

The Impact of Green marketing on customer Satisfaction and Environmental safety

Ms. Kamalpreet kaur
Assiatant Professor, Department of Commerce
D.A.V College, Pehowa (Haryana)

Abstract

Green marketing is the marketing and environment of safety products that are presumed to be environmentally safe. Thus green marketing in corporate a proud range of activities, including product mollification, packaging changes, also modification in production process an in advertising too. Gram environmental an eco- marketing are part of the new marketing approvals which do not just re-forces and adjust existing marketing practices, but also seek to challenges these approaches provides a substantially difference perspective, Today, green revaluation, going green, environmental protection have become a natural phenomenon in our everyday life. Green marketing is that tool which is following by many Industries. There has been lot of review on this concept over the year this paper analysis the impact of green marketing strategies on customer satisfaction. In concussing this paper can be used by researchers who need to find out the impact of green marketing on customer satisfaction and environmental safety

Introduction

In the text decade consumer have become more conscious on environmental issues Green marketing is related to selling of product and services which are based on environmental benefit. It came into existence in late 1980s and early 1990s. These days consumer are willing to pay a lot for green products. Green Marketing affects all area of our economy, it is not only related to environmental protection but also to create new markets and job opportunities.

1) Green Marketing

Green environmental and eco-marketing are part of the new marketing approaches which do not just refocus adjust or enamel existing marketing thinking and practice, but seek to challenge those approaches and provide a substantially different perspective. The American Marketing Association (AMA) holds the first workshop on “Ecological Marketing in 1975. The proceedings of this workshop resulted in one of the first books in green marketing entitled “Ecological Marketing”. This is the first phase and during this period all marketing activities were concerned to help environmental problems. Second phase was “Environmental” green marketing and the focus shifted to clean technology that involved designing of innovative new products which take care of pollution and waste issues.

2) Need of Green Marketing?

As we know that human wants are unlimited and resources are limited so, it is very important for the markets to utilize the resources efficiently without any wastage of resources as well as to achieve the organizations objective too. We can see from all over world that people we commerce about the environmental and their changing behavior. So that we can say that green marketing has emerged which speak for growing market for sustainable and socially responsible products and service.

3) Business and Green Marketing

There are serious change for awakening in the business world regarding this responsibility towards the environmental and the society. Strategies targeting not only making a profit for the day but also for long term profitability and environmentally friendly sustainability have started to become targets of the companies. Today every corporate ethical code of the 21st century is being green. As we know that primary objective of companies is profitability but it is too hard for companies with the sole objective of making profit to obtain sustainability. So, it becomes important for the companies towards their responsibilities for environment as well as for the society, towards their clients, shareholders and employees.

4) Green marketing mix

First of all green marketing begins with green ‘design’. Product design constitutes an active interface between the demand (by consumers) and supply (manufactures). The product itself has to be made in such a way that it satisfies consumer and manufacturer’s need for ecologically products to be efficiently communicated. Most of the buyer’s decisions are influenced by labeling that state all that makes the product green complaint.

Next the price of green product has to be affordable for the customer to encourage purchase.

Most of the buyers are influenced by advertisement that reflects a company’s commitment to environment companies that do green advertisement which tend to give an image of environmental friendliness, influences their customer purchase decisions. Consumers are always ready to purchase those products which are environmental friendly. Whenever, companies communicates this all through their promoties, advertisements, publicity and corporate social responsibilities they are sure to get many loyal customers. Further more green distribution is very complicated task. Customers must be guaranteed of the ‘Ecological nature’ of the product. The green environment is

constantly regulated environment and as such high level of compliance is necessary when carrying out distribution of green products.

5) 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.

6) Reasons for adoption of green marketing

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

They are:-

1. Opportunities or competitive advantage
2. Corporate social responsibilities (CSR)
3. Government pressure
4. Competitive pressure
5. Cost of profit issues.

7) Adoption by many firms – Green marketing

Green marketing has been widely adopted by the firms worldwide and the following are the possible reasons cited for this wide adoption.

- 8) **Opportunities: -** Ass deems and changes many firms see these changes as as opportunity to exploit and have a competitive advantage over firms marketing non-environmentally responsible alternative like Mc Donald's replaced its clamshell paining with waxed paper because of increased consumer concern relating to polystyrene production and ozone depletion. X Error Introduced a "high Quality" recycled photopia paper n an attempt to satisfy the demand of firms for less environmentally harmful products.

- 9) **Government pressure** – As with all marketing related activities government want to protect “consumer and society, this protection has significant green marketing implications. Government regulations related to environmental marketing are designed to protect consumers in several ways, e.g. reduce production of harmful goods or by products modify consumer and industry’s use and / or consumer of harmful goods.
- 10) **Competitive Pressure:** - Another major force in the environmental marketing area has been firm’s desire to maintaining their competitive position.
- 11) **Social responsibility** – Many firms are bringing to realize that they are member of the wider community and therefore must behave in environmentally responsible fashion.

12) Environmental Safety

Environment is simply our surrounding. The increased awareness on environmental issues is a result of increased publicity on the media on issues such as the wearing off of the ozone layer and increased pollution of the environment by industry. Customers have become concerned about their everyday. Habit and the impact it has on their environment. Managing environment safety issues is highly challenging, time consuming and expensive. There are many laws on environmental safety that have made companies liable to any wrongdoing. These laws cover areas such as harmful pollution, managing of hazardous materials and so on. As a result, several hazard controls, pollution control and prevention programs are held in different parts of the world on emergency procedures, contingency planning and employee training.

Conclusion

There is now a real sense that environment protection is highly necessary. Everyday believes a green life is a better and healthier life for present and future generations. Most consumers’ spending patterns show that they have designs for brands that go green. Consumers not only want to buy their products, but are willing to pay more for them. 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

marketing for companies to survey in the market they need to go green in all aspects of their business. Consumers want to identify themselves with companies that are green compliant and are willing to pay a premium for green life style.

As such, green marketing is not just an environmental protection tool but also a marketing strategy

Reference:

- 1) Ken pestle and Andrew Crane (2005), “Green marketing: legend myth or prophesy?” Qualitative research: An international journal, vol: 8 Issue – 4
- 2) Mc Daniel, Stephen W; David H. cylinder (1993). “Strategic green marketing. “Journal of consumer marketing (MCB UP LTED) 10 (3). 4-10
- 3) J.A Ottoman ET all, “avoiding Green marketing Myopia, “Environment, Vol – 48 June 2006.
- 4) www.greenmarketingnet/stratergic.html
- 5) www.greenplace.org/international
- 6) www.google.com
- 7) <http://www.iocl.com/apoutus/environment%28GFA%29.aspx>
- 8) B adman H, Boons F. Bride (2002)
- 9) Mapping the green product development field. Engineering, policy and business perspectives”, journal of clear production, vol 10 PP 409-25
- 10) Ottoman, J Terry, V (1998)
- 11) “Strategic Marketing of green products”,
- 12) Karla, tension; Thomas C. Kenner
- 13) (January 1976) “Ecological marketing
- 14) Peter Kangir (1992) “concerns about green marketing “International Journal of Wine marketing
- 15) Vol 4 is: 2 PP 21-24
- 16) www.business.eu yesil gorilla pazarlama
- 17) Yukseliyer (ascending in 27 November 2010)
- 18) [http://www.grailreslarch.com/pdf/content pdf/the green revelationpdf](http://www.grailreslarch.com/pdf/content%20pdf/the%20green%20revolution.pdf). (Accessed in 10 December 2010)