

Intervention and Future Strategy of Green Marketing: A Conceptual Review

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Abstract: *Now-a-days behavior of consumer is changing and consumers are more responsive and engrossed for the climate issues. Climate change is the major issue comes to the consumer mind very repeatedly. So, at the moment marketer is now changing their strategy and modus operandi for the target market. Actual and potential buyers are now trying to show the empathy for the sustainable society and milieu. This paper mainly reviews the literature of the present strategy of green marketing taken by the different countries and societies and the latest intervention strategy what marketer can acquire for the valued customers that the environment facing the problems today. In this paper we tried to find some relevant marketing strategies for better potential of market and the environment. We developed a conceptual framework for the enhanced understanding of the intervention and future strategy of green marketing. This framework mainly collaborates with the marketing system all the way through green marketing.*

Keywords: *Environmental Marketing, Green Marketing, Intervention, Strategy, Sustainable Development.*

I. Introduction

Changing nature of environment is the major concern while globalization process continues in its full speed across the world. Modern green politics began in 1950s but became more vigorous in 1960s with community pressure. Environmental issues became established in 1970s and the very first United Conference on the human environment held in Stockholm in 1972. The Modern Environmentalists say “Save the planet, not shave the planet”. There are many types of environmental groups as form from local, national and international and Non-Government Organization (NGOs). The other name of Environmental marketing is Green marketing. Other similar terms used are Environmental Marketing, Green Marketing and Ecological Marketing. Many governments around the world have become so concerned about green marketing activities that they have attempted to regulate them (Polonsky, 1994a) [1]. For instance, after careful examination of, Federal Trade Commission and the National Association of Attorneys-General, USA has identified extensive documents regarding green marketing issues. Insignificant research regarding environmental or green marketing is one of the biggest problems behind the promoting of this issue.

Though the existence of active environment movement has been there since mid-1900 and in 1970 for instance expert warned that the plane’s natural system was began dangerously destabilized by human industry (World Watch, March/April, 2000) [2]. Today, Scientist and experts are still warning about excessive burning of fossil fuel that threatens the health of the planet (Mintu et al., 1993) [3]. Each Year as many as 50,000 species become extinct; up to 17 million hectares of forest disappear; more than 8.2 billion tons of poisonous CO₂ are mixed into atmosphere; some 6.5 million tons of refuse find their way into world seas, choking seabirds and poisoning fish; and the world population is growing by about 100 million people annually. Environmental and developmental Integration would not happen after 1097 unless world commission on Environment and development called for an integration and translation of our understanding of the environment and development into action. Marketing just like other business functional areas has a role to play toward providing solutions to current environmental challenges and to bring about sustainable development.

Now a day “Green” is the very catchy word for gaining popularity in the present generation. Present generation are now thinking about green product and green society for environmental development. A popular survey depicts 87% of Nationals from Brazil, Canada, like Brazil, Canada, China, France, Germany, India, the UK and the US have an interest in reducing the environment impacts. There are only few works done in the field of green marketing, its impact on environment, satisfaction level of green marketing and its future strategy. Further, research done by Grant (2008) aims to look at how companies obtain a greener and what is the future of green marketing. All of Research works have been drawn about cause effect relationship of marketing ecological Balance. Importance of green marketing emerged through growing public concern about environmental deterioration in the recent years. The purpose of this paper therefore, is to analyze the intervention strategy and the satisfaction level of green marketing as well as future strategy of green marketing is addressing the environmental situation.

II. Theoretical Background

I. Green Marketing

While these terms are green marketing claims, in general green marketing is a broader concept, one that can be applied to consumer goods and industrial goods and services (Polonsky, 1994) [4]. No single definition of terminology is accepted universally. So the definition of green marketing which is very much interrelated to the term of green marketing or ecological marketing is:

“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” (Polonsky, 1994b) [5]. The important component of earlier definition is to satisfy human needs and wants in a way that the natural atmosphere is modestly affected. The earliest definition of green marketing was given by Henion as “Marketing program specially designed and used for the environmentally conscious people” (Henion & Kinnear, 1976a) [6]. According to the American Marketing Association green or ecological marketing refers to the “Prudential Analysis of how marketing activities reacts on pollution, energy depletion and non-energy resource depletion” (Henion & Kinnear 1976b, 1) [7]. Less toxic, durable and product made of recyclable materials are part of green marketing.

II. Concepts about Green Marketing

Green marketing concepts was established in the late 1980s and early 1990s. Defining green marketing is not an unpretentious job. Moreover, the terminology used in this area has wide-ranging, it contains: Green Marketing, Environmental Marketing and Ecological Marketing. Many people think that green marketing is just advertising the product of environmental terms. But it's not like that. Green marketing includes wide range of activities, like medication of specific products, changing production process, changing packaging style and system etc.

III. Why Green Marketing Important?

Now the main question arises, why green marketing important? Why the environmentalists think about green marketing? A simple and basic definition of economics can explain the importance of green marketing fully. Matching between scarce resource and infinite needs is the main concern of economics. According to the definition we can identify few things about green marketing, as firms face limited natural resources of production. So they need to identify different and ultimate resources for developing new or alternative ways of satisfying these unlimited wants.

IV. Why firms are using Green Marketing

Green marketing is mainly introduced for those organization who use the natural resources most. It's true that without using natural resource firms can't continue their production and manufacturing. The main possible reason is administrations distinguish environmental marketing to be an opportunity that can be used to achieve its objectives. Environmental marketing is the primary reason and main lead objectives of using green marketing. Organizations consider that they have an ethical responsibility to be more socially responsible (Davis 1992, Freeman and Liedtka 1991, McIntosh 1990, Shearer 1990, Keller 1987,) [8][9][10][11][12]. But sometime government bodies are also forcing for using green marketing, because it makes them more responsible.

III. Objectives

- To identify the future prospect and strategy of green marketing.
- To study the consumer perception of green marketing.
- To develop some feasible explanation and recommendation for positively applying green marketing activities.

IV. Literature Review

This paper discusses the involvement of green marketing and the future strategies in the context of organization in the late 1990. AMA defines green marketing as the marketing of products that are acknowledged to be environmentally safe, it integrates several activities such as product modification, changes to the manufacturing process and packaging, advertising strategies and also increase responsiveness on compliance marketing activities within and other industries. A Business dictionary refers green marketing as promotional activities triggered to take favorable consumer attitude towards a brand.

There is a vast relationship between customer satisfaction and loyalty. Satisfaction leads to attitudinal loyalty. It could be known as a purpose of purchase. This part will review the literature on green marketing strategy that could be used to The purpose of this sub-section is to review the literature on green marketing strategies that have been or can be used by organizations to resolve the environmental degradation related problems like pollution, acid precipitation, threat to earth ozone layer, accumulation of greenhouse gases,

deserts consuming agricultural land, fast reduction of vital habitual resources, the disappearances of rain forests and loss of species with an aim of achieving sustainable development.

Most of the people believe that green marketing mentions specially to the promotion or advertising of products with ecological characteristics. Terms like Phosphate Free, Recyclable, Reusable, and Ozone friendly and environment friendly are some of the things consumer most often associated with green marketing. While these terms are green marketing privileges, overall green marketing is a wider thought, one that can be applied to consumer goods and manufacturing goods and services (Polonsky, 1994) [13]. According to Chen and Chai (2010) green marketing is outlined because the activities taken by corporations involved regarding environmental issues or green issues, by delivering the environmental sound product or services to make customers' and society's satisfaction. Welford (2000, cited in Chen and Chai, 2010) defined green marketing as "Identifying, distinguishing and Satisfying consumer needs in a profitable but sustainable manner" way".

According to Rahbar and Wahid (2011) eco-label, eco-brand and environmental advertisement are important tools of Green Marketing. The two initial components have importance within the consumers' behavior towards green product. But because of the actual fact that as we are Bangladeshi natives and as we wish a sample composed of Bangladeshi and non-Bangladeshi. Because of product in homogeneity with local one most of consumer are probably not to acknowledge a recognize brand or eco-label similarly. Reason for what we tend to failed to take under consideration specific eco-brands in our survey.

To bring attention to the overall and pervasive exclusion of service industries from discussions of green marketing practices. They explore why circumstance might exist, and provided arguments to support the adoption of environmental practices by services providers. Additionally, in making an attempt to identify how the service sector will contribute to the preservation of the surroundings, a greening of services matrix was given. This matrix designed to demonstrate through theoretic examples the numerous ways in which service industries will reduce, reuse or recycle resources, either collectively or separately, and thereby embrace the green initiative. Finally, Crane, A. (2000) submitted a complete quality or benchmarking approach as a way by that services organizations may adopt environmental practices.

Superior environmental enlightenment may be secured through market economy by exploitation the characteristics of commodity culture to more progress environmental goals. Grove, S.J. & Fisk, R.P. (1996) reject each naive ecological romanticism and revolutionary idealism as a result of they fail to offer any pragmatic basis by which greater environmental responsibility can do. Given emphasis on present deep rooted theoretical tradition of post-Marxist cultural criticism, the authors supply a conceptual justification for the event and implementation of a green trade goods discourse. The success of this concept depends on existing paradigms concerning the structure, nature, and features of market economy should be revised. Marketing not solely has the potential to contribute to the institution of a lot of sustainable forms of society however, as a principle agent in the operation and proliferation of trade goods discourse, additional features as a significant responsibility to do so.

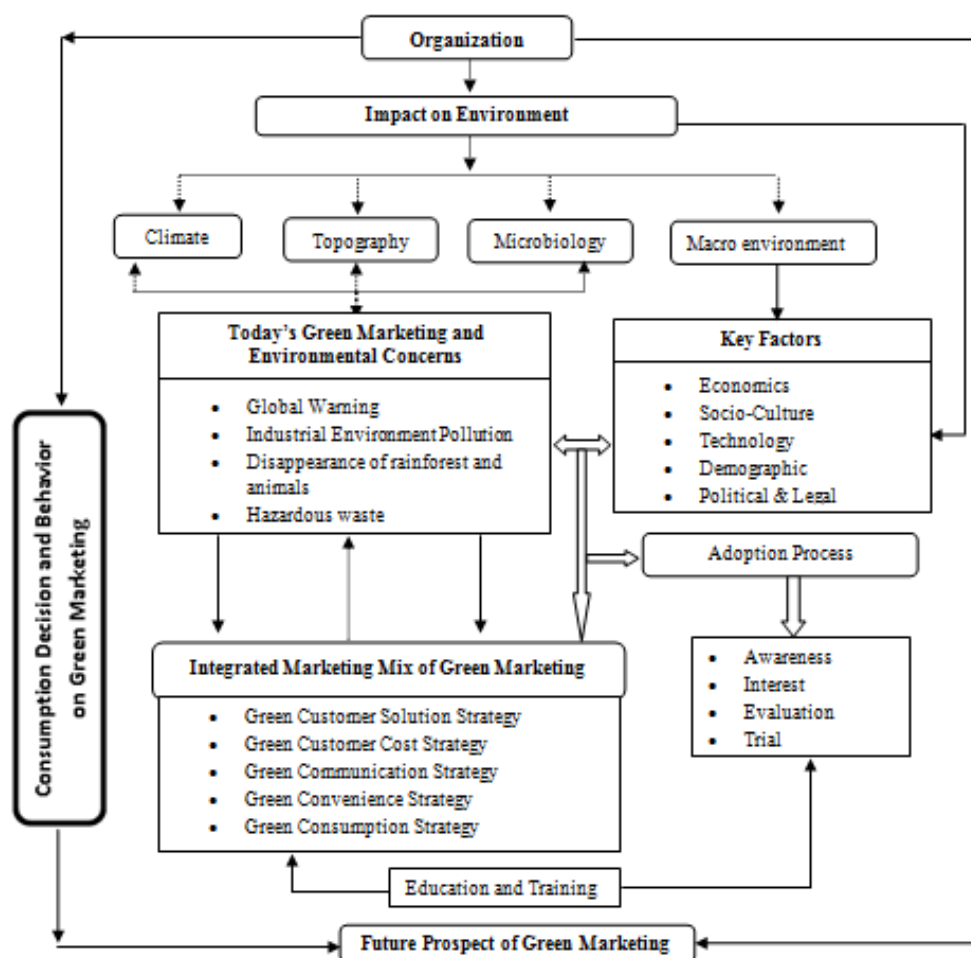
Consumers are willing to pay an additional premium for their consumable products if it's an occasional impact on the environment. Prothero, A. & Fitchett, J.A. (2000) examine if slightly dose of such idealistic behavior incorporates a massive impact on the market equilibrium, and to what extent it will replace the environmental regulation. The analysis is carried out in an exceedingly model with product differentiation, where shoppers disagree in their preferences for product quality. Consumers' willingness to pay the environmental premium is also uniformly or non-uniformly distributed. Green consumerism will solely be with modesty prestigious in each case, despite the actual fact that product differentiation leads to relaxed competition and magnified profits, and thereby creates leverage.

V. Conceptual Framework

In response to the challenge of advancing at the same time in economic development and environmental protection because the sustainable development demand corporations and academicians have developed and/or adopted green promoting methods and alternative company methods. Among the key methods are; green product strategies, green supplying strategies, green rating strategies, green promotion strategies, dynamical customers from consumption culture to ecologically involved consumers, orientation Green Marketing philosophy, public policy, lifecycle inventory analysis and teaming up for achievement (Polonsky et al, 1997; Ottman, 1997; Willum, 1998; Charter et al, 1999) [14][15][16].

Green Marketing focuses on mainly organization and its impact on environment. Sometimes consumer's decision depends on green marketing or green products, because now a day it's a major concern of environment. Consumers are now thinking about environment friendly goods for their daily usages. To make the future strategy organization need to understand the integration process of green marketing and after having the full realization of green marketing strategy the future prospect of green marketing will be developed (See figure I conceptual framework of green marketing and future strategy which illustrates the relationship of intervention and future strategy.)

Table: conceptual framework of green marketing and future strategy



According to the framework organization is fully depend on environment and the factor of environment like climate, topology, microbiology, macro-environment etc. Global Warming, Industrial Environment Pollution, Disappearance of rainforest and animals are the main today's green marketing concerns that are mostly accompanied to the impact of green marketing environment.

In addition, macro-environmental factors; Economic, socio-cultural, Technological, Demographic, Political-legal and individuals additionally contribute to environmental considerations nowadays. The model further proposes that promoting through green promoting intervention ways will answer the environmental considerations challenge. Different business useful areas may intervene through numerous ways to supply solutions to the environmental issues. These intervention ways can end in improved structure performance and higher physical setting, which successively can end in property development.

VI. Green Marketing Intervention Strategy

The drive of this section is to review the conceptual framework on green marketing strategy that have been on can be used by organizations to resolve the environmental concern facing the world today of huge population, threats of ozone layer, gathering of greenhouse gases, the disappearance of rain forests and the ultimate loss of of species with an aim of achieving sustainable development. Green marketing intervention strategy is mainly developed from the concept of integrated marketing mix of green marketing.

I. Integrated Marketing Mix of Green Marketing

Integrated marketing mix strategy of green marketing include developing green based product, green based customer solution, green costing, green convenience and green communication and convenience. The wide-ranging strategies are not restricted to marketing discipline but may be used by marketing as well as other practical areas of organization in dealing with problem of sustainability. They are; implementation of eco-marketing direction as a business philosophy, government interference, and undertaking life cycle analysis and teaming up for success (Polonsky et al, 1997; Ottman, 1997; William, 1998) [17][18].

Integrated marketing mix of green marketing mainly influenced by several environmental concern, like global warning, industrial environment pollution, disappearance of rainforest and animals and hazardous waste.

Green customer solution strategies associated with the proper development of any business. Sometimes business face some kind of potential threat or may earn some opportunities, green marketing can have constructed this kind of activities to the business.

Green products represent a considerable product opportunity. It could be a new strategy for a business. (Polonsky et al, 1997). Green products are typically durable, non-toxic, made from recycled materials, or minimally packaged (Ottman, 1997). Recycling, less Packaging Materials, consumption, and dematerializing the product aggregate comprise green based Product.

Consumer thought that green product cost is basically higher than the cost of conventional products (Peattie, 1999; Polonsky, 2001). Sometimes it's true that the green product pricing is higher than conventional products cost, because of the durability, easily disposable, environment friendly but the conventional products are unrealistically cheap because they eliminate social and environment related damages created by production process, product use and disposal (Peattie, 1999) [19].

Reverse Channel System is well established form of greening convenience. It deals with the matter of post-consumer recycling. Recycle means to extract and reuse useful substances found in waste while the most common tendency to product disposal can be described as linear in which waste materials are indiscriminately dumped. The definition of recycle clearly demonstrates that the goal is to reverse this result by achieving a circular flow that effects a reintegration of materials with markets.

Green communication activity allows promoting products without disrupting natural environment (Polonsky et al, 1997). According to Benerjee et al (1995) it should meet one or more of the following criteria; explicitly or implicitly addresses the relation between a product/service and the bio-physical environment, accelerating an eco-friendly lifestyle insignificance product/service branding and presents an environment friendly corporate culture.

VII. Adoption Process Of Green Marketing

Adoption of green marketing is really a very important issue now a day. Many countries are trying to invent various evaluation process and technique that how green marketing are to be adopted. Environment is now devastating day by day because of consuming traditional and conventional products. Specialists are trying to generate some idea for green marketing and to show some advantages of consuming green products. Using green marketing strategies enlightened Chief Executive Officers have taken advantage and have achieved different benefits. The main adoption process of green marketing includes; awareness, interest, evolution and trial.

Awareness is the first step for green marketing intervention and future strategy. To aware the consumer that green based products create less waste, use fewer raw materials, and saves energy. Companies that are first to put their environmental enhancement shelve enjoys competitive advantage. Research shows that a number of customer segment willing to pay extra 5-10 percent for eco friendly product or green product. It is main responsibility to aware those customers about the product. Different tools could be used to draw customer attention, for instance Television, Radio, and Newspaper Etc. Considering the growing popularity of the social media platform, different online advertising tools needs to be used. One of the key advantages of social media is easiest reach to the targeted customer base.

The second stage of green marketing involves let the customer proceed to learn more about the product. In this stage, organization must guide the interested customer towards easily accessible information. Prospective customer and individuals try to find out the basic distinctive product features which supported it as a green product. So, marketers need to available more details description of the offering to meet the prospect information demand.

Prior to taking purchase decision customer compare, analyze and examine the offering with other alternatives. For example, a prospective customer interested in eco friendly bike first compare the basic feature of the bike with traditional bike. He or she may analyze the energy efficiency, recyclability and materials used in production. Favorable outcome of this comparison leads to customer to buying decision.

Trial is the last stage of the adoption process. Before buy the product in this stage the consumer "kicks the tires". Trial helps the prospect to take the final purchase decision. There are many ways this is accomplished. In case of Green Product, the trial opportunity is significant as green products are a new concept. Through the trial customer relate his own expectation with the real product. Fulfillment of customer expectation is very important in this stage.

VIII. Conclusion

Nature is changing day by day. Consumers are more aware now-a-days. Today's world now properly concentrates on green based policy like green product, green promotion, green banking, green accounting etc.

Green marketing can make a big revolution to our world and can change the society. These papers mainly suggest that the revolution of green marketing can change the business contribution of our society. For those changes, marketer needs to set some strategy for that perspective. Further research and analysis can be made using the latest marketing phenomena.

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