, the terms "green product" and "environmental product" are used commonly to describe those that strive to protect or enhance the natural environment by conserving energy and/or resources and reducing or eliminating use of toxic agents, pollution, and waste (P. B.Singh and Pandey, 2012). Green product attributes may be environmentally sound production processes, responsible product uses, or product elimination, which customers compare with those possessed by competing conventional products (Maletic,et al,2010).

#### **The green price**

The price is the amount paid for a product. It is a critical element of the marketing mix. Most customers will only be prepared to pay a premium if there is a perception on additional product value (Eric, 2007). This value may be improved performance, function, design, visual appeal, or taste (Sharma, 2011). Environmental benefits are usually an added bonus but will often be the deciding factor between products of equal value and quality (Singh ,2013). Environmentally responsible products, however, are often less expensive when product life cycle costs are taken into consideration (Shrikanth andRaju, 2012).

Green marketing should take all these facts into consideration while charging a premium price (Bukhari, 2011). The price of green product has to be affordable for the customer to encourage purchase. Industrial differentiation works only when products reduce client's cost (Yazdanifard and Mercy, 2011).

Green pricing takes into consideration the people, planet and profit in a way that takes care of the health of employees and communities and ensures efficient productivity. Value can be added to it by changing its appearance, functionality and through customization, etc (mohanasundaram, 2012, Shil, 2012 ). The price of environmental friendly products is in some cases higher than the prices of the ordinary alternatives. A higher price compared to the ordinary alternative can be determining factor for some consumers, verifying the accurateness of the products green features. Others do not consider the price at all but choose the environmental friendly alternative (Solvalier, 2010).

In the book by Ottman (1997), it is pointed out that consumers are actually not interested in paying more for a product declared "green". It is for this reason the marketers need to pay emphasis on the pricing of the product (khan, 2012). Price is the only element that can create a perfect mix between the revenue and profit, rest other elements create costs (Awan, 2011).

According to ( Hashem and Al-Rifai, 2011) the green pricing refers to the price specified in the light of company's policies with regard to environmental consideration imposed by rules and company instructions or its initiatives in this regard. However green product often requires higher initial cost but in a long-run, it will be economy (Zeng, 2011).

### **The green place**

Green place is about managing logistics to cut down on transportation emissions, thereby in effect aiming at reducing the carbon footprint( Shil, 2012), This is related to distribution gates use that deal with green products, which are appropriate for consumers, in terms of facilitating their delivery, and to secure cycling procedures conducting within environmental conditions and requirements ( Hashem and Al-Rifai, 2011). Place represents the location where a product can be purchased. It can include physical as well as virtual stores. Product distribution should be of the acceptable channels, and clearly and properly placed at environmentally safe place where there is no contamination whatsoever. For green businesses to be established and become competitively priced, companies have to ensure that their distributors are

concerned of the environment and ascertain that they establish a green distribution strategy (Eric, 2007).

Place is not a cost generator factor, it has many features that can create revenue and certain outcome. This element of the marketing mix is dealt how-to-handle-distanc (Awan, 2011).

Logistics is another part of the correlation, because it approaches procurement, material handling, distribution, storage, material recovery and disposition (Aminimoghadamfarooj and Shcherbakova, 2010). The choice of where and when to make a product available by a company, will have significant impact on the customers. Very few customers will go out of their way to buy green products (Sharma, 2011) merely for the sake of it. Marketers looking to successfully introduce new green products should, in most cases, position them broadly in the market place so they are not just appealing to a small green niche market.

Green distribution is a very delicate operation. Customers must be guaranteed of the 'Ecological nature' of the product. The green environment is a constantly regulated environment and as such high level of compliance is necessary when carrying out distribution of green products (Yazdanifard and Mercy, 2011). Few interested customers will go out of their way to buy green products (Singh, 2013). Distribution includes transportation which is possible only with the help of vehicles, which have a direct bearing on the environment. Adopting environmentally friendly vehicles whose modification may minimize unwanted effect on the environment can be a major contribution in the way of greening (khan, 2012).

### **The green promotion**

This refers to providing real information about the products in a way that does not hurt the materialistic and moral consumers' interests (Hashem and Al-Rifai, 2011). Green promotion involves configuring the tools of promotion, such as advertising, marketing materials, signage, white papers, web sites, public relations, sales promotions, direct marketing and on-site promotions, videos and presentations by keeping people, planet and profits in mind (Shil, 2012). Important promotion tools green advertising as promotional messages that may appeal to the needs and desires of environmentally concerned consumers (Ankit and Mayur, 2013). The objective of green advertisements is to influence consumers' purchase behavior by encouraging them to buy products that do not harm the environment and to direct their attention to the positive consequences of their purchase behavior, for themselves as well as the environment (Rahbar and Abdul Wahid, 2011). Marketing

communication is defined as a cross-functional activity (Platel, 2009). Engaging in green promotion, may impact the likelihood that firm's claims are accurately monitored (Kefu Lao, 2014).

green advertising is defined as any advertising that explicitly or implicitly addresses the relationship between a product/service and the biophysical environment, promotes a green lifestyle with or without highlighting a products/service and presents a corporate image of environmental responsibility (Samarasinghe, 2012). Zinkhan & Carlson (1995) defined green advertising as the appeals that try to fulfill consumers' needs and aspiration regarding to environmental concern and health issues from different perspectives including ecology, sustainability, and pollution-free messages (Zhu, 2013). Also defined green advertising as "promotional messages that may appeal to the needs and desires of environmentally concerned consumers (Stokes, 2007). While defined as advertising that suggests either a positive relationship between a product and the environment, promotes a green lifestyle, or presents a positive corporate environmental image (Banerjee, Gulas & Iyer, 1995).

Green promotion involves communicating information on the environmental commitments and the efforts made by companies to consumers. This element in the green marketing mix includes various activities like paid advertising, public relations, sales promotions, direct marketing and on-site promotions (Zeng, 2011). Promoting products and services to target markets includes paid advertising, public relations, sales promotions, direct marketing and on-site promotions (Singh, 2010). Green promotion means transferring actual environmental information to those consumers who are involved in a company's activities. Also, companies' commitment to preserve natural resources is for the purpose of attracting the target market (Shirsavar and Fashkhamy, 2013).

#### IV. CONCLUSION

There are many limitations that must be taken into account in this study. First, the study is focusing on green marketing literature. A second problem relates to the time. The Environmental problems in Sudan are growing rapidly. The increasing economic development, rapid growth of population and growth of industries in Sudan is putting a strain on the environment, infrastructure and the countries natural resources. Industrial pollution, soil erosion, deforestation, rapid industrialization, urbanization, and land degradation are all worsening problems. Environmental pollution is one of the most serious problems facing

humanity and other life forms on our planet today. In green marketing, consumers are willing to pay more to maintain a cleaner and greener environment. Green marketing assumes even more importance and relevance in developing countries like Sudan. Green marketing is still in infancy stage & lot of research needs to be done by the companies to focusing on the environmental benefits. In future only those companies will reap the greatest reward that innovates with new products, materials, technologies which are eco-centric and address the challenge by walking their talk. This paper certainly closed the gap in the existing literature and the body of knowledge.

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