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Proposals and Strategies for Women Entrepreneurs



Green-Web Marketing

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Introduction:

What is Green-Web Marketing

1. Green marketing definition and evolution

The term Green Marketing came in the late 1980s and early 1990s, began in Europe in the early 1980s when certain products were found to be harmful to the environment and society as a whole. Consequently new types of products were created, called “Green product” that would cause less damage to the environment.

There is no single definition accepted universally, but in 1994 Polonsky stated: “*Green or environmental marketing consists of 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.*”

The United Nations Environment Programme defines it as “*a marketing which encompasses all communication operations undertaken to promote a product on the basis of its environmental properties or of its social qualities. It is about selling products on an ethical platform.*” The distinctive features of green marketing are its commercial dimension coupled with the reference to the values of consumers who want to act in an environmentally conscious and socially responsible manner with the purchases they make.

According to Peattee (2001), the evolution of green marketing can be divided into three phases: First phase was termed as “*Ecological*” green marketing, to help solve the environment problems through remedies.

Second phase was “*Environmental*” Green Marketing with focus on clean technology that involved designing of innovative new products, when take care of pollution and waste issues.

Third phase was “*Sustainable*” where it becomes essential for companies to produce environment friendly products as the awareness for such products in on the rise as customers are demanding eco-friendly products and technologies.

Regarding Green-Web marketing it can be said that it is *the online (internet) marketing of products that are presumed to be environmentally safe*. Thus green-web marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising online. So, in this scenario of global concern, corporate houses have taken green-web marketing as a visible part of their strategic planning to promote products by employing environmental claims either about their attributes or about their systems, policies and processes of the firm that manufacture or sell them online. Clearly Green marketing is a part and parcel of overall



corporate strategy; along with manipulating the traditional marketing mix. So, we can say green-web marketing covers a broad range of activities. But what is that green marketing mix?

2. The green marketing mix

The marketing mix, also known as the four Ps of marketing, is the combination of product, price, place (distribution), and promotion. Marketers develop strategies around these four areas in marketing to enhance branding, sales, and profitability. The marketing mix forms the foundation for creating a sustainable marketing strategy. Sustainability marketing, unlike traditional marketing, needs to adhere well to sustainability principles throughout the marketing mix. This helps to (1) strengthen the brand identity; (2) provide credibility; and (3) ensure honest, truthful communications and radical transparency with stakeholders, one of the cornerstones of good sustainability marketing principles.

Every company has its own favorite marketing mix incorporated in their strategy. 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. They can and should be also used in the green-web marketing.

1. *Product*: The ecological objectives in planning products are to reduce resource consumption and pollution and to increase conservation of scarce resources.
A product must hold distinguished position in buying and selling process. The attributes of a product some time carrying opportunities, restriction and tension, product will always exposed and suggest some benefits for the consumer.
2. *Price*: Price is a critical and important factor of green marketing mix. 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. Green marketing should take all these facts into consideration while charging a premium price.
3. *Promotion*: There are three types of green web advertising:
 - 1) Ads that address a relationship between a product/service and the biophysical environment;
 - 2) Those that promote a green lifestyle by highlighting a product or service;
 - 3) Ads that present a corporate image of environmental responsibility.According to Hakansson et al., (2005) this element of marketing mix creates interaction with the consumers and makes the product position distinguished in the market.
4. *Place*: The choice of where and when to make a product available will have significant impact on the customers. Very few customers will go out of their way to buy green products.



Green-Web Marketing: use and importance

Companies large and small are realizing the benefits of going green, and integrating that into their marketing messages. According to a 2009 January/February study by the American Marketing Association, more than half of corporate marketers believe that their organizations will increase their involvement in environmental sustainability over the next two to three years, and 43% say their companies will increase marketing of these programs.

But green marketing doesn't simply refer to internet marketing having to do with environmental concerns. Every time you purchase a product that claims to donate a portion of the proceeds to a particular charity (think of all the "pink" items you see for sale during Breast Cancer Awareness month in October), that company is using green marketing to influence our decision.

As resources are limited and human wants are unlimited, it is an imperative to make a judicious use of resources available, as well as to achieve the desired objectives of organization. So green marketing is quite inevitable, making the best use of available natural and manmade resources. Growing interests among the consumers all over the world, regarding protection of environment which tends to establish a reciprocal relationship between man and environment. As a result, green marketing notion has been given a third dimension to man and environment relationship. It includes sustainability and socially responsible products and services, rendered for human being, living on this earth. That is why green marketing has been widely adopted by the firms worldwide and the following are the reason for widely adoption of this conception.

1. Why going "green"?

There are basically five reasons for which a marketer should go for adoption of green marketing:

1. *Social Responsibility*: Many firms are beginning to realize that they are members of the wider community and therefore must behave in an environmentally responsible fashion thus resulting in environmental issues being integrated into the firm's corporate culture. An example of a firm that does not promote its environmental initiatives is Coca-Cola which invested large sums of money in various recycling activities, as well as having modified their packaging to minimize its environmental impact.
2. *Governmental Pressure*: Governmental rules relating to environmental marketing are designed to protect consumers through regulations designed to control the amount of



hazardous wastes produced by firms by issuing of various environmental licenses, thus modifying organizational behavior. These reduce the industry's production and consumers consumption of harmful goods, including those detrimental to the environment; for example, the ban of plastic bags in Mumbai, prohibition of smoking in public areas, etc.

3. *Competitive Pressure*: Another major force in the environmental marketing area has been firms' desire to maintain their competitive position. In many cases firms observe competitors promoting their environmental behaviors and attempt to emulate this behavior. In some instances this competitive pressure has caused an entire industry to modify and thus reduce its detrimental environmental behavior.
4. *Cost or Profit Issues*: Disposing of environmentally harmful by-products, such as polychlorinated biphenyl (PCB) contaminated oil are becoming increasingly costly and in some cases difficult. In minimizing wastes, firms often develop more effective production processes that reduce the need for some raw materials thus serving as a double cost savings.
5. *Green Code*: Generalize with care. Consumer behavior will not necessarily be consistent across different product types, and particular market segments may respond to certain issues on the green agenda but not others.

2. Why companies are using green-web marketing?

According to Polonsky's research on green marketing there are several reasons for companies to increase their exploitation of green marketing:

1. Company management perceives environmental marketing to be an opportunity that can be used to achieve their objectives.
2. Company management believes they have a moral obligation to be more socially responsible.
3. Governments are forcing companies to be more responsible.
4. Competitors' environmental activities pressure companies to change their environmental marketing activities.
5. Cost factors associated with waste disposal or reductions in material use forces companies to modify their behaviour.

3. Benefits of Green-Web Marketing

Companies that develop new and improved products and services with environment inputs in mind give themselves access to new markets, increase their profit sustainability, and enjoy a competitive advantage over the companies which are not concerned for the environment.

Some of the advantages of green marketing are:

1. It ensures sustained long-term growth along with profitability.



2. It saves money in the long run, though initially the cost is more.
3. It helps companies market their products and services keeping the environment aspects in mind. It helps in accessing the new markets and enjoying competitive advantage.
4. Most of the employees also feel proud and responsible to be working for an environmentally responsible company.

4. Issues of Green-Web Marketing

1. The firms using green-web marketing must ensure that their activities are not misleading to consumers or industry, and do not breach any of the regulations or laws dealing with environmental marketing.
2. It is found that only 5% of the marketing messages from Green campaigns are entirely true and there is a lack of standardization to authenticate these claims. There is no standardization to authenticate these claims.
3. Consumers are getting more aware about the merits of Green products. But it is still a new concept for the masses. The consumer needs to be educated and made aware of the environmental threats.
4. The investors and corporate companies need to view the environment as a major long-term investment opportunity; the marketers need to look at the long-term benefits from this new green movement. It will require a lot of patience and no immediate results. The corporate should not expect huge benefit for implementing Green Marketing immediately.
5. Green-web marketing is focusing on customer benefits i.e. the primary reason why consumers buy certain products in the first place. If the green products are priced very high then again it will lose its market acceptability.



Green-Web Marketing tools

Green marketing is not a buzzword, but a choice that Small and Medium Businesses make to change the negative impact that companies and people are having on the environment. Organizations are under pressure from consumers, shareholders and government bodies to develop green marketing practices and if you care about the environment and the impact our generation and past generations have made on destroying the environment, it is imperative that you take action today. That is why companies need to use effective tools for green-web marketing. The need of such tools is met not only by the big corporations, but by smaller ones as well. The same goes for start-ups and home-based businesses.

Small businesses need to be strategic about their green policies and determine how far they would like to filtrate a 'greener business ethos' in today's business environment. Your business will not be the first to 'turn off the lights', recycle everything possible and of course use green products in all areas of marketing – but if you try all these activities will put you in a more competitive position compared to your competition. That means you should ask the questions and choose suppliers with 'greener products' or who have the same 'green values' as you do where possible and your clients can do the same!

1. The 20 new rules for Green Marketing

Another important thing to have in mind, while developing your green marketing strategy is the list of rules given by Jacquelyn Ottman, founder of J. Ottman Consulting, Inc. The rules are selected to help your business at infusing bold, creative thinking and implementing practical strategies that underscore inherent product value to successfully integrate sustainability into consumer brands.

The 20 new rules for Green Marketing by Jacquelyn A. Ottman

1	Green is mainstream	Not too long ago, just a small group of deep green consumers existed. Today, 83% of consumers – representing every generation, from Baby Boomers to Millennials and Gen Ys – are some shade of green. Moreover, there are now finely defined segments of green consumers.
2	Green is cool	Once a faddish preoccupation of the fringe, green is not only mainstream, it's chic. In fact, green consumers are early adopters and leaders who influence purchasing behavior. Celebrities and other cool types generally are espousing green causes. People show off (and self-actualize) by



		tooling around in a Toyota Prius (or soon, we predict, in a Nissan LEAF electric), and carry cloth shopping bags to look the part.
3	Greener products work equally or better – and are often worth a premium price	Thanks to advances in technology, we’ve come a long way since the days when greener products gathered dust on health food store shelves because they didn’t work as well and were not a good value. Organics, hybrid cars, and safer cleaning products now command a price premium.
4	Green inspires innovative products and services that can result in better consumer value, enhanced brands, and a stronger company.	Savvy managers no longer consider the environment to be a burden that represents added cost and overhead – but an investment that can pay back handsomely.
5	Values guide consumer purchasing	Historically, consumers bought solely on price, performance, and convenience. But today, how products are sourced, manufactured, packaged, disposed of – and even such social aspects as how factory and farm workers are treated – all matter.
6	A life-cycle approach is necessary	Single attributes such as recyclable, organic, or energy-efficient matter greatly, but don’t mean a product is green overall. Recycled products still create waste, organic strawberries can travel thousands of miles, and Compact fluorescent lamps contain mercury. So a more thorough, life-cycle or carbon-based approach to greening is necessary.
7	Manufacturer and retailer reputation count now more than ever	In addition to looking for trusted brand names on supermarket shelves, consumers are now flipping over packages, saying, “Who makes this brand? Did they produce this product with high environmental and social standards?”
8	Save me! Scrap the images of planets! Bag the daisies! Nix the babies!	Even the greenest consumers no longer buy products just to “save the planet.” Today’s consumers buy greener brands to help protect their health, save money, or because they simply work better. That’s why products such as organics, natural personal care and pet care, and energy-efficient products are leading the way in sales.
9	Businesses are their philosophies	It used to be that companies were what they made. International Business Machines. General Foods. General Motors. Now, businesses and brands are what they stand for.
10	Sustainability represents an important consumer need, and is now an integral aspect of product quality.	Green is no longer simply a market position. Products need to be green. Brands need to be socially responsible. Period.



11	The greenest products represent new concepts with business models with significantly less impact.	If we simply keep greening up the same old “brown” products we’ve been using forever, we’re never going to get to sustainability. With time running out, we’ve got to “leap” to service replacements for products, and adopt entirely new ways of doing business.
12	Consumers don’t necessarily need to own products; services can meet their needs, perhaps even better.	Consumers historically met their needs by owning products, but concepts like Zipcar and ebooks are starting to prove that utility and service are what really matters.
13	The brands consumers buy and trust today educate and engage them in meaningful conversation through a variety of media, especially via websites and online social networks.	Talking “at” consumers through traditional media and paid advertising can’t build loyalty among empowered consumers in a connected world.
14	Green consumers are strongly influenced by the recommendations of friends and family, and trusted third parties.	With rampant cynicism about traditional forms of advertising and a backlash in place against perceived greenwashing, savvy marketers leverage purchase influencers and third parties like NGOs and especially eco-labelers.
15	Green consumers trust brands that tell all.	BP, ExxonMobil, and SIGG learned this lesson the hard way. It’s no longer enough to have a well-known name. Today’s brands become trusted by practicing “radical transparency,” disclosing the good – and the bad.
16	Green consumers don’t expect perfection.	Just like there’s no more whitest whites, there’s no greenest of the green. Consumers expect that you’ll set high goals (i.e., perform beyond mere compliance), keep improving, and report on progress.
17	Environmentalists are no longer the enemy.	Recognizing the power of the marketplace to effect change, many environmental advocates willingly partner with industry, offering useful guidance and expertise.
18	Nearly everyone is a corporate stakeholder.	No longer confined to just customers, employees, and investors, publics of all stripes are now corporate stakeholders: environmentalists, educators, and children – even the unborn.
19	Authenticity.	It’s not enough to slap on a recycling logo or make a biodegradability claim. Brands viewed as the most genuine integrate relevant sustainability benefits into their products. That’s why HSBC and Stonyfield Farm aim to reduce the carbon impacts of their operations.



20	Keep it simple.	Plato was an environmentalist: “Simplicity is elegance.” Today’s consumers are cutting out the needless purchases, and getting rid of the gadgets and gizmos that don’t add value to their lives. That’s why they are migrating to brands that help express these values – Method, Starbucks, Timberland. It’s just that simple.
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2. Green-Web Marketing tools

Green-web marketing tools, such as eco-label, eco-brand and environmental advertisement, can be equally effective while conducting your green marketing online. They will make perception easier and increase awareness of green products attributes and characteristics. The consequence of this will guide consumers into purchasing environmentally friendly products. Applying these policy tools plays an essential role in altering consumer purchasing behavior to buy environmental friendly products, therefore, reducing the negative impact of synthetic products on the environment.

Eco-labeling

One of the significant green marketing tools used is the eco-label on environmentally friendly products. Environmental labels are used by marketing to promote the identification of green products. Labels consist of a range of small pieces of paper, up to very complex diagrams that are included as a part of the goods packaging. Labels can contain simply the brand products or a range of varied information. In some cases, the seller may want a simple ‘Label’, but law obliges them to provide additional information.

The eco-label is identified as an important tool to allocated asymmetry information between sellers and buyers. They also state that labels are a signal to accomplish two main functions for consumers: an information function that informs them about intangible product characteristics, such as product quality and a value function, which provides a value in themselves (e.g. prestige).



Figure 1 "EU Flower" is put as an indication only of ecological products.

Eco-labels are also defined as a tool for consumers to facilitate making a decision to select environmentally-friendly products; it also enables them to know how products are made. Many of the studies on eco-labels look for ways to make them effective in consumers’ purchase behavior and environmentally safe products. Sometimes consumer distrust of eco-labels can be expressed through their ignorance in identifying eco-labels and the regulations that companies follow to

Figure 1



place authorized labels on their products.

Eco-brand

The American Marketing Association define a brand as “a name, term, sign, symbol, or design, or the combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of a competitor.” This definition can be generalized for the eco-brand as well. *Eco-brand is a name, symbol or design of products that are harmless to the environment.* Utilizing eco-brand features can help consumers to differentiate them in some way from other non-green products.

According to a prior study by Rahbar and Abdul Wahid, Malaysian consumers consider glass based, household cleaning, aerosols, pesticides and plastics as non-green product categories, with a high level of impact on the environment. Hence, it can be predicted that consumers will respond positively to products with environmental features, known as ‘eco-branded’ products. Earlier research in western countries supports the idea that consumers in the USA and Germany take positive action to eco-branded products, such as the Body Shop and green energy.

The significant factor motivating consumers to change actual purchase behavior to buy eco-friendly products is emotional brand benefits. The different types of emotional brand benefits are: a feeling of well-being, auto-expression benefits through the socially visible consumption and nature-related benefits.

Environmental advertisement

In the wake of increasing consumer concern about the environment, in the late 1980s and early 1990s, green marketing activities progressed, especially in the field of environmental advertising.

In parallel with improving green movements worldwide and with increasing public attention to environmental problems, most organizations have chosen environmental advertisements through the media or newspapers, as a method of introducing their products to environmentally responsible consumers. The objective of green advertisements was influencing consumers’ purchase behavior by encouraging them to buy products that do not harm the environment and direct their attention to the positive consequences of their purchase behavior.

Environmental advertising by corporations usually contains three elements. First, the advertisement begins with a statement of corporate concern for the environment. Secondly, the advertisement describes the way the corporation has changed its procedures in order to demonstrate its concern and dedication to improving the environment. Thirdly, the advertisement describes specific environmental actions in which the corporation is involved, and/or results for which the corporation takes credit.



Green-Web Marketing strategies

1. Best practices

Being more competitive also means that you should grow your businesses using best green and sustainable practices by implementing powerful marketing strategies through green marketing online. Make sure your next marketing campaign is 'green' and that your team, clients and suppliers are encouraged to think about the environment, in everything they do.

Experience indicates that consumers and business customers are increasingly concerned about the environment and are changing their purchasing behavior. That means there is a growing market for sustainable and socially responsible products and services. The challenge for green marketing is to make it easy for customers to become green themselves. Commentators believe that when other factors such as quality, price, performance, and availability are equal, environmental considerations may tip the balance in favor of a green product.

No matter what size your business is, you will find adopting a green marketing policy will only ensure better client connectivity, sustainable growth and ultimately more clients. Think about it - would you choose an environmentally friendly company over one that is not, if there is no price difference and they are selling the same product or service?

Green marketing mirrors the goals of traditional marketing, which is to “facilitate exchanges intended to satisfy human needs or wants.” The point of difference is that green marketing seeks to accomplish that with minimal detrimental impact on the natural environment.

➤ **Set the Right Green Objectives:**

Demonstrate Social Responsibility:

Many companies realize that they are part of the wider community and must behave in an environmentally responsible way. They set their environmental objectives as well as corporate and profit objectives. In some cases, concern for environmental issues has become integrated into the company’s culture—a fact which is recognized by customers and other influencers.

Comply with Legislation:

Apart from proactively embracing green marketing, it is also essential to comply with environmental legislation. Governments try to protect consumers and society by minimizing the impact of business on the environment. For example, they try to reduce production of harmful goods, modify consumer and industry’s use of harmful goods, and ensure that businesses provide accurate information on the environmental aspects of their activities.



Respond to Competitive Initiatives:

In some market sectors, companies who have undertaken green initiatives have increased market share as a result. Competitors, recognizing the value of the “green factor,” may introduce their own versions. A good example is the cosmetics industry in which organizations like The Body Shop successfully pioneered an ethical approach that was later followed by the majority of their competitors. In cases like this, the actions of one company have caused an entire industry to modify its environmental behavior.

Provide Accurate Environmental Information:

If you intend to practice green marketing online, it is essential that your activities and your communications do not mislead consumers or industry, and do not breach any of the regulations or laws dealing with environmental marketing. Any green marketing claims should:

- 1) Clearly state environmental benefits;
- 2) Explain environmental characteristics;
- 3) Explain how benefits are achieved;
- 4) Justify any environmental claims;
- 5) Use meaningful terms and pictures.

Identify Products with Green Characteristics:

There are a wide variety of products that support sustainable development and demonstrate commitment to green marketing, including:

1. Products made from recycled goods;
2. Products that can be recycled or reused;
3. Products with environmentally responsible packaging;
4. Organic products;
5. Services that rent or loan products-such as car sharing;
6. Products that meet or exceed environmentally responsible criteria.

Focus Product Development on Sustainability:

Any new product development program should take into account environmental issues. The objective should be to develop products that can be produced, distributed, used, and recycled with minimal environmental impact.

Set Realistic Prices:

Pricing is as critical in green marketing as in conventional marketing. Concerns about the overpricing of organic foods, for example, has made consumers skeptical about certain green claims. Most customers will only be prepared to pay a premium if they perceive additional



value such as improved performance, function, design, visual appeal, or taste. Environmental benefits alone may not be a justification for higher prices.

Practice Greener Distribution:

Distribution is a key issue in attracting the right customers for green products and behaving in an environmentally responsible way. Experience indicates that customers will not go out of their way to buy green products just for the sake of it; where possible, products should be distributed through mainstream outlets so that they are not just available to a small niche market of green consumers. If you market your products across geographical boundaries, distribution becomes an environmentally sensitive issue. Look carefully at the physical distribution of your products to find where you could minimize the impact on the environment of your logistics operations.

Promote Green Credentials Efficiently:

The key to successful green marketing communications is credibility. Never overstate environmental claims or establish unrealistic expectations, and communicate simply through sources that people trust. Larger corporations may run major advertising and public relations campaigns to promote their commitment to environmental improvement, but promotion on this scale is not essential.

Green marketers reinforce their environmental credibility by using sustainable marketing and communications tools and practices. Examples include:

1. Providing electronic statements or billing by e-mail;
2. Using e-marketing rather than paper-based direct mail;
3. Offering downloadable publications to reduce print quantities and paper usage;
4. Printing on recycled materials using processes such as waterless printing;
5. Eliminating unnecessary packaging;
6. Offering Webcasting as an alternative to live events to reduce representatives' travel.

Choose green paper for printing, environmentally sound technology and make sure you recycle everything that can be recycled in your office. Say no to bottled water and anything plastic. Our future generations will thank you.

Use eco-labelling as a tool to foster consumer awareness.

Since the United Nations Earth Summit in 1992, an international consensus has been generated to integrate environmental issues into manufacturing procedures and consumption patterns to achieve sustainable development. Although manufacturers apply eco-labels voluntarily, the practice links producers and consumers. Currently, both certified and private



standardized eco-labels exist. Setting standards for eco-labelling is a new form of regulation of the market economy that remains voluntary in nature.

2. Eight Keys to Successful Green-Web Marketing:

Show potential customers that you follow green business practices online and you could reap more green on your bottom line. Green Marketing isn't just a catchphrase; it's a marketing strategy that can help you get more customers and make more money. But only if you do it right. For green marketing to be effective, you have to do three things: be genuine, educate your customers, and give them the opportunity to participate.

- a. *Being genuine* means that (a) that you are actually doing what you claim to be doing in your green marketing campaign and (b) that the rest of your business policies are consistent with whatever you are doing that's environmentally friendly. Both these conditions have to be met for your business to establish the kind of environmental credentials that will allow a green marketing campaign to succeed.
- b. *Educating your customers* isn't just a matter of letting people know whatever you're doing to protect the environment; but also a matter of letting them know why it matters. Otherwise, for a significant portion of your target market, it's a case of "So what?" and your green marketing campaign goes nowhere.
- c. *Giving your customers an opportunity to participate* means personalizing the benefits of your environmentally friendly actions, normally through letting the customer take part in positive environmental action.
- d. *Know your customer*: If you want to sell a greener product to consumers, you first need to make sure that the consumer is aware of and concerned about the issues that your product attempts to address. (Whirlpool learned the hard way that consumers wouldn't pay a premium for a chlorofluorocarbon (CFC)-free refrigerator because consumers didn't know what CFCs were!).
- e. *Empower consumers*: Make sure that consumers feel, by themselves or in concert with all the other users of your product, that they can make a difference. This is called "empowerment" and it's the main reason why consumers buy greener products.
- f. *Be transparent*: Consumers must believe in the legitimacy of your product and the specific claims you are making. Caution: There's a lot of skepticism out there that is fueled by the raft of spurious claims made in the "go-go" era of green marketing that occurred during the late 80s to early 90s- one brand of household cleaner claimed to have been "environmentally friendly since 1884!
- g. *Reassure the buyer*: Consumers need to believe that your product performs the job it's supposed to do — they won't forego product quality in the name of the environment. (Besides, products that don't work will likely wind up in the trash bin, and that's not very kind to the environment.)



- h. *Consider your pricing:* If you're charging a premium for your product - and many environmentally preferable products cost more due to economies of scale and use of higher -quality ingredients- make sure that consumers can afford the premium and feel it's worth it. Many consumers, of course, cannot afford premiums for any type of product these days, much less greener ones, so keep this in mind as you develop your target audience and product specifications.

3. Green marketing strategies

In order to expand the market of green products it requires some strategies which can be conducive to boost up the market of the green products. Those strategies can be implemented having in mind the following:

1. *Product Differentiation:* it is a paramount need to make continuous efforts which can be helpful to differentiate the products and services using green marketing practices. There is a wide range of markets which includes retailing etc. the manufactures have used eco-performance to differentiate and to compete. It has been observed that the product with poor eco-performance can become a target for new substitutions as a result many organizations' products are copied from the competitors.
2. *Value positioning of the consumer:* the organization can design environmental products to perform as promoting and delivering the customer's desired value of environmental products and target relevant customer market segments can be proved conducive for the organization to differentiate.
3. *Designing of bio-degrading prone packaging:* it has been observed that promotion of green products have been strongly influenced by the design making of the customers. Thus it indicates that bio-degradable packing will affect in a strong and moderate on their decision making. It is therefore, an imperative to the personnel associated with green marketing to modify the product packaging by using recycle as well as hand-made paper in packaging rather than using more mechanized materials. The manufacturers, who are using plastic for packaging, should meet some of requisite standard.
4. *Product strategy for green marketing:* in order to promote marketing for green marketing it is an urgent need to identify customer's environmental necessities and develop the products accordingly. It includes more environmentally responsible packages which ensure that products meet or exceed the quality expectation of the consumers; so that the marketers may charge higher price with highlighting the ecological viability of the products.
5. *Distribution strategy of green marketing:* in this strategy of green marketing, it is very essential to take customers' support. In this case, the location must be differentiated from the competitors. It can be achieved by promoting the in-store activities like recycling of materials to focusing the environmental and other related benefits.



6. *Life cycle analysis of green marketing*: Product brand is a vital aspect, which can help to formulate plans for green marketing. It is a best tool for performing life cycle analysis complex assessment which can make available the vital statistics on social, environmental and economic impact of products through the supply chain production process and after the purchase. Life cycle analysis can inform a brand requirement to go before it claims to be sustainable. The consumers do not expect perfection when it comes to sustainability but they would like to see that brands make out the levels of probe, formulate a plan and in the executing process. In addition, different commercialization programmes and incentives could prove conducive to acquire new technologies introduced of citing the examples including fleet programme to cultivate strategic niche markets and by rendering services for financial services e.g. advanced vehicle tax credit proposal in case of vehicle purchase.



Practical Exercises

1

Plastic cutlery has been around for years, widely considered the only choice for cheap, disposable cutlery. Knowing the threat plastic poses to our environment and health, Narayana Peesapathy created a tasty and nutritious alternative: edible cutlery. Made with flours of jowar (sorghum) blended with rice and wheat, the spoons contain no chemicals, preservatives, fat, emulsifiers, artificial colors, or milk products. They're 100 percent natural, biodegradable, and come in a variety of sweet and savory flavors. Black Ticket Films and The Better India teamed up to produce this short film about how, from now on, finishing your meal might have a new meaning.

Watch this video about an innovative eatable cutlery made in India that can replace plastic spoons:

<https://www.youtube.com/watch?v=r4Cc5zmy0eY>

Think about a product of that sort that you can create with materials available at your home and share the idea with the group. Make a short video about it and post it on Facebook or Youtube to promote it. Share it with the group on the next session and discuss it.

2

Divide into groups of two people. Now let one of you describe to the other the business idea that she has. Say what you are good at, what do you want to do and what can you do from your home. The other person should take notes and think about what green products, materials and marketing tools can be used in the realization of this idea. Is the product or service environmentally friendly itself? How can it best be promoted through green marketing online?

Now switch roles and let the other do the same!

At the end, each one can share with the group her idea and what green products and green marketing ways were suggested by her partner. How the suggestion changed the initial business idea?



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