



## GREEN MARKETING ON CUSTOMER SATISFACTION AND ENVIRONMENTAL SAFETY

**L. Priya**

Assistant Professor, Department Of Commerce IT, Dr. N.G.P. Arts and Science College, Coimbatore.

**S. Shanmugapriya\***

Assistant Professor, Department Of Commerce IT, Dr. N.G.P. Arts and Science College, Coimbatore. \*Corresponding Author

**ABSTRACT** Green revolution, going green, environmental protection, sustainable life style, sustainable development, protecting our earth and many more has become a natural phenomenon in our everyday life. Green marketing is a tool used by many companies in various industries to follow this trend. There have been a lot of literature reviews on green marketing over the years, this paper analysis the impact of green marketing strategies on customer satisfaction and environmental safety using comprehensive literature review. As a result, this paper can be used by researchers who need to find out the impact of green marketing on customer satisfaction and Environmental safety.

**KEYWORDS :** Green Marketing, Consumer Satisfaction, Environmental Safety.

### 1. INTRODUCTION

In the last decade, consumers have become more enlightened on environmental issues. Green marketing Refers to selling product or rendering services based on environmental benefit. It came into existence in late 1980s and early 1990s. Green marketing is growing rapidly and consumers are willing to pay a lot for green product. There has been little analysis of the impact of this new market on the consumers and the environment so far. Green marketing affects all areas of our economy, it does not just lead to environmental protection but it also creates new market and job opportunities. Companies that are environmental stewards stand a chance of gaining many satisfied and loyal customers.

### DEFINITION

"Marketing products and services based on environmental factors or awareness. Companies involved in green marketing make decisions relating to the entire process of the company's products, such as methods of processing, packaging and distribution".

### 2. GREEN MARKETING

Green marketing refers to the process of selling products and/or services based on their environmental benefits. Such a product or service may be environmentally friendly in it or produced and/or packaged in an environmentally friendly way.

The obvious assumption of green marketing is that potential consumers will view a product or service's "greenness" as a benefit and base their buying decision accordingly. The not-so-obvious assumption of green marketing is that consumers will be willing to pay more for green products than they would for a less-green comparable alternative product - an assumption.

### Benefits of Green 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,

- It ensures sustained long-term growth along with profitability.
- It saves money in the long run, though initially the cost is more.
- 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.
- Most of the employees also feel proud and responsible to be working for an environmentally responsible company.

### 3. GREEN PRODUCTS AND MARKETING PRACTICES

Actually there is no consensus on what exactly is green. There is no accepted definition of green product. However based on different definitions of green marketing, some common characteristics of products generally accepted as green, including the products are:

1. Energy efficient (both in use and in production).
2. Water efficient (both in use and in production).

3. Low emitting (low on hazardous emissions).
4. Safe and/or healthy products.
5. Recyclable and/or with recycled content
6. Durable (long-lasting).
7. Biodegradable.
8. Renewable.
9. Reused products.
10. Third party certified to public or transport standard (e.g., organic, certified wood)
11. Locally produced.

### 4. GREEN CONSUMER

Green consumers are the consumers who choose to purchase environmentally friendly Products. The development of green products whether in the context of human resources, operations or marketing required new ideas while dealing with added constrained of environmental and consumer pressures (Cronin, et. al., 2010). However, the activities of green products are as follows (Amatruda, 2010):

1. Incorporate recycle content.
2. Renewable resources.
3. Local resources and manufactures.
4. Employ sustainable harvesting practices wood or bio-based.
5. Bio degradable.
6. Easily reused either whole or through dissembling.
7. Be able to readily recycle without significant deterioration of quality.

### 5. GREEN JOBS

Green jobs may be defined as activities that contribute substantially to preserving environmental quality. These jobs are plumbers, electricians, general workers, environmental specialist, etc. The literature review reveals that the sectors of economy can create new green jobs. These sectors are sustainable agriculture, transportation, energy efficiency, renewable energy, etc. It has been reported that the livelihoods of the sample respondents may be changed through green business training. These are,

- (i) To Familiarize Stakeholders with Green Business and Related Concepts
- (ii) To Illustrate the Importance/Interrelations Among of Green Businesses
- (iii) To Identify Possible Policies and Measure for Implementation
- (iv) To Make Proactive Corporate Marketing And Active Government Intervention, Etc.

The mechanism of government interventions are,

- a. Regulations
- b. To Make Reformation
- c. Re-Consumption
- d. Reorientation
- e. Reorganization.

Further, it has been revealed that the steps to green business are,

- (i) Learning what it means to be a green business
- (ii) Reduce consumption, waste and pollution
- (iii) Re-use what ones have
- (iv) Recycle everything ones can
- (v) Learn low going green can save money
- (vi) Green ones Business from the ground up
- (vii) Develop and implement a green checklist
- (viii) Review ones Processes
- (ix) Environmental education & networking, etc.

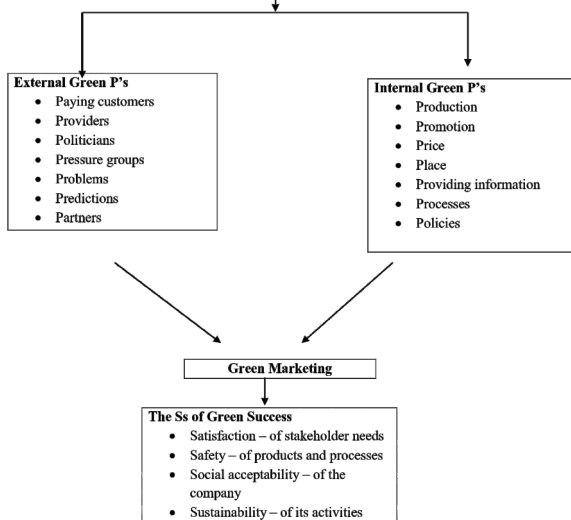
**6. USE OF GREEN MARKETING**

- Organizations perceive environmental marketing to be an opportunity that can be used to achieve its objectives.
- Organizations believe they have a moral obligation to be more socially responsible.
- Governmental bodies are forcing firms to become more responsible.
- Competitors 'environmental activities pressure firms to change their environmental marketing activities.
- Cost factors associated with waste disposal, or reductions in material usage forces firms to modify their behavior.

**7. GREEN MARKETING PROCESS**

Green marketing process comprises with external and internal Ps. After integrating external and internal Ps, green success will automatically come through four Ss. Here external 7 Ps consists of Paying customers, Providers, Politicians, Pressure groups, Problems, Predictions and Partners; internal 7Ps consists of Products, Promotion, Price, Place, Providing information, Processes and Policies. After integrating external and internal 7Ps, we can find out the green successes through 4 Ss such as Satisfaction – of stakeholder needs, Safety – of products and processes, Social acceptability –of the company and Sustainability – of its activities.

**FIGURE 1: THE GREEN MARKETING PROCESS**



**8. IMPORTANCE OF GREEN MARKETING**

Green marketing offers business bottom line incentives and top line growth possibilities. While modification of business or production processes may involve start-up costs, it will save money in the long term. For example the cost of installing solar energy is an investment in future energy cost savings. Companies that develop new and improved products and services with environmental impacts in mind give themselves access to new markets, substantially increase profits and enjoy competitive advantages over those marketing no environmentally responsible alternatives. When looking through the literature there are several suggested reasons for firms increased.

**9. ENVIRONMENTAL SAFETY ON GREEN MARKETING**

Environment is simply our surrounding. The increased awareness on environmental issues is as a result of increased publicity on the media on issues such as, the warring off of the ozone layer and increased pollution of the environment by industries. Customers have become concern about their everyday habit and the impact it has on their environment.

Managing environmental safety issue is highly challenging, time

consuming and expensive. There are many laws on environmental safety that have made companies liable to any wrongdoings. These laws cover areas such as, harmful pollution, managing of hazardous materials and soon. Similarly, many regulatory bodies and acts are set to ensure environmental safety and protection, some of which include, OSHA (Occupational Safety and health Act), CERCLA ( Comprehensive environmental Respond Compensation liability Act), TSCA (Toxic Substance Control Act), HMTA ( the Hazardous Material Transportation Act), FIFRA ( Federal Insecticide, Fungicide and Rodenticide Act), FFDCA (Federal food, Drug and Cosmetic Act, Clean Air Act, Clean Water Act, GHS (Globally Harmonized System of Classification and labeling of Chemicals).

Environmental Safety is not an easy task to implement. Implementing the GHS standardization policies of a single frame work of the classification and labeling of chemicals so hazards are consistently defined across different national jurisdiction is beneficial but highly challenging, especially in countries like U.S, Japan and Korea that have multiple regulatory authorities. EH&S (Environmental Health and Safety) regulatory compliance and CSR (Cooperate Social Responsibility) initiative throughout the supply chain can help promote and sustain ongoing improvement within an organization. These improvements will help the company achieve regulatory compliance and position itself as a socially responsible company.

**10. GOLDEN RULES OF GREEN MARKETING**

**(I) KNOW YOU'RE CUSTOMER:** 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 CFC-free refrigerator because consumer's didn't Know what CFCs were.).

**(ii) EDUCATING YOUR CUSTOMERS:** isn't just a matter of letting people know you're doing 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.

**(iii) BEING GENUINE & TRANSPARENT:** means that a) you are actually doing what you Claim to be doing in your green marketing campaign and b) 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.

**(iv) REASSURE THE BUYER:** Consumers must be made to believe that the product performs the job it's supposed to do-they won't forego product quality in the name of the Environment.

**(v) 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 those consumers can afford the premium and feel it's worth it.

**(vi) 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.

**11. CONCLUSION**

Green marketing is a tool for protecting the environment for the future generation. it has a positive impact on environmental safety. Because of the growing concern of environmental protection, there is an emergence of a new market which is the green market. For companies to survive in this market, they need to go green in all aspect of their business. Consumers want to identify themselves with companies that are green compliant and are willing to pay a premium for a greener life style. As such, green marketing is not just an environmental protection tool but also a marketing strategy.

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